

This graphic standards guide provides you with the rules for using the K.I.D.S. Signature Mark.

It is meant to be the foundation of a cohesive system that builds our image with consistency and strength, bringing recognition and awareness of the name and work of K.I.D.S.

The benefits of this unity and clarity are unlimited.

They are legal standards, not suggestions. Following the standards every time you apply the K.I.D.S. identity communicates a strong visual message to the world.

ABSOLUTELY EVERY APPEARANCE COUNTS:

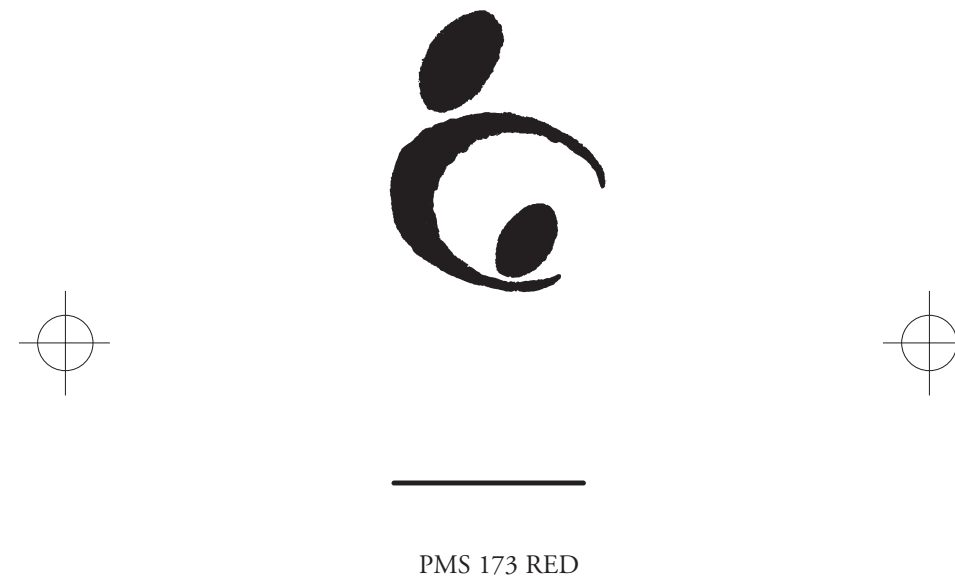
Every time someone sees our brand identity, we have an opportunity to tell our story. That is why it must appear correctly – **always**. On note cards. On pencils. On T-Shirts. Even on a one-time local baseball field banner.

EXCEPTION TO THE RULES:

We understand that rules have exceptions. If you encounter a situation not illustrated in the manual, please do not guess.

Call K.I.D.S. at 757-833-0833. Ask for advice.

Thank you for safeguarding the KIDS identity. Your participation makes the difference.



LOGOS ONLINE: You may obtain logos for reproduction via the Web at www.keepkidsdrugfree.com/logos.html

K.I.D.S. Headquarters
 6515 George Washington
 Memorial Highway, Suite 105
 Yorktown, Virginia 23692
 757.833.0833
 fax: 757.833.0835
www.keepkidsdrugfree.com
 Atlanta · Cleveland · Dallas · Indianapolis · Portland, OR

PARENTING FOR THE
TWEEN YEARS

INTRODUCTION

Every day, thousands of organizations compete fiercely for the public's attention – each trying to stand out from the crowd.

K.I.D.S. is no exception.

A proven means of projecting an easily recognized and remembered identity for any institution is a well designed, consistently applied visual identity program.

It exists to:

Communicate the character and mission of K.I.D.S.

Unify our communications – a visual identity program signals that we are committed to a common mission and speak with a shared voice.

The K.I.D.S. logo is a unit composed of two parts:

1) graphic mark (the parent/child embrace) and K.I.D.S. initials

2) the name of the organization in a specific type treatment and layout

The graphic mark is an abstract representation of a parent's loving, caring, protective embrace of a child. The mark tells the K.I.D.S. story, is the living presence that is the spirit of K.I.D.S. - Kids in a Drug-Free Society.

The function of this mark is not that it can be read as an embrace, but that it is a strong symbol that is easily recognized, remembered and associated with K.I.D.S. Its mission gives the viewer a sense of who and what K.I.D.S. is.

We ask that you respect the identity's powerful ability to position our program. Adhere to the usage standards and take pride as it stakes our claim to a future of continued success.

SIGNATURE MARK USE

THE LOGO MARK:

The Logo Mark must always be reproduced from the reproduction proofs provided; it may never be redrawn, altered, flopped, (reversing the image) and should always appear clean and undistorted.



THE SIGNATURE:

All elements must appear as a single unit in the proportions shown here. No element may be excluded or extracted. Use only artwork provided in this manual.

KIDS IN A
DRUG-FREE
SOCIETY

HORIZONTAL LOGO:

The vertical logo (shown above) is the preferred signature. However, we realize there may be rare occasions when you cannot accommodate this format. Please exhaust all design possibilities before resorting to the use of the approved horizontal logo.



SAFE AREA:

Keep all elements clear of the safe area; three times the cap height (represented by the x) on each side of the logo.



SMALLEST SIZE:

Vertical: The logo should never appear smaller than 1" high
Horizontal: The logo should never appear smaller than 1/2" high and 2" in length.



SIGNATURE MARK USE

COLORS:

The approved colors are PMS 173 Red and PMS 314 Blue. PMS is an abbreviation for Pantone Matching System, a set of industry-standard ink colors.



OTHER COLOR USE:

The logo must always appear in the approved PMS colors or CMYK screen-built matches. If you cannot meet these requirements the logo should appear in black only.

You may reverse the logo to white out of a dark field. Be careful that there is enough contrast for the type to be legible.



KIDS IN A
DRUG-FREE
SOCIETY



approved



not approved



not approved

K.I.D.S. TYPEFACE:

The K.I.D.S. initials are hand drawn. **Do not** try to recreate them. Adobe Garamond is the only approved font for the signature make type.

Adobe Garamond
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz