



Brand Standards

A guide to creating a consistent look, tone, photo style, color and icon usage

San Diego, California



RAY & JOAN
KROC CENTER
SAN DIEGO, CA

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This guide will equip you with the tools you need to create and explain the core attributes of The Salvation Army Kroc Center brand.

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Brand Story

Brand Foundations

About Joan Kroc

The need for Kroc Centers

Audience

Brand Story: Brand Foundations

The Salvation Army Mission

The Salvation Army, an international movement, is an evangelical part of the universal Christian church. Its message is based on the Bible. Its ministry is motivated by the love of God. Its mission is to preach the gospel of Jesus Christ and to meet human needs in His name without discrimination.

San Diego Kroc Center Vision

In keeping with the mission and holistic approach of The Salvation Army, The Salvation Army Ray & Joan Kroc Corps Community Center provides opportunities that facilitate positive, life-changing experiences through: art, athletics, personal development, spiritual discovery and community service. The Salvation Army Kroc Center's facilities, programs and services bridge the gap between potential and opportunity for children and adults, strengthen individuals and families, and enrich the lives of seniors.

The Kroc Center Brand Promise

Welcome to the Kroc Center – a place that encourages members of the community both young and old to come together like never before. Togetherness means great things for the community. It can inspire, accomplish, heal, provide and change things for the better. It can also create a sense of purpose and self worth. With these goals in mind, we set out to bring an incredible center of togetherness to the community of San Diego.



Brand Story: About Joan Kroc

Joan Kroc believed in The Salvation Army's mission, and entrusted them to make her vision a reality.



Joan Kroc, wife of McDonald's founder Ray Kroc, said that she took a tour of San Diego and it was then that she recognized a community that was in desperate need of a safe gathering place, a place with facilities and trained professionals to nurture children's social skills, arts appreciation and athletic potential. She described The Kroc Center as being a beacon of light and hope in the community.

Mrs. Kroc entrusted The Salvation Army with \$90 million to build the first Kroc Center in the Rolando neighborhood of San Diego. Sadly, she passed away a little more than a year after it opened. She was so pleased with what was accomplished here that she left \$1.5 billion to The Salvation Army to build centers like this across the country. Today, there are 26 Kroc Centers nationwide.



Each Kroc Center is designed to be an integral part of its unique community. Learn more.

Brand Story: Audience

Each Kroc Center needs to determine the key target audiences they are speaking and engaging with. Focusing on these segments means we are more effectively able to communicate to and market to people who are at and using the Kroc Center.



Mothers

Mothers 30-40 who are looking for healthy and social activities for their kids. Mothers who are interested in staying fit while also providing activities to keep their children occupied.



Ice Attendees

Wealthy individuals who can afford the luxury of ice activities. Attendees that regular the ice arena, but who might not indulge in other activities at the Kroc Center.



Families

Families in the local community looking to support the Kroc with membership and programming. Families who are looking for a safe and fun community space for their children.



Staff

People who believe in the mission and want to feel good about giving back to the community.

Additional Segments

Fitness

Average community members looking to stay healthy in a non-pressure fitness center.

Donors

People who want to give back in either gifts, talent, or treasure.

Youth

Parents of youth ages 5-14 who participates in sports, swim, and arts.

Members

All Kroc Center monthly members.

Brand Story: Brand Values

The following words describe the Kroc Center and what it means to our staff, our members, and our community. All communications should accurately reflect these attributes.

Authentic

We believe in what we do and are true to our brand.

Fun

We are a fun and exciting place to be.

Community-minded

Everything we do is for the people we serve.

Open Minded

No matter who you are or what you believe we open our arms to you.

Safe

Our number one priority is to have a safe and protected space.

Trustworthy

The Kroc Center is honest and transparent

Messaging

Personality & Tone of Voice
Brand Treatment in Copy

Messaging: Personality & Tone of Voice

When analyzing a piece of copy written from The Kroc Center's voice, ask yourself if it represents the aforementioned characteristics.

Relatable

When you visit The Kroc Center, you feel like we are family.

Honest

Everything we do and say is with transparency.

Helpful

We are here to assist you.

Friendly

Our staff believe in connecting with you personally.

Actionable

Messages should culminate in a call to action informing donors how they can help. This should never be delivered in a badgering, desperate, or guilt-inducing manner, but should carry the same poise and grace as the rest of the copy.

Messaging: Brand Treatment in copy

Formal and informal display of the Kroc Center name

In written word such as form letters, articles, and newsletters, the official name of the facility should appear as follows when referenced for the first time:

The Salvation Army Ray and Joan Kroc Corps Community Center in San Diego, California.

Following usage of the full name, the following abbreviated usages are allowed:

- The Salvation Army San Diego Kroc Center
- The Salvation Army Kroc Center in San Diego
- The San Diego Kroc Center
- Kroc Center San Diego
- The Kroc Center

When used informally, such as “The Kroc” or “The Center,” the word “The” must always appear capitalized.

Display of web address in copy and collateral

On all marketing material and printed pieces **sd.kroccenter.org** should be displayed in lowercase set in Proxima Bold. When an extended url is used, it may be highlighted with a brand color.

sd.kroccenter.org

sd.kroccenter.org/scholarships

Design System

Logo
Color
Typography
Design Toolkit

Design System: Overview

The Kroc Center design system is composed of four core elements: **logo**, **typography**, **color**, and a **design toolkit** with shapes, patterns, templates and icons.

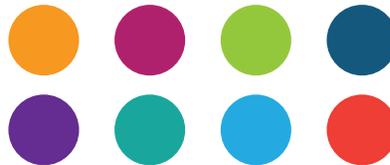
Logo



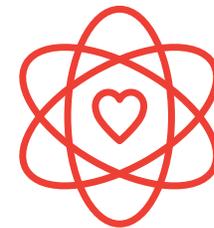
Typography

WELCOME
TO THE
KROC

Color



Design Toolkit



Logo

- Kroc Logo
- Color Variations
- Scale and Placement
- Clearspace
- Shield Integrity
- Branded Kroc Programs
- Partnerships



Logo: Kroc Logo

The Kroc logo is the most fundamental part of our corporate identity. It includes The Salvation Army shield, which is part of The Salvation Army's international corporate image and a consistent declaration of our mission of salvation. It is crucial to express our logo in a consistent manner across all touch points. Using our logo appropriately and consistently is important for upholding The Kroc Center brand standards.

There are two approved layouts for The San Diego Kroc Center. Please use the stacked logo only when space does not permit use of horizontal version.

In special cases, such as on wearables or on materials with limited space, The Salvation Army shield can be used in place of the full Kroc Center logo. Such designs must be approved by the Marketing Department prior to printing.

Main Logo



Stacked Logo



Logo: Clearspace

To help provide maximum visibility in all scenarios, the logo must always have an exclusion zone: a consistent blank space or margin surrounding it on all sides. Space should be at least the “X” height equivalent to the shield. To preserve brand integrity, ample white space must be left around the logo.



Logo: Color Variations

If represented on a dark background, the type can be reversed out to display in white.

Sometimes, often due to production costs, only one color of ink is available and the Kroc Logo may be produced in all black.



Logo: Scale and Placement

Scale of logo

The logo should appear on all marketing collateral, at a size that complements and does not overwhelm or overtake the intended design of the advertising piece. The logo has been designed to scale to small sizes for print and screen.

Main logo Smallest Size

1" wide, .20" tall (14px Tall)

Stacked logo Smallest Size

.60" wide, .25" tall (20px Tall)



Placement of logo in collateral

An approved footer must be placed on bottom of all Kroc Marketing printed pieces



Logo: Branded Kroc Programs

Under the main Kroc Brand certain programs have branded logos. It is crucial to express these logos in a consistent manner across all touch points. Minimum width of the logo is 1 inch, in order to retain visibility.



Logo: Branded Kroc Programs

Under the main Kroc Brand certain programs have branded logos. It is crucial to express these logos in a consistent manner across all touch points. Minimum width of the logo is 1 inch, in order to retain visibility.



Logo: Expanded Branded Programs

Logo



Typography

BRANDON BLACK
 General use:
 Main display typeface,
 Logo typeface, large
 headlines

CHANTAL BOLD
 General use:
 Callouts and
 highlights

PROXIMA BOLD
 General use:
 Body Copy
 Headers

Proxima Light
 General use:
 Body Copy

**A FUN
 AND SAFE
 SUMMER TO
 REMEMBER**



SHORT HEADLINES GO HERE
 Lorem ipsum dolor sit amet,
 consectetur adipiscing elit. Quisque
 ultrices nec turpis vel aliquam. Nunc
 tincidunt, ex a euismod placerat,
 nibh ante consectetur justo, sit amet
 euismod mauris diam eget velit Lorem
 ipsum dolor sit amet, consectetur
 adipiscing elit. Quisque ultrices nec
 turpis vel aliquam. Nunc tincidunt,
 ex a euismod placerat, nibh ante
 consectetur justo, sit amet euismod
 mauris diam eget velitEducation

Color Palette



Adobe CC Color Palette



Elements



Themed Doodle Sets



● ● ● ● GENERAL



● ● ● ● BEACHY



● ● ● ● WOODY

Logo: Expanded Branded Programs

Logo



Typography

grota Rounded Bold

General use:
Main display typeface,
Logo typeface, large
headlines

PROXIMA BOLD

General use:
Body Copy
Headers

PROXIMA REGULAR

General use:
Body Copy
Headers

Proxima Light

General use:
Body Copy

KROC Junior Theatre

SHORT HEADLINES GO HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque ultrices nec turpis vel aliquam. Nunc tincidunt, ex a euismod placerat, nibh ante consectetur justo, sit amet euismod mauris diam eget velit Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque ultrices nec turpis vel aliquam. Nunc tincidunt, ex a euismod placerat, nibh ante consectetur justo, sit amet euismod mauris diam eget velit Education

Color Palette



Adobe CC Color Palette

DOWNLOAD

Elements



Logo: Expanded Branded Programs

Logo



Typography

Sheila

General use: Callouts and highlights

PROXIMA BOLD

General use: Body Copy Headers

Proxima Thin

General use: Body Copy

CHURCH
AT THE KROC

SHORT HEADLINES GO HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque ultrices nec turpis vel aliquam. Nunc tincidunt, ex a euismod placerat, nibh ante consectetur justo, sit amet euismod mauris diam eget velit Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque ultrices nec turpis vel aliquam. Nunc tincidunt, ex a euismod placerat, nibh ante consectetur justo, sit amet euismod mauris diam eget velit Education

Color Palette



Adobe CC Color Palette

DOWNLOAD

Elements



CHURCH
AT THE KROC

You're Invited
TO WORSHIP WITH US!



Logo: Expanded Branded Programs

Logo

**KROC
CENTER
ICE**

Typography

**ATRAMENT
BOLD ITALIC**

General use:
Main display typeface,
Logo typeface, large
headlines

**CHANTAL
BOLD**

General use:
Callouts and
highlights

PROXIMA BOLD

General use:
Body Copy
Headers

Proxima Light

General use:
Body Copy

**PUBLIC SKATE
LEARN TO SKATE**

SHORT HEADLINES GO HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque ultrices nec turpis vel aliquam. Nunc tincidunt, ex a euismod placerat, nibh ante consectetur justo, sit amet euismod mauris diam eget velit Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque ultrices nec turpis vel aliquam. Nunc tincidunt, ex a euismod placerat, nibh ante consectetur justo, sit amet euismod mauris diam eget velitEducation

Color Palette



Adobe CC Color Palette

DOWNLOAD

Elements



Logo: Expanded Branded Programs

Logo



Typography

PROXIMA BLACK - ALL CAPS

General use:
Main display typeface,
Logo typeface, large
headlines

PROXIMA BOLD

General use:
Body Copy
Headers

PROXIMA REGULAR

General use:
Body Copy
Headers

Proxima Light

General use:
Body Copy

KROCFIT

SHORT HEADLINES GO HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque ultrices nec turpis vel aliquam. Nunc tincidunt, ex a euismod placerat, nibh ante consectetur justo, sit amet euismod mauris diam eget velit Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque ultrices nec turpis vel aliquam. Nunc tincidunt, ex a euismod placerat, nibh ante consectetur justo, sit amet euismod mauris diam eget velitEducation

Color Palette



Adobe CC Color Palette

DOWNLOAD

Elements



Logo: Expanded Branded Programs

Logo



Typography

POPPINS BOLD

General use:
Main display typeface,
Logo typeface, large
headlines

KROCS
WATER POLO

Proxima Light

General use:
Body Copy

SHORT HEADLINES GO HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque ultrices nec turpis vel aliquam. Nunc tincidunt, ex a euismod placerat, nibh ante consectetur justo, sit amet euismod mauris diam eget velit Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque ultrices nec turpis vel aliquam. Nunc tincidunt, ex a euismod placerat, nibh ante consectetur justo, sit amet euismod mauris diam eget velit Education

PROXIMA BOLD

General use:
Body Copy
Headers

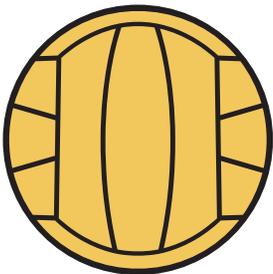
Color Palette



Adobe CC Color Palette

DOWNLOAD

Elements



Logo: Expanded Branded Programs

Logo



Typography

Alpine Script Regular

General use:
Main display typeface,
Logo typeface, large
headlines



Proxima Light

General use:
Body Copy

PROXIMA BOLD

General use:
Body Copy
Headers

SHORT HEADLINES GO HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque ultrices nec turpis vel aliquam. Nunc tincidunt, ex a euismod placerat, nibh ante consectetur justo, sit amet euismod mauris diam eget velit Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque ultrices nec turpis vel aliquam. Nunc tincidunt, ex a euismod placerat, nibh ante consectetur justo, sit amet euismod mauris diam eget velitEducation

Color Palette



Adobe CC Color Palette



Elements



Logo: Shield Integrity

Because our logo is a sacred representation of The Salvation Army's presence and purpose, great care must be taken to protect its integrity.



Therefore, the shield is

Absolutely unalterable

No officer or other person may, in any circumstance, modify The Salvation Army shield. The Shield logo should never have an effect placed on it. This includes drop shadows, gradients, glows, stretching the logo, changing the color, removing wording from the shield.

Always presented as one unit

The reduction or enlargement of one part of the symbol is not allowed without the equal reduction or enlargement of all others.

Consistent in exact color

Because it is registered distinctively in color as well as design, the shield should always be printed in red (*PANTONE® 185 or its process color equivalent*).

Upright at all times

Upright printing will ensure readability and clarity.

Accompanied by a ®

When the shield is printed by any conventional process, the registry mark should be included in the lower right-side quadrant, outside the border of the shield. The registry mark also should be printed in red.

Logo: Things to avoid

The following examples expressly showcase what not to do with The Salvation Army logo and Kroc Center logo.



Do not change the position of the wording.



Do not stretch the logo in any way.



Do not modify the logo in any way



Do not use unapproved colors in the logo.



Do not add any text or graphics to the logo.



Do not use the logo to create illustrations or artwork



Do not use graphics behind or near the logo.



Do not recreate the font in another typeface.

Typography

Brand Typefaces

Substitutes

Proxima Type Specimen

Things to avoid

In this section we will outline the building blocks of how type is used in print and digital applications, and offer useful examples of branded type in action.

Typography: Brand Typefaces

Proxima Nova is the standard body copy font and should be used in any place that lengthy copy is used.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 0123456789

Thin
Light
Regular
Medium
SemiBold
Bold

Creating opportunities for all
Life enriching opportunities
Community outreach and worship
To visit friends and meet new people
A Response to the needs of the community
Access to health and wellness services

Trajan Pro The foundation of The Salvation Army style is Trajan Pro. Trajan Pro is an all-uppercase font, and its appearance is crisp, stately, and sophisticated. It is to be used very sparingly, for short headlines or phrases—not for copy, long blocks, or paragraphs of text.

AA BB CC DD EE FF GG HH II JJ
KK LL MM NN OO PP QQ RR SS
TT UU VV WW XX YY ZZ
0123456789

BOLD

TO MEET HUMAN NEEDS IN HIS NAME
WITHOUT DISCRIMINATION

Typography: Substitutes

For situations in which software and operating systems are an issue, we have chosen two fonts similar to Proxima to be used as alternative typefaces.

Poppins is part of Google Fonts, a library of digital open source typefaces. This typeface family is free for download.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0123456789

Thin
Regular
Medium
SemiBold
Bold

Creating opportunities for all
Community outreach and worship
To visit friends and meet new people
A response to the needs of the community
Access to health and wellness services

Arial Regular is a standard body copy typeface included in most desktop computers' default type library.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0123456789

Regular
Italic
Bold
Bold Italic

Creating opportunities for all
Community outreach and worship
To visit friends and meet new people
A Response to the needs of the community

H1
Proxima Bold, 36/29
-30 Tracking

A beacon of light and hope.

H2
Proxima Bold, 24/28
-30 Tracking

The Kroc Centers started with one woman's dream.

H3
Proxima Bold, 18/21
-30 Tracking

Joan Kroc took a tour of San Diego and it was then that she recognized a community that was in desperate need of a safe gathering place.

H4
Proxima Bold, 12/15
-30 Tracking

A place with facilities and trained professionals to nurture social skills, arts and athletic potential.

Body Copy
Proxima Reg, 7/9

Joan Kroc, wife of McDonald's founder Ray Kroc, said that she took a tour of San Diego and it was then that she recognized a community that was in desperate need of a safe gathering place, a place with facilities and trained professionals to nurture children's social skills, arts appreciation and athletic potential. She described The Kroc Center as being a beacon of light and hope in the community.

Mrs. Kroc entrusted The Salvation Army with \$90 million to build the first Kroc Center in the Rolando neighborhood of San Diego. Sadly, she passed away a little more than a year after it opened. She was so pleased with what was accomplished here that she left \$1.5 billion to The Salvation Army to build centers like this across the country. Today, there are 26 Kroc Centers nationwide.

Today, there are twenty six Kroc Centers nationwide, ranging from Hawaii to Puerto Rico.

Hero Body Copy
Proxima Light, 11/14
+30 Tracking

Pull Quote
Proxima Thin, 15/18
30 Tracking

“We can help bring our city together by declaring our love to all of its children and showing them the faith we have in their future.”

Attribution
Proxima Bold, 7/9
Proxima Italic, 7/9

Joan Kroc
American philanthropist

LEARN MORE 

Call to Action
Proxima Bold 7/9
+30 Tracking

Typography: Things to avoid

The following examples expressly showcase what not to do type



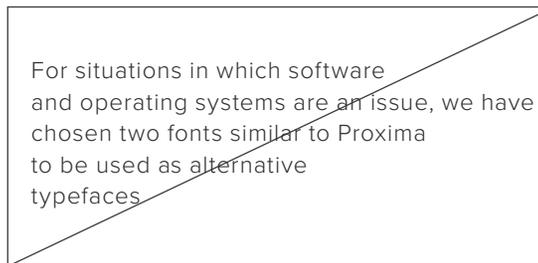
Stretching type



Unapproved typefaces



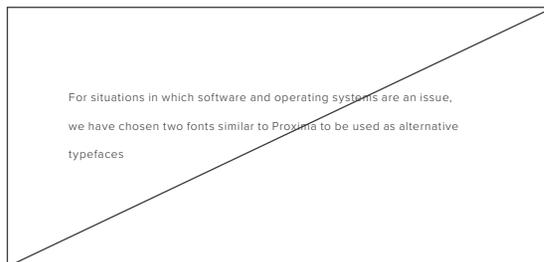
Outlines



Orphans and ragged text



Mixing too many typefaces and styles



Very small body copy



Doing something with no design reason
(ex: Angled type, flipping letters)



Type with unnecessary tight or open kerning and leading

03 Design System

Color

Kroc Color Palette

The Salvation Army Color Palette

Symphony Color Palette

Adobe CC Color Pallette

DOWNLOAD

Design System: Kroc Color Palette

To visually tell the story of the life and vibrancy of The Kroc Center, the color palette has been carefully crafted to work for a digital and print collateral.

Digital

Use RGB color values for all digital applications.

Print

Use Pantone print colors if available to ensure correct branding colors. Use CMYK color values for all other print applications

Extended color palette

All of the colors can be complemented with a 15% opacity of itself. Please use the main color as an accent to the opacity.

Dark Magenta
CMYK 30, 100, 30, 0
RGB 176, 32, 109
HEX #B0206D

Orange
CMYK 0, 50, 100, 0
RGB 247, 148, 30
HEX #F7941D

Purple
CMYK 75, 100, 0, 0
RGB 102, 42, 145
HEX #652C90

Teal
CMYK 79, 11, 45, 0
RGB 0, 167, 157
HEX #00A79D

Green
CMYK 05, 00, 100, 00
RGB 141, 198, 63
HEX #8DC63F

Blue
CMYK 95, 62, 32, 12
RGB 5, 90, 126
HEX #055A7E

Light Blue
CMYK 70, 15, 0, 0
RGB 39, 170, 225
HEX #27AAE1

Red Orange
CMYK 0, 90, 85, 0
RGB 239, 65, 54
HEX #EF4136

Light Grey
CMYK 7, 4, 4, 0
RGB 235, 236, 237
HEX #EBEDED

70% Black
CMYK 0, 2, 0, 68
RGB 152, 151, 153
HEX #989799



Design System: Kroc San Diego Color Palette

Various programs at the Kroc utilize their own color palette. Some of them are existing Kroc Colors. Others are slight variations of the same colors.

Colors are grouped into rows based on the programs that they are used for.

Magenta
CMYK 100, 0, 0, 0
RGB 236, 0, 140
HEX #EC008B

Purple
CMYK 75, 100, 0, 0
RGB 102, 45, 145
HEX #C52C90

Teal
CMYK 71, 0, 33, 0
RGB 34, 188, 185
HEX #22BCB8

Red
CMYK 0, 99, 97, 0
RGB 237, 28, 36
HEX #EDFC24

Dark Teal
CMYK 74, 33, 42, 6
RGB 72, 134, 138
HEX #48868A

Ice Light Purple
CMYK 50, 100, 0, 0
RGB 146, 39, 143
HEX #92278F

Ice Light Blue
CMYK 55, 0, 16, 0
RGB 102, 202, 215
HEX #66CAD7

Ice Navy
CMYK 89, 86, 44, 48
RGB 38, 38, 67
HEX #262643



Color: The Salvation Army Color Palette

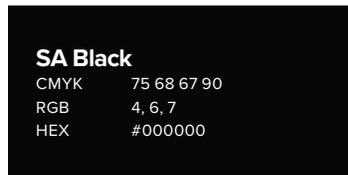
Our colors take advantage of the existing Salvation Army brand colors that hold brand equity. The signature hues The Salvation Army employs in all visual communications for consistency and brand reinforcement.



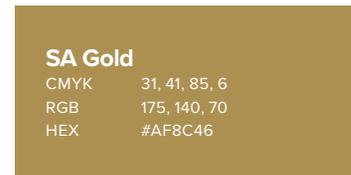
PMS 185
CMYK 0, 91, 76, 0
RGB 239,62,66
HEX #EF3E42



SA Navy
CMYK 88, 74, 54, 64
RGB 19, 34, 48
HEX #132230



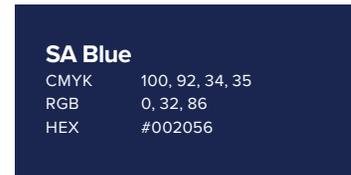
SA Black
CMYK 75 68 67 90
RGB 4, 6, 7
HEX #000000



SA Gold
CMYK 31, 41, 85, 6
RGB 175, 140, 70
HEX #AF8C46



SA Grey
CMYK 0, 2, 0, 68
RGB 152, 151, 153
HEX #989799



SA Blue
CMYK 100, 92, 34, 35
RGB 0, 32, 86
HEX #002056



SA Light Grey
CMYK 7, 5, 5, 0
RGB 235, 235, 235
HEX #EBEBEB



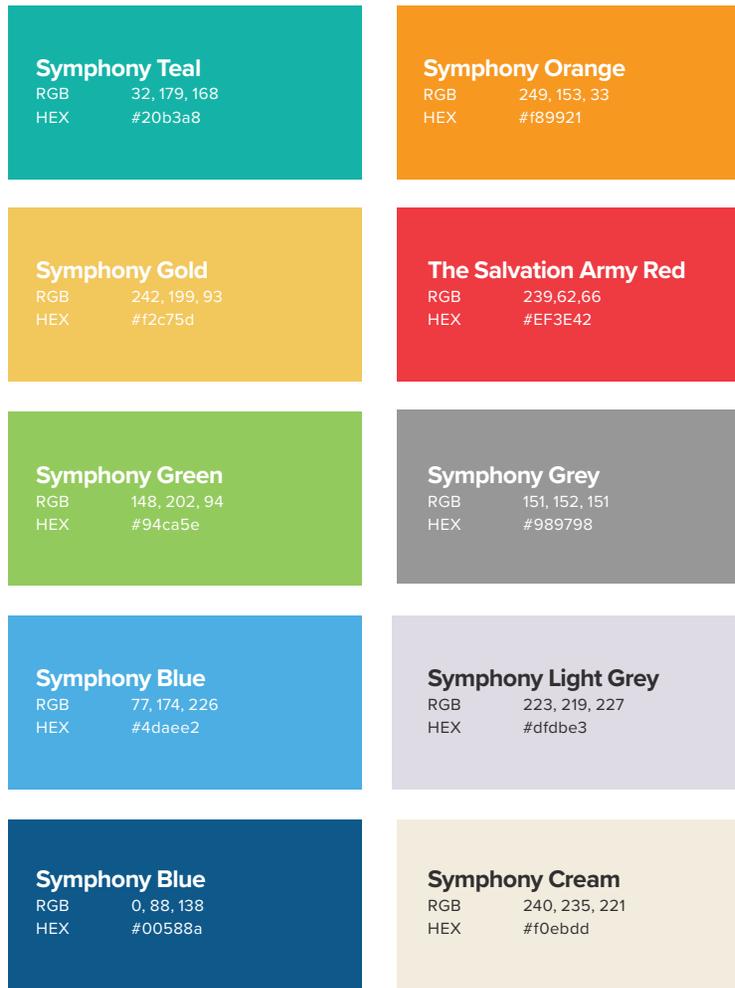
SA Light Grey Blue
CMYK 67, 53, 44, 18
RGB 90, 100, 110
HEX #5A646E

Color: Symphony Color Palette

To visually tell the story of the life and vibrancy of The Kroc Center, the color palette has been expanded to show a rainbow of secondary colors.

Digital

Use RGB or HEX color values for all digital applications.



Design Toolkit

Photography

Video

Illustrations

Icons

Elements

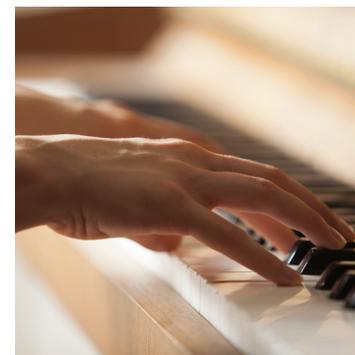
Things to avoid

Design Tool Kit: Photography

Whenever photography is used in Kroc Center collateral we want to evoke an emotional response from our audience. As such, imagery that shows inclusiveness, family, and wellness is key to communicating what the Kroc brand is all about. As often as possible, photos should be authentic, fun-loving portraits or candid shots of children and families engaging with each other at The Kroc Center.

Use of stock photography

In instances in which there is a need to source external photos (*stock photography*), images should be of real-life situations, featuring people who are not overly styled. Images should feature people who represent our target segments without being trendy or contrived.



Design Tool Kit: Video

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Leo a diam sollicitudin tempor id eu nisl nunc. Morbi enim nunc faucibus

All video should be shot at 4k video, in the best equipment available to your marketing department.

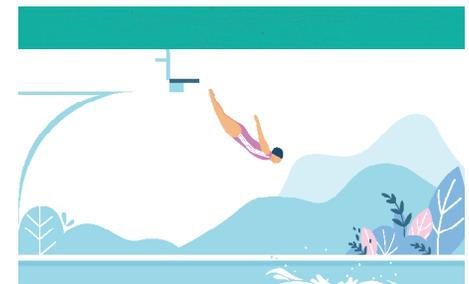
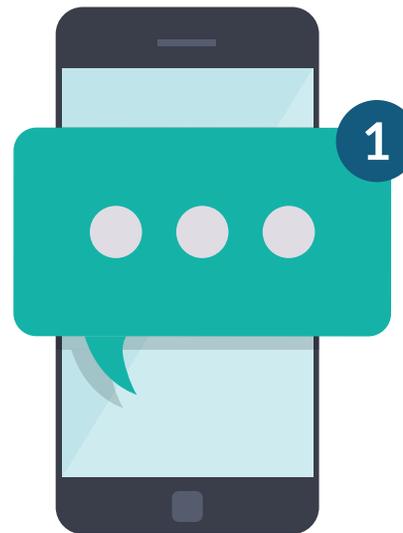
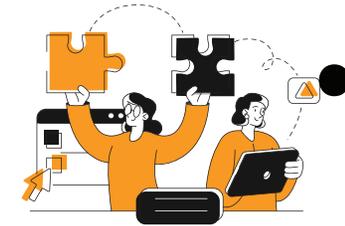
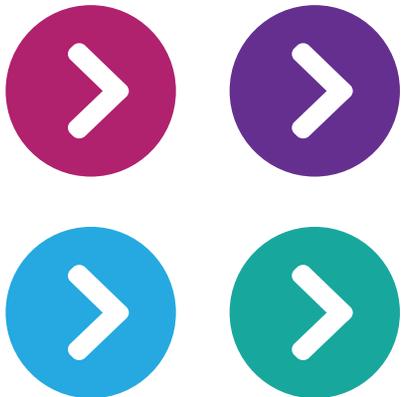
Lower Third Name plate: Design should be clean and clear. Names should be set in Proxima Bold with title set as Proxima Regular. If a background is needed, use at 70% opacity.

Ending Slates: All videos should have a consistent ending screen of the Kroc logo, or website.



Design Tool Kit: Illustrations

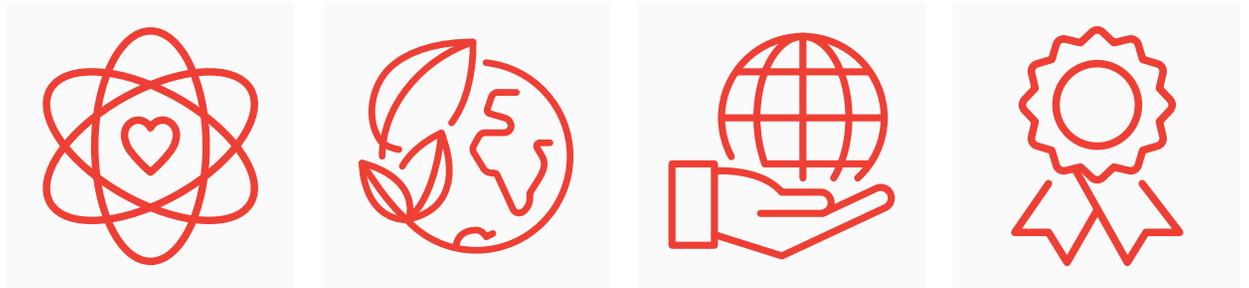
When using illustrations, The Kroc Center utilizes art and artists that embody the brand. Many different illustration styles can be used throughout, but the style should be driven by the demographic we are speaking to. All illustrations must work well with the color palette and be in a modern or contemporary style.



Design Tool Kit: Icons & Buttons

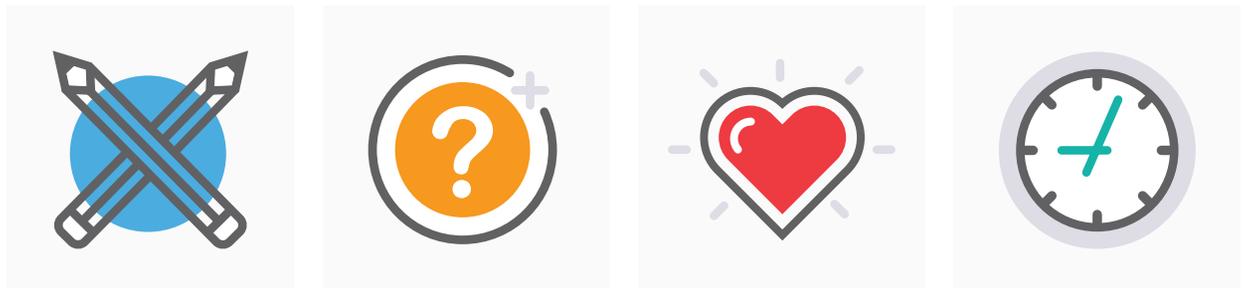
Local Icon Set 1

Icons in collateral are used to accompany a design with a graphic in order to communicate or inform in a direct and universally recognizable way.



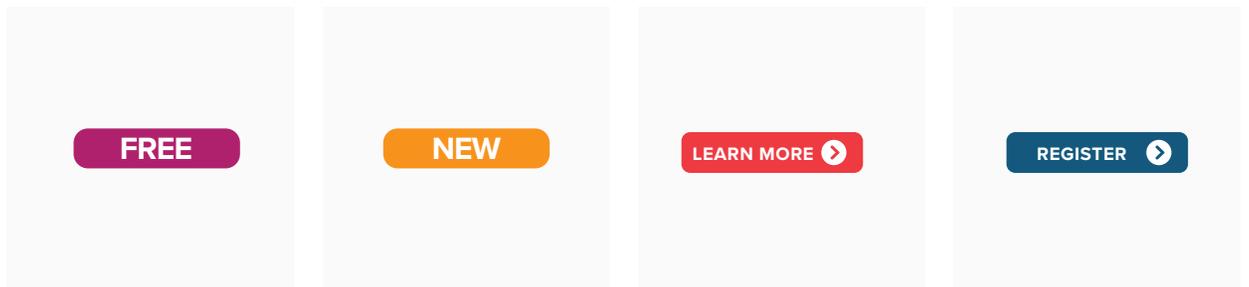
Symphony Icons

The website icon library provides visitors with a quick way to find the most important features and information on Kroc Center websites. The icon set consists of simple, 3 color icons in four primary colors that can be used interchangeably throughout the site.



Digital Button Set

Colored buttons are used to highlight areas of a design or for a digital click-through. When a button is created for digital purposes (web sliders, email, etcetera), the text must be a call to action. All text must set in uppercase Proxima Bold on a colored background.



Design Tool Kit: Backgrounds and Elements

Background textures and elements can be used to add visual interest to digital and print marketing materials. Backgrounds can be solid colors, patterns or photos. Solid-color backgrounds should match the Kroc color palette. Any pattern or texture used in the background should be subtle, and should not compete with copy or other design elements.



Print & Digital Examples

Print and Digital Examples





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