



VISUAL IDENTITY MANUAL
Royal Family KIDS® , Inc.



CAMPS • CLUBS • MENTORS



INTRODUCTION

THE IMPORTANCE OF IDENTITY STANDARDS

SECTION 1: IDENTITY ELEMENTS

- 1.1 Royal Family KIDS Logo
 - 1.1.1 Determining the Logo's Clear Area
 - 1.1.2 Minimum Size Restrictions
 - 1.1.3 Logo Variations
- 1.2 Royal Family KIDS Tag Lines
 - 1.2.1 Logos with Tag Lines
- 1.3 Typography
- 1.4 Color Palette

SECTION 2: USING THE IDENTITY

- 2.1 Identity Applications
- 2.2 The Approval Process
- 2.3 Royal Family KIDS Logo/Name Do's and Frequently Asked Questions
- 2.4 Royal Family KIDS Logo /Name Don'ts
- 2.5 Stationery
- 2.6 Banners and Signs

THIS EDITION is not to be used for accurate color matching. Please refer to the Pantone Matching System Formula Guide (which professional print shops have) rather than the colors printed in this manual.



Introduction

Royal Family KIDS, Inc. National Office in Santa Ana, CA, welcomes you to the Family, a place where we are confronting abuse and changing lives for children of abuse, abandonment and neglect all over the world.

Royal Family KIDS, Inc. seeks to set itself apart in the mind of constituents by creating a unique visual image. This image is commonly called the Royal Family KIDS “identity.” The identity has five major parts:

- Registered trademark name and logo
- Registered trademark tag lines
- Typography
- Color palette
- Registered trademark frieze

This manual defines the proper use of these elements of Royal Family KIDS, Inc. identity. These rules of proper usage are known as “identity standards.” This manual provides information about the use and application of these identity standards.

Please take some time to review our identity standards. Not every application of the identity can be included here, and questions may arise. Please feel free to contact the Communications Director at Royal Family KIDS, Inc. with your questions about the identity standards as well as other questions about Royal Family KIDS, Inc. graphic design.

The office of the Communications Director is located at:
3000 W. MacArthur Blvd., #412,
Santa Ana, CA 92704
For immediate attention, phone (714) 438-2494,
fax (714) 438-0510 or email
LindaC@royalfamilykids.org.



Royal Family KIDS, Inc.™ is trademark registered in the U. S. and Canada.

This manual defines the proper use of Royal Family KIDS, Inc. name and logo.



The Importance of Identity Standards

In the past five years, the amount of messages, images and information that constituents receive on a daily basis has grown exponentially. In order to stand out, it is critical that Royal Family KIDS, Inc. has a clear and consistent visual image.

Each time our audience receives a clear and consistent message about Royal Family KIDS, Inc., it becomes more indelibly etched in their minds. With each impression, they increase their recognition and recall of Royal Family KIDS, Inc., including who we are and what we do. Increased recognition and recall means more friends, donors and children served!

Because our Camps, Clubs & Mentors are scattered throughout the country and the identity can show up in various messages, following all of the identity standards as they are defined is essential. The identity standards assure that the image of Royal Family KIDS, Inc. is linked in a consistent way across all communications. These consistent links build loyalty and confidence among constituents.



Section 1: Identity Elements

In this section, each element of Royal Family KIDS, Inc. identity is explained in detail, with explanation of the proper usage, or identity standards. The identity standards must be followed as outlined in order to maximize the identity's visual impact and prevent confusion on the part of the customer.

These identity standards incorporate standards of graphic design as well as defined parameters.



1.1 Royal Family KIDS, Inc. Logo

Our logo represents the values we want to invest in the name Royal Family KIDS, Inc. The warm red color of the word KIDS, emphasizes our end user – KIDS, and regal purple of the rest of the name and crown express the warmth and royal treatment demonstrated at every level of the organization.

The logo consists of four parts:

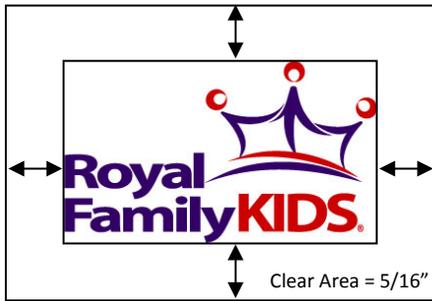
1. The crown – formed from 2 kids and 1 adult holding hands.
2. The name Royal Family KIDS, Inc. typeset in our logotype.
3. The clear area or the invisible fence around the logo.
4. The registry mark symbol ® that appears after the word KIDS.

The framework of the crown, the words Royal Family and the horizontal slash extending out from the word Royal ideally prints Pantone color 267 on a light value background color—i.e. white, natural white or beige; and KIDS and the three faces of the crown and horizontal slash immediately below the crown in Pantone color 186. When printing the logo in one color, use Pantone 267 or all black. Refer to Color Palette, on page 1.4 of this manual. The following pages in this manual show acceptable variations of the logo application. If printing or stitching on a dark value background, a reverse image is used.

If purple is stitched or printed on purple, the entire logo must be outlined in a fine white line to separate it from the purple background.

Use of the logo on any color background other than white or beige, the faces of the two children and the adult forming the crown must be made white.

1.1.1 Royal Family KIDS, Inc. Logo



Determining the Logo's Clear Area

The boxes around our logo represent the appropriate “clear area” or invisible fence, an area that remains free of words and pictures around the logo. It is important to maintain a clear area around the logotype in order to ensure clarity. See Camp Directors’ area of the National Office website (www.royalfamilyKIDS.org) for camera-ready logos for reproduction in print ads and promotional pieces.

For example:
the clear area equals 5/16”
(or .312”).



1.1.2 Royal Family KIDS, Inc. Logo



Minimum Size Restrictions

Minimum logo size is determined by the width of the lettering and size of three “heads” on the crown points — 1 inch wide.

Because this size is very difficult for customers to see and recognize, it is an extreme and should be used sparingly and only with advice from the Royal Family KIDS, Inc. Communications Director.



White logo on dark background.
Reverse negative artwork required.



3-color logo in this application
(Pantone 267, 186 and white)
on dark purple background must be
outlined in white

1.1.3 Royal Family KIDS, Inc. Logo

Logo Variations

Reversed-out logos (white logo on a black or dark color background) may be used as shown with any advertisement. Camera-ready art is available digitally on our website (www.royalfamilykids.org) in the area available only to Camp Directors.



1.2 Royal Family KIDS, Inc. Logo

#1:

Confronting Abuse • Changing Lives
Trademark registered in
the U. S. Patent Office.

#2:

The Nation's leading network of
camps, clubs and mentors
for children of abuse.
Trademark registered in
the U. S. Patent Office.

Tag Lines

Tag lines are short descriptive phrases that communicate the essence of the organization. Royal Family KIDS, Inc. tag lines are only created at the corporate level and should be used in all printed advertising and promotional materials, radio, video, television and the internet. Royal Family KIDS, Inc. Communications Department will continue to develop additional tag lines.



#3

Camp location can be used as a tag line for local camps instead of #1 or #2 above. Arial Narrow, 8 pt font using only city and state spelled out.



1.2.1 Royal Family KIDS, Inc. Logo



Logos with Tag Lines

The logo and tag line combinations shown are for the bottom of a one- or two-column ad. Camera-ready artwork is available on our website (www.royalfamilykids.org) in the area secured for Camp Directors.



The Nation's leading network
of camps, clubs and mentors
for children of abuse.



Logotype and headline typeface

MYRIAD PRO BOLD*
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 , ; : & ! ?

MYRIAD PRO*
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 , ; : & ! ?

Typeface for logo design

(primary text typeface)

||
||
0 1 2 3 4 5 6 7 8 9

||
||
0 1 2 3 4 5 6 7 8 9

Arial Narrow
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
abcdefghijklmnopqrstuvwxyz
0123456789,;:&!?

These typeface samples are set
12 point (size).

*Calibri regular and bold may be
used as alternative typefaces to
Trade Gothic LT for headlines
since the font may not be
available to everyone.

1.3 Royal Family KIDS, Inc. Logo

Typography

Typography is an integral component of a cohesive and consistent identity. For continuity and simplicity three typefaces have been selected for Royal Family KIDS, Inc. visual identity standards program.

- **MYRIAD PRO** (used for logo design)
- ARIAL NARROW* (used for tagline)
- (used for headlines, subheads and captions)

MYRIAD PRO was first released in 1992 and has a warmth and readability that result from the humanistic treatment of letter proportions and design detail. Myriad Pro's clean open shapes, precise letter fit, and extensive kerning pairs make this unified family of roman and italic an excellent choice for text typography that is comfortable to read, while the wide variety of weights and widths in the family provide a generous creative palette for even the most demanding display typography.

TRADE GOTHIC LT has been chosen to reflect the old style setting from newspaper and advertising in the 1950's and 1960's. Calibri makes a pleasing substitute to the classical elements of the Trade Gothic and can be used successfully for subheadings, captions and labeling.

Calibri Regular

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
abcdefghijklmnopqrstuvwxyz 0123456789,;:&!?

Calibri Bold

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
abcdefghijklmnopqrstuvwxyz 0123456789,;:&!?



1.4 Royal Family KIDS, Inc. Logo

Color Palette

The primary colors used in our graphic program are black, Pantone 267 (purple) and Pantone 186 (red). (Pantone Matching System or PMS followed by a number specifies the printer's ink color). For a one-color print job, you may use the color (PMS 267) white or black. No other single color logo may be used.

Color values have been established for Pantone (**PMS 267U**) un-coated (shown):
Four color process (CMYK: 89, 100, 0, 0)
Monitor/Web (RGB: 51, 0, 102 or Web#: 33,00,66).

(**PMS 186U**) un-coated (shown):
Four color process (CMYK: 0, 100, 81, 4) and
Monitor/Web (RGB: 204, 0, 0/Web#: CC,00,00).

There will always be color shifts depending on production methods, paper and ink. The established values were selected to create as consistent a color palette as possible across various production methods.

Through consistent and accurate color application Royal Family KIDS, Inc. identity will be reinforced. Choose ink colors from Pantone for your own design and printing projects, i.e., coupons, special event flyers, postcard mailings, etc.

For printing promotional materials, Royal Family KIDS, Inc. recommends selecting paper from Neenan Paper's Classic Crest line in Avon Brilliant White.



Representing
PMS 267*



Representing
PMS 186*

*Use a Pantone Formula Guide to match the color number, rather than the colors as printed in this manual, since the colors will print differently with different office color printers.



Section 2: Using the Identity

The first section of this manual clarified the Royal Family KIDS, Inc. identity and the identity standards. This section of the manual details how the identity can be used effectively in your marketing and publicity plans. Some guidelines of “Do’s and Don’ts” are illustrated and frequently asked questions are listed. Finally, this section includes detailed information about using identity standard specifications to create letterhead, #10 envelopes, and business cards.

Camp church volunteer recruiting and local camp donations brochure is an example of a finished piece that can be localized inside.



2.1 Identity Applications

As previously discussed, the Royal Family KIDS, Inc. identity is an effective visual image to use in order to build recall and recognition with constituents. The question arises, where and when should the identity be used?

The elements of the Royal Family KIDS, Inc. identity should be used in all the advertising and promotional pieces that constituents see so they continue to build their awareness and familiarity with Royal Family KIDS, Inc.

The Communications Department of Royal Family KIDS, Inc. in Santa Ana, CA provides you with these pieces with the identity incorporated. They can be ordered by camps and localized. In general, these pieces, or applications of the identity, come in three forms:

- Pre-printed pieces that can be localized**
 Shown here are pieces that can be ordered for you to imprint or to localize for your camp, such as church volunteer and fund raising, Social Services and secular fundraising brochures, etc.
- Templates to localize**
 Templates are available electronically or on camera-ready paper to customize and reproduce. They include a template for a website as well as local ads and volunteer applications, and communications pieces. (These are being developed.)

Examples of these items are located in your Director's Manual binder. As we update and rotate what is offered, new samples will be generated. If your needs are not met by the identity printed pieces that are offered, please contact the Communications Director for further consultation and support.



Social Services brochure is a pre-printed piece used by camps that can be localized on the back.

This secular language brochure used by camps can be localized on the back cover.





2.2 The Approval Process

When any customized work using the identity is created including pre-printed advertising pieces, silk screening, embroidery or templates, we require that you submit your planned use for approval. The goal of the approval process is to keep the Royal Family KIDS identity consistent across all communications and messages.

There are two easy steps involved in the approval process:

1. Fax, email or send an example of the item. For silk screening or embroidery, we ask that you overnight the item to be screened or embroidered for quality approval such as advertisements, promotional materials or fund raising event wear and email the artwork sample to:
Royal Family KIDS, Inc.,
Communications Director:
Fax number (714) 438-0510 or
Email LindaC@royalfamilykids.org
(pdf files only)
2. We will attempt to respond with feedback within three working days of receiving information from you, so please take this into consideration when scheduling your projects. A follow-up call is advised in case of travel schedules or absences in the national office.



2.3 Logo/Name Do's

Please Do . . .

- Do use the electronic logos provided on our website for Camp Directors. Or use electronic logo files supplied on CD.
- Do use our name, Royal Family KIDS, in upper and lower-case in body copy. Royal Family should appear in upper & lower case letters in headlines or signs. KIDS should always be capital letters – emphasis is on the KIDS.
- Do use RFK *only* as an abbreviation in internal (meaning between staff and board or between camps and the Santa Ana office) communications. **This is not for public use.**
- Do use the promotional materials supplied by Royal Family KIDS, Inc. Communications Department and available on Camp Order Forms.
- Do share this page with your media contacts.
- Do contact the Communications Director with any questions about Royal Family KIDS, Inc. identity standards.



Frequently Asked Questions

Q. What are Royal Family KIDS, Inc. PMS colors?

A. PMS 267 for Royal Family letters and crown frame detail line and the swish extending from the word Royal. Use PMS 186 for the word KIDS, the 3 heads on the crown, and the slash immediately below the crown.

Q. If printing one-color, may I print Royal Family KIDS, Inc. logo in “that” color, even if “that” color is not one of the colors in our palette?

A. A creative solution to this production limitation is to use the reverse logo in a color bar – black, white, purple or 3-color.

Q. Is there a standard placement and typeface for the web address?

A. No, however, you must maintain the minimum spacing around the logo and use a font specified in this manual for the web address.

Q. What are Royal Family KIDS, Inc. identity standards for the web?

A. The same standards including clear area, colors and fonts as applied to printed documents should be observed when publishing information on the web.

Q. Are there customizable templates available for Microsoft PowerPoint presentations?

A. The Communications Department has a template for Microsoft PowerPoint presentations. The same identity standards including clear area, colors and fonts as applied to printed documents are observed.



2.4 Logo/Name Don'ts

The following restrictions apply to use of the RFK Logo and the Royal Family KIDS name:

Use is restricted on printed Camp or Club apparel (adult and children's shirts worn as the designated 'uniform'), clothing and promotional items. Camps/Clubs are not permitted to print or stitch the name and logo on these items. It cannot be used on any other items without written permission from RFK, Inc. That right is held by Royal Family Kids®, Inc. Taken from Royal Family KIDS *Director's Manual*, p. I-II-2.

Examples of incorrect copy/text applications

- Don't use the abbreviation RFK without first having printed the full name, followed by (RFK) in parenthesis in printed text.
- Don't use RFK abbreviation in the logo.
- Don't distort logo by changing width/height proportions.
- Don't break apart or separate elements of the logo, i.e., use the crown separated from the words "Royal Family KIDS", etc.



2.5 Stationery

To present a clear, consistent brand identity, camp letterhead is printed with Royal Family KIDS, Inc. three-color logo and local Camp's address, phone number and web address. Center your Camp information and typeset as shown on the sample below.

2-color graphic image is centered and placed ½ inch below the top edge of the paper.
PMS 267 = Purple
PMS 186 = Red

Print on Classic Crest, Avon Brilliant White paper stock

Text (PMS 267) is 7 pt. Arial Narrow and is placed ¼ inch from the lowest portion of the name.

Text (PMS 267) is 8 pt. Trade Gothic LT with round red (PMS 186) bullet (insert symbol) for separator & is placed ½ inch from the bottom of the paper.

000 • 1234 5678 9012 3456 7890 1234567890 99999



Camps should print envelopes and business cards following the specifications shown below.

The logo prints in two colors: Pantone 267 (purple), and Pantone 186 (red).

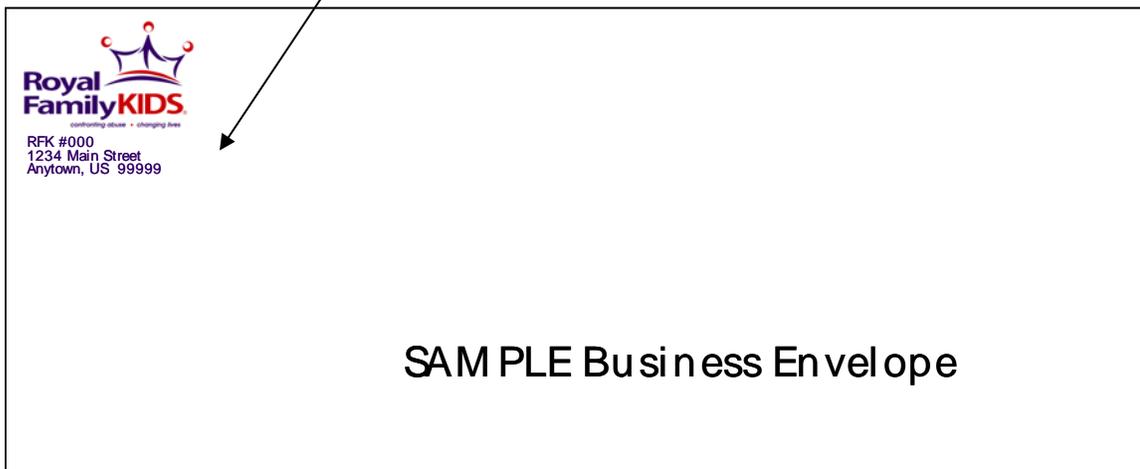
Envelope return address is typeset.

Business card, letterhead and envelope should use the logo that includes the tagline, “confronting abuse • changing lives”, in PMS 267 (purple).

2-color graphic image is 3/8 inch from each edge of the envelope.
PMS 267 = Purple
PMS 186 = Red
Use logo with tagline.

Text (PMS 267) is 7 pt. Trade Gothic & is placed 1/8 inch from the lowest portion of the tagline, i.e., “confronting abuse • changing lives”

Print on Classic Crest, Avon Brilliant White paper stock.



Logo for business card is placed 1/8 inch below top edge and 3/16 inch from left edge

Name Text (PMS 267) is 10 pt. Trade Gothic LT Bold

Person’s Title text (PMS 267) is 9 pt. Trade Gothic LT Oblique

Address text (PMS 267) is 8 pt. Trade Gothic LT & is placed 3/8 inch from bottom of the card

“confronting abuse . . .” tagline.



2.6 Signs & Banners

Well designed signs/banners are a fundamental tool in our communication to the public. A dynamic and consistent signage system sends a clear, positive message about Royal Family KIDS. Signs which digress from the identity standards are hard to read. Good exterior signs attract attention and create interest. How a Camp or Club visually welcomes foster parents, kids or guests has a lot to do with whether or not they feel welcome or wanted. Signs/banners should always appear in 2 colors: logo in Pantone 267 & 186 and logotype in purple and red on a white background.

All signs/banners must be approved by Royal Family KIDS, Inc., Santa Ana. Contact the Communications Department or Camp Liaison Office at the National Office to approve your signs/banners. Send a description of your needs, artwork and measurement specifications.