



KIDSAVE BRAND GUIDELINES

PARTNERSHIPS - MARCH 2021

OUR CONNECTED HEART LOGO

Our new "Connected Heart" logo is, as the name suggests, all about connection. It reflects Kidsave's continued commitment to surround older kids in foster care with love, support, and lifelong connections. The design places our kids at the center of all we do, and the array of beautiful colors reflects the diversity of the kids and families we serve. We believe families are formed when connection and commitment are present, whether that's from a loving host family, a supportive long-term mentor, or through an adoptive forever family.

The KIDSAVE name is represented in a modern, assured, and confident way. The angle at the top of the K nods to our sense of forward motion and energy.



Forever Families

From a caring mentor to a count-on-able host family to a loving, supportive adoptive family, we aim to connect kids to long-lasting relationships they consider their "family".

for all kids,

This is the "emotional nod" of our tagline - the universal belief that all kids deserve the love and support of family. It also encourages our audience to ask, "Which kids aren't" getting that.

everywhere.

This phrase talks to both the universal need for caring, loving families, and our domestic and international programs and initiatives.

KIDSAVE BOILERPLATE

Short Version - Ideal for Websites, Social Media.

Kidsave, a nonprofit 501 (c)(3) charity, runs innovative programs in the U.S. and around the world to give older kids (age 9-18) in foster care and orphanages a voice and a choice in who becomes their forever family.

Partner Version - Website and Social Media

We are proud to support Kidsave, a nonprofit charity that helps older kids in foster care (age 9-18) find lifelong mentors and forever families. Join us in supporting their life-changing work.

Long Version - Ideal for Press Releases

Kidsave, a nonprofit 501 (c)(3) charity, believes all kids, everywhere, deserve to grow up with the support of a loving, caring family. Its innovative programs in the U.S. and around the world help older kids (ages 9 -18) in foster care and orphanages find lasting connections and forever families.

We ask you to join us in supporting Kidsave's life-changing work.

CLEAR SPACE & MINIMUM SIZE

It's important that the Kidsave logo is used correctly.

Be sure to keep a "safe distance" around the logo to give it air.

Where possible, the tagline should always appear as part of the logo, appearing in Blue or Green depending on backdrop/legibility



Minimum Size: When reducing the logo, once the tagline stops being legible, revert to Heart and Name Versions only. Minimum Size - Horizontal 1" / Vertical 3/4"



Horizontal at 1"



Vertical at 3/4"



LOGO VARIANTS



NEGATIVE VERSION

PRIMARY LOGO



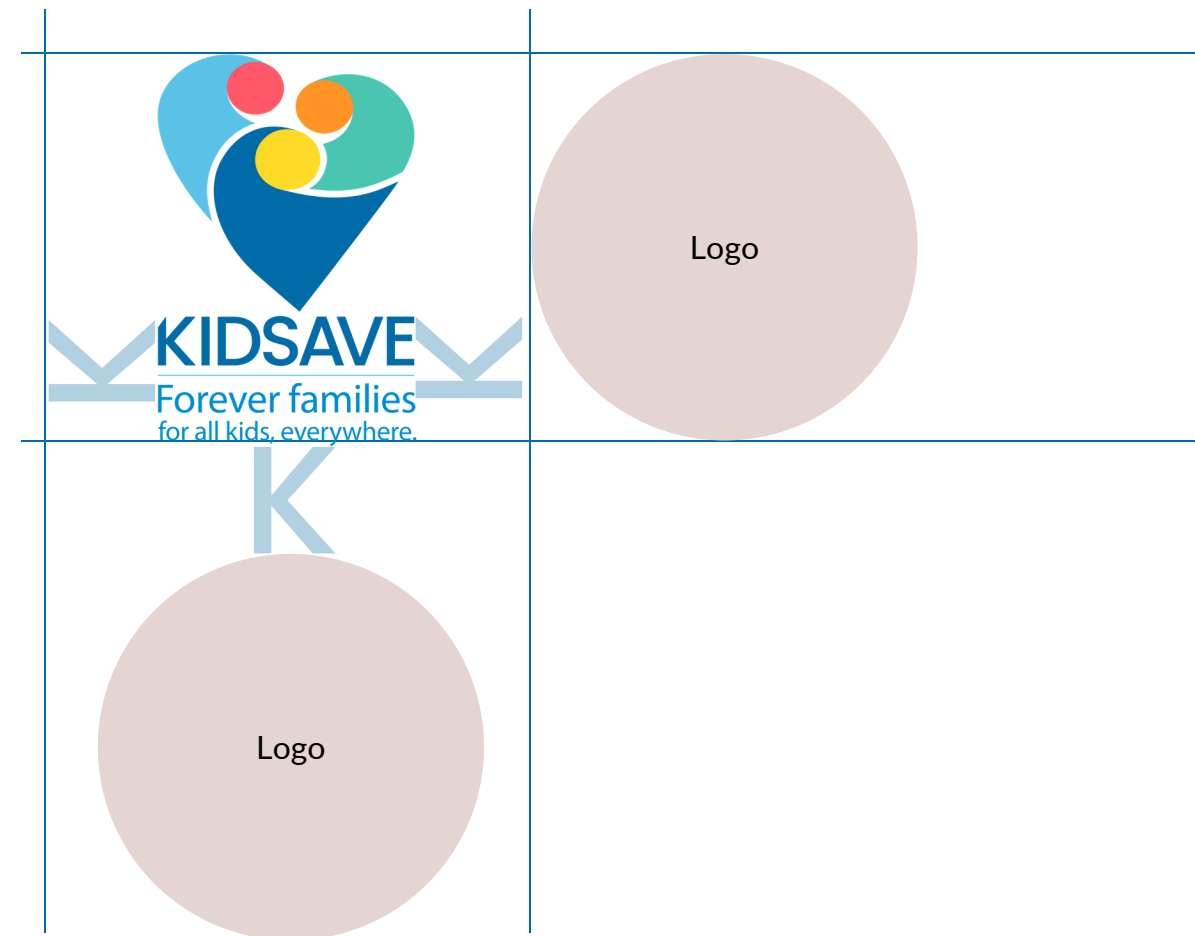
NEGATIVE VERSION - Use only on dark backgrounds.



PARTNERSHIPS

PARTNERSHIPS / COLLABORATION

Ensure balance is achieved when using our logo with partner logos.
Utilize the horizontal or stacked version as needed.



PROGRAM COLORS

The versatility of our color palette allows for us to assign key colors to our various programs, as illustrated.





**KIDSAVE PARTNERSHIPS GUIDELINES
VERSION 1 | MARCH 2021**

QUESTIONS?

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WEBSITE

kidsave.org