



SAFE KIDS THRIVE BRAND GUIDE

2020

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LOGOS



Master Logo

Our master logo is a horizontal lockup of our icon and logotype. This logo should be used at all times unless space is limited (see icon logo on page 6).

The Safe Kids Thrive icon and/or logotype should never be combined with any other logo, company name, mark, or generic terms. Please don't edit, modify, distort, rotate, or recolor the logo.



Clearspace

The area around the logo should be clear — no other logos, type, or other graphics should interfere with the clearspace.

Minimum clearspace is the height of the 'E' in the wordmark.



70px height minimum
for digital



Color Backgrounds

The logo and icon may be placed on a light colored background with no modification necessary. However, if the background color is saturated and/or dark, the knockout logo and icon must be used.



knockout version

TYPE

Lora Regular
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Lora Bold
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Montserrat Regular
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Montserrat Bold
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Styles

Lora Regular and Lora Bold are serif typefaces that add an approachable voice to the Safe Kids Thrive brand.

Montserrat Regular and Montserrat Bold are sans serif fonts that are known for great legibility for screen reading.

The Safe Kids Thrive website uses a variety of font styles (left) among 6 h-tags (next page).

<H1> 45pt / 65pt

Lora Regular

<H2> 36pt / 50pt

Lora Regular

<H3> 30pt / 44pt

Lora Bold

<H4> 24pt / 36pt

Montserrat Regular

<H5> 20pt / 30pt ALL CAPS

MONTSERRAT BOLD

<H6> 18pt / 32

Montserrat Regular

H-Tags

The h-tag sizes defined in this guide are based off of the Safe Kids Thrive Sketch file provided to the development team.



Examples

Here are some examples of how the different typographic styles and h-tags work together to create a visual hierarchy throughout the app content and messaging.

COLOR

Cyan

#5597A4

R85 G151 B164

Red

#E54C3B

R229 G76 B59

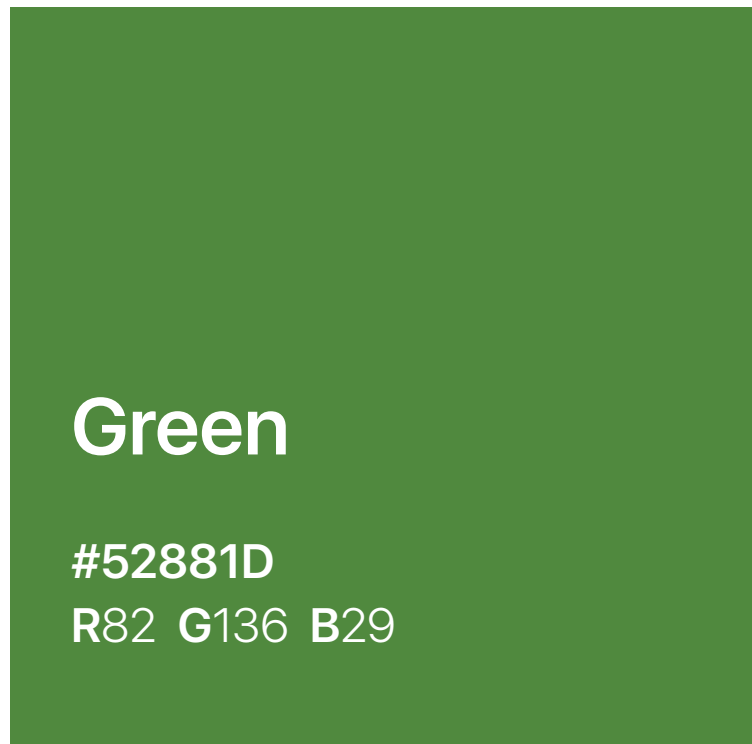
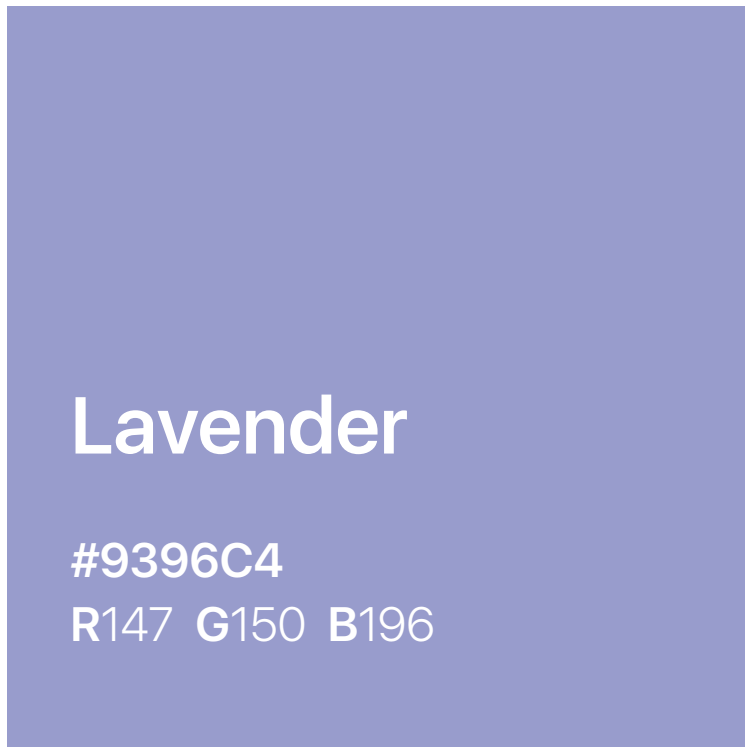
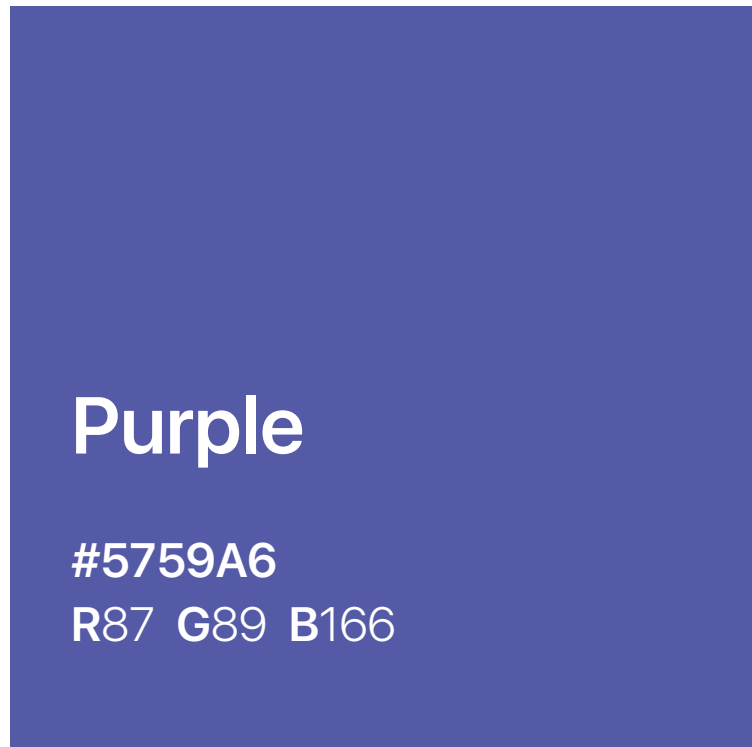
Teal

#026080

R2 G96 B128

Primary Palette

Safe Kids Thrive uses Cyan, Red and Teal throughout the website as primary colors. These are used interchangeably for elements within main calls to action, such as buttons, links, background colors, or even color overlays.



Secondary Palette

A secondary palette offers more color options for graphic elements and can be used at different opacities. Purple and Green may also be used for additional link colors within different sections of the website.

Yellow is used as a background color to highlight text in main headlines. When used within the sidebar as a background color, Yellow is always displayed at 25% opacity.

Overall, the secondary palette should be used sparingly to support the primary color palette.

Black

#2A2A2A
R42 G42 B42

Dark Teal

#27414B
R39 G65 B75

Mist

#ECF1F1
R236 G241 B241

Neutrals

These neutrals serve as a foundation for the Safe Kids Thrive website. They help convey a tone and contrast for all colors on the page and keep the copy legible.

Black and Dark Teal are used interchangeably for all copy styles throughout the website.

Dark Teal is also used for the footer background, and Mist is used as a main background color for sections throughout the website.

ICONOGRAPHY

INACTIVE STATE



HOVER STATE

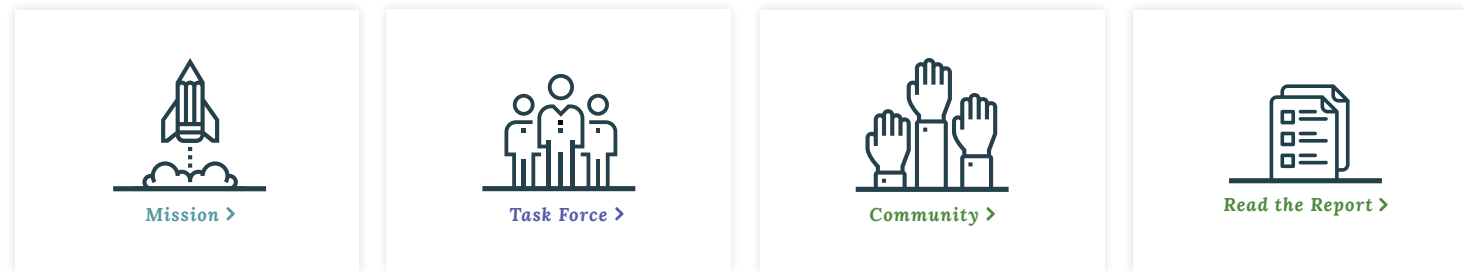


Prevention Topic Icons

Each Prevention Topic has an icon associated with it. These icons appear with their associated topics throughout the website experience. On hover, Cyan and Red are added to the icon and text to indicate to the user that these are clickable.

Icons may be used in either their inactive or hover state on all marketing materials.

INACTIVE STATE



HOVER STATE



Main Page Icons

Some of the internal website pages have icons to lead user to that particular content. These icons may be used in either their inactive or hover state on all marketing materials and for any additional purposes.

