



BLUE STAR FAMILIES

BRAND GUIDELINES



Purpose

The Blue Star Families' brand is to represent the community we have built for our military families and their supporters. After creating and crafting a cohesive brand design, we want to make sure it forever represents the face of Blue Star Families. Following these guidelines will ensure all brand elements are used to uphold the visual standards and keeps our brand looking professional and consistent.

friendly . bright . proud

Moodboard

Blue Star Families represents a joyful and friendly community with simplicity. Images often represent proud Americans and their families that serve our country. They portray support, emotion, and humility.

Fonts are simplistic and clean whitespace gives a fresh and modern vibe. Colors are professional with pops of energy. The BSF blue and red are our primary colors featured in our logos. Our secondary palette contains the vibrant and cheerful colors we incorporate as accent colors.



Primary Logo

The Blue Star Families logo comes in a stacked orientation and is used for all marketing collateral. Placement of logo needs to have identified white space before placing another object or text near the logo.

Full color and white are the color options. Full color should only be used on white or light backgrounds. White logo is used for all darker backgrounds.

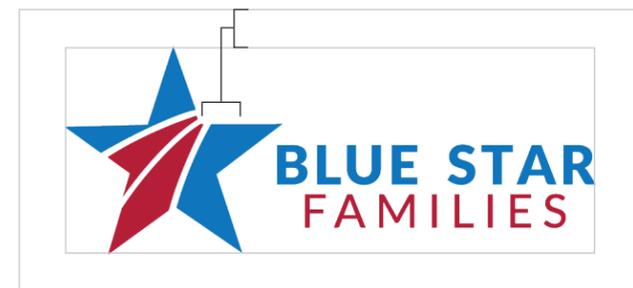
Primary:



Primary:
White Reverse



Placement:



Half of the length of the star edge is equivalent to the amount of white space needed around the logo during placement.



Full color logos placed on images need to have a white background at 80% opacity.

White logos can go directly on the image if the background is dark enough and if it is not too busy.



BSF Star

The star from the primary logo can be featured by itself as a symbol for Blue Star Families, but in most cases will have the full logo on the collateral as well.

The Star follows the same placement rules as our primary logo.

Star:



Example:



Co-Branding

Blue Star Families collaborates with partners on various programs and opportunities. To feature this, marketing collateral will feature the Blue Star Families primary logo and the partner logo separated by a vertical line. If there is more than one partner, just add another vertical line on the right side of the first partner and add the second partner logo.



Logos for co-branding are divided by a vertical line with a .5 weight at 40% gray.

Unacceptable Logo Usage

Rules are necessary for maintaining the integrity of the brand. Most importantly, do not change or alter the logo—Blue Star Families main identifier. Here are a few examples of the WRONG way to use the logo. This includes primary logo and the BSF Star.



X Do not rotate the logo.



X Do not squash or stretch.



X Do not resize any part.



X Do not rearrange parts or create a composition different than ones provided.



X Do not add text styles such as a dropshadow.



X Do not place full color logo directly on image.



TEXT CAN GO OVER WHITE BOXES
OR 80% OPACITY WHITE BOXES

WHITE TEXT CAN BE PLACED
DIRECTLY ON DARK AREAS
OF IMAGE

Brand Fonts

Lato ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

All font weights can be used for headings and body text.

***Playfair
Display*** ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Playfair Display Italic used for headlines and sub-headings

playfair display headline

Body text in Lora Light. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis eu finibus tortor, ut venenatis dui. Nullam purus massa, vulputate nec ultrices id, consequat mattis augue. Fusce ligula augue, auctor non odio vitae, semper aliquet lacus. Curabitur pretium odio sed massa tempor, vitae feugiat ligula dictum. Proin at turpis at ante eleifend varius tempus eu lorem. Donec ac faucibus turpis, id placerat lorem. Donec elementum rutrum pulvinar. Nullam laoreet vitae ipsum ac feugiat. Duis id scelerisque arcu, vel commodo mauris. Integer nisl nunc, varius ut turpis id, pellentesque hendrerit turpis. Donec quis interdum eros. Curabitur vitae egestas purus, id ornare felis.

Colors

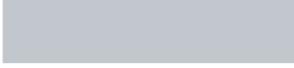
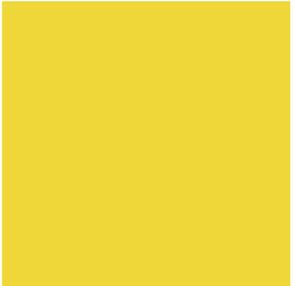
The Blue Star Families color palette includes primary and secondary palettes. Consistent use of color supports visual cohesion across our communications.

When combined with photos of our network and programs, color enhances the depth and increases the impact of our storytelling. The patriotic red and blue are incorporated with warmer tones to emphasize our “homey” and “neighborly” tone.

Primary Colors

				
RGB 04 . 117 . 188	RGB 179 . 31 . 55	RGB 225 . 189 . 177	RGB 186 . 215 . 241	RGB 31 . 50 . 98
CMYK 87 . 50 . 00 . 00	CMYK 21 . 100 . 81 . 11	CMYK 11 . 26 . 25 . 00	CMYK 25 . 07 . 00 . 00	CMYK 100 . 90 . 33 . 23
HEX #0474bb	HEX #b31f36	HEX #e1bdb1	HEX #b9d6f0	HEX #1f3162
				

Secondary Colors

			
RGB 193 . 200 . 206	RGB 82 . 169 . 222	RGB 241 . 215 . 58	RGB 200 . 224 . 151
CMYK 24 . 16 . 13 . 00	CMYK 63 . 19 . 00 . 00	CMYK 07 . 10 . 89 . 00	CMYK 23 . 00 . 52 . 00
HEX #c3c7ce	HEX #51a8dd	HEX #f1d739	HEX #c8e097
			

Photography

Photography shapes the majority of the Blue Star Families' brand. Pictures can either be stock photography or original photographs from our events, members, or staff. If the photograph is original, it has to have appropriate resolution and lighting to be used for marketing material.

Guidelines

- 1.) Bright, modern images are preferred.
- 2.) Images with cut-out-backgrounds (COB images) are used to fill more organic spaces than a traditional rectangle or square.
- 3.) Light, grayscale images are allowed.
- 4.) Compositions with space on the right, left, or center allows text to be placed on the image. (Either directly on the image or with a shaded box.)
- 5.) Photos with military uniforms need to follow dress standards. (Or at least that can be seen in the picture.) For example, appropriate hair cut, correct uniforms, etc.
- 6.) Photos with minimal objects and a clear focal point preferred.



Final Comments

The Blue Star Families' brand guide is a resource to use internally and with partner organizations. If ever in doubt, please reach out to Bethany Harrell (bharrell@bluestarfam.org) or Jenny Felsen (jfelsen@bluestarfam.org). The guide offers enough flexibility to allow creative freedom while keeping the integrity of the Blue Star Families' brand.

