FLORIDA ♥ BAPTIST
Children's Homes | **ONE MORE CHILD** +1

OUR BRAND GUIDELINES

Hey there.

At Florida Baptist Children's Homes and One More Child, every team member plays a vital role in ensuring that any visuals produced maintain our unique and established identity. This guide contains constraints, rules and examples for maintaining a cohesive identity for Florida Baptist Children's Homes and One More Child.

Our logos are a tool and, when used correctly, ensure that every touch point reinforces our mission and communicates confidence and excellence as we represent the Kingdom and serve children in need.

To do this, together let's remember to:
• Always use one of the approved logos*
• Always use the approved logo sizes
• Always reproduce from an approved digital file
• Always maintain consistent white space as defined by the control area

*This document covers most, but not all, instances of the correct usage of the Florida Baptist Children's Homes and One More Child logos as well as other brand elements.

What makes us... us?

Every decision we make as an organization shapes our story and our audience's perception in some way, no matter how small.

It's the words we use, our logo, type, color and imagery choices that allow others a glimpse into our hearts and give us an opportunity to help one more child for Christ.

WHO
WE
ARE

WHY
WE
EXIST

We exist to change the lives of children and families through Christ-centered services.

We exist to impact the life of one more child.

OUR PEOPLE

We live our beliefs and values OUT LOUD at work and at home.

Our team members are:

+ Christ followers
+ Passionately called to help children
+ Emotionally committed
+ Genuinely compassionate
+ Humbly willing to serve

We will reach our vision to help one more child by:

+ Providing creative services
+ Building financial strength
+ Delighting our partners

OUR STRATEGY

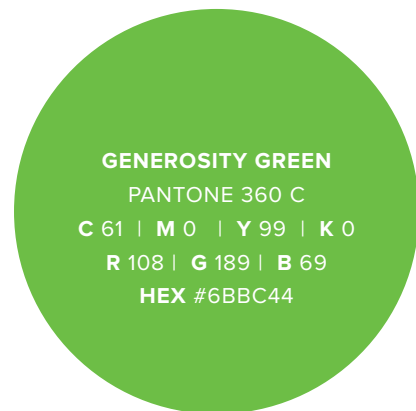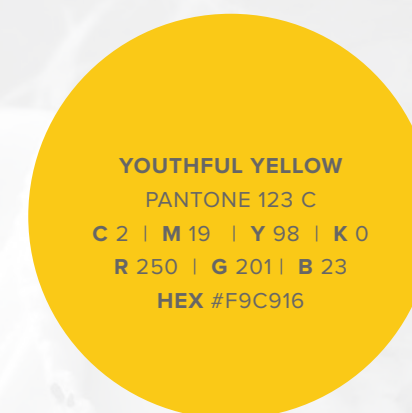# OUR
COLORS

Primary Palette

There are four primary colors for Florida Baptist Children's Homes and One More Child. Guidelines for using these colors in regards to brand elements will be discussed throughout this guide.

Secondary Palette

The colors in our supporting palette were chosen to complement our primary palette of green and blue, providing additional range to the brand experience. These colors listed below, may be used in addition provided that they are used as complimentary accent colors. Secondary colors may not be used as alternatives to the Florida Baptist Children's Homes and One More Child official colors.

BENEVOLENT BLUE
PANTONE 7463 C
C 100 | M 76 | Y 46 | K 45
R 0 | G 48 | B 73
HEX #003047

GENEROSITY GREEN
PANTONE 360 C
C 61 | M 0 | Y 99 | K 0
R 108 | G 189 | B 69
HEX #6BBC44

GRACE GRAY
PANTONE COOL GRAY 10 C
C 60 | M 51 | Y 51 | K 20
R 102 | G 102 | B 102
HEX #666666

WINGED WHITE
OPAQUE WHITE
C 0 | M 0 | Y 0 | K 0
R 255 | G 255 | B 255
HEX #FFFFFF

POSITIVE PINK
PANTONE 191 C
C 0 | M 91 | Y 43 | K 0
R 240 | G 59 | B 102
HEX #EF3A66

OASIS ORANGE
PANTONE 165 C
C 0 | M 72 | Y 98 | K 0
R 245 | G 107 | B 33
HEX #F46B21

YOUTHFUL YELLOW
PANTONE 123 C
C 2 | M 19 | Y 98 | K 0
R 250 | G 201 | B 23
HEX #F9C916

PEACEFUL PURPLE
PANTONE 2613
C 76 | M 100 | Y 13 | K 4
R 99 | G 23 | B 128
HEX #63167F

OUR
TYPOGRAPHY

Primary Typeface

Proxima Nova has been chosen as the brand's primary typeface. This font family allows us to use a variety of type combinations for headers as well as body copy. The examples shown on the right use this typeface to create successful and bold visual hierarchy.

Thin
Thin Italic
Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
Semibold
Semibold Italic
Bold
Bold Italic
Extrabold
Extrabold Italic
Black
Black Italic

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z

a b c d e f g h i
j k l m n o p q r
s t u v w x y z

0 1 2 3 4 5 6 7 8 9
! @ # $; % ? ^ : & *) (

This is why we do everything we do.

Since 1904, we have served abused, neglected and orphaned children by providing Christ-centered services to children and families in need. Every day our passionate focus is the same: **help one more hurting child.**

MORE THAN

437,465

children in foster care in the United States in 2016, 10,000 more than the year before. (The AFCARS Report, 2017)

OUR PHOTOGRAPHY

Photographic Content

Photography is a powerful, genuine way to express our personality and brand identity. In addition to holding fast to our personality traits, we have more specific requirements for the types of imagery that make up the experience of our brand. Before we address any technical applications of photography, it's important to understand how imagery relates to who we are and what we value. While it is crucial for people to understand what we do, it's arguably much more valuable for our audience to connect to "the why."

As a strong, positive organization, we expect our images to be just that. Our ultimate goal is for our photography to:
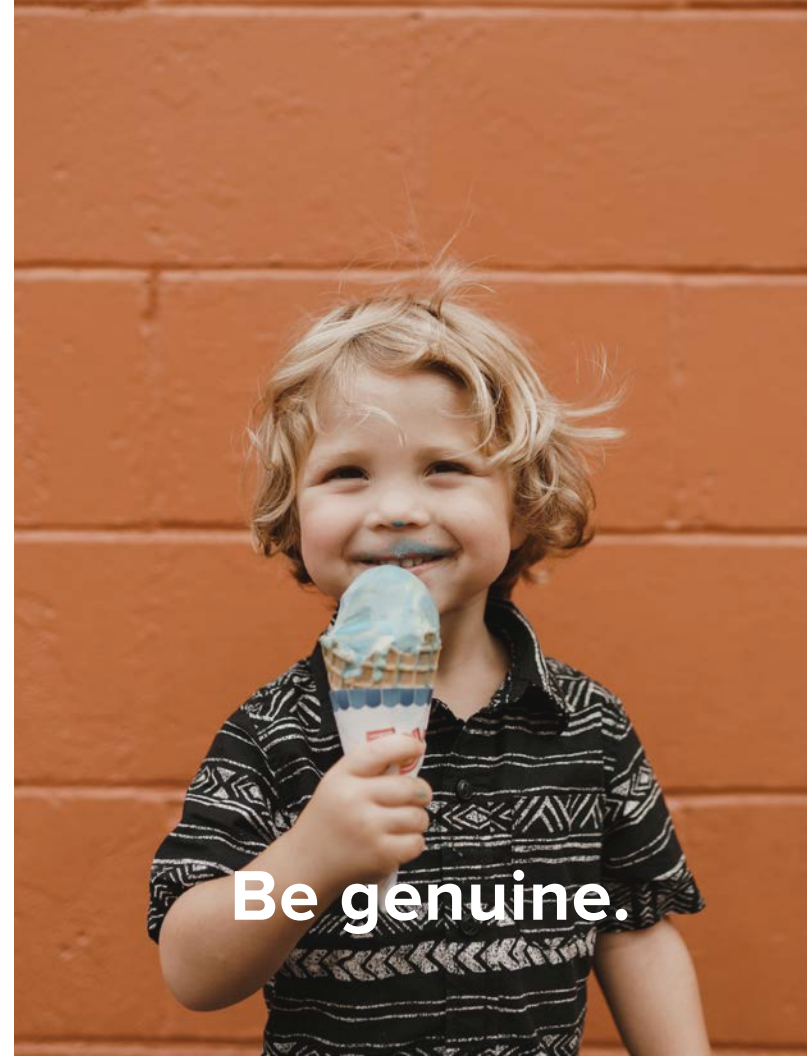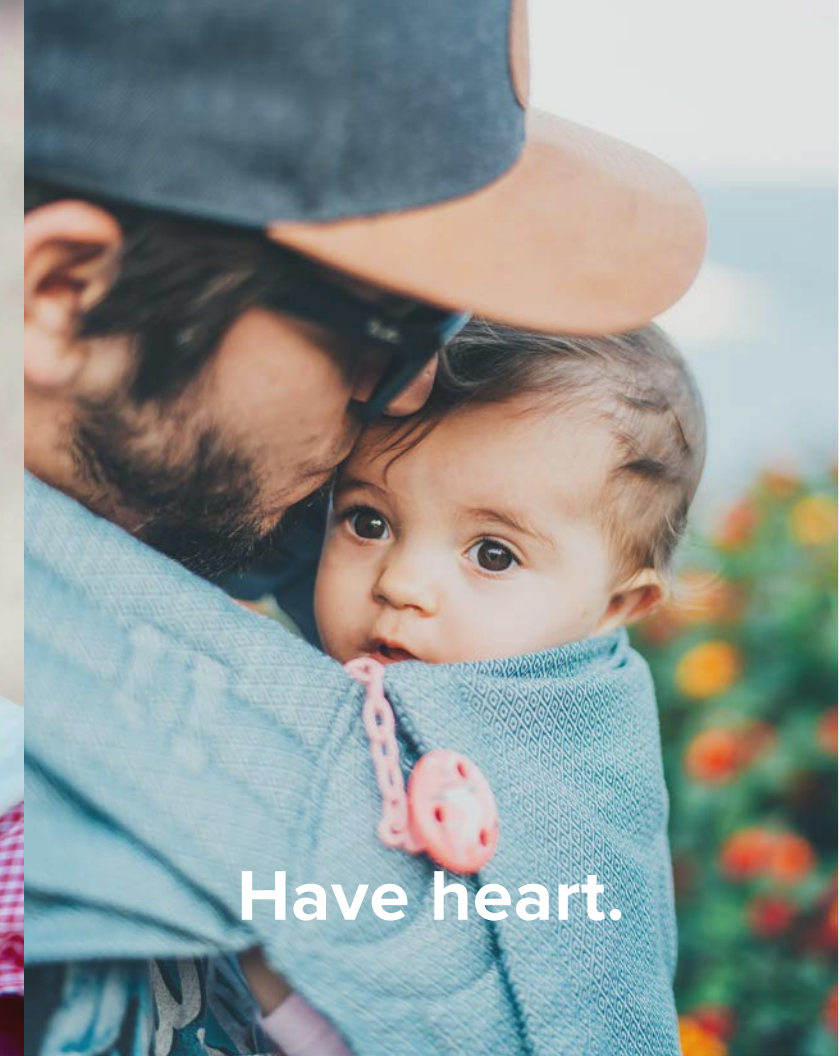
Be genuine.

Tell stories.

Inspire compassion.

Have heart.

Photography No Nos

1. Do not use OVERLY generic stock imagery.

   While we can still use stock imagery, we believe in sharing authentic moments of children and families. Don't use images that seem average or overly posed.

2. Do not crop an image in an unflattering way.

   We value people and service, so naturally the majority of our photography depicts people and faces. Our photography is chosen carefully, so never take away from the subject matter or focal point by cropping untastefully.

3. Do not use an image that doesn't express our brand.

   As previously covered in this guide, photographic content is extremely important to us. Our brand represents the stories and hopes of real people. Using unexpressive stock or corporate photos doesn't fit in with who we are.

4. Do not use images with no strong subject matter or emotional buy-in.

   In our simplest form, we are an organization that helps people. Each photographic composition should be carefully evaluated. Never use imagery that doesn't tell a story, connect or inspire.

5. Do not use blurry or low quality images.

   Our photography is essential to how we reach people. Low quality images do not match the quality or goals of our organization.

Logo

FLORIDA BAPTIST
Children's
Homes

FLORIDA BAPTIST CHILDREN'S HOMES

CONTROL AREA

The presentation of the full logo of Florida Baptist Children's Homes is enhanced by a reasonable amount of space surrounding the entire mark. This area, referred to as the control area, should remain clear of all graphic imagery, edges, folds and other non-essential visual elements.

A minimum control area is approximate to height of the "C" in "Children's." Measurement should begin from the outermost point on each side of the logo.

MINIMUM SIZE

Our logo is who we are, so it's important to always maintain legibility. The minimum size for reproducing the primary logo is 0.75" wide by 0.42" tall. Always be cautious with resizing the logo, paying particular attention to the words "Florida" and "Baptist."
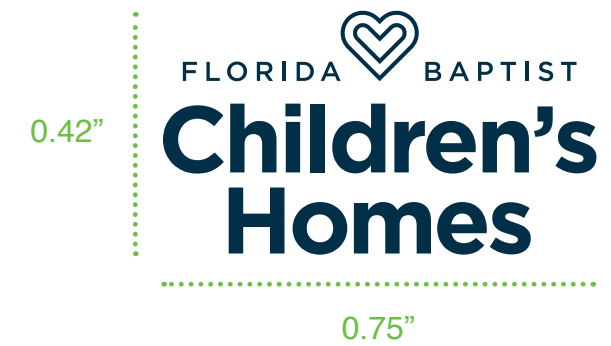
Logo No Nos

1. Never use colors other than those specified within guidelines.

2. Never stretch logo to fit in small or unnatural spaces.

3. Do not attempt to create your own FBCH logo.

4. Never place the logo at an angle in any application.

5. Do not rearrange elements inside the logo or change the size ratio of the mark and text.

6. Never use the logo on top of colors similar to the color values within logo.

7. Do not place clip art or any other non-brand graphics anywhere on top of logo.

8. Do not use obvious drop shadows or other "neat Photoshop" effects.

1

FLORIDA BAPTIST
Children's Homes

2

FLORIDA BAPTIST
Children's Homes

3

FLORIDA BAPTIST
Children's Homes

4

FLORIDA BAPTIST
Children's Homes

5

FLORIDA BAPTIST
Children's Homes

6

FLORIDA BAPTIST
Children's Homes

7

FLORIDA BAPTIST
Children's Homes

8

FLORIDA BAPTIST
Children's Homes

Color Application

These are the recommended uses for various versions of the Florida Baptist Children's Homes logo, taking into account the brightness or darkness of the background color. In order to maintain a strong and recognizable brand image, please refer to this matrix for help finding the appropriate use of the logo.

ONE MORE CHILD

Logo

ONE
MORE
CHILD +1

CONTROL AREA

The presentation of the full logo of One More Child is enhanced by a reasonable amount of space surrounding the entire mark. This area, referred to as the control area, should remain clear of all graphic imagery, edges, folds and other non-essential visual elements.

A minimum control area is approximate to height of the "O" in "One." Measurement should begin from the outermost point on each side of the logo.

MINIMUM SIZE

Our logo is who we are, so it's important to always maintain legibility. The minimum size for reproducing the OMC logo is 0.5" wide by 0.2" tall.

Alternate Logo

ONE MORE CHILD +1

height

ONE MORE CHILD +1

0.2"

ONE MORE CHILD +1

0.5"

control area

ONE MORE CHILD +1

Logo No Nos

1. Never use colors other than those specified within guidelines.

2. Never stretch logo to fit in small or unnatural spaces.

3. Do not attempt to create your own OMC logo.

4. Never place the logo at an angle in any application.

5. Do not rearrange elements inside the logo or change the size ratio of the mark and text.

6. Never use the logo on top of colors similar to the color values within logo.

7. Do not place clip art or any other non-brand graphics anywhere on top of logo.

8. Do not use obvious drop shadows or other "neat Photoshop" effects.

1

2

3

4

5

6

7

8

Color Application

These are the recommended uses for various versions of the One More Child logo, taking into account the brightness or darkness of the background color. In order to maintain a strong and recognizable brand image, please refer to this matrix for help finding the appropriate use of the logo.
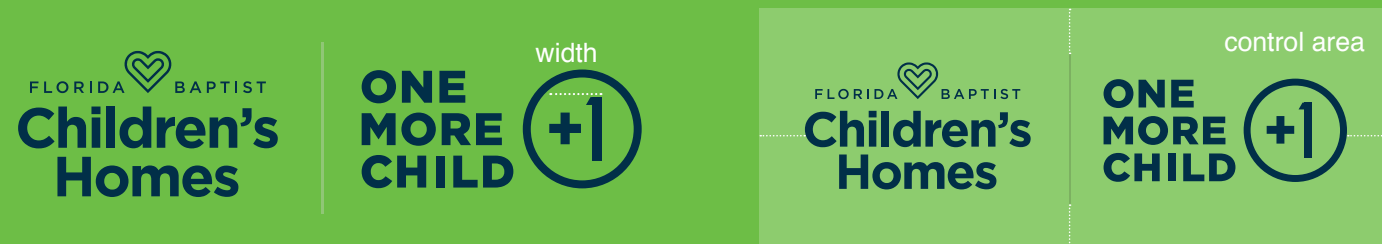
Logo

FLORIDA BAPTIST
Children's Homes | ONE MORE CHILD +1

DUAL BRANDING

CONTROL AREA

The presentation of the dual logo of Florida Baptist Children's Homes and One More Child is enhanced by a reasonable amount of space surrounding the entire mark. This area, referred to as the control area, should remain clear of all graphic imagery, edges, folds and other non-essential visual elements.

A minimum control area is approximate to width of the "+1" letterform. Measurement should begin from the outermost point on each side of the logo.

MINIMUM SIZE

Our logo is who we are, so it's important to always maintain legibility. The minimum size for reproducing the primary logo is 2" wide by 0.55" tall. These dimensions consider the minimum size requirements for each individual logo.

Logo No Nos

1. Do not use colors other than those specified within guidelines.

2. Do not stretch logo to fit in small or unnatural spaces.

3. Do not attempt to create your own dual logo.

4. Do not angle logo in any application.

5. Do not rearrange elements inside the dual logo or change the size ratio of the marks and text.

6. Do not use logo on top of colors similar to the color values within logo.

7. Do not place clip art or any other non-brand graphics anywhere on top of logo.

8. Do not use obvious drop shadows or other "neat Photoshop" effects.

9. Do not mismatch FBCH and OMC logo variations. Color combinations should always be consistent between both marks.

10. Do not alter the divider graphic element in any way.

1 FLORIDA BAPTIST Children's Homes | ONE MORE CHILD +1

2 FLORIDA BAPTIST Children's Homes | ONE MORE CHILD +1

3 FLORIDA BAPTIST Children's Homes & ONE MORE CHILD +1

4 FLORIDA BAPTIST Children's Homes | ONE MORE CHILD +1

5 ONE MORE CHILD +1 | FLORIDA BAPTIST Children's Homes

6 FLORIDA BAPTIST Children's Homes | ONE MORE CHILD +1

7 FLORIDA BAPTIST Children's Homes ONE MORE CHILD +1

8 FLORIDA BAPTIST Children's Homes | ONE MORE CHILD +1

9 FLORIDA BAPTIST Children's Homes ONE MORE CHILD +1

10 FLORIDA BAPTIST Children's Homes | ONE MORE CHILD +1

Color Application

These are the recommended uses for various versions of the dual logo, taking into account the brightness or darkness of the background color. In order to maintain a strong and recognizable brand image, please refer to this matrix for help finding the appropriate use of the logo.

ICON

Having a logo icon that is easily recognizable and memorable is key to building our brand loyalty. When used consistently and adherently to the guidelines we've laid out, there is real potential for our mark to become embedded in the hearts of our audiences.

Example instances this icon can be used include, but are not limited to: business cards, stationery, social media, presentations, banners, signs, email signatures, promotional items, apparel, brochures, and other printed material. Discretion is always advised when using the logo icon without the wordmark. For example, if the icon is displayed on the back of a business card, the full logo should be used on the front (as we are likely to encounter individuals who are unfamiliar with One More Child or Florida Baptist Children's Homes). If creating promotional items for internal purposes or events, like water bottles or coffee mugs, using the icon by itself would be acceptable. Context should always be carefully considered.

CONTROL AREA

The presentation of the icon is enhanced by a reasonable amount of space surrounding the entire mark. This area should remain clear of all graphic imagery, edges, folds and other non-essential visual elements.

A minimum control area is approximate to width of the "+1" letterform. Measurement should begin from the outermost point on each side of the logo.

MINIMUM SIZE

Our icon is a part of who we are, so it's important to always maintain legibility. The minimum size for reproducing the logo icon is 0.25" wide by 0.25" tall.

width

control area

0.25"

0.25"

EPS. This file type is vector based and is the best type to send to vendors that need to print the logo for collateral pieces including printed documents, t-shirts, vinyl or embroidered logos.

PNG. Use this file type when uploading the logo to web or electronic applications. This file type has a transparent background and is useful when placing over a color background or image.

JPG. This file type is useful for print pieces when a program or application does not accept a png or eps file. Note that this file type has a white background that cannot be removed. Use an eps or png whenever possible.