

BRAND STANDARDS

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



Coeur d'Alene, Idaho



RAY & JOAN
KROC CENTER
COEUR D'ALENE, ID

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01

Brand Story

Brand Foundations
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Brand Values

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.

Kroc Center Vision

At the Coeur d'Alene Kroc Center, we are a safe place to belong and grow.

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 Coeur d'Alene.



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: 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.

The Kroc Center Team personifies the mission. We are fun, kind, compassionate, hard-working, caring, and dedicated. We are empowered to make decisions allowing us to provide an exceptional customer experience. We reach out to everyone—building relationships while creating a safe community that respects all people as individuals.

COMMUNITY-ORIENTED
WELCOMING
HELPFUL
FUN
INSPIRING
ACCESSIBLE
NEIGHBORLY

RESPECTFUL
TRUSTWORTHY
HEALTHY
ENCOURAGING
OPTIMISTIC
TRANSFORMING
SAFE



02

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 following characteristics.

Empathetic

The Kroc Center walks alongside each person who comes through our doors. Our messaging must be genuine, kind, and personable. Authentic empathy begets authentic connections between ourselves and the community.

Compassionate

The Kroc Center honors the integrity of The Salvation Army brand, while also reflecting the energy, vibrancy, and spirit of a thriving community center. The tonality of all Salvation Army communication should portray the Christian values upon which the organization was founded. This is not to say that all communication must specifically address spirituality, but the tone with which it is created must be representative of a loving, gracious, Christ-minded voice.

Respectful

The overall look and feel of Salvation Army visuals reflect the integrity, timeless qualities, and spiritual values we strive to live every day. Yet, each must also remain ever-relevant to the individual, as well as the surrounding culture.

Encouraging

The community should feel compelled – never obligated – to contribute, so “guilting” phrases and tonality such as “without your help” should not be used. Inclusive and encouraging language inviting potential donors to partner with The Salvation Army will reap both immediate donations and positive, long-term relationships.

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 Coeur d'Alene, Idaho.**

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

- The Salvation Army Coeur d'Alene Kroc Center
- The Salvation Army Kroc Center
- The Coeur d'Alene Kroc Center
- Kroc Center Coeur d'Alene
- 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 **kroccda.org** should be displayed in lowercase set in Proxima Bold. It can include www if desired.

kroccda.org

www.kroccda.org

kroccda.org/membership

03

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



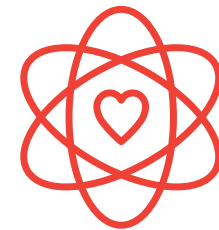
Typography

**Find Your
Community**

Color



Design Toolkit



Logo

Kroc Logo
Clear space
Color Variations
Scale and Placement
Branded Kroc Programs
Shield Integrity
Things to Avoid

The logo is a symbol uniquely used by The Salvation Army Kroc Center to enable immediate identification of our brand. In this section, we specify how to use The Kroc Center logo, as well as supplementary program logos, in both print and digital media.

Logo: Kroc Logo

The Kroc Center 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 Coeur d'Alene 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: Clear Space

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 or all white.



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 the bottom of all Kroc marketing printed pieces.

www.kroccda.org
208.667.1865 | 1765 W Golf Course Rd
Coeur d'Alene, ID | 83815

Directions: From I-90, take City Center
Exit 11. Head north through 2 lights and
left into The Kroc Center.



www.kroccda.org
208.667.1865 | 1765 W Golf Course Rd
Coeur d'Alene, ID | 83815



www.kroccda.org
208.667.1865 | 1765 W Golf Course Rd
Coeur d'Alene, ID | 83815



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.



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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.



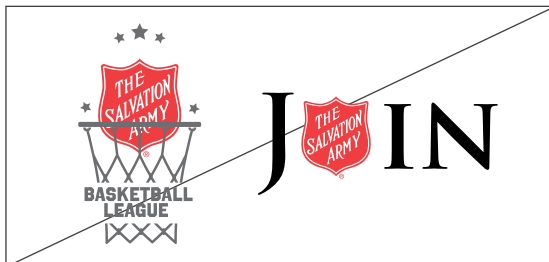
Do not modify the logo in any way.



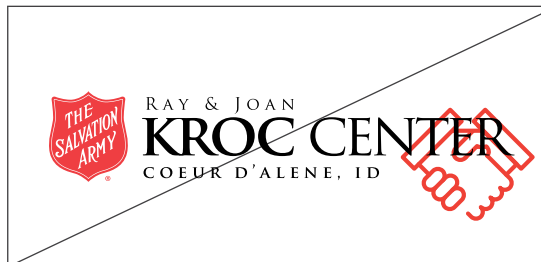
Do not use unapproved colors in the logo.



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
Secondary 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 a clean, sans serif font that should be used in all Kroc Center print and digital marketing materials. It can be used for headlines, subheaders, and body copy. Proxima Nova Thin or Proxima Nova Bold are typically used for headlines. Proxima Nova Light or Regular are used in any place where lengthy copy is utilized.

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 serves as the foundation of The Salvation Army's traditional style. 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

LIGHT
REGULAR
BOLD

TO MEET HUMAN NEEDS
IN HIS NAME
WITHOUT DISCRIMINATION

Typography: Secondary Typefaces

Nexa Slab is a clean, slab serif font that can be used for headlines, logo type, or short subheads in Kroc Center print and digital marketing materials. It should not be used for body copy. Proxima Nova Light or Regular are used in any place where lengthy copy is utilized.

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

Light
Book
Regular
Bold
Heavy
Black

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Thirsty Soft is a decorative serif font that can be used for headlines, short subheads, or logo type depending on the campaign or event for Kroc Center print and digital marketing materials. It should not be used for body copy or any lengthy 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

Light
Book
Regular
Bold
Heavy
Black

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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

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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

Typography: Proxima Type Specimen

H1
Proxima Bold, 36/29

A beacon of light and hope.

H2
Proxima Bold, 24/28

The Kroc Centers started with one woman's dream.

H3
Proxima Bold, 18/21

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

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.

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

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

LEARN MORE >

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

Call to Action
Proxima Bold 7/9
+30 Tracking

Typography: Things to Avoid

The following examples expressly showcase what not to do type.



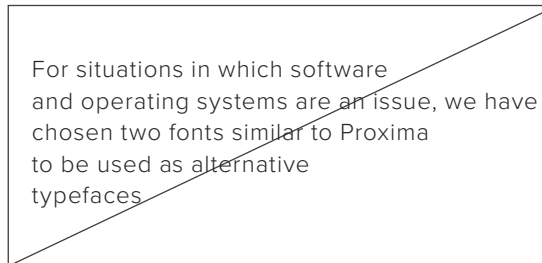
Stretching type



Unapproved typefaces



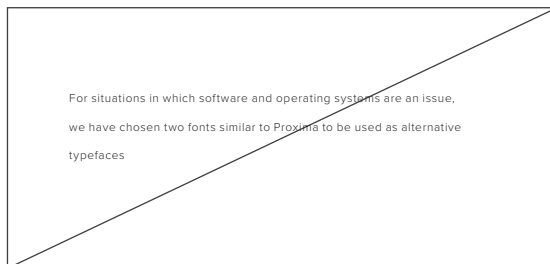
Outlines



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

Built upon the foundation of The Salvation Army color palette, The Kroc Center color palette is a vibrant expression of our unique brand identity.

Adobe CC Color Palette

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 both 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.

Dark Gold C16 M41 Y99 K1 R215 G154 B43 HEX#d79a2b	Gold C5 M21 Y75 K0 R242 G199 B92 HEX#f2c75c	Light Gold C2 M10 Y37 K0 R250 G225 B171 HEX#fae1ab	Dark Purple C80 M90 Y17 K4 R87 G60 B129 HEX#573c81	Purple C57 M78 Y0 K0 R130 G85 B162 HEX#8255a2	Light Purple C26 M41 Y2 K0 R187 G155 B197 HEX#bb9bc5
Dark Teal C87 M20 Y48 K2 R0 G148 B144 HEX#009490	Teal C74 M4 Y41 K0 R29 G179 B168 HEX#1db3a8	Light Teal C35 M0 Y21 K0 R161 G222 B210 HEX#a1ded2	Dark Blue C97 M68 Y23 K7 R0 G88 B137 HEX#005889	Blue C63 M15 Y0 K0 R77 G173 B225 HEX#4dade1	Light Blue C38 M8 Y1 K0 R151 G202 B235 HEX#97caeb
Dark Green C76 M13 Y100 K1 R69 G160 B65 HEX#45a041	Green C46 M0 Y83 K0 R148 G202 B94 HEX#94ca5e	Light Green C29 M0 Y54 K0 R186 G223 B147 HEX#badf93	Dark Orange C9 M71 Y97 K1 R223 G106 B46 HEX#df6a2e	Orange C0 M47 Y98 K0 R248 G153 B32 HEX#f89920	Light Orange C1 M19 Y43 K0 R252 G209 B153 HEX#fcd199
Dark Red C21 M100 Y95 K13 R177 G32 B40 HEX#b12028	Red C0 M91 Y76 K0 R239 G62 B66 HEX#ef3e42	Light Red C0 M46 Y38 K0 R247 G159 B142 HEX#f79f8e	Dark Cream C13 M13 Y23 K0 R221 G212 B193 HEX#ddd4c1	Cream C5 M5 Y12 K0 R240 G234 B222 HEX#f0eade	Light Cream C2 M2 Y5 K0 R249 G246 B238 HEX#f9f6ee
Dark Gray C56 M48 Y47 K1 R114 G115 B115 HEX#727373	Gray C7 M5 Y5 K0 R235 G235 B235 HEX#ebebcb				

Color: The Salvation Army Color Palette

The Kroc Center palette is built upon the existing Salvation Army brand colors. The Salvation Army utilizes the following signature hues in all visual communications for consistency and brand reinforcement.

SA Red: 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 0 0 0
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

The Kroc Symphony color palette is comprised of a combination of Salvation Army brand colors and vibrant color swatches that reflect the dynamic and engaging Kroc brand. It is used universally by all Kroc Center websites.

Digital

RGB or HEX color values should be used for all digital applications.

<div>Symphony Teal RGB 32, 179, 168 HEX #20B3A8</div>	<div>Symphony Orange RGB 248, 153, 29 HEX #F8991D</div>
<div>Symphony Gold RGB 242, 199, 93 HEX #F2C75D</div>	<div>Symphony SA Red RGB 239, 62, 66 HEX #EF3E42</div>
<div>Symphony Green RGB 148, 202, 94 HEX #94CA5E</div>	<div>Symphony SA Grey RGB 152, 151, 153 HEX #989799</div>
<div>Symphony Blue RGB 77, 174, 226 HEX #4DAEE2</div>	<div>Symphony Light Grey RGB 223, 220, 227 HEX #DFDCE3</div>
<div>Symphony Navy RGB 0, 87, 136 HEX #005788</div>	<div>Symphony Cream RGB 241, 235, 222 HEX #F1EBDE</div>

Design Toolkit

Photography

RJ Kroc

Video

Background Textures

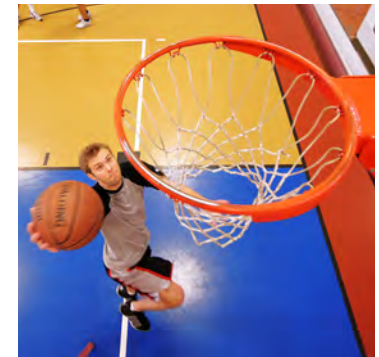
From still photography to digital assets, The Kroc Center Design Toolkit explores all of the tools and graphic design resources that are utilized in Kroc Center communications and marketing campaigns.

Design Toolkit: 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 Toolkit: RJ Kroc

RJ Kroc is the official mascot of The Ray and Joan Kroc Corps Community Center. The mascot is intended to establish a brand promise and embody the brand's personality. When used properly, RJ should be vibrant, fun, and accessible to all demographics he interacts with. RJ Kroc is primarily used for large public event appearances, social media interaction and can be used in designed collateral pieces.



Design Toolkit: Video

Kroc Center videos should be uplifting and fun, and be used to share inspiring stories, staff highlights, and member testimonials, as well as to promote classes and upcoming events. Videos should be shot in natural light whenever possible; include b-roll of real Kroc families and children experiencing a variety of Kroc activities; and use contemporary and motivational royalty free or licensed music.

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 Nova or Nexa Slab.

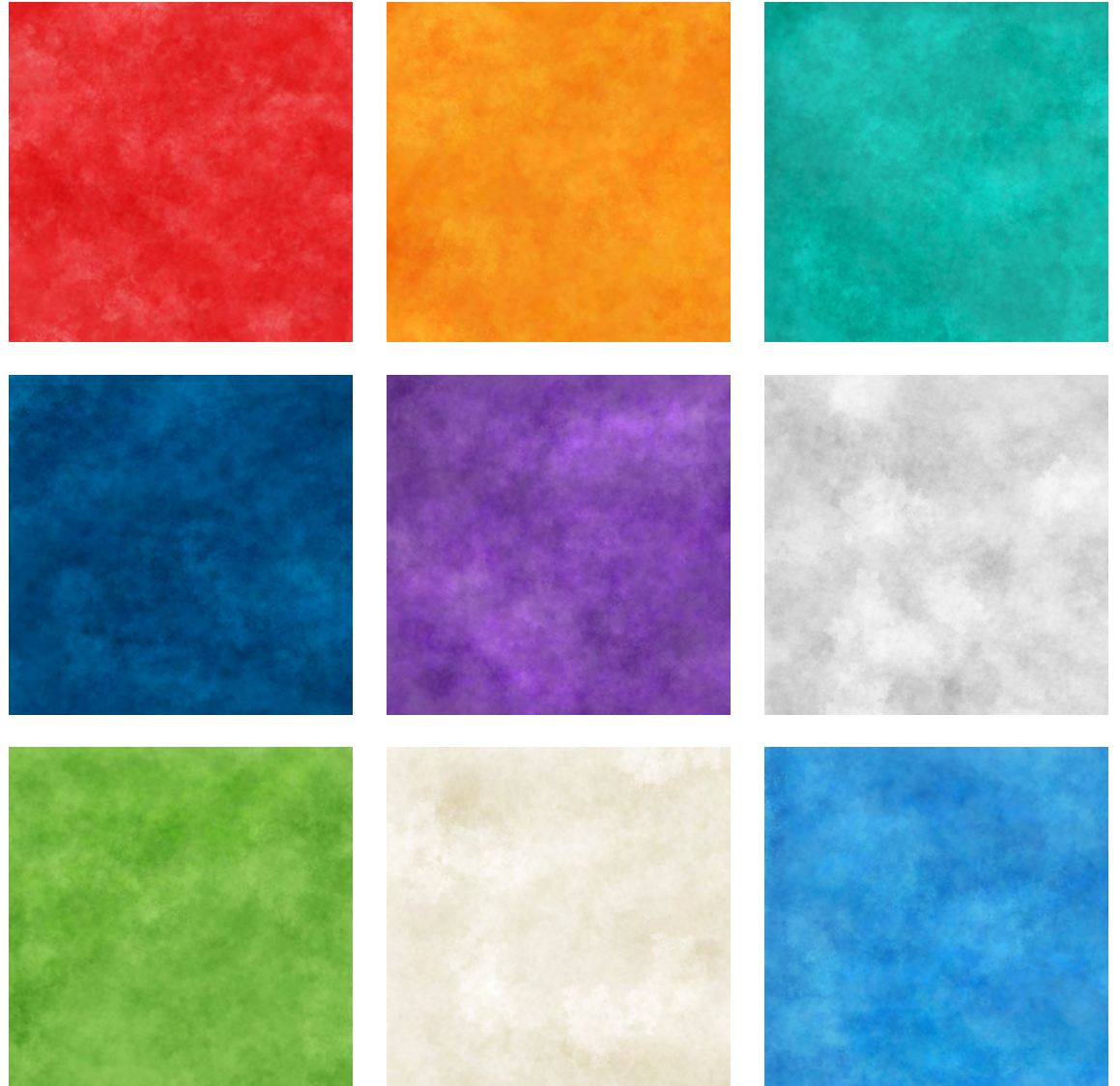
Ending Slates: All videos should have a consistent ending screen that closes on the Kroc logo or website.

YouTube Thumbnails: When uploading to YouTube, always select an appropriate thumbnail frame or create a custom graphic for the thumbnail.



Design Toolkit: Background Textures

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.

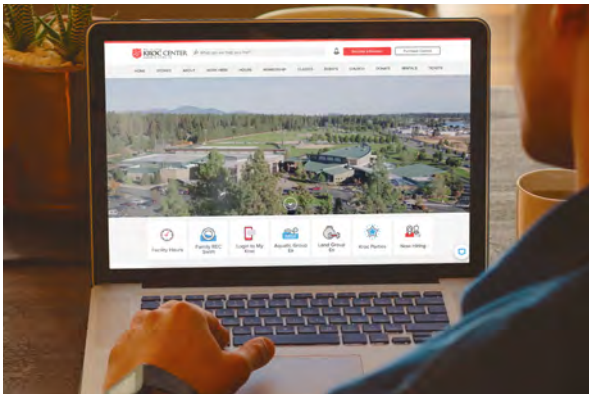


04

Print & Digital Examples



Print and Digital Examples





RAY & JOAN
KROC CENTER
COEUR D'ALENE, ID

BRAND STANDARDS 2023

PUBLISHED BY: The Salvation Army Ray & Joan Kroc Corps Community Center
1765 W Golf Course Rd | Coeur d'Alene, Idaho 83815 | 208.667.1865 | marketing@kroccda.org