



Visual Identity Manual and Brand Guidelines

2019

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Brand Guidelines

Guidelines provided in this manual are used for defining the visual identity and image of Royal Family KIDS for proper visibility to the brand. Proper use of the name and the logo are included to create consistent messaging across the organization.

Identity standards ensure that the image of Royal Family KIDS is linked in a consistent manner across all communications. These consistent links build loyalty and confidence among constituents.

Registered Trademark

Royal Family KIDS™ is the registered trademark of Royal Family KIDS, Inc. in Santa Ana, CA.

Use of the organization name and logo are prohibited unless consent is obtained from Royal Family KIDS (RFK).

Organization Name

When using our organization's name – Royal Family KIDS, use these guidelines.

If there is only one instance of our organization's name, please spell out the name in its entirety. And, the word 'KIDS' should be capitalized

Example: Royal Family KIDS

When using our organization's name multiple times within a story, press release, or other public-facing communications, you may use the abbreviation after you have spelled-out the full name.

Example: Royal Family KIDS (RFK)

Once you have done so, you may use the abbreviation RFK on its own throughout the communications piece.

The main Royal Family KIDS National Office location is in Santa Ana, CA and can be referred to as "The Royal Family KIDS National Office."

When providing content to local press—either written or verbal, use the full name: Royal Family KIDS. Do not refer to the organization as 'National' in public-facing communications.

Logo Guidelines

Guidelines for the Royal Family KIDS logo must be adhered to, to create consistent identity of our brand across the organization. The following logos have been approved for national publications only. Use of these logos are only allowed when referencing the RFK National Organization. **DO NOT USE FOR APPAREL OR FOR PROMOTIONAL MERCHANDISE.**



RFK National Logo
with tagline



RFK National Logo
without tagline

Royal Family KIDS permits the use of the ‘crown only’ logo for national and local ministry use (RFK crown icon without the organization’s name). Do not make your own crown, use the crown that RFK provides below.

This ‘crown only’ option can be used as an icon for creative purposes only - not in lieu of using the official Royal Family KIDS logo. Example of “creative purposes” would be **local** promotions for Royal Family KIDS fundraisers or events (flyers). Background images, posters, Activity Centers, prints too small for the entire logo, etc. **DO NOT USE FOR APPAREL OR FOR PROMOTIONAL MERCHANDISE DO NOT USE AS AN OFFICIAL LOGO.**



Local Representation Logo Guidelines

In order to ensure proper diversification between the RFK National Office and the RFK local representation we have established the following logo guidelines to ensure proper use of the logo.

During your RFK Ministry start up please decide if you would like to be known as your City and State, Church Name, or Area. Our Director Liaisons will work with you and provide an approved logo for your use.

Please see below for the local logo sample options for RFK Ministry. **DO NOT USE FOR APPAREL.**



City and State



Church Name



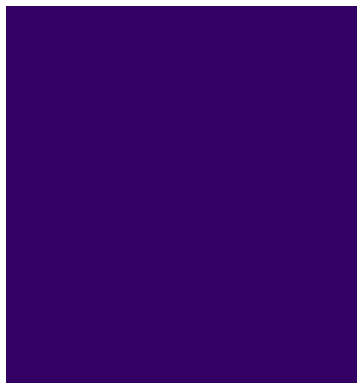
Area

Color Palette

Color values have been established for Royal Family KIDS and are used to create a consistent color palette across various production methods.

Directors must adhere to these color guidelines.

The primary colors used in our graphic program are Pantone 267 (purple) and Pantone 186 (red).



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).

Representing PMS 267*



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

Representing PMS 186*

Apparel, Merchandise and Promotional Items

RFK Logo on apparel:

Any use of the RFK Logo on apparel not sold from the RFK Online Store must be approved by the RFK National Office.

Apparel with the RFK Logo, RFK initials and “Royal Family KIDS” may not be sold outside of the RFK Online Store.

Individual camps and mentoring clubs may not use any RFK Logo to print apparel for use at a local camp or mentoring club unless approved by the RFK National Office. Shirts and apparel used in your local fundraising may use the initials RFK, Royal Family KIDS local logo if it is associated with the name of the local camp / mentoring club or the name of the fundraising event, i.e. starfish walk, happy camper run, golfing for kids, etc. Contact the RFK National Office for permission and approval of artwork.

RFK Logo on merchandise and promotional items:

If RFK produces a certain merchandise item such as a gift pen or a coffee mug, local camps and mentoring clubs will not be granted permission to produce their own version of that product.

If a local camp or mentoring club wishes to produce a logo branded product as a gift for volunteers or donors, they must obtain permission to do so by the National Office.

If a local camp or mentoring club wishes to produce an RFK logo branded promotional product for fundraising purpose, they must obtain permission from the National Office.

Stationary

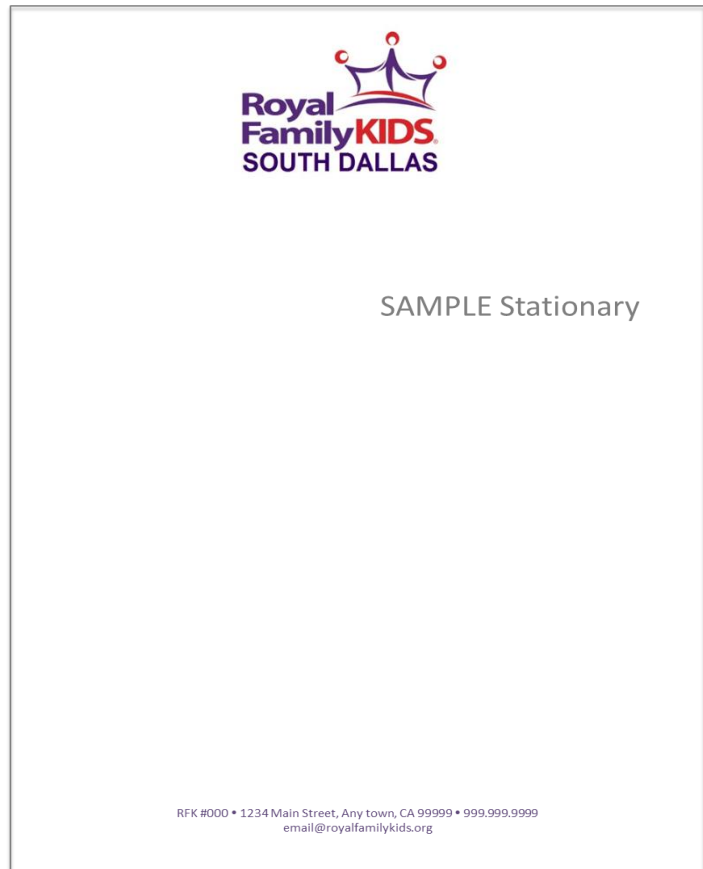
For consistent brand identity, correspondence letterhead is printed with your local Royal Family KIDS two-color logo and the local camp's church address, phone number, and your local RFK website. Center the camp information and typeset as shown on the sample provided (right side of page)

Top of the letterhead

2-color RFK logo is centered and placed ½ inch below the top edge of the paper.

Bottom of the letterhead

Text (Purple PMS 267) is 10 pt. Trade Gothic LT font or Calibri font, placed ½ inch from the bottom of the paper.



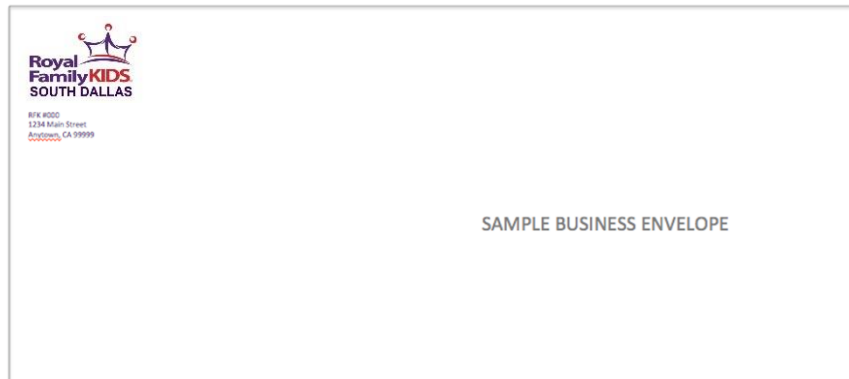
Brochures and Flyers

Promotional items in this category do not need approval from the National Office but must adhere to branding guidelines found in this manual.

Stationary

Business Envelope

Two-color RFK logo is 3/8 inch from each edge of the envelope.
Text (Purple PMS 267) is 7 pt. Trade Gothic font or Calibri font and is placed 1/8 inch from the lowest portion of the logo. Print on quality envelopes. Color: white



Business Card

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

PERSON'S NAME text: Use PMS 267, 10 pt. Font: Trade Gothic LT font or Calibri font

TITLE text: Use PMS 267, 9 pt.

Font: Trade Gothic LT Oblique or Calibri font

ADDRESS text: (PMS 267) is 8 pt. Font: Trade Gothic LT or Calibri font and is placed 3/8 inch from the bottom of the card



Banners, Posters and Signs

When producing your own signs and banners for promotional purposes, please follow the color guidelines on page 6.

If you follow all branding guidelines. Banners, Posters and Signs do not need approval by Royal Family KIDS National Office.

If you have questions, please contact the Royal Family KIDS National Office.

Visual Media

Pictures

There is to be NO posting or publication of identifiable photos or videos of the children. Unidentifiable/Safe photos are photos where the children's faces are not identifiable either from photo angle, distance, disguise, blurring, etc., Those unidentifiable/safe photos are acceptable to use.

RFK National Office is always interested in obtaining additional, safe pictures of the kids engaged in sports and activities at camp and/or mentoring club. You may submit pictures to the RFK Director Liaison in your region.

Video

For the introduction or closing scenes of videos: Use the official Royal Family KIDS local logo

Use unidentifiable/safe footage only.

Do not include RFK STATS (they are dynamic numbers and will continually be changing). Unless it is a summary of that year's events.

Delete outdated/old videos that contain old STATS, from Vimeo and YouTube channels.

RFK YouTube and Vimeo video channels are managed by the RFK National Office.

Royal Family KIDS published promotional videos

Suggestions and associated links for videos that can be used for promotional purposes, are provided under the Video Promotion section on the RFK Director Resources Page.

Social Media

Royal Family KIDS (RFK) manages the RFK National Office Facebook, Twitter, Instagram, and LinkedIn social platforms. Please follow us on all platforms if you are not doing so already.

All other RFK-related social media pages (camp and/or mentoring club sites) are created and managed by the RFK Directors.

Please identify your location with your official RFK local logo. (reverenced on page 5)

Note: Likes, re-tweets, shares, comments to the main RFK social media pages are welcome and encouraged, to catapult visibility and awareness of the RFK brand.

#Hashtags

Directors may use the following, suggested hashtags for posts on their own social media sites along with any others that directly reflect the Royal Family KIDS mission and consistent messaging.

Suggested hashtags subject to change, based on strategy.

#TransformingCommunities

#Urgency

#ChangingLives

#MakingMomentsMatter

#TreatPeopleRoyally

#KeepMovingForward

Press / Media

If Local Press / Media

Directors adhere to Royal Family KIDS brand guidelines in this Visual Identity Manual

Press Releases Locally produced

Adhere to the RFK brand guidelines as shown in this Visual Identity Manual.

RFK National Office will provide positioning and branding guidelines if needed beyond this manual.

If National Press / Media

National press coverage or (press) story opportunities (radio, podcast, streaming, T.V.), and any other RFK National/Global inquires:

RFK National Office will produce and/or provide content directly to press.

Press Releases nationally produced. RFK National Office is the source. Direct all inquiries to the RFK National Office.