McNeese Kids
Brand Guidelines (as of 5.17.2024)

This document serves as a comprehensive guide to maintaining consistency and integrity in all visual aspects of our brand.

For any questions or clarifications regarding the branding guidelines, please contact:
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Brand Personality

- McNeese Kids is composed of a small set of industry leaders and creative problems solvers who believe in giving back and have a common interest in helping at risk and in need children.
- McNeese Kids operates as an independent non-for-profit charity and carefully select where we place efforts and funding.
- McNeese Kids has a reputation for being highly collaborative – as our Founder says – "It takes a village."
- McNeese Kids has established strong partnerships with charities that align with our mission and value.
- Our strength lies in our ability to:
  - Raise awareness.
  - Raise volunteerism.
  - Raise funds.
- Terms used to describe McNeese Kids include caring individuals, passionate advocates, creative problems solvers, trusted partners, dedicated volunteers, tireless workers.

Brand Identity

- Logo: Our logo is the primary visual representation of our brand. It should always be used in its original form and should not be altered, distorted, or modified in any way.
  - Colors: Our brand colors are red, yellow, green and black. These colors should be used consistently across all branded materials to maintain visual cohesion.
    - See attached for the color standards.
    - Do not use unauthorized color variations or apply gradients outside of those defined for use to the logo.
  - Placement and Size: McNeese Kids logo must be the same or larger in co-branded materials and must not be touching other logos or images with at least proportion "whitespace"/contrast on all sides – and on a solid background.
    - Avoid placing the logo in a cluttered or crowded space where it may be overshadowed or diminished.
  - Clear Space: Maintain a clear space around the logo to ensure visibility and impact. The clear space should be equal to the height of the logo itself. No other graphic elements or text should encroach upon this clear space – and should never be placed on-top of/overlayed or layered on-top of the logo or tagline itself.

- Typography:
  - Our primary font for McNeese Kids is Chalkduster in ALL materials in ALL renderings.
    - Chalkduster is reserved for use in the charity name "McNeese Kids" and the tagline "Helping children from the ground up."
  - Our standard font is Ubuntu for all print and digital materials.
  - These fonts should be used consistently in all communication materials.

- Visual Elements:
  - Modern, clean, sophisticated.
  - Descriptive, aligned to current events.

- Imagery:
  - When selecting imagery for branded materials, choose visuals that align with our brand identity and values and resonate with our target audience.
    - McNeese Kids is a charity focused on at risk and in need children.
    - The core focus areas are homelessness, abuse/neglect, hunger, and esteem.
    - The partners we are aligned with include Jonathan's Place, North Texas Food Bank and Samaritan Inn (as of 5.2024).
  - Our target audience includes:
    - Corporate sponsors, corporate donors and individual donors and volunteers.
      - Who care about the issues facing at risk and in need children in North Texas.
      - Who want to give back via funds or time/volunteerism.
  - Our library is limited to photos we have taken with permission for usage and no-cost imagery – unless purchased by McNeese Kids for use.
    - Image Release Agreements are available on the McNeese Kids website.

Logo Usage

- Clear "white" Space: Maintain a clear space (appropriate "whitespace") around the logo to ensure visibility and impact. The minimum clear space should be equal to the height of the logo.
- Size and Scale: The logo should always be legible and maintain its integrity, even when scaled down. Avoid resizing the logo – measurements.
- Color Variations: The logo is available in full color, grayscale, and black-scale and white-scale variations. Use the appropriate version based on the background and context of the design.
  - Example: When working with a white background –
    - It is recommended to use the white or transparent full color logo (the white background will help with allowing for the appropriate amount of whitespace).
    - Another option is to use the black, white or grayscale when trying to minimize the number of colors (costs for set-up)..
  - Example: When working with a red, yellow, or green background – consider using the black, white or gray scale logo; or consider using a patch.
  - Example: When working with a patterned background, you should use one of the McNeese Kids patches with the associated white or black background. The logo should never be placed directly on a pattern.
- Logo is available upon request. See Logo Request Form on the McNeese Kids website.

Standard Lockups

Official Mission Statement:
> *McNeese Kids believes that every child deserves the opportunity to be the best version of themselves – and to live a life free of neglect and abuse. Be it food, clothing and shelter, or programs and education, we support the core dimensions of a child's wellbeing. By teaming with recognized charities and direct community involvement, we act as a catalyst to get resources to children who need it most.*

Official Tagline:
> *Helping Children from the Ground Up*

Official Closing:
> *McNeese Kids is a 100% Volunteer, Disabled-Veteran founded, woman led 501(c)3.*
>
> *McNeese Kids is a non-profit foundation under section 501(c)(3) of the Internal Revenue Code.*

Communication Guidelines

- Tone of Voice: Our brand voice is positive yet sensitive to the audience we are trying to impact, which is at risk and in need children suffering from homelessness, hunger and abuse/neglect, esteem issues.
    - Acknowledge the challenges and very real issues in the community.
    - Convey concern and empathy for those impacted.
- All communications should reflect our brand personality, values and mission statement and be consistent with the messaging of our partners. McNeese Kids founded on "Christian values" while not formally affiliated with any denomination or churches.

Application Examples

- Print Materials: Examples of branded print materials, such as business cards, letterheads, and brochures, showcasing proper logo usage, color schemes, and typography.
- Digital Assets: Examples of branded digital assets, including website mockups, social media graphics, and email templates, demonstrating consistency across various online platforms.
- SWAG (stuff we all get): Examples include phone cases, bags, office materials..etc.
- Clothing/Wearables: Examples include shirts, hats, socks, shoe laces..etc.

McNeese Kids Logo

Color Standards

CROSS

C = 0%
M = 0%
Y = 0%
K = 100%

HEART

C = 0%
M = 100%
Y = 100%
K = 0%

RIGHT HAND

C = 100%
M = 0%
Y = 100%
K = 0%

LEFT HAND

C = 0%
M = 0%
Y = 100%
K = 0%

TEXT

C = 0%
M = 0%
Y = 0%
K = 100%

McNeese Kids

McNeese Kids Logo
Black on White Standards

CROSS

C = 0%
M = 0%
Y = 0%
K = 100%

HEART

C = 0%
M = 0%
Y = 0%
K = 100%

RIGHT HAND

C = 0%
M = 0%
Y = 0%
K = 100%

LEFT HAND

C = 0%
M = 0%
Y = 0%
K = 100%

TEXT

C = 0%
M = 0%
Y = 0%
K = 100%

McNeese Kids

McNeese Kids Logo
White on Black Standards

CROSS

C = 0%
M = 0%
Y = 0%
K = 0%

HEART

C = 0%
M = 0%
Y = 0%
K = 0%

RIGHT HAND

C = 0%
M = 0%
Y = 0%
K = 0%

LEFT HAND

C = 0%
M = 0%
Y = 0%
K = 0%

TEXT

C = 0%
M = 0%
Y = 0%
K = 0%

McNeese Kids Logo
Gray Scale Standards

CROSS
C = 0%
M = 0%
Y = 0%
K = 80%

HEART
C = 0%
M = 0%
Y = 0%
K = 40%

RIGHT HAND
C = 0%
M = 0%
Y = 0%
K = 20%

LEFT HAND
C = 0%
M = 0%
Y = 0%
K = 10%

TEXT
C = 0%
M = 0%
Y = 0%
K = 100%

McNeese Kids

McNeese Kids Logo
Color Standards

CROSS
C = 0%
M = 0%
Y = 0%
K = 100%

HEART
C = 0%
M = 100%
Y = 100%
K = 0%

RIGHT HAND
C = 100%
M = 0%
Y = 100%
K = 0%

LEFT HAND
C = 0%
M = 0%
Y = 100%
K = 0%

TEXT
C = 0%
M = 0%
Y = 0%
K = 100%

BORDER
C = 0%
M = 0%
Y = 0%
K = 25%

PATCH