



National Diaper Bank Network

Brand Guidelines

July 2018 | Version 1.0

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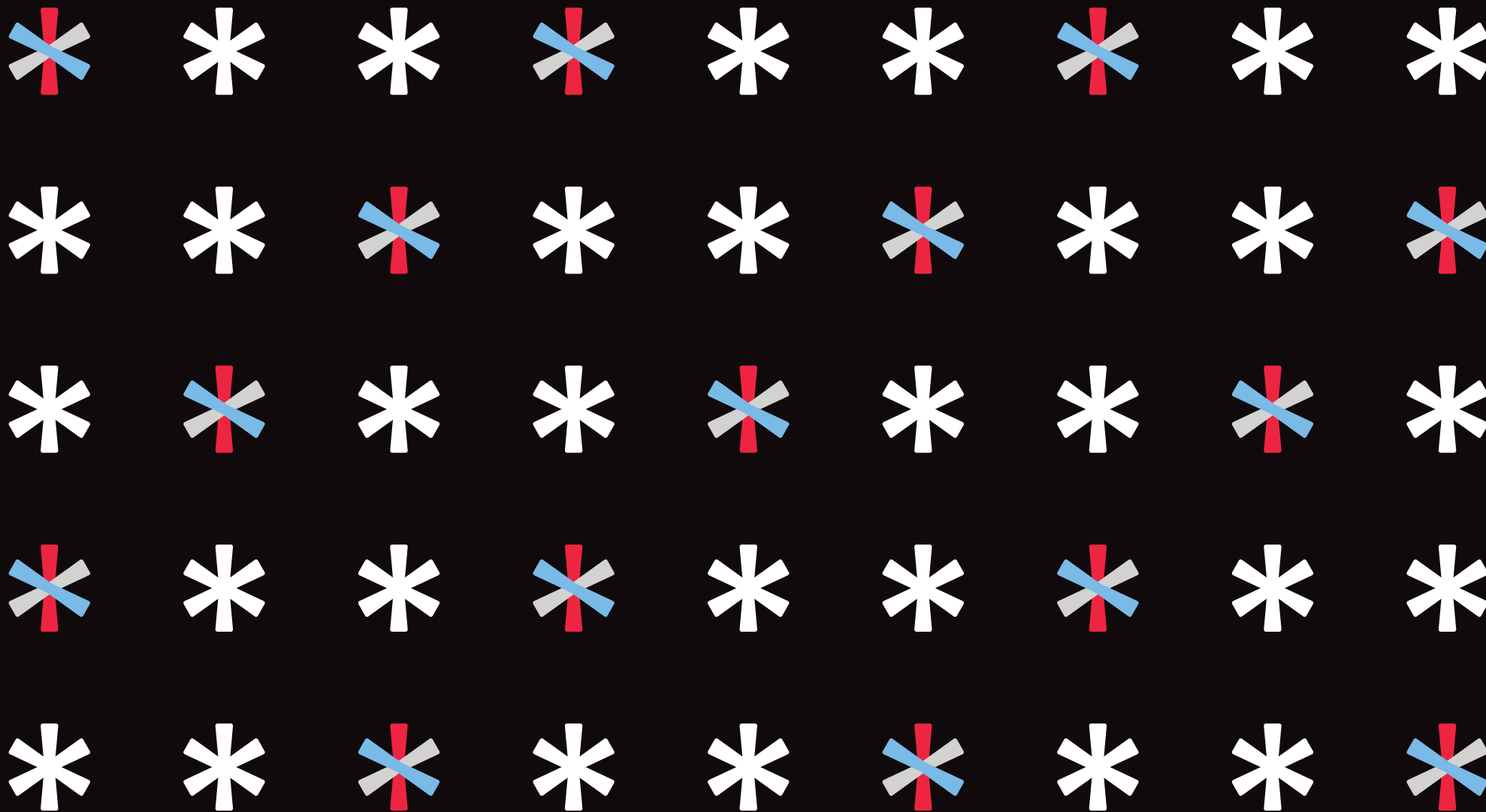
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Introduction





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.

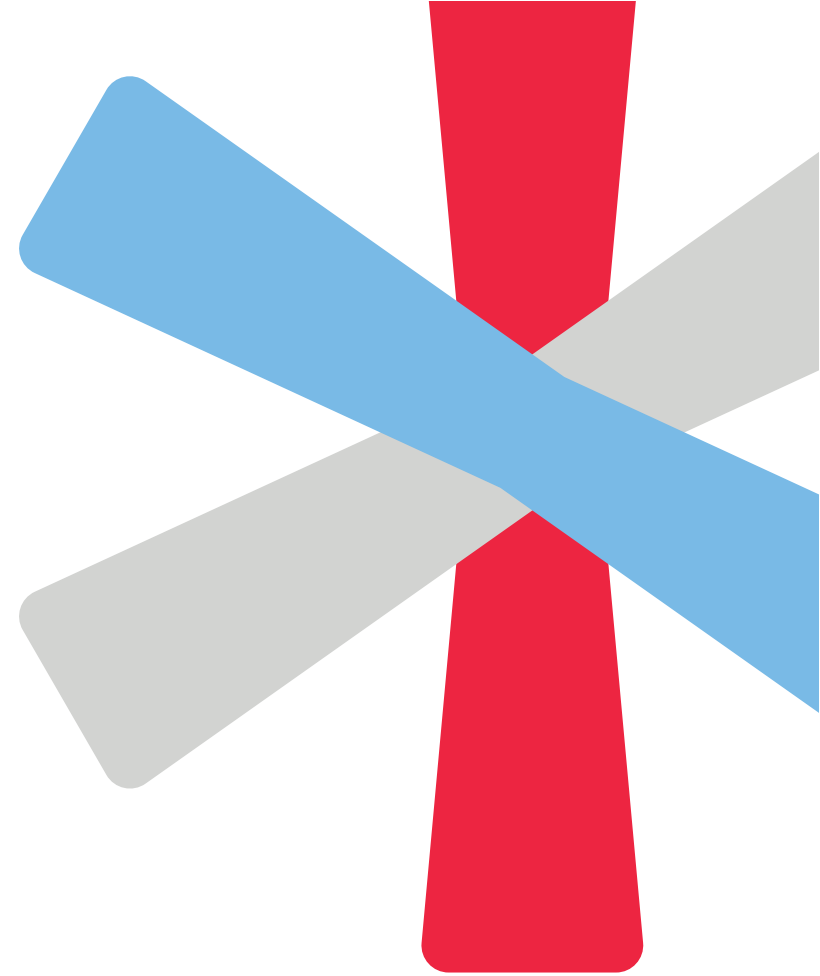
Introducing

Our new identity

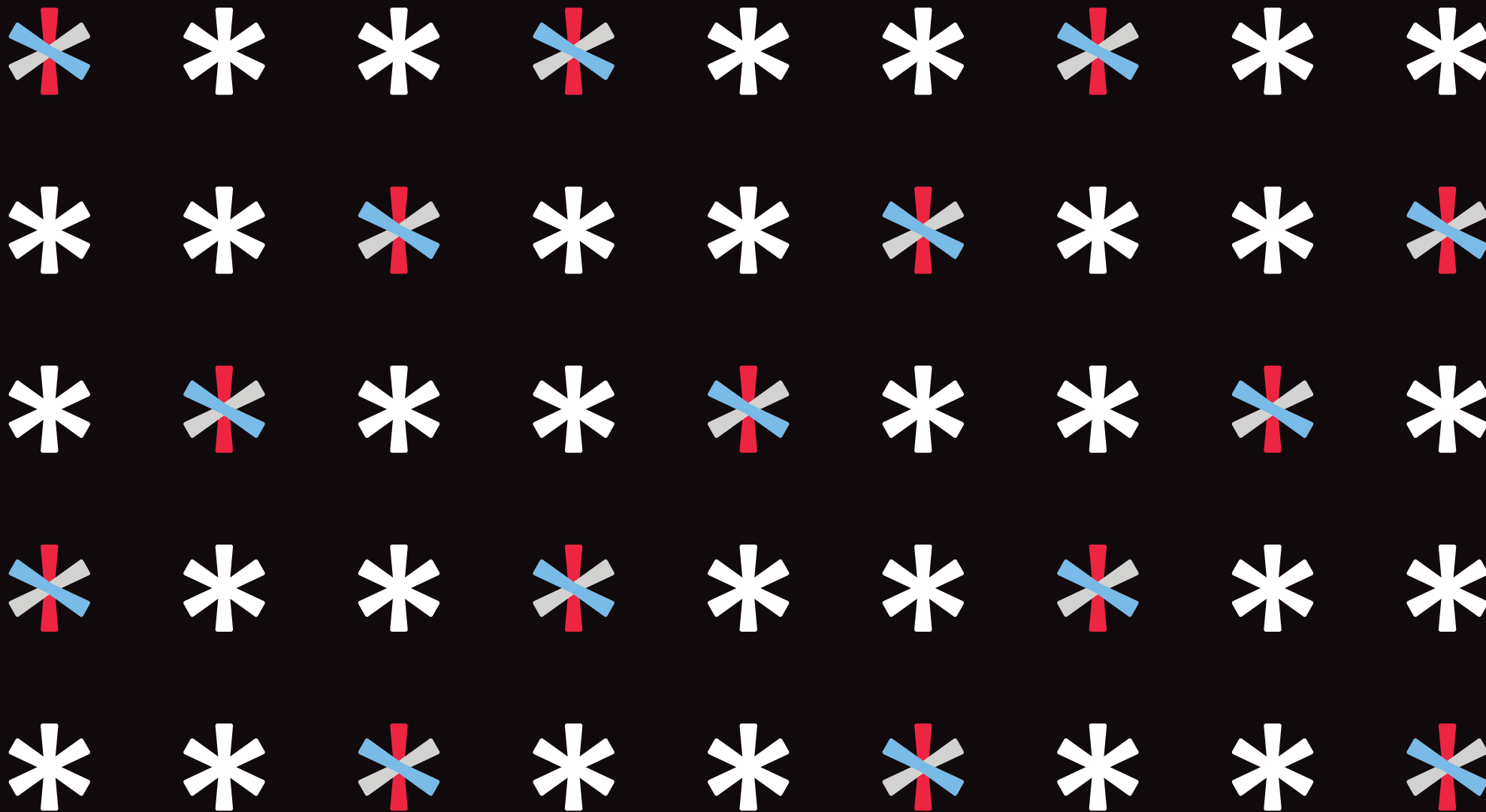
Our new identity uses the symbol of an asterisk. An asterisk is used in the English language to bring attention to a footnote of omitted matter. The footnote is often written in small print — unseen, ignored, and unnoticed.

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



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.

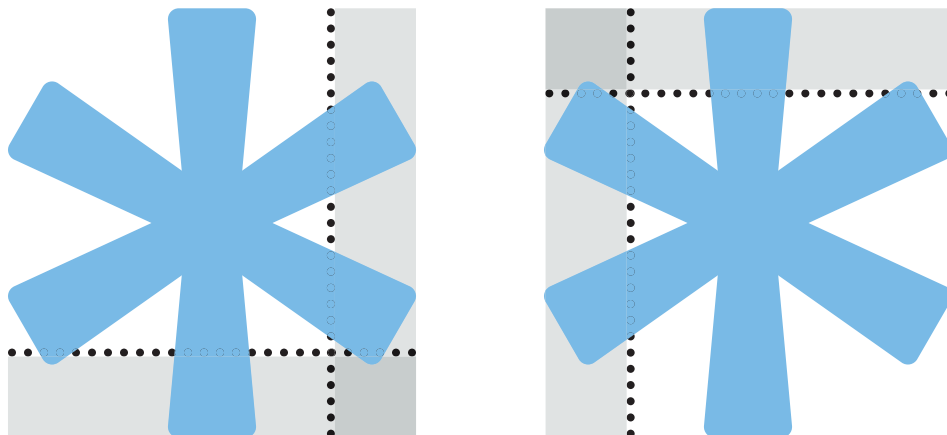
Brandmark



BRANDMARK CLEAR SPACE

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).

Asterisks



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

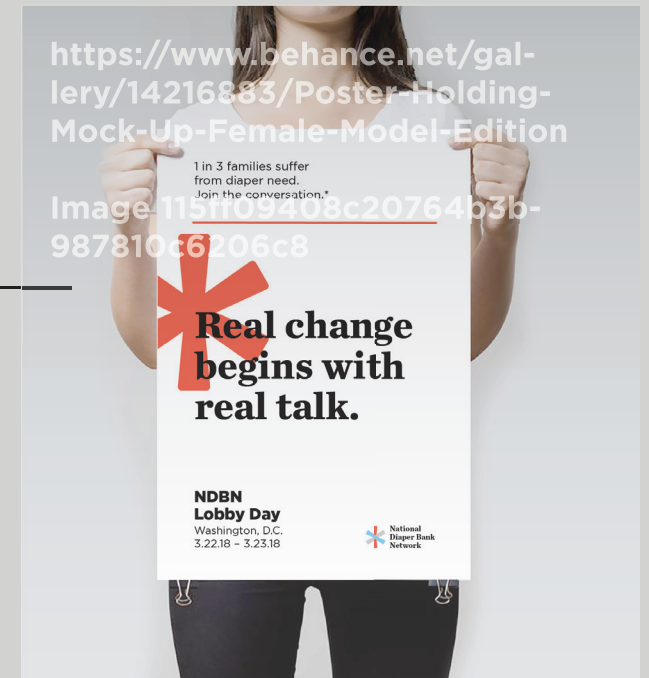


USAGE AS GRAPHIC ELEMENT

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.

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.



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

IDEAL

Chronicle Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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 ducia num exerer
epu dignien temporem voluptam quo ditior soluptam.

FREE SUBSTITUTE (AS NEEDED)

Merriweather Bold (Substitute for Chronicle Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat Regular (Substitute for Gotham Book)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Headline

Subtitle

Um nim et aut voluptatis etusdant ommodis et ullit ute
dusaperum, ullestio eos remperi non perovit essunt, ex
eos as dolupta sperum rendis ent odis nis et acimprum
ute nos nonsequi andit il imi, idenditi ducia num exere
pu dignien temporem voluptam quo ditior solup.

Color Palette

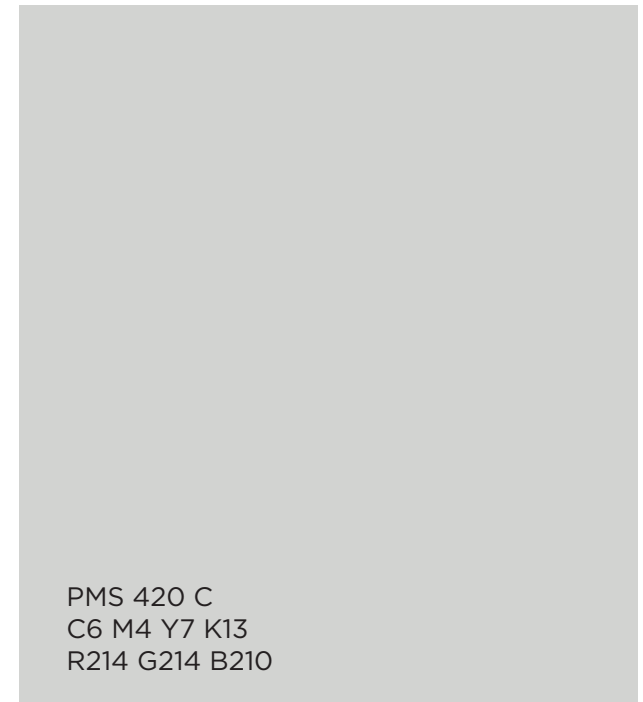
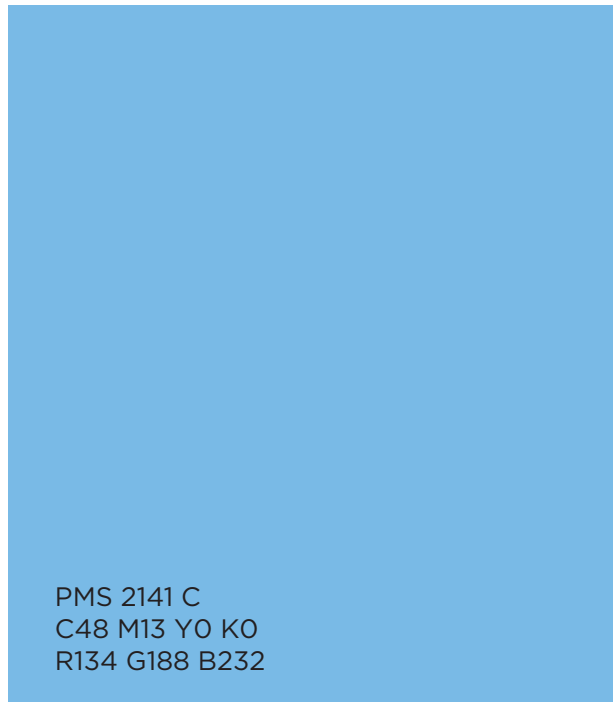
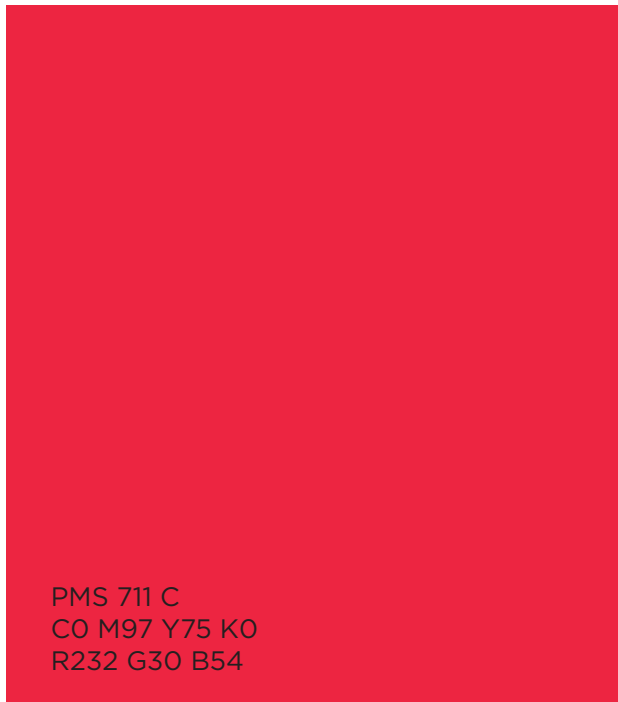
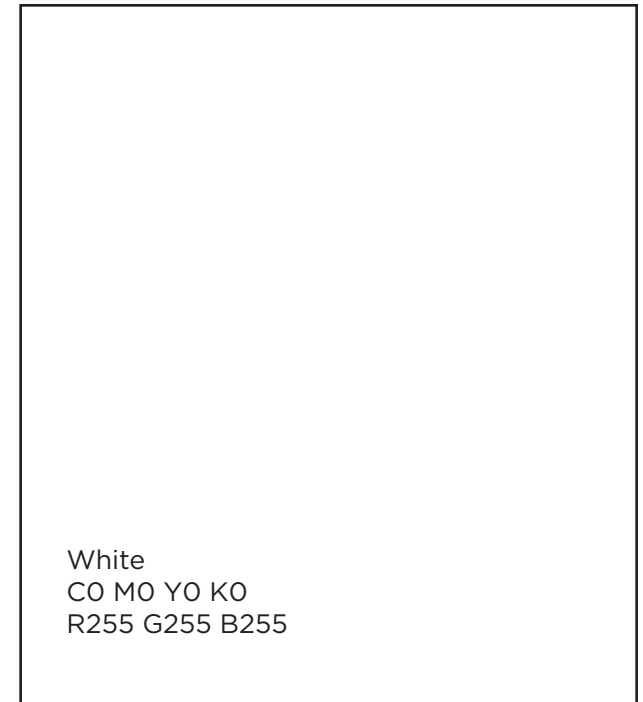
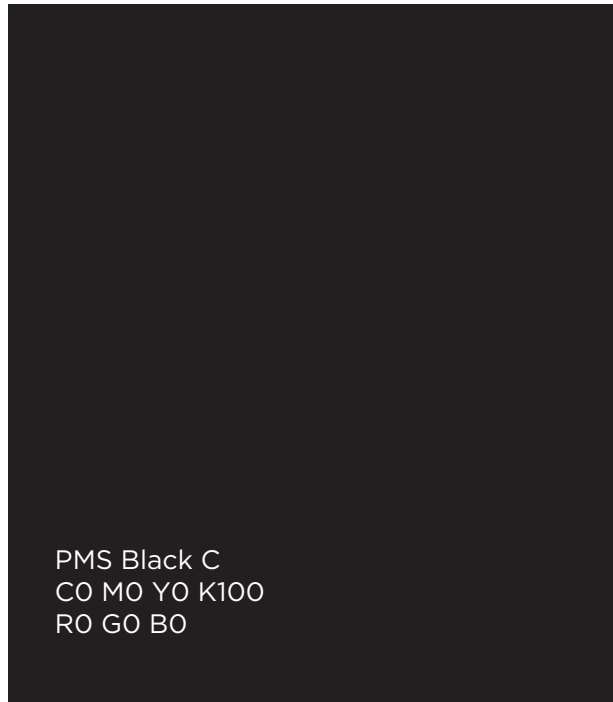
COLOR USAGE

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.

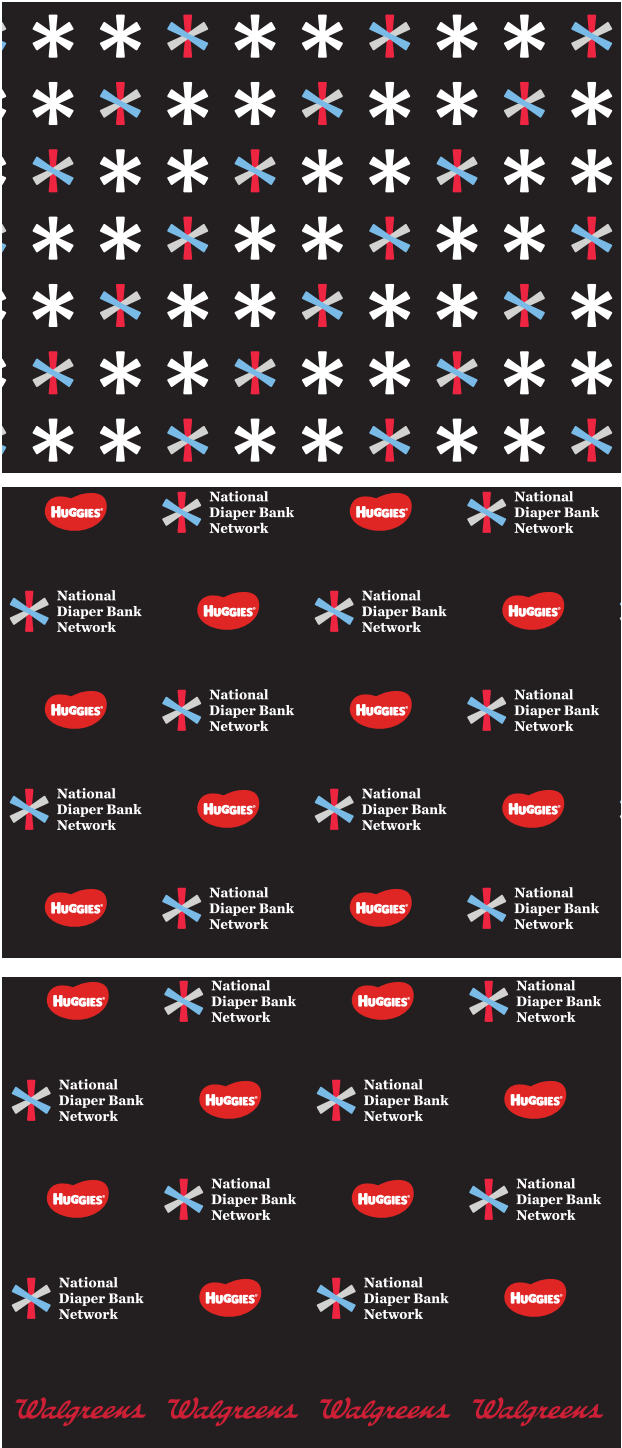
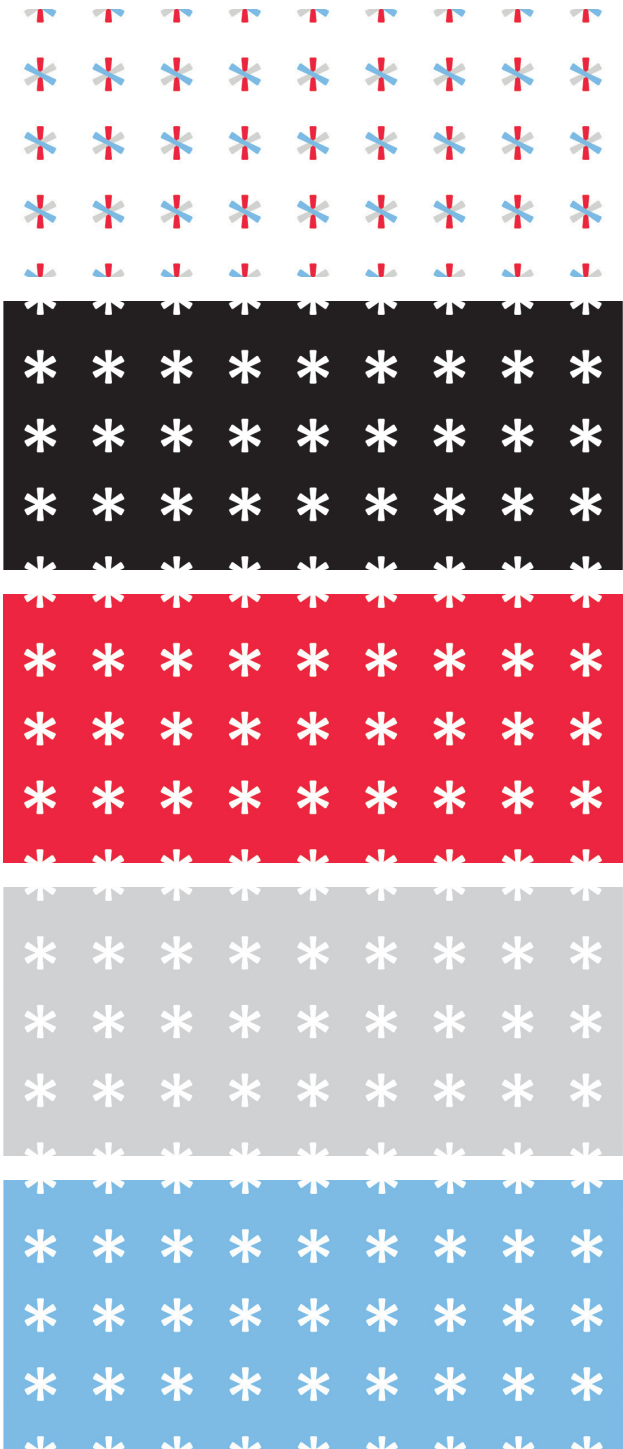
Primarily use red or blue, but always have more than one color represented.



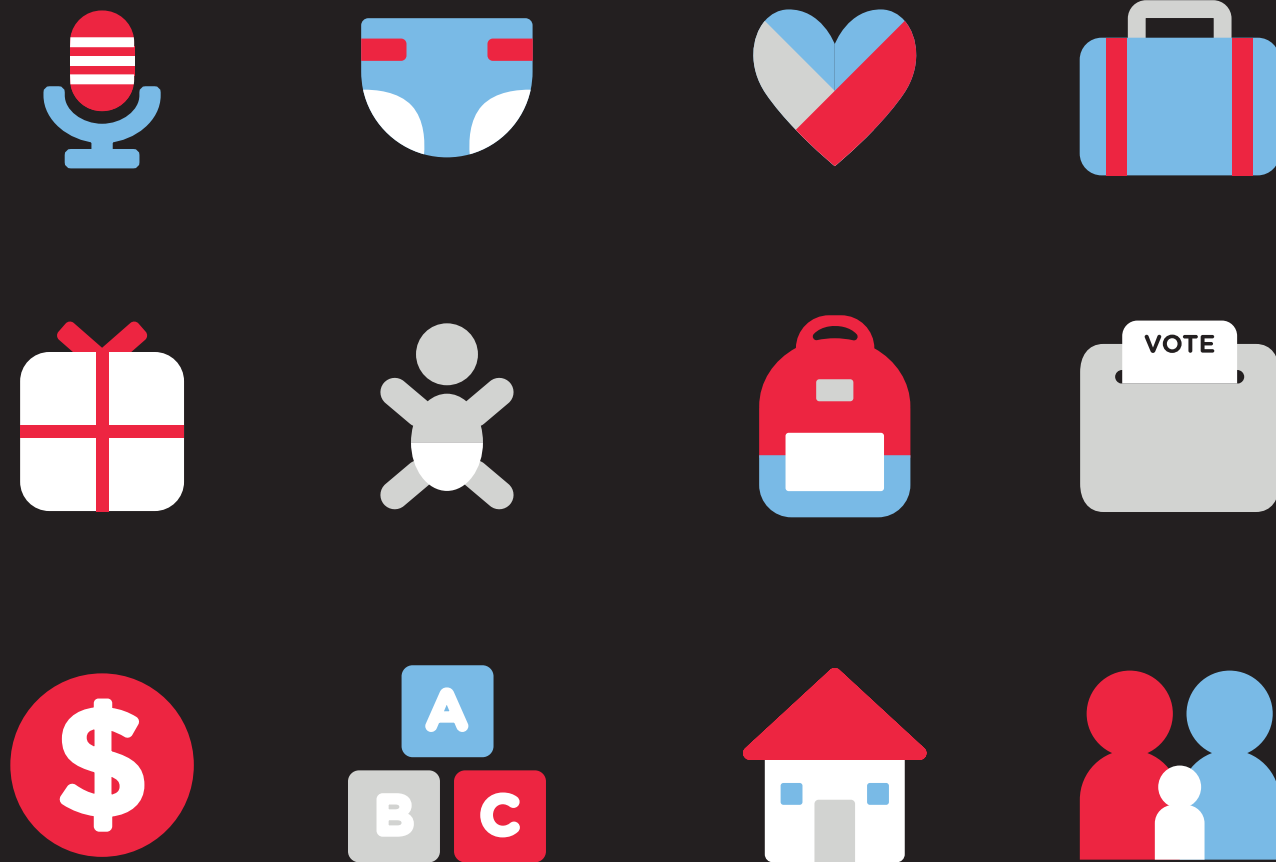
Patterns

DESCRIPTION

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



Icons



ICON STYLE

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.

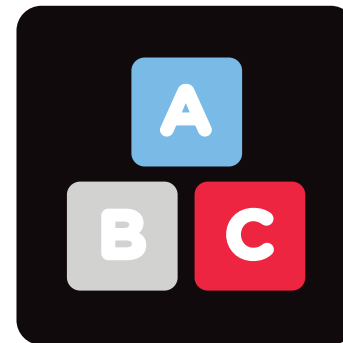
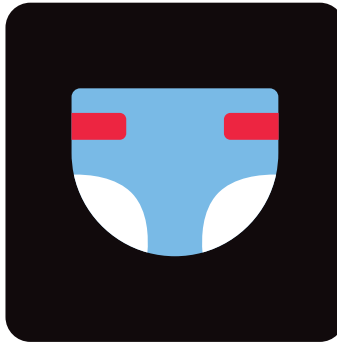
Icons

ICON USAGE

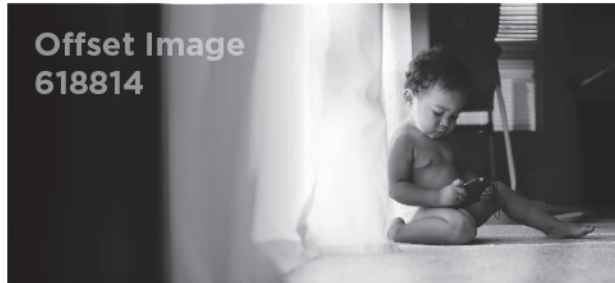
Icons are recommended to be used on a black background for best contrast.

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



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.

Photography



diapernetwork • Follow

diapernetwork Join us on NDBN Lobby Day to make real change with real talk at Capitol Hill. #diaperneed



24 likes

DECEMBER 29, 2017

Log in to like or comment.

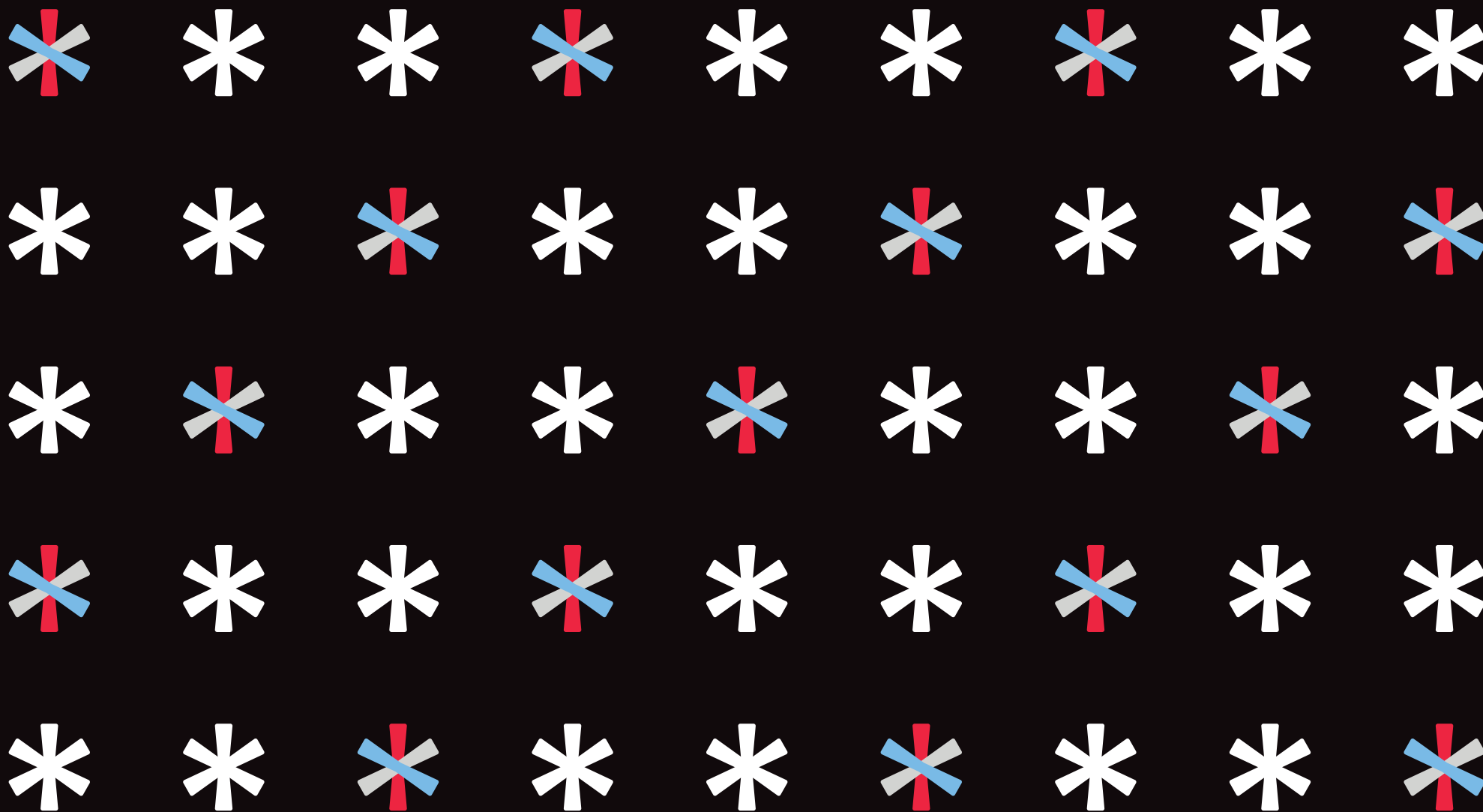
EXCEPTIONS TO BLACK & WHITE

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

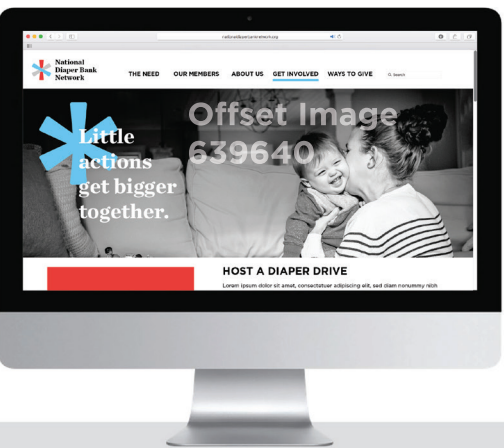
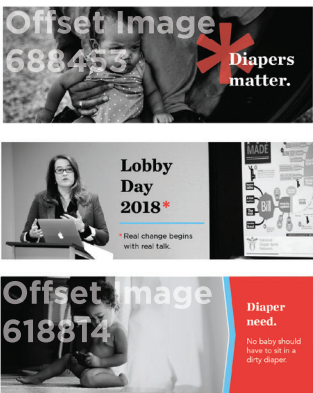
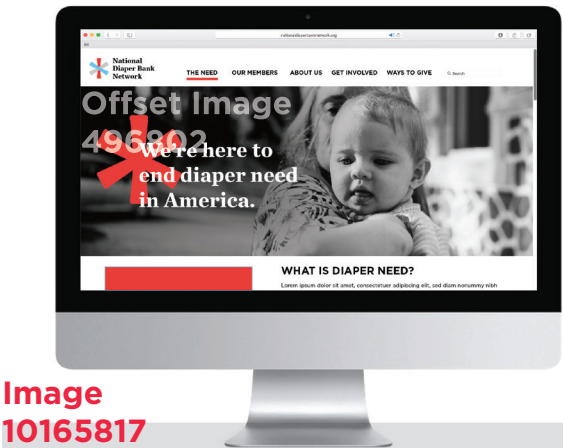
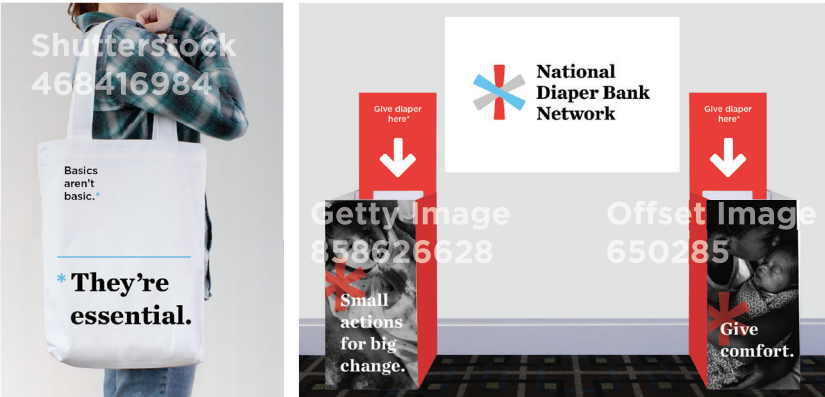
However, any branded content should use photography in black and white, including all content using the asterisk.



Best In Practice



Best In Practice



Best In Practice



Contact

For questions and more information,
please contact:

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Landor