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Introduction
Hello!

The brand guidelines introduce the new National Diaper Bank Network’s visual identity system and provide the information necessary for the content creators to develop more consistent and engaging communications.

These are some general principles to follow for the most effective results.
WE EXIST
to reveal the truth behind diaper need.

WE BELIEVE
in facts from the head, and truth from the heart.
that little actions get bigger when you put them together.
that need deserves a closer look.
that real change begins with real talk.

BRAND IDEA
Real Talk.
Introducing

Our new identity

Our new identity uses the symbol of an asterisk. An asterisk is used in the English language to bring attention to a footnote of omitted matter. The footnote is often written in small print — unseen, ignored, and unnoticed.

The National Diaper Bank Network brings attention to the matters, facts, and needs that are being overlooked. We want people to take a closer look at the footnote — the unseen diaper need in America. We want to turn the footnote on its head and bring it to the forefront of our dialogue and give it the attention it deserves.

The National Diaper Bank Network is a leading expert in poverty and serves as an asterisk by bringing attention to these unseen needs. The three parts of the asterisk represents the three main ways the NDBN meets these needs — providing community, awareness, and assistance. NDBN is the asterisk that indicates there is more to learn and do.
Brand Identity
Brandmark

**National Diaper Bank Network**

**COLOR BRANDMARK ON WHITE**
The brandmark will have the full color asterisk and black text when applied on white or light colored backgrounds.

**BLACK & WHITE BRANDMARK**
The brandmark will be varying shades of gray when black and white print is the only option.

**COLOR BRANDMARK ON BLACK**
The brandmark will have the full color asterisk and white text when applied on black or dark colored backgrounds.

**MONOTONE BRANDMARK**
The entire brandmark can be either all white or black for red, blue, or gray backgrounds, as needed for legibility.
Clear space is the area around the logo that should be clear of other graphic elements. The minimum clear space that is required around the logo is 1.5x (x is equal to the cap-height of the letters as shown above).
**ASTERISK IN ACTIVATION**

You can use the asterisk as a graphic element and communication device.

Asterisks can be used on photography or as a graphic element, but must link to copy. The asterisk should always point to more information.

The only time asterisks do not have to be linked with copy is when they are being used as graphic elements in a pattern.

**ASTERISK CROPPING**

You can crop the asterisk when it is being used as a large graphic device. The crop should never be more than half the length of an arm of the asterisk. And cropping should only occur on a maximum of two adjacent sides so that the asterisk is still identifiable.
Asterisks

**USAGE IN PHOTOGRAPHY**

The large asterisk can be used with a photograph and/or statement that should link to a smaller asterisk with more information for the viewer to find and discover. The asterisk can be made more transparent, if needed, for photo to be more visible.

**USAGE AS GRAPHIC ELEMENT**

The large asterisk can be used as a graphic element for a bold statement. The information on the large asterisk should be linked to a smaller asterisk that provides more copy.
Asterisks

ASTERISK DON’TS

Do not cover the child’s face with an asterisk on photographs.

ASTERISK DON’TS

Do not use the asterisk as a holding shape for content.
## Typography

<table>
<thead>
<tr>
<th>IDEAL</th>
<th>FREE SUBSTITUTE (AS NEEDED)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chronicle Bold</td>
<td>Merriweather Bold (Substitute for Chronicle Bold)</td>
</tr>
<tr>
<td>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</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>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</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1 2 3 4 5 6 7 8 9 0</td>
<td>1234567890</td>
</tr>
<tr>
<td>Gotham Book</td>
<td>Montserrat Regular (Substitute for Gotham Book)</td>
</tr>
<tr>
<td>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</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>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</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1 2 3 4 5 6 7 8 9 0</td>
<td>1234567890</td>
</tr>
</tbody>
</table>

### Headline

**Subtitle**

Um nim et aut voluptatis etusdant ommodis et ullit uted dusaperum, ullestio eos remperi non perovit essunt, ex eos as dolupta sperum rendis ent odis nis et acimporum ute nos nonsequi andit il imi, idenditi duciae num exer epu dignien temporem voluptam quo ditior soluptam.
Color Palette

COLOR USAGE

The color palette is an ownable take on the red, white, and blue national color palette.

These are the only colors that should be used for NDBN. Other colors can be introduced in when other partner logos are present.

There is a range of colors within the palette for a variety of expressions.

Primarily use red or blue, but always have more than one color represented.

PMS Black C
C0 M0 Y0 K100
R0 G0 B0

White
C0 M0 Y0 K0
R255 G255 B255

PMS 711 C
C0 M97 Y75 K0
R232 G30 B54

PMS 2141 C
C48 M13 Y0 K0
R134 G188 B232

PMS 420 C
C6 M4 Y7 K13
R214 G214 B210
Patterns

DESCRIPTION

The asterisk and logo can be used to create a variety of patterns using the color palette within the brand system.
Icons

Icons are made of simple shapes with rounded edges for a fun, approachable style to balance the clean, structured look and feel of the brand.
Icons

ICON USAGE

Icons are recommended to be used on a black background for best contrast.

Icons can be placed in a black holding shape when a full black background is not possible. It is best to use squares with rounded corners to mimic the round style of the icons.

Icons can be used when making key points in communication.
PHOTOGRAPHY STYLE

The baby should have facial expressions, preferably positive in tone, and the photography should make you feel something. The photography style should be similar to a documentary style with child never looking at the camera for a natural shot in natural surroundings. It should not look studio shot or staged. The images should be converted to black and white for all branded imagery.
EXCEPTIONS TO BLACK & WHITE

Color photography is acceptable in user generated content or on-the-fly documentation like social media.

However, any branded content should use photography in black and white, including all content using the asterisk.
Best In Practice
Best In Practice

Time to make 1 in 3 none in 3.

They’re essential.

We’re here to end diaper need in America.

Lobby Day 2018

little actions get bigger together.

HOST A DIAPER DRIVE
Best In Practice
For questions and more information, please contact:

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