SHIELD

Mentor Program

Style Guide for New Branding

Brand Overview

A Renewed Vision

SHIELD's Vision 2020 Campaign is working to achieve community partnerships with five (5) youth serving programs and organizations, recruit one hundred (100) young people, train (25) community role models and secure an annual budget of $36,000. Visit www.shieldyouth.com to become a part of our vision today.

A Renewed Passion

It is because of the generosity of active participants, such as yourself, that we are able to contribute to the well-being of our youth in a number of ways. For example, an hour of your time is more valuable than any expense when a child knows that you are available to them by choice. It is also simple to support SHIELD Mentor Program if you're unable to consistently contribute your time, but you know of someone who may benefit from SHIELD program. All you have to do is refer or enroll someone between ages 9-18 years old, and then we are able to give the priceless investment of a mentor. Lastly, your financial support helps to carry the legacy of SHIELD to continue to enable deserving youth with opportunities to participate in SHIELD programs at no cost.

A New Look

The logo now encompasses a color scheme representative of SHIELD's mission statement. The addition of the eagle represents strength, wisdom and power– all of which we hope to instill in every young person we encounter. What we arrived at was a logo that conveys the energy we were looking for to send a stronger message representative of our iconic shield.

New

Previous

> "Like eagles, SHIELD leaders will be given the proper guidance to reach high altitudes in life."
>
> *-Precious McKoy, Founder/Executive Director*

Logos & File Usage

When do I use one over the other?

Full Logo

Logo Mark

Use:

- On formal documents and presentations
- When the logo is not with any other content
- With content where little to no other graphics are used

(i.e. letterhead, proposals, cover pages, business cards, postcards, newsletters, etc.)

100% opacity when displayed normally
Should not be used as a background image

Use:

- On informal documents and presentations
- When SHIELD has already been introduced or talked about within created content as a background image on letterhead

(i.e. fliers, posters, web pages, social media pages, videos, etc.)

100% opacity when displayed normally
20% opacity when used as a background image

Tagline

Strengthen. Help. Inspire. Encourage. Leadership Development.

Use this official SHIELD tagline on documents, within presentations, in headers or footers, and independently when appropriate. Each color corresponds to a designated indicator for a section. Colors and words should never be changed or reordered due to brand consistency requirements.

Sizing

SHIELD provides many variations of its minimum sizes. Because the logo can be displayed with its full name or on its own as just a mark, it is important to honor the following size limitations for legibility purposes. If the logo is too small, it will be illegible or blurry. Please help maintain SHIELD's brand by honoring these specifications.

Print

Minimum Dimensions:

870 (w) x 568 (h) pixels
(2.667 x 1.727 inches)
300 ppi (resolution)

Minimum Dimensions:

300 (w) x 194 (h) pixels
1 x 0.641 inches
300 ppi (resolution)

Web

Minimum Dimensions:

200 (w) x 117 (h) pixels
(2.778 x 1.625 inches)
72 ppi (resolution)

Minimum Dimensions:

159 (w) x 103 (h) pixels
2.208 x 1.431 (h) inches
72 ppi (resolution)

Strengthen. Help. Inspire. Encourage. Leadership Development.

Minimum Dimensions:
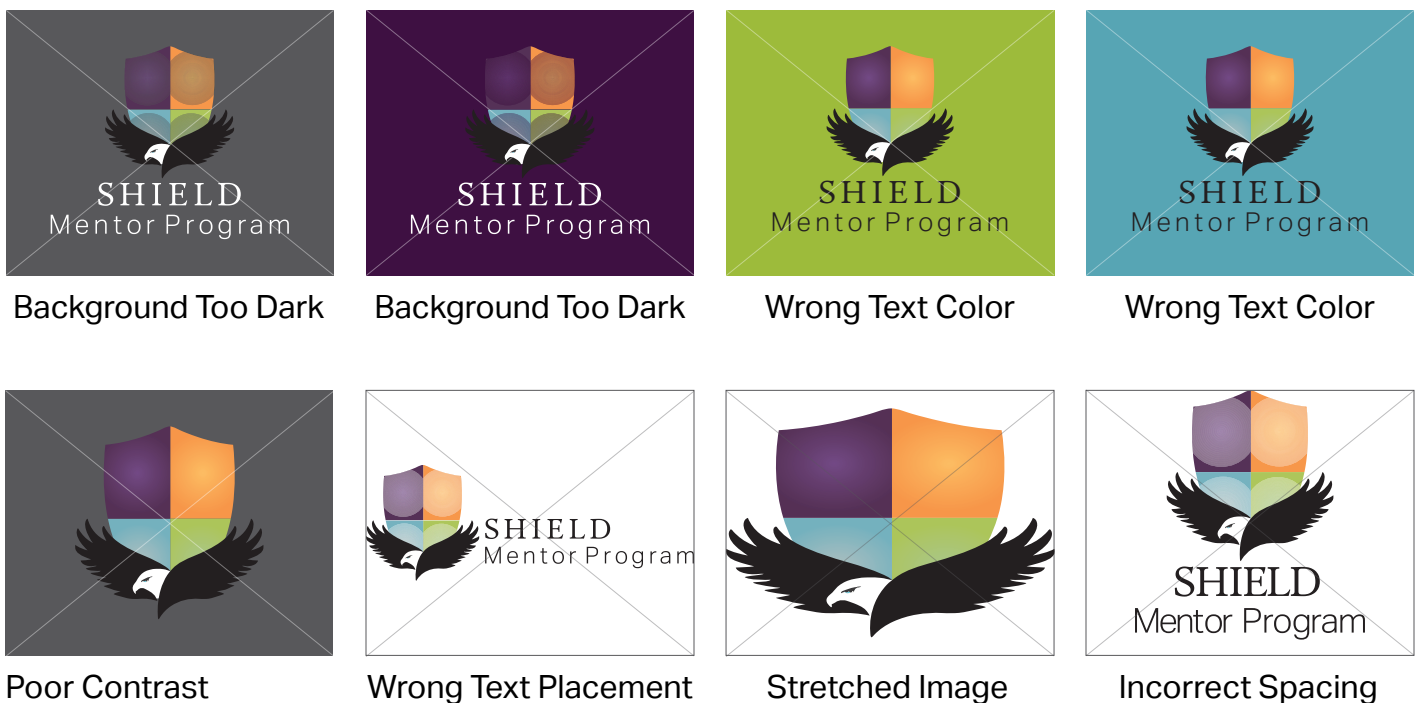
9pt font
Aktiv Grotesk Light

In summary, the full logo and logo mark are interchangeable based on the purpose and platform to be used. The logos displayed here are copyrighted by SHIELD Mentor Program and are not to be altered in any way. Logo colors, text and image positions, and verbiage are to remain as designed. Here are a few examples of correct and incorrect usage.

Logos should be paired with backgrounds that provide strong contrast, and text should remain stacked and spaced as designed.

Correct Usage

Incorrect Usage

Background Too Dark

Background Too Dark

Wrong Text Color

Wrong Text Color

Poor Contrast

Wrong Text Placement

Stretched Image

Incorrect Spacing

Strengthen. Help. Inspire. Encourage. Leadership Development.

Each word of the tagline should remain in its original order, original color, and original horizontal position. There is no period between "Leadership" and "Development," as this is one concept and area of focus for SHIELD. Please refer to the example above when using this for SHIELD branding. The tagline always uses "Aktiv Grotesk Light" as the typeface.

Incorrect Usage

Strengthen. Help. Inspire. Encourage. Leadership Development.

Wrong Color Order

Help. Encourage. Inspire. Strengthen. Leadership Development.

Wrong Word Order

Strengthen. Help. Inspire. Encourage. Leadership. Development.

No Period Between "Leadership" and "Development"

Strengthen.
Help.
Inspire.
Encourage.
Leadership Development.

Wrong Orientation and Alignment

File Types & Definitions

Web files and print files are completely different and have their own sets of rules. With so many choices, it can be hard to know what file type to use when and where. To simplify, here is a list of each logo file type that SHIELD can provide along with a brief description and examples of usage.

.ai

DEFINITION:

an Adobe Illustrator file that uses RGB color, screen-appropriate resolution, and vector-based graphics to produce high quality, custom made files for web use

HIGHLIGHTS:

- Serves as an original file type, can be edited, has layers of content, has transparent background

WHEN TO USE:

- Making edits to web graphics
- Sending to others who need to use or edit the logo for web use

.svg

DEFINITION:

a web file that uses RGB color, screen-appropriate resolution, and vector-based graphics to produce custom high quality files

HIGHLIGHTS:

- Editable, scalable, small file sizes, has transparent background, supports complex animation

WHEN TO USE:

- For CSS and HTML animations
- When no background is needed
- When designing for mobile devices

.png

DEFINITION:

a RGB color file that preserves most color info, keeps high image quality, and creates smaller file sizes

HIGHLIGHTS:

- Can have a transparent background, preserves image quality, cannot be animated, may not be supported by all web browsers

WHEN TO USE:

- When uploading graphics to the web with no background needed
- When creating other web graphics

.ai

DEFINITION:

an Adobe Illustrator file that uses CMYK color, high resolution, and vector-based graphics to produce high quality, custom made print files

HIGHLIGHTS:

- Serves as an original file type, can be edited, has layers of content, can have large file sizes, has transparent background

WHEN TO USE:

- Sending to printing companies (t-shirts, fliers, etc.)
- Sending to others who have Adobe Illustrator and need to use or edit the logo for print purposes

.eps

DEFINITION:

an Adobe Illustrator file that uses CMYK color, high resolution, and vector-based graphics to produce high quality, custom made print files

HIGHLIGHTS:

- Editable, can make smaller file sizes, preserves original colors, keeps images crisp, has transparent background

WHEN TO USE:

- Sending to printing companies (t-shirts, fliers, etc.)
- Sending to others who have Adobe Illustrator and need to use or edit the logo for print purposes
- When image needed without background

.jpg

DEFINITION:

a common file type for web images using RGB color and compression

HIGHLIGHTS:

- Widely accepted format, makes smaller file sizes, places a white background behind image, cannot be altered or animated, reduces image quality

WHEN TO USE:

- When small file size needed
- When white background needed
- For easy web upload

.pdf

DEFINITION:

web version that uses RGB color and makes multi-page files easy to share and access online

HIGHLIGHTS:

- Can support interactivity, can be quickly viewed or downloaded, can have small file sizes

WHEN TO USE:

- Uploading graphics/files that will be kept online for viewing
- Embeding documents online

.gif

DEFINITION:

a web file used to reduce rich colors, create simple animated graphics and produce extremely small files sizes

HIGHLIGHTS:

- Loads fast on the web, great for images with few or limited colors, extremely low resolution

WHEN TO USE:

- Creatling small, simple animations
- Creating and uploading tiny (less than 100px by 90 px) graphics

.jpg

DEFINITION:

a common file type for print images using CMYK color and higher resolution, but still uses compression, which reduces image quality in this format

HIGHLIGHTS:

- Widely accepted format, small file sizes, places a white background behind image, preserves rich colors

WHEN TO USE:

- When small file size needed
- When white background needed

.pdf

DEFINITION:

print version that uses CMYK color and makes multi-page files easy to share and access online

HIGHLIGHTS:

- Can be prepared for high quality printing, preserves colors and editing capabilities, file sizes can be large

WHEN TO USE:

- Sending to printing companies
- Sending to others for quick viewing

.tiff

DEFINITION:

a file that typically uses CMYK color, little compression, and high resolution to produce high quality files and images

HIGHLIGHTS:

- Produces rich colors, little quality loss, option to compress or preserve files, large file sizes, slow load times for web use, layered content
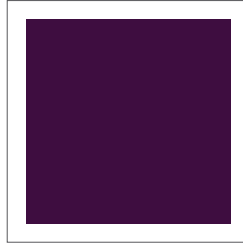
WHEN TO USE:

- Printing high quality images

Colors

MAIN COLOR

Hex: #3d0e40

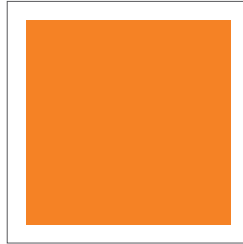RGB: 62 / 15 / 65

CMYK: 75 / 100 / 39 / 47

STRENGTHEN

Use for headlines and materials related to "Strengthen" section of curriculum

This is SHIELD's primary brand color.

SECONDARY COLOR

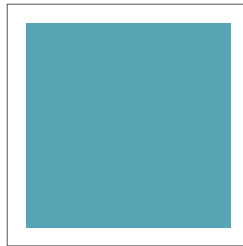Hex: #f58225

RGB: 245 / 130 / 37

CMYK: 0 / 60 / 98 / 0

HELP

Use for headlines and materials related to "Help" section of curriculum

Use this color for headlines, subheads, call out boxes, and statistics.

TERTIARY COLOR

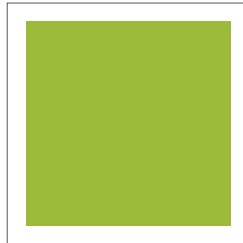Hex: #57a5b4

RGB: 87 / 165 / 180

CMYK: 66 / 19 / 26 / 0

INSPIRE

Use for headlines and materials related to "Inspire" section of curriculum

ACCENT COLOR

Hex: #9dbb3b

RGB: 157 / 187 / 59
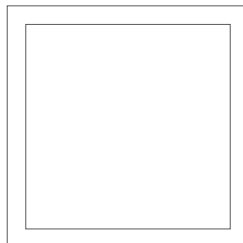
CMYK: 44 / 10 / 99 / 0

ENCOURAGE

Use for headlines and materials in "Encourage" section of curriculum

Use this color for subheads, call out boxes, statistics, and highlighted text.
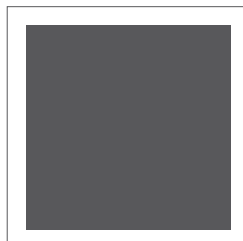
BACKGROUND COLOR

Hex: #ffffff

RGB: 255 / 255 / 255

CMYK: 0 / 0 / 0 / 0

Use as background color for print and web pages and behind any images

*Use as text color when using gray overlays

SECONDARY BACKGROUND COLOR

Hex: #58585b

RGB: 88 / 88 / 91

CMYK: 64 / 56 / 52 / 28

Use as margin color for web pages and to *create text boxes or overlays

Fonts

PRIMARY TEXT

Aktiv Grotesk Text Font Family

This font is the primary font family for SHIELD branding. It is to be used for body (main) text, headlines, and subheads. It is a safe font for web and print use. *Use "Tahoma" as an alternate.*

Body font size: 12pt
Headline font size: 24pt, 30pt, 36pt, or 48pt
Caption font size: 10pt

Mentor Program

AaBbCc Aktiv Grotesk Hairline
AaBbCc Aktiv Grotesk Hairline Italic
AaBbCc Aktiv Grotesk Light
AaBbCc Aktiv Grotesk Light Italic
AaBbCc Aktiv Grotesk Medium
AaBbCc Aktiv Grotesk Medium Italic
AaBbCc Aktiv Grotesk Regular
AaBbCc Aktiv Grotesk Regular Italic
AaBbCc Aktiv Grotesk Bold
AaBbCc Aktiv Grotesk Bold Italic
AaBbCc Aktiv Grotesk XBold
AaBbCc Aktiv Grotesk Black

AaBbCc Tahoma Regular
AaBbCc Tahoma Bold

Adriane Text Font Family

This is the other font family used for SHIELD's branding. It is to be used for headlines, and subheads as needed. It is a safe font for web and print use. *Use "Palatino" as an alternate.*

SHIELD

AaBbCc Adriane Text Regular
AaBbCc Adriane Text Italic
AaBbCc Adriane Text Bold
AaBbCc Adriane Text Bold Italic

AaBbCc Palatino Regular
AaBbCc Palatino Italic
AaBbCc Palatino Bold
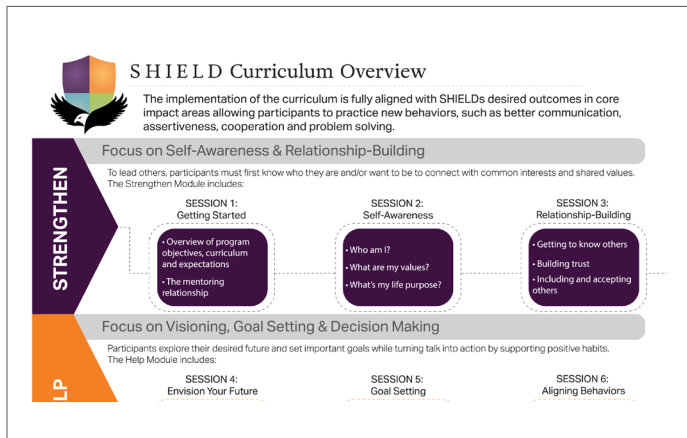***AaBbCc Palatino Bold Italic***

*Example

Refer/Enroll a Mentee

*Example

Start a Community Partnership

Layout & Positioning

The layout and positioning of SHIELD's logo must remain consistent throughout promotional and internal materials in order to maintain the brand's integrity. Guidelines are as follows below.

Example: curriculum guide

Internal Documents

For all documents, when the logo and/or tagline are needed, the full logo should be used in the top left corner or top center, and the tagline should be centered at the bottom.

Fliers and Promo Material

For all promotional material, when the logo and/or tagline are needed, the logo mark may be placed in any corner, but must be aligned with the top line or bottom line of the page.

Example: www.shieldyouth.com

Website

For all web pages, a consistent SHIELD logo should be used in the top left corner of each page. The tagline can either be top centered or bottom centered in the footer.

Spacing

To ensure that the logo is legible when combined with other elements, here are the spacing guidelines when placing the logo into other documents or files.

To preserve brand integrity, minimum space requirements (clear space) have been set and must be maintained when using the logo with other content.

Clear space isolates the logo from other competing elements like text, photos, other logos and any backgrounds. 1/4" of clear space should be left around each side of the logo.

This minimum clear space should be maintained as the logo is proportionally enlarged or reduced.

.25

.25

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SHIELD
Mentor Program

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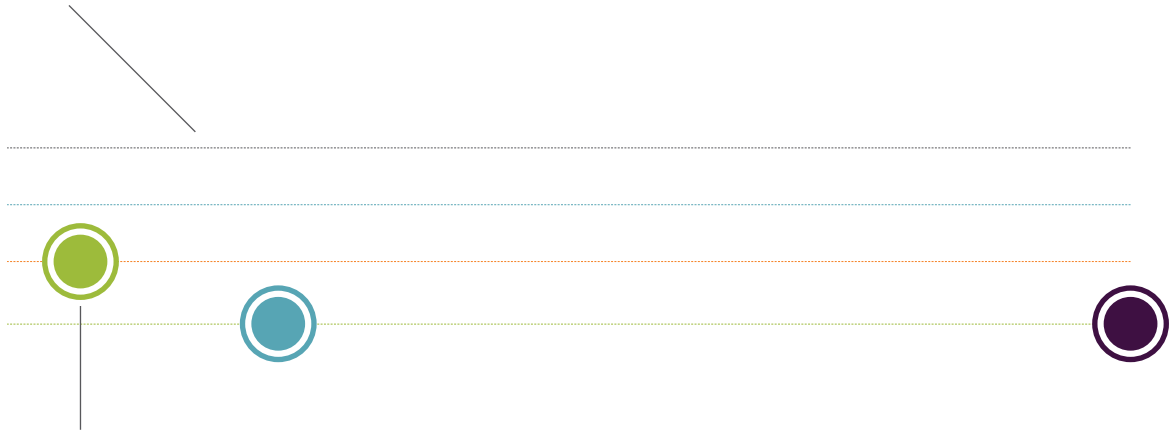.25
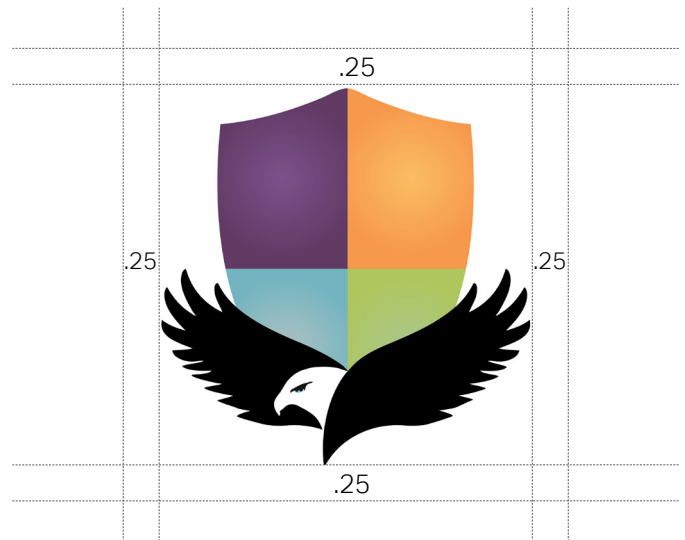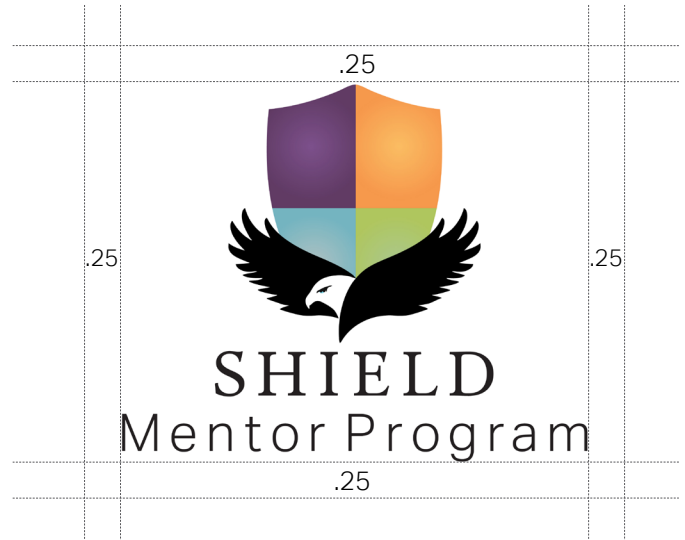
.25

Other Graphic Elements

Lines: *used to separate sections, create borders, or serve as a graphic element*

stroke style: dotted (2 and 2)
weight/thickness: 0.25pt
default color : gray (R 88 / G 88 / B 91)
* when scaled up or down, stroke weight of lines should remain at the same thickness and dash with of 2 and 2

Circles: *used as markers, indicators, or for call outs within text*

outer circle stroke style: solid; no stroke on inner circle
weight/thickness: 2pt
outer circle size: 0.4in x 0.4 in
inner circle size: 0.28in x 0.28in
default color: green (R 157 / G 186 / b 34)
* when scaled up or down, circles should be scaled together and proportionally

Pentagons & Arrows: *used on page backgrounds*

stroke style: none
standard dimensions: 1.2in x 2.1in
* when scaled up or down, pentagons and arrows should be scaled proportionally

Start a Community Partnership

Overlay Boxes: *used to layer text over photos or objects*

stroke style: none
opacity/transparency: 60% or 88%
standard dimensions: 250px x 50px
box color: gray (R 88 / G 88 / B 91)
text color: white (R 255 / G 255 / B 255)
* when scaled up or down, boxes and text should be scaled proportionally

Jane Doe
SHIELD Mnetor Program
331 Parkway Lane
Greensboro, N.C. 27406

SHIELD
Mentor Program

Joe A. Smith, Inc.
ATTN: Joe A. Smith
1234 USA Dr.
Wintson-Salem, N.C. 27106

Dear Mr. Smith,

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Sincerely,

Jane Doe
Curriculum Coordinator

Strengthen. Help. Inspire. Encourage. Leadership Development.

Morning Roast

COFFEE & CAREERS
with Dr. Bejamin A. Bailey

Sat. May 16th
9-11 am

YOU'RE INVITIED!

Whether you know what you want to do or are still exploring, this event is for you. Harvard University's Leading Reasearcher and Pyscologist Dr. Benjamin A. Bailey will be at this month's Morning Roast meet up for a brief roundtable discussion about how to actively prepare for the future by connecting what you enjoy to what you're good at and how you think.
You don't want to miss this. The event is free.

The Green Bean
341 S Elm St, Greensboro, NC 27401

More Info at events@shieldyouth.com | www.shieldyouth.com

Hosted by SHIELD Mentor Program

Questions?

If you have questions about file, color, typography, photo, and size usage and/or maintaining brand the brand integrity of SHIELD Mentor Program, please contact the designer below for more information.

Kimberly N. Thomas
(336) 457-7557
iknthomas@icloud.com

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SHIELD

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