



# SUNRISE

CHILDREN'S FOUNDATION

Education and Nutrition  
Bright from the Start

**Brand Graphic Standards & Guidelines**

## **PURPOSE**

A uniformly applied visual identity program is essential to building a strong brand. It helps to immediately establish recognition for **SUNRISE CHILDREN'S FOUNDATION (SCF)**, expresses **SCF** brand values, unique brand personality and sets **SCF** apart from its competitors.

The logo will often be the first visual point of contact with the **SUNRISE CHILDREN'S FOUNDATION** brand. This standards guide has been created to help protect and ensure the integrity and proper usage of the **SCF** logo and brand applications. It is a structural set of guidelines intended to express **SCF** brand in a clear and consistent manner.

The following outlines the framework and proper usage of this logo.

The consistent use of the elements help ensure the strength, stability and recognizability of the **SUNRISE CHILDREN'S FOUNDATION** brand.

Together, the elements of the brand convey a sense of the organization's quality and increase public awareness of its mission and achievements.

The impact of any logo depends on consistent use resulting in a large number of impressions over a long period of time. Familiar logos are not "read" as words, but processed by the brain visually, evoking a complex set of associations much more powerful than words.

In order to protect the **SUNRISE CHILDREN'S FOUNDATION** identity, please use the materials and follow the standards described in this manual.

This logo is the primary organizational identity element.

## LOGO STRUCTURE

The **SCF** logo consists of two components:

- The “**logomark**” (icon) – Stylized Heart/Apple/Sunrays
- The “**wordmark**” – Stylized **SCF** type design



## HORIZONTAL LOGO

Wherever possible, it is preferable to use the horizontal logo in most applications.



## STACKED LOGO

Use the stacked logo in vertical applications.



## SMALL APPLICATIONS ONLY

If logo must be sized very small, legibility can become problematic. In those instances, use one of the following designs sans the tagline “Education and Nutrition Bright from the Start”. **Caution:** The smaller the logo gets, more possibility of the logo dropping out or filling in.



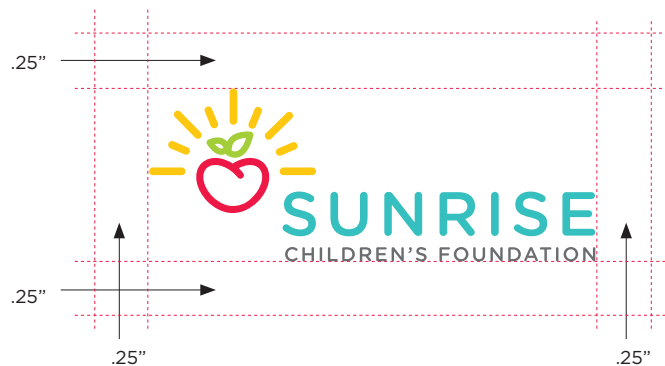
## ICON ONLY

The logomark (icon) can be featured on it's own in specific applications. For example, digital and merchandise.



## CLEAR SPACE REQUIREMENTS

The **SCF** logo should never be reproduced where it is not clearly legible. No text, images or graphics should sit within the exclusion area. The minimum exclusion area is 1/4" around each edge of the logo.



## COLOR USAGE

Color is a powerful way to communicate a message and serves as an integral part of our visual identity. The color palette is composed of different levels of color. This CORE color palette is used for the **SCF** logo and is the central expression of the brand. The **SCF** logo may only appear in the colors shown here. No other colors or variations are allowed outside of this defined color palette.

The **SCF** logo uses specific colors in its reproduction. Those equivalents are shown here:



CMYK 67,0,29,0  
RGB 59,191,192  
HEX 3bbfc0  
PMS 306



CMYK 41,0,100,0  
RGB 164,206,57  
HEX a4ce39  
PMS 375



CMYK 0,22,99,0  
RGB 255,199,14  
HEX ffc70e  
PMS 122



CMYK 0,80,100,0  
RGB 241,90,34  
HEX f15a22  
PMS 151



CMYK 0,100,70,0  
RGB 237,24,70  
HEX ed1846  
PMS 185



CMYK 0,0,70,0  
RGB 109,110,113  
HEX 6d6e71  
PMS Cool Gray 10

## **LOGO FORMATS**

**JPG** - This will be supplied either low or high resolution. These files are raster based and easily editable in Photoshop.

**PNG** - This format is supplied when using logo in a digital environment with a transparent background.

**EPS** - This format is the preferred format for print and merchandise applications. These files are vector based and easily editable in Illustrator or another vector based program.

**PDF** - This format is universal. A majority of computer users have Acrobat Reader. PDF resolutions can be:

- “Smallest File Size” - usually used for screen viewing purposes only.
- “High Quality Print” - good quality when using for in-house or “quick print” services.
- “Press Quality” - suitable for use in four color off-set press printing.

## **COLOR SPACES**

**CMYK** - Four color process inks -Cyan, Magenta, Yellow and Black- used on traditional off-set presses and modern digital printers.

**RGB** - Electronic color mix consisting of Red, Green, and Blue light pixels. All electronic / digital displays use the RGB color space.

**PANTONE** - Or PMS (Pantone Matching System), are individual inks of specific colors used in print and merchandise applications where exact color reproduction paramount.

**GRAYSCALE** - Or Black & White, is most commonly found in print application where a only a single color ink (usually black) is applied in solid and screened tones.

# FILE DIRECTORY

## CMYK / PMS (print, merchandise)

NOTE: Listings are in alpha order for simple cross-reference to the digital file directory. Black background behind reversed designs is for display purposes only and does not exist in the actual logo file.



SCF\_logo\_CMYK\_HiRes\_wTag.jpg



SCF\_logo\_CMYK\_HiRes.jpg



SCF\_logo\_CMYK\_wTag.eps



SCF\_logo\_Grayscale\_HiRes\_wTag.jpg



SCF\_logo\_Grayscale\_HiRes.jpg



SCF\_logo\_White\_wTag.eps



SCF\_logo\_White.eps



SCF\_logo\_CMYK\_HiRes\_Stacked\_wTag.eps



SCF\_logo\_CMYK\_HiRes\_Stacked\_wTag.jpg



SCF\_logo\_CMYK\_HiRes\_Stacked.jpg



SCF\_logo\_Grayscale\_HiRes\_Stacked\_wTag.jpg



SCF\_logo\_Grayscale\_HiRes\_Stacked.jpg



SCF\_logo\_PMS.eps



SCF\_logo\_Stacked\_White\_wTag.eps



SCF\_logo\_Stacked\_White.eps

## FILE DIRECTORY

### CMYK / PMS (print, merchandise)

NOTE: Listings are in alpha order for simple cross-reference to the digital file directory. Black background behind reversed designs is for display purposes only and does not exist in the actual logo file.



SCF\_logo\_icon\_CMYK\_HiRes.jpg



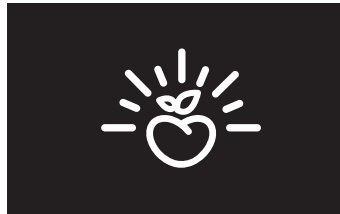
SCF\_logo\_icon\_CMYK.eps



SCF\_logo\_icon\_Grayscale\_HiRes.jpg



SCF\_logo\_icon\_PMS.eps



SCF\_logo\_icon\_White.eps



## FILE DIRECTORY

### RGB (digital)

NOTE: Listings are in alpha order for simple cross-reference to the digital file directory. Black background behind reversed designs is for display purposes only and does not exist in the actual logo file.



SCF\_logo\_RGB\_NoBkgrnd.png



SCF\_logo\_RGB\_wTag\_NoBkgrnd.png



SCF\_logo\_RGB\_wTag.jpg



SCF\_logo\_RGB.jpg



SCF\_logo\_RGB\_Stacked\_NoBkgrnd.png



SCF\_logo\_RGB\_Stacked\_wTag\_NoBkgrnd.png



SCF\_logo\_RGB\_Stacked\_wTag.jpg



SCF\_logo\_RGB\_Stacked.jpg



SCF\_logo\_icon\_RGB\_NoBkgrnd.png



SCF\_logo\_icon\_RGB.jpg

## TYPOGRAPHY

Marketing communication uses American Typewriter and Gotham Rounded in OpenType format.

Use American Typewriter Bold for all headlines.

Use Gotham Rounded Light for sentences, paragraphs and disclaimers on white backgrounds.

Use American Typewriter or Gotham Rounded Bold for calls-to-action, bulleted statements, lists, and titles.

Trebuchet MS may be substituted for email marketing only.

Never scale type horizontally or vertically.

### AMERICAN TYPEWRITER BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz**

### AMERICAN TYPEWRITER

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

### GOTHAM BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz**

### GOTHAM LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz