

KIDSACTION

**Building Capacity within
Communities**

**To Get All Kids
Moving**

Brand Guidelines



Welcome

Welcome to the KidsAction Coaching Brand Guide! This document has been crafted to support your mission of promoting and sustaining the spread of KidsAction Coaching. Inside, you'll find comprehensive guidelines designed to help you create cohesive and impactful online and print marketing materials. Our aim is to ensure that every piece of communication reflects our brand's values and vision, fostering a consistent and recognizable presence across all platforms.

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01. Primary Palette



BLAZE ORANGE

HEX: #33A100

RGB: 51, 161, 0

CMYK: 68, 0, 100, 37



PIGMENT INDIGO

HEX: #4F0078

RGB: 79, 0, 120

CMYK: 34, 100, 0, 53



LIMEADE GREEN

HEX: #FF6300

RGB: 255, 99, 0

CMYK: 0, 61, 100, 0

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In addition to these colours, marketing materials can also use Black “#000000”, White “#FFFFFF”, and various shades of Grey ”#808080”.

01.1. Secondary Palette



SUNSET ORANGE

HEX: #FF8A33

RGB: 255, 138, 51

CMYK: 0, 46, 80, 0



LAVENDER PURPLE

HEX: #8A33B5

RGB: 138, 51, 181

CMYK: 24, 72, 0, 29

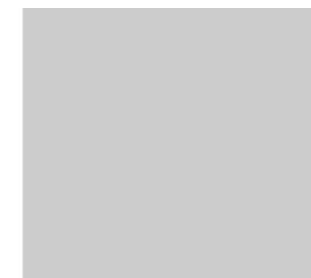


LIGHT LIMEADE GREEN

HEX: #66C233

RGB: 102, 194, 51

CMYK: 47, 0, 74, 24



COOL GREY

HEX: #CCCCCC

RGB: 204, 204, 204

CMYK: 0, 0, 0, 20



SOFT YELLOW

HEX: #FFE066

RGB: 255, 224, 102

CMYK: 0, 12, 60, 0



SKYBLUE

HEX: #66BFFF

RGB: 102, 191, 255

CMYK: 60, 25, 0, 0

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A secondary color is a complementary hue used alongside primary colors to enhance and diversify the color palette, adding depth and visual interest without overshadowing the primary colors.

01.2. Using Colors

Applying Primary Colors

When applying primary colors, it's important to create a balanced and visually appealing design that enhances our brand recognition and engagement. The primary colors—Limeade Green (#33A100), Blaze Orange (#FF6300), and Pigment Indigo (#4F0078)—should serve as the main visual identifiers for KidsAction Coaching. Use these colors prominently in key elements such as logos, headers, and call-to-action buttons to maintain a strong and cohesive brand presence.

For instance, Limeade Green can be used as the primary background color for our website's homepage or as a bold accent in social media graphics to draw attention to important information. Blaze Orange can be used for buttons, links, and highlights, providing a sense of urgency and vibrancy. Pigment Indigo, with its rich, deep hue, works well for text, borders, and other elements that require a strong visual anchor.

Incorporating Secondary Colors

The secondary colors—Light Limeade Green (#66C233), Sunset Orange (#FF8A33), Lavender Purple (#8A33B5), Cool Gray (#CCCCCC), Soft Yellow (#FFE066), and Sky Blue (#66BFFF)—should be used to complement and enhance the primary palette. These colors are ideal for background elements, secondary text, and less prominent design features, adding depth and variety without overpowering the primary colors.

For example, Light Limeade Green can be used for subtle backgrounds or as a gradient with Limeade Green to create a dynamic effect. Sunset Orange pairs well with Blaze Orange for gradients or as a less intense alternative for large areas. Lavender Purple can add a softer touch to designs, making it suitable for backgrounds or secondary text, especially when paired with Pigment Indigo. Cool Gray provides a neutral backdrop that can help other colors stand out, while Soft Yellow and Sky Blue offer brightness and contrast, ideal for highlights and supporting graphics.

*Scan the QR code to use a color contrast checker to check for text legibility (able to stand out from the background).



02. Typography

Proxima Nova is a versatile typeface renowned for its clean, modern aesthetic and extensive range of weights and styles. It is suitable for a wide array of design applications. Its balanced proportions and high readability allow it to seamlessly transition from digital interfaces to print media, ensuring consistent brand representation across different platforms. Proxima Nova pairs well with both serif and sans-serif fonts. This enhances its adaptability, making it an ideal choice for creating cohesive and visually appealing branding materials, from headlines and body text to user interfaces and marketing collateral.

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**Typeface
Proxima Nova**

**AaBb^e`c”d
MNOPQRSTUVWXYZ
1234567890
@#\$%&:”<>%**

Proxima Nova along with its more tightly spaced sisters, Proxima Nova Condensed and Proxima Nova Extra Condensed are the default typefaces selected for KidsAction Coaching. This document uses Proxima Nova, and can used as a reference for making slides and posters. Proxima Nova is included in Adobe Express Premium. When using templates with other fonts, select fonts that are similar to Proxima Nova. Proxima Nova is included in the KidsAction brand kit on Adobe Express. To use Proxima Nova, select any text and choose it from the KidsAction fonts drop down menu.

AaBb

02.1. Proxima Nova

02.2. Proxima Nova Pairings

Proxima Nova As Primary Typeface (Big)

Regular

Proxima Nova Regular paired with Times New Roman Regular as secondary typeface.

Bold

Proxima Nova Bold paried with Open Sans Regular as secondary typeface.

Serif Pairing

Times

Proxima Nova Light as secondary typeface paried with Times New Roman Bold (Times).

Sans

Proxima Nova Thin as secondary typeface paired with Open Sans Bold (Sans).

Sans-Serif Pairing

Proxima Nova As Secondary Typeface (Small)

Proxima Nova is a sans-serif that can be both a primary and secondary typeface due to its wide range of styles and weights. It pairs well with serif fonts for a classic-modern contrast or with other sans-serif fonts for a cohesive look. Please ensure consistent use of Proxima Nova throughout all brand materials to maintain a unified visual identity.

Serif Pairing: Proxima Nova + Times New Roman for a classic-modern look.

Sans-Serif Pairing: Proxima Nova + Open Sans for a cohesive and clean appearance.

Headlines

Subheadings

..... Proxima Nova Bold 60pt

..... Proxima Nova Semibold 45pt

Body Text

..... Proxima Nova Regular 30pt

Captions

..... Proxima Nova Italic 22.5pt

Headlines

Subheadings

..... Proxima Nova Black 60pt

..... Proxima Nova Extrabold 45pt

Body Text

..... Proxima Nova Bold 30pt

Captions

..... Proxima Nova Bold Italic 22.5pt

Using Proxima Nova to form a visual hierarchy involves strategic application of its various sizes and styles to guide the reader’s attention through content. Thicker and larger weights, such as Proxima Nova Black, Extrabold, or Bold, are ideal for headlines and provide clear focal points. Subheadings can use lesser weights at slightly smaller sizes to differentiate from main headings while still standing out. For body text, use the least weight at a comfortable reading size to ensure clarity and legibility. Italics can highlight key information or quotes, and condensed styles can be employed for space efficient design without sacrificing readability. This structured approach ensures a cohesive and engaging visual flow.

Ideal text size:

- Powerpoint presentations 14pt or larger (ideally 18pt to 36pt)
- Academic posters 24pt or larger
- Social media/website content 12pt or larger for body text, no limits for headings
- Other KidsAction resources: 12pt for body text, 14pt for headings (unless otherwise noted)

02.3. Font Visual Hierarchy

03. Adobe Express

Using Adobe Express to adhere to a brand guidebook is an efficient way to maintain consistency and quality across all design projects. Adobe Express offers intuitive tools and templates that can be customized to reflect brand standards, including specific typefaces like Proxima Nova, color palettes, and logo placements. This ensures that all marketing materials, social media graphics, and promotional content align with the established brand identity. By leveraging Adobe Express, even those with limited design experience can produce professional, on-brand visuals that reinforce the brand’s cohesive look and feel.

Using Adobe Express

Account Username:

ktprojectbcchr@gmail.com

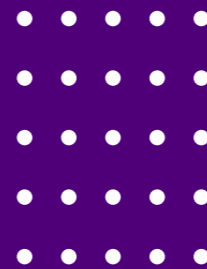
Password:

Request access through Kate Ortwein at kate.ortwein@ubc.ca

Adobe Express is a versatile tool for creating and scheduling social media postings. Take full advantage of Adobe Express by using the included branding functionalities and stock images as well as templates.



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04. Logo

Our logo is designed based on Nanum Pen Regular, which is included in the brand kit. Only use Nanum Pen Regular with names of training modules, for instance, the coaching module and the organizational module. The logo's two components are icon and the wordmark, they can be used together or separately depending on the context. For example, when selecting social media profile photos, use the logo without wordmark. This is because the wordmark will not be legible, and the profile name is sufficient for identification. In addition we have a logo created by an indigenous artist to reflect the indigenous perspective, this logo is used in our marketing materials as well.

All high definition versions of our logos are included in the brand kit on Adobe Express.

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04.1. Indigenous Logo

The logo on this page is designed by indigenous artist Jamin Zuroski, drawing inspiration from indigenous symbols in BC that represent its peoples and their practices.

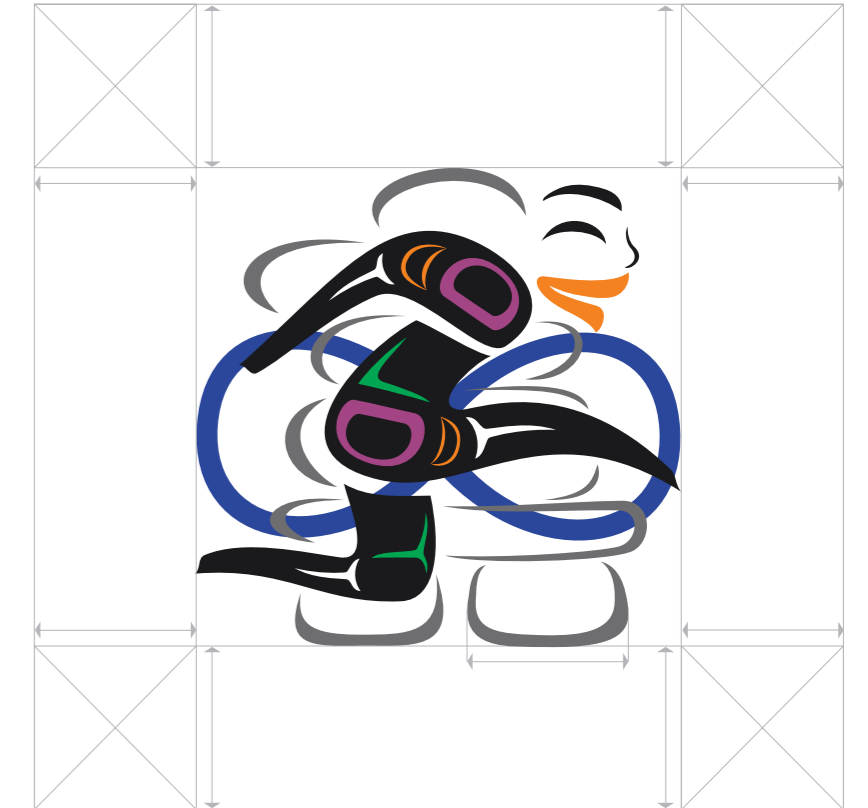
Because colours here contribute to the important symbolism within the logo, do not modify this logo and instead adapt surrounding content to incorporate this logo. On the next page we will go over the spacing requirements for placing the indigenous logo.



04.1.1. Placement & Spacing

The minimum distance between the indigenous logo and any text, graphics or edges of a document is illustrated on the right. Since there are no perfect shapes in this logo, we will use the length of the grey icon's right foot as reference.

This is applicable no matter how big or small this logo is scaled. Be sure that this logo is not scaled down too much as it can become hard to recognize due to its complexity.



04.2. Generic Logo

To the side are our website logos and wordmarks. The colored version here uses our core palette. Versions of black and white are available on Adobe Express.

On the next page we will go over placing the generic logo, and spacing requirements.



Logo



Wordmarks

04.2.1. Placement & Spacing

The minimum distance between the generic logo and any text, graphics or edges of a document is illustrated on the here. Since there is a perfect shape in this logo, we will use the radius of the circle as reference. This is applicable no matter how big or small this logo is scaled.



04.3. Modified Generic Wordmark

To the side are our modified website wordmarks. The colored version here uses our core palette. Versions of black and white are available on Adobe Express. Use this only when our name is not visible elsewhere in view, this is applicable for both print and digital materials.

On the next page we will go over placing the modified generic wordmark, and spacing requirements.



04.3.1. Placement & Spacing

The recommended minimum distance between the modified generic wordmark and any text, graphics or edges of a document is illustrated on the top right. The radius of the circle is used as reference. This is applicable no matter how big or small this logo is scaled.

However, because the modified wordmark is shorter than the generic wordmark, in more tightly spaced layouts, such as a text filled slidedeck, you may use the minimum spacing requirement as illustrated on the bottom right. This should be used sparingly, outside* of social media postings, and as a last resort to fit design element on a single canvas. Note, if you use the second spacing option, other elements within the document must also be tightly spaced. Using the second spacing option should be avoided unless there is no other choice.

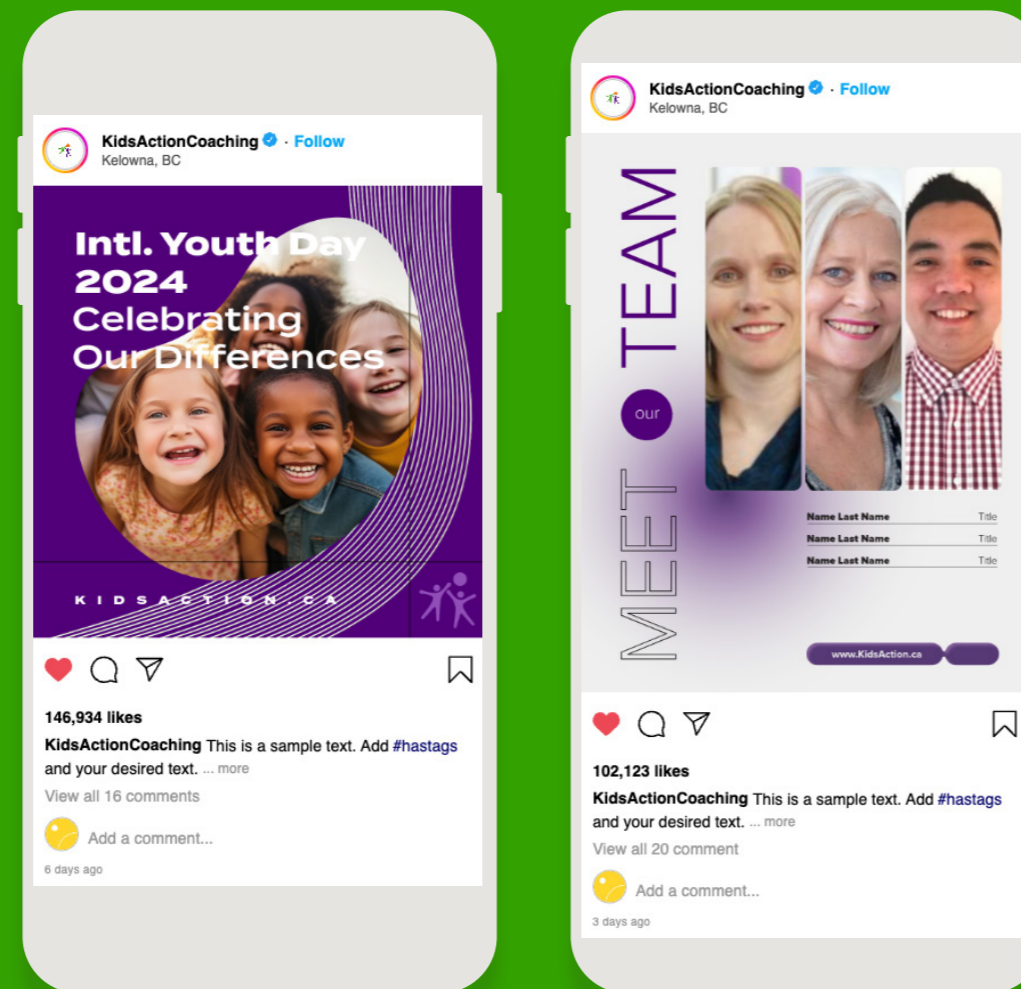
**: Social media postings should not be crowded to the point of needing the secondary spacing adjustment. Adjust your layout to meet the recommended minimum distance.*



05. Social Media

@KIDSACTIONCOACHING

When creating Instagram posts, please use the templates provided within the brandkit, to use templates outside of the brandkit, please apply our brand style and make edits for consistency. One thing to remember is to avoid having too much text within an image. Use the caption for longer texts and keep text within each post minimal. Keep in mind to stay consistent with our main colours.



Social Media Guidelines

Using the Brand Guide with Adobe Express

Using the KidsAction Brand Guide in conjunction with Adobe Express provides a powerful combination for creating consistent and compelling social media content. The brand guide offers detailed instructions on the use of logos, colors, and fonts, ensuring that every piece of content aligns with the overall brand identity. Adobe Express, with its user-friendly interface and extensive library of customizable templates, simplifies the design process, enabling you to adhere to these guidelines effortlessly. You can easily apply the specified typefaces like Proxima Nova, ensuring text remains consistent across posts. On the platform, you can use KidsAction's primary and secondary color palettes as outlined in the brand guide. This consistency helps in building a strong visual identity, making our content instantly recognizable to our audience.

Additionally, Adobe Express's template library can be customized to fit the specific dimensions and requirements of various social media platforms, from Instagram posts to Facebook covers and Twitter banners. By incorporating the brand guide's imagery and design principles into these templates, one can create a cohesive look that reinforces the brand's messaging and aesthetic across all channels. Using Adobe Express also allows for efficient content creation, enabling team members with varying levels of design expertise to produce professional-grade visuals. We should aim to ensure that all social media content, whether for campaigns, announcements, or daily posts, adheres to the brand identity set by this Brand Guide, maintaining brand integrity and enhancing engagement with our audience.

Accompanying Graphics

To fully leverage the color palette, consider incorporating graphics that align with the brand's tone and message. Illustrations and icons in the primary and secondary colors can enhance visual interest and guide the viewer's attention. For instance, playful icons in Limeade Green and Blaze Orange can highlight key features or services on our website, while educational infographics using Pigment Indigo and Sky Blue can effectively convey important information in a visually appealing manner. Additionally, photographs and images with color overlays matching the secondary palette can create a cohesive and engaging visual experience. For social media content, consider using templates with consistent color schemes, incorporating Light Limeade Green or Soft Yellow for backgrounds, and utilizing Blaze Orange for eye-catching text overlays or calls to action. This approach ensures that all visual content remains on-brand and instantly recognizable, strengthening KidsAction Coaching's overall visual identity and impact.

By thoughtfully applying our primary and secondary colors and integrating accompanying graphics, you can create a harmonious and professional brand presence that resonates with your audience and supports your mission. Note, for a simple and fast application, use primary colours as background or main decorative elements, use either black or white text for legibility, and add greyscale effect to portraits to reduce complexity. Using existing templates as the base to build new templates will help with consistency.

Minimum Social Media Margins

1. Minimum Distance from Edge

Text: Keep text at least 10% away from the edges of the design (e.g., 50 px for a 1080x1080 px post) to avoid cropping or readability issues on different devices.

Graphics: Ensure key graphics are also placed with a 10% margin to maintain visual balance and avoid being cut off.

2. Consistent Margins

Use equal margins on all sides to create a balanced layout. This ensures that text and graphics are evenly spaced and visually appealing. Margins must be consistent when using the same template, if adjustments are made to one template, other posts using the same template must have the same margins.

3. Hierarchy and Spacing

Text Size: Use larger fonts for headings and smaller fonts for body text to establish a clear visual hierarchy.

Spacing: Leave ample space between text blocks and graphics to prevent clutter; at least 1.5x the text height between elements is recommended.

4. Alignment

Text: Left-align most text for readability; center-align for emphasis on short captions or quotes.

Graphics: Align graphics with text elements to create a cohesive design, either by matching the edges or centering them together.

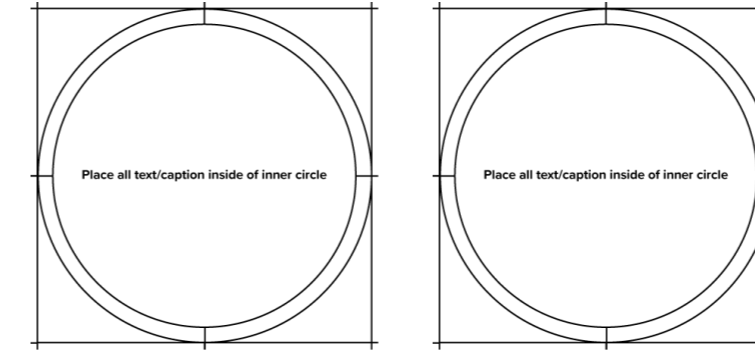
5. White Space

Use white space strategically to avoid overcrowding and to draw attention to key elements. This enhances readability and overall design aesthetics.

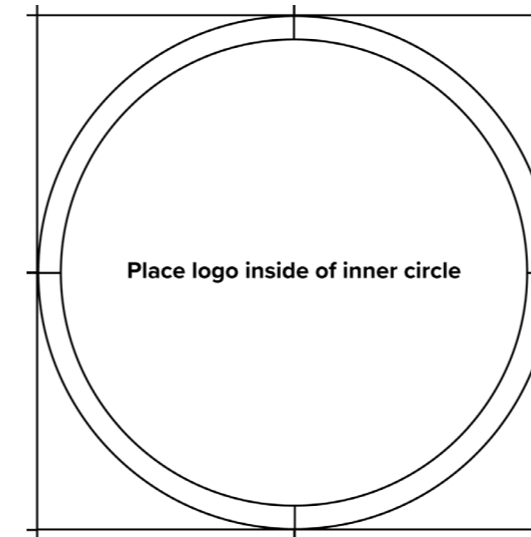
6. Contrast and Readability

Ensure text stands out against the background by using high contrast colors. Add overlays or coloured tint behind text on busy images to improve readability.

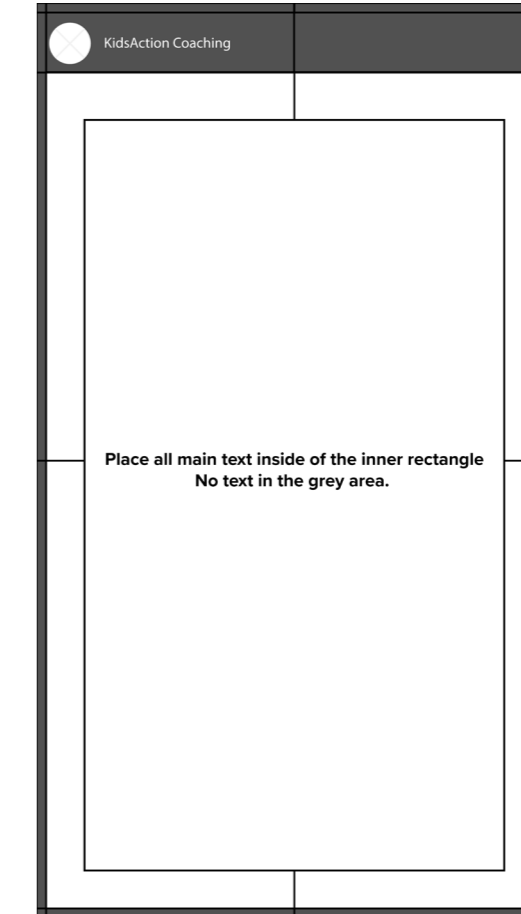
Following these guidelines will help you create visually appealing, readable, and professional social media posts. On the next page are sample margin guides, which are available on Adobe Express for creating layouts.



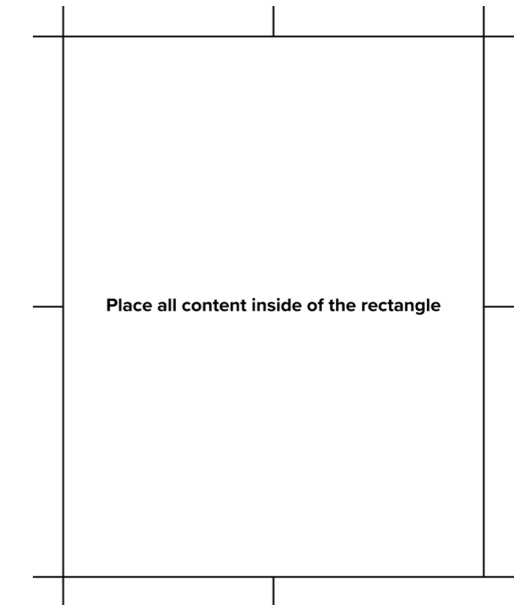
Story Highlight Icon & Reels Cover



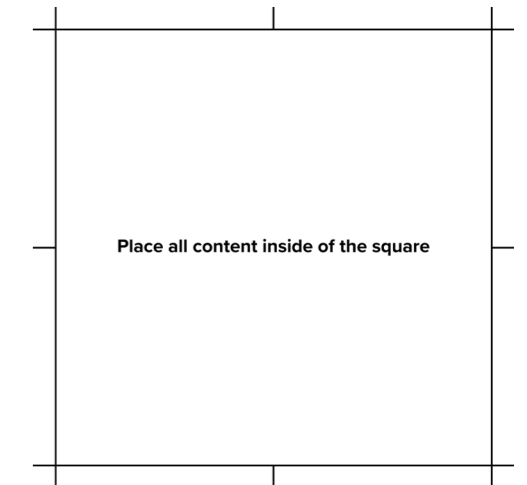
Profile Photo Icon



Instagram Reels/Story



Instagram Portrait Post



Instagram Square Post

On the this page are some sample margins, they are available on Adobe Express under Brand Assets as guides for creating layouts. “All content” refers to text and logos, not background objects.