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.
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. White space 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.
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.

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.

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

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.

Example:

Lagos 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.

- **Do not rotate the logo.**
- **Do not squash or stretch.**
- **Do not resize any part.**
- **Do not rearrange parts or create a composition different than ones provided.**
- **Do not add text styles such as a dropshadow.**
- **Do not place full color logo directly on 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**

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

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### Secondary Colors

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<td>200 . 224 . 151</td>
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</tr>
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</table>
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.