



# Our Branding Style Guide



BOYS & GIRLS CLUBS  
OF AMERICA

November 2020

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*This is a living document that will be updated as needed. Last updated November 2020.*





# Introduction

## Who We Are

Boys & Girls Clubs of America (BGCA) is a national organization that charters and provides support to 4,600 local Boys & Girls Clubs, which serve 4.7 million young people every year.

## Our Mission

**Our Mission is to enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens.**

We are the only youth development organization with skilled, caring, professionals who understand where every kid is coming from and help them shape their path toward a great future, reshaping America's future.

Our relentless pursuit to change and save the lives of young people in America by increasing opportunities, providing daily access to safe places, caring adult mentors and evidence-based life-enhancing programs both after-school and during the summer.

We believe that success is in reach for all kids. We empower youth to become tomorrow's leaders through everyday moments.

Great Futures Start Here

## About This Style Guide

This style guide explains the visual communications standards that comprise BGCA's brand identity. It serves as a rulebook to help maintain brand integrity across communications channels.

### Branding vs. Marketing

Branding is how people feel about Boys & Girls Clubs, while marketing is the stories we communicate to the public.

Branding is a continual strategy, whereas marketing involves tactical goals with strategic start and end dates.

### Whatever It Takes Marketing Campaign

Whatever It Takes is designed to create an emotional charge around how Boys & Girls Clubs empower youth and communities to become better.

It continuously reinforces that Boys & Girls Clubs will do whatever it takes to build a child's great future.

Whatever It Takes will always be used in conjunction with a specific goal, which can flex based on the narrative.



**If you have any questions not answered in the guide, please contact BGCA's Marketing and Communications Department at [Marketing@BGCA.org](mailto:Marketing@BGCA.org).**





# National Logos

## National Logo Suite

Our logo is the simplest expression of BGCA's brand. It consists of two elements: the logotype and the logomark.

### The Logotype

Our name is designed with a customized typeface created specifically for us. It must always be reproduced from artwork provided by BGCA's Marketing and Communications Department or [Marketing.BGCA.net](https://Marketing.BGCA.net). The BGCA logotype is not available for purchase or download and cannot be altered in any way.

### The Logomark

The clasped hands represents the guiding hands that Boys & Girls Clubs extend to youth.

Unlike assets that standalone, content published to BGCA's social channels always includes reference back to our brand (as the publishing account). This allows for greater flexibility when using our logo. In instances where there could be some brand confusion, such as with a secondary partner logo, it is acceptable to use the clasped hands logomark.

Use of the clasped hands mark alone (without the words "Boys & Girls Clubs" or "Boys & Girls Clubs of America") outside of social media, i.e. website or in emails, is not acceptable.



**Find more information in the Social Media Style Guide found at [Marketing.BGCA.net](https://Marketing.BGCA.net) or email [Marketing@BGCA.org](mailto:Marketing@BGCA.org).**

## Color Variations

Standard colors for the Boys & Girls Clubs of America logo are Pantone Process Blue C for the hands symbol and black for the logotype. The configuration can also be used in all black or reversed to white for dark backgrounds. A logo in all Pantone Process Blue C is acceptable when limited to one-color print projects.

Vertical Version



Horizontal Version

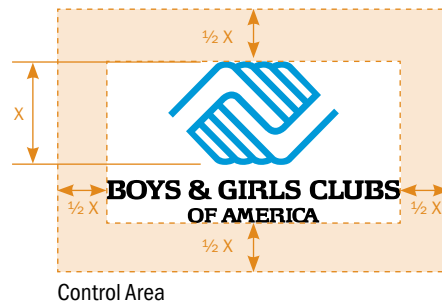


# National Logo Control Area and Minimum Size

## Control Area

The Control Area is the space that must always surround the logo to ensure it is easily visible. This area, measured from the outermost edges of the logo, is equal to half the height of the hands symbol. Nothing can encroach this area.

Vertical Version



Horizontal Version



Minimum Vertical Version

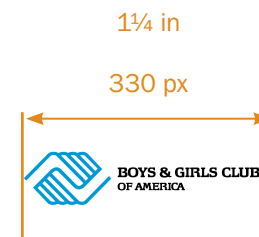
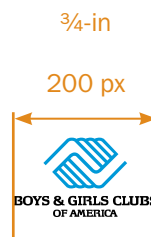
Minimum Horizontal Version

## Minimum Size

To maintain readability, it is imperative the logo isn't too small. For print, do not make smaller than  $\frac{3}{4}$ -inch wide for the vertical version and  $1\frac{1}{4}$ -inch wide for the horizontal version.

For web, the logo cannot be smaller than 200 pixels wide for the vertical version and 330 pixels wide for the horizontal version.

These size requirements should also be adhered to when the BGCA logo is used in a sub-branded logo lock-up unless otherwise noted.





## Club Facing National Logo Suite

The Club facing national logo embodies the shared brand identity of local Boys & Girls Club organizations.

Any asset and/or entity developed by Boys & Girls Clubs of America for use or implementation by a local Boys & Girls Club organization must only use the club facing national logo.

The club facing national logo signifies the unique impact a local Boys & Girls Club has on their youth and community. The club facing national logo is not to be used to represent Boys & Girls Clubs of America.

### Color Variations

Standard colors for the Boys & Girls Clubs logo are Pantone Process Blue C for the hands symbol and black for the logotype. The configuration can also be used in all black or reversed to white for dark backgrounds. A logo in all Pantone Process Blue C is acceptable when limited to one-color print projects.

Vertical Version



Horizontal Version

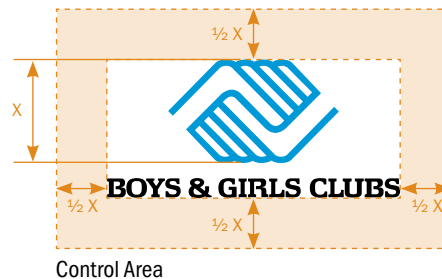


# Club Facing National Logo Control Area and Minimum Size

## Control Area

The Control Area is the space that must always surround the logo to ensure it is easily visible. This area, measured from the outermost edges of the logo, is equal to half the height of the hands symbol. Nothing can encroach this area.

Vertical Version



Horizontal Version



Minimum Vertical Version

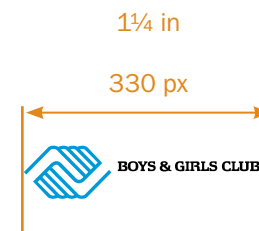
Minimum Horizontal Version

## Minimum Size

To maintain readability, it is imperative the logo isn't too small. For print, do not make smaller than  $\frac{3}{4}$ -inch wide for the vertical version and  $1\frac{1}{4}$ -inch wide for the horizontal version.

For web, the logo cannot be smaller than 200 pixels wide for the vertical version and 330 pixels wide for the horizontal version.

These size requirements should also be adhered to when the BGCA logo is used in a sub-branded logo lock-up unless otherwise noted.



## National Logo Improper Usage

1. **Do not** rearrange the logo in any configuration.
2. **Do not** change the size relationship of the elements within the logo.
3. **Do not** use the logotype without the hands symbol or use the hands symbol alone. Exceptions for jewelry and web elements with approval from Marketing and Communications.
4. **Do not** pair the hands symbol with the positioning statement tagline alone.
5. **Do not** place the positioning statement or any other graphic element text within the Control Area except as specified in Great Futures Start Here tagline.
6. **Do not** alter typeface for the positioning statement/tagline.
7. **Do not** stretch logo in any way.
8. **Do not** use another phrase in place of the positioning statement/tagline.
9. **Do not** use legal name as part of location name. "Inc." is not necessary in the logo.
10. **Do not** make the logo smaller than our minimum size for web or print.

1.

BOYS & GIRLS CLUBS  
OF AMERICA



2.

BOYS & GIRLS CLUBS  
OF AMERICA



3.

BOYS & GIRLS CLUBS

4.

GREAT FUTURES START **HERE.**



5.

BOYS & GIRLS CLUBS  
GREAT FUTURES START **HERE.**



6.

BOYS & GIRLS CLUBS  
OF AMERICA



*Great Futures Start Here*

7.

BOYS & GIRLS CLUBS  
OF ANY LOCATION, INC.



8.

*Serving Youth*

BOYS & GIRLS CLUBS  
OF AMERICA



9.

BOYS & GIRLS CLUBS  
OF ANY LOCATION, INC.



11. **Do not** alter the colors of the logo.
12. **Do not** fill any part of the logo with a color or image.
13. **Do not** use unapproved colors for the logo.
14. **Do not** place logo over a busy or distracting background or one that offers poor contrast.
15. **Do not** outline the logo.
16. **Do not** place logo on an angle.
17. **Do not** surround part of the configuration with panels and shapes.
18. **Do not** reverse only part of the logo.

10.



11.



12.



13.



14.



15.



16.



17.



18.





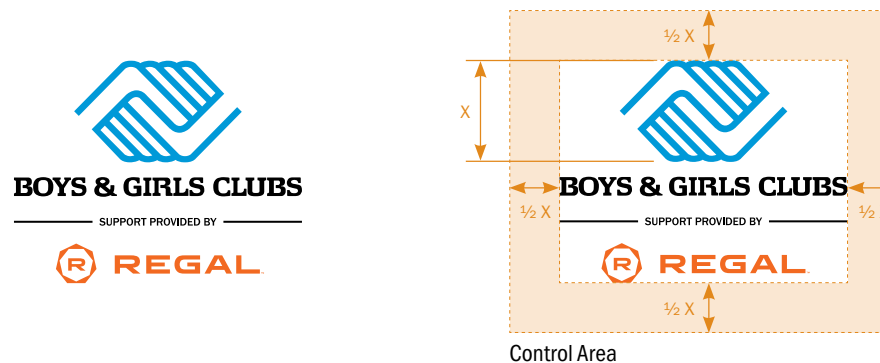
## National Logo Partners and Affiliates

Follow these spacing and alignment specifications when locking our logo up with a partner logo.

Staged horizontally with a partner logo



Staged vertically with a partner logo





# Local Logos

## Singular Logo and Color Variations

The same rules that apply to the national logo apply to logos for local Clubs. Local Club logos consist of the same clasped hands symbol and logotype as the national logo; the name of the Club on the second and third lines is customizable. The font on the second and third lines is Arial Bold.

Local logo options are available in both singular and plural variations (Club and Clubs) in the standard vertical and horizontal configurations. They can be customized down to the unit name using the local Club logo builder available at [Marketing.BGCA.net](https://Marketing.BGCA.net).

Vertical Version



Horizontal Version



### Color Variations

Standard colors for the Boys & Girls Club logo are Pantone Process Blue C for the hands symbol and black for the logotype. The configuration can also be used in all black or reversed to white on dark backgrounds. A logo in all Pantone Process Blue C is acceptable when limited to one-color print projects.

The same rules apply to all local Club logos as they do to national logos. Do not alter the logo in any way.



## Plural Logo

The same rules that apply to the national logo apply to logos for local Clubs. Local Club logos consist of the same clasped hands symbol and logotype as the national logo; the name of the Club on the second and third lines is customizable. The font on the second and third lines is Arial Bold.

Local logo options are available in both singular and plural variations (Club and Clubs) in the standard vertical and horizontal configurations. They can be customized down to the unit name using the local Club logo builder available at [Marketing.BGCA.net](https://Marketing.BGCA.net).

The same color variations that apply to the singular Club logo also apply to the plural Clubs logo (See page 6).

Vertical Version



Horizontal Version



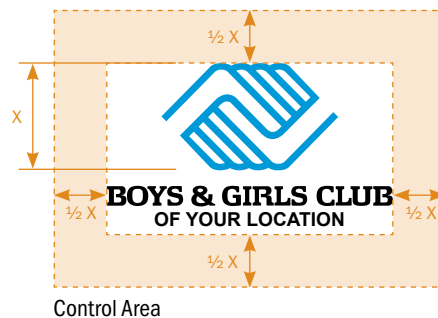


## Control Area and Minimum Size

### Control Area

The Control Area is the space that must always surround the logo to ensure it is easily visible. This area, measured from the outermost edges of the logo, is equal to half the height of the hands symbol. Nothing can encroach this area.

Vertical Version



Horizontal Version



### Minimum Size

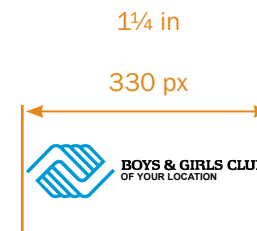
To maintain readability, it is imperative the logo isn't too small. For print, do not make smaller than  $\frac{3}{4}$ -inch wide for the vertical version and  $1\frac{1}{4}$ -inch wide for the horizontal version.

For web, the logo cannot be smaller than 200 pixels wide for the vertical version and 330 pixels wide for the horizontal version.

Minimum Vertical Version



Minimum Horizontal Version



## Improper Usage

1. **Do not** rearrange the logo in any configuration.
2. **Do not** change the size relationship of the elements within the logo.
3. **Do not** use the logotype without the hands symbol or use the hands symbol alone. Exceptions for jewelry and web elements with approval from Marketing and Communications.
4. **Do not** pair the hands symbol with the positioning statement tagline alone.
5. **Do not** place the positioning statement or any other graphic element text within the Control Area except as specified in Great Futures Start Here tagline.
6. **Do not** alter typeface for the positioning statement/tagline.
7. **Do not** stretch logo in any way.
8. **Do not** use another phrase in place of the positioning statement/tagline.
9. **Do not** use legal name as part of location name. "Inc." is not necessary in the logo.
10. **Do not** make the logo smaller than our minimum size for web or print.

1.

BOYS & GIRLS CLUBS  
OF YOUR LOCATION



2.

BOYS & GIRLS CLUBS  
OF YOUR LOCATION



3.

BOYS & GIRLS CLUBS

4.

GREAT FUTURES START **HERE.**



5.

BOYS & GIRLS CLUBS  
GREAT FUTURES START **HERE.**



6.

BOYS & GIRLS CLUBS  
OF YOUR LOCATION



*Great Futures Start Here*

7.

BOYS & GIRLS CLUBS  
OF ANY LOCATION, INC.



8.

*Serving Youth*

BOYS & GIRLS CLUBS  
OF YOUR LOCATION



9.

BOYS & GIRLS CLUBS  
OF ANY LOCATION, INC.



11. **Do not** alter the colors of the logo.
12. **Do not** fill any part of the logo with a color or image.
13. **Do not** use unapproved colors for the logo.
14. **Do not** place logo over a busy or distracting background or one that offers poor contrast.
15. **Do not** outline the logo.
16. **Do not** place logo on an angle.
17. **Do not** surround part of the configuration with panels and shapes.
18. **Do not** reverse only part of the logo.

10.



11.



12.



13.



14.



15.



16.



17.



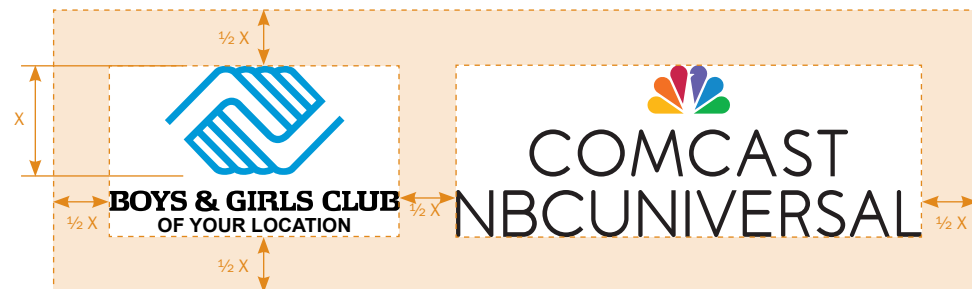
18.



## Partners and Affiliates

Follow these spacing and alignment specifications when locking our logo up with a partner logo.

Staged with a partner logo



Control Area



## Special Circumstances

### Special Arrangements

For a small percentage of Clubs, the logo has a different arrangement. It consists of the same clasped hands symbol, but the name of the Club is on the first line and then the logotype. The Unit Name may follow the logotype.

Local logo options are available in both singular and plural variations (Club and Clubs) in the standard vertical and horizontal configurations. The font for the Unit Name is Arial Bold. Logos that fall under these special circumstances can be requested by contacting [Marketing@BGCA.org](mailto:Marketing@BGCA.org).

Vertical Version Singular



Horizontal Version Singular



Vertical Version Plural



Horizontal Version Plural



# Mergers and Affiliates

## Merged Clubs

A Club that merges with an another Club uses the same clasped hand symbol and logotype, the Club name on the second line, followed by the merged Clubs. Both the name of the Club and the merged Clubs can be customized in the Arial Bold font. Logos that fall under these special circumstances can be requested by contacting [Marketing@BGCA.org](mailto:Marketing@BGCA.org).

Vertical Version



Town Name 1 | Town Name 2 | Town Name 3 | Town Name 4

Horizontal Version



## Affiliates

An affiliate Club consists of the same clasped hand symbol and logotype, the name of the Club on the second line, followed by the “an affiliate of” Club name. Both the name of the Club and “an affiliate of” can be customized with Arial Bold font. Logos that fall under these special circumstances can be requested by contacting [Marketing@BGCA.org](mailto:Marketing@BGCA.org).



An affiliate of  
Boys & Girls Clubs of Main Club Name





# Using the Tagline

## Great Futures Tagline Logo Suite and Color Variations

Our tagline is Great Futures Start Here. It can be used with both the vertical and horizontal configuration. These standards apply for both local and national usage.

The tagline is positioned above the logo with the “Great Futures Start” portion in black and word “Here” in Pantone Process Blue C, period in black.

Vertical Version

**GREAT FUTURES START HERE.**



Horizontal Version

**GREAT FUTURES START HERE.**



### Color Variations

Standard colors for the Great Futures logo lock-up are Pantone Process Blue C for “Here” and the hands symbol and black for “Great Futures Start” and the logotype. The configuration can also be all black or reversed to white for use on dark backgrounds. A logo in all Pantone Process Blue C is acceptable when limited to one-color print projects.

**GREAT FUTURES START HERE.**



**GREAT FUTURES START HERE.**



**GREAT FUTURES START HERE.**



**GREAT FUTURES START HERE.**



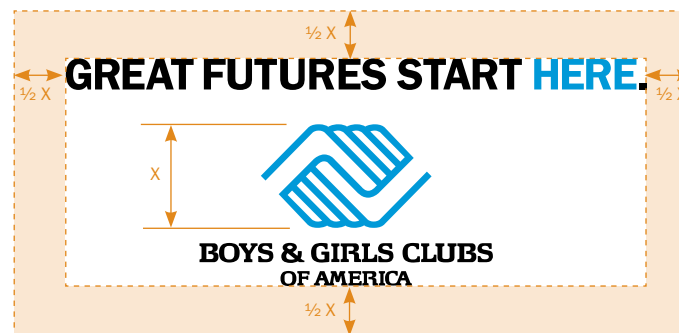


## Great Futures Tagline Control Area

### Control Area

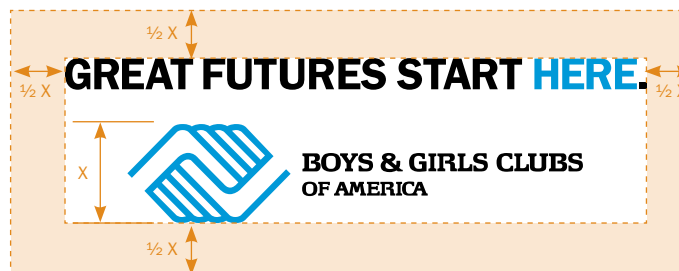
The Control Area is the space that must always surround the logo to ensure it is easily visible. This area, measured from the outermost edges of the logo, is equal to half the height of the hands symbol. Nothing can encroach this area.

Vertical Version



Control Area

Horizontal Version



Control Area



# The Blue Door

## The Blue Door

The Blue Door is a visual representation for the great futures that lie behind every Boys & Girls Club door for the youth of America, and especially those who need us most. The Blue Door represents opportunity. It is not only the door to a Club, it is the door to a great future.

With this in mind, it is imperative to maintain graphic standards in regards to the Blue Door. Blue Door image artwork is available in a Photoshop PSD file on [Marketing.BGCA.net](https://marketing.bgca.net) and should only be used by trained graphic designers who can correctly manipulate the artwork, adhering to the following guidelines and all BGCA Graphic Standards. The local version of the Blue Door has only the clasped hands and “Boys & Girls Clubs” logotype. Do not alter or add anything extra to the door.

There are two versions of the local Blue Door: the closed door and the open door. When the door is used by itself, without any other graphics, the height of the middle panel equals the control area around the frame of the blue. Use the open door version if accompanied by the BGCA logo as the open door logo is harder to read when it is not accompanied by our logo elsewhere.

These standards apply for both local and national use.







# Sub-branded Programs

## Alumni & Friends

Boys & Girls Clubs Alumni & Friends is a global community of former Club members and passionate supporters committed to advancing the development of Club alumni and BGCA's mission. The logo has two components: the BGCA logo and Alumni & friends logotype. The logo can only be used as a lock-up and its components cannot be separated.



### Color Variations

The Alumni & Friends logo can be full-color, Pantone Process Blue C, solid black, or reversed white on a solid color with significant contrast to the background.



## Control Area

The Control Area is the space that must always surround the logo to ensure it is easily visible. This area, measured from the outermost edges of the logo, is equal to half the height of the hands symbol. Nothing can encroach this area.

Please contact BGCA's Alumni Department at [Alum@BGCA.org](mailto:Alum@BGCA.org) for further information.



Control Area



## The CLUB

In 2005, Boys & Girls Clubs of America introduced “The CLUB,” a brand specifically for teens (13-18). Teens see themselves as young adults rather than “boys” and “girls.” With this in mind, Teen Centers within local Clubs are branded The CLUB and offer an experience more focused on teens.

The CLUB logo is a fun, modern take on the Boys & Girls Club logo. There are two versions of The CLUB logo:

1. Base Logo
2. Teen Center

Base Logo



Teen Center Signage



### Color Variations

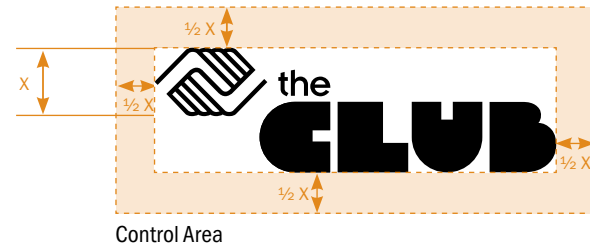
The CLUB logo can be solid black, Pantone Process Blue C, or reversed white on a solid color with significant contrast to the background.



## Control Area

The Control Area is the space that must always surround the logo to ensure it is easily visible. This area, measured from the outermost edges of the logo, is equal to half the height of the hands symbol. Nothing can encroach this area.

Please contact Marketing at [Marketing@BGCA.org](mailto:Marketing@BGCA.org) for further information.



## Keystone Club

Keystone Club is the Boys & Girls Club Movement's ultimate teen program. Keystone Clubs provide leadership development opportunities for young people ages 14 to 18. Youth participate in activities in three focus areas: academic success, career preparation and community service. With the guidance of an adult advisor, Keystone Clubs aim to make a positive impact on members, the Club and community.

Vertical



Horizontal



### Secondary Logo

The Keystone logo needs to appear with "The Club" and the "Aaron's" logo when it applies to specific Aaron's funding areas. It is not a requirement that the Keystone logo be used in all instances, but they are used together for programming and the Keystone National Conference.



## Color Variations

The Keystone logo can be full-color, solid black or reversed white on a solid color with significant contrast to the background.

Vertical



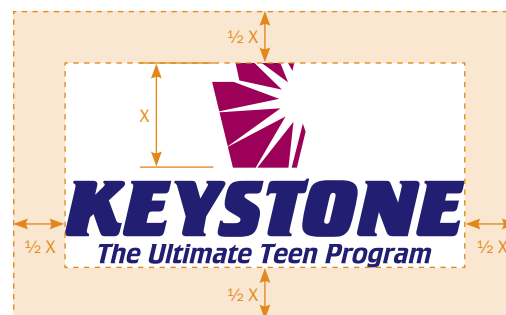
Horizontal



## Control Area

The Control Area is the space that must always surround the logo to ensure it is easily visible. This area, measured from the outermost edges of the logo, is equal to half the height of the starburst symbol. Nothing can encroach this area.

Please email [KeystoneClubs@BGCA.org](mailto:KeystoneClubs@BGCA.org) for further information.



Control Area



Control Area

## Military Youth Programs

The Better Together logo highlights the outstanding partnership between BGCA and the U.S. Armed Services to serve military-connected youth. The standard logo is composed of five key components: The American flag, BGCA logo, the Military-Youth Programs logotype, the Better Together two-word tagline, and the five military branches of service.

Standard Logo



### Secondary Logo

The secondary logo can be used but the BGCA logo has to be placed prominently on the same page.

Secondary Logo



## Color Variations

The Better Together logo can be full-color, Pantone Process Blue C, solid black, reversed full-color or reversed white on a solid color with significant contrast to the background.



## Control Area

The Control Area is the space that must always surround the logo to ensure it is easily visible. This area, measured from the top of the “M” in “MILITARY” to the bottom of the “Y” in “YOUTH”, is equal X. Nothing can encroach this area.





## MyFuture

MyFuture provides young people with a safe, fun digital platform they can use to learn, play and socialize while at the Club.

Standard Logo



### Secondary Logo

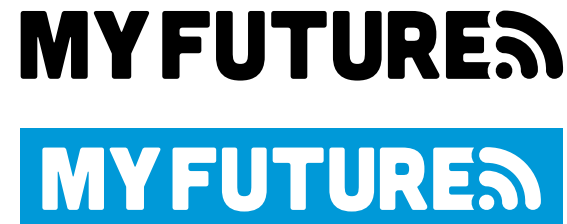
The secondary logo can be used but the BGCA logo has to be placed prominently on the same page.

Secondary Logo



### Color Variations

The MyFuture logo can be solid black or reversed white on a solid color with significant contrast to the background.



## Native Services

Native Services is an integral part of Boys & Girls Clubs of America. The new logo has five key components: arrows at top and bottom; BGCA logo; Native Services logotype; an eagle feather serving as the “i” in Native and Services.

Standard Logo



### Secondary Logo

The secondary logo can be used but the BGCA logo has to be placed prominently on the same page.

Secondary Logo



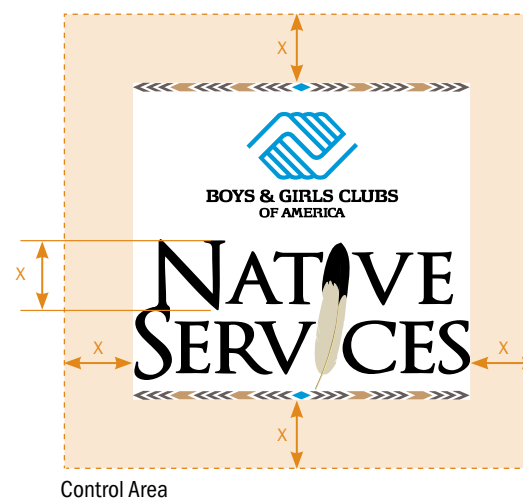
## Color Variations

The Native Services logo can be full-color, gray or reversed white on a solid background with significant contrast.



## Control Area

The Control Area is the space that must always surround the logo to ensure it is easily visible. This area, measured from the top to the bottom of the "N" in "NATIVE", is equal X. Nothing can encroach this area.



## Youth of the Year

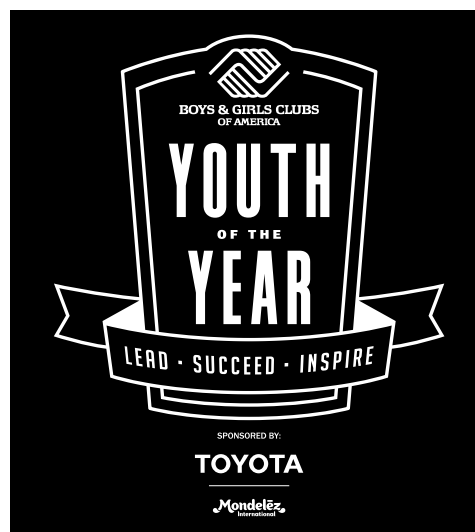
Since 1947, Youth of the Year has been BGCA's premier recognition program, celebrating the extraordinary achievements of Club teens. Club members who earn the Youth of the Year title embody the values of leadership, academic excellence, and health and wellness.

The logo can only appear as a lock-up. No separation of its components is allowed. Do NOT remove national partner logos under any circumstances. If Clubs wish to mention local sponsors, they can be included in the copy of the designed material.



### Color Variations

The Youth of the Year logo can be full-color, solid black or reversed full-color or reversed white on a solid color with significant contrast to the background.



## Control Area

To ensure prominence and clarity of the Youth of the Year logo, a minimum clear space is established so the logo does not compete visually with other graphic elements. This clear space is determined by the “X” height of the “clasped hands” in the Boys & Girls Club logo.

The gray lines in these illustrations show how the minimum clear area is calculated. These are for reference only and should never be printed.

## Minimum Size

It is recommended the logo lock-up not be reduced smaller in size than 2.25-inches wide







# Editorial

# Editorial Guidelines

Boys & Girls Clubs of America, like any large organization, has its own language guidelines to ensure brand integrity. The following rules are meant as a quick reference.

**Boys & Girls Clubs of America** – Singular and always uses an ampersand (&). Do not precede with “the.” Correct: Boys & Girls Clubs of America is dedicated to empowering youth. Incorrect: The Boys & Girls Clubs of America are dedicated to empowering youth.

**Ampersand (&)** – Always use an ampersand (&) in the name of the national organization and local Clubs.

**The Boys & Girls Club Movement** refers to BGCA and Clubs collectively. Club is singular and Movement is capitalized.

**Club/Clubs** – Always capitalize Club(s), in both the phrase Boys & Girls Club(s) and when used alone.

**Club Experience** – Capitalize the “E” when used with the phrase “Club Experience.” This term refers to everything Clubs provide to young people, including life-changing programs, fun, enriching experiences, and supportive relationships with peers and caring adults.

**Club member** – Young people who are registered with the Club; member is not capitalized.

**The CLUB** – Brand and logo designed specifically to appeal to teens. Initial cap “The” and all caps for “CLUB.”

**Gamesroom** – one word.

**Great Futures Start Here** – Our tagline. Use initial caps. Do not use initial caps for great futures unless it is part of a title: One day we will provide every child with a great future.

**Military** – The proper way to refer to “Clubs on military bases” is “BGCA-affiliated Youth Centers on U.S. military installations,” not bases. Keep in mind that traditional Clubs also serve children of military personnel.

**Names of youth** – In general, identify youth under age 18 by first name only. Young people who are public figures, such as YOY finalists or contest winners, can be identified by both first and last name.

**Native Services Unit** – The BGCA division that provides support to Native Clubs is the Native Services Unit, not Native Youth Services.

**Native Youth** – Inclusive term refers to Native American, Native Alaskan and Native Hawaiian youth.



For more information on our messaging and editorial style, see our **Editorial Style Guide** available at [Marketing.BGCA.net](https://Marketing.BGCA.net) or email [Marketing@BGCA.org](mailto:Marketing@BGCA.org).

**Serial comma** – Do not use a comma before a conjunction in a series: Jane, Rowena and Garth are all Club members. An exception is when a series element requires a conjunction. I had orange juice, toast, and ham and eggs for breakfast. A comma can also be used before the last conjunction in a complex series of phrases: Points to consider are whether board members are actively involved with Club activities, whether they bring fresh ideas and enthusiasm to the board, and whether they are committed to engaging new Club supporters.

**States** – Spell out the names of all 50 states when used in the body of a story. State abbreviations, which still apply for lists and similar instances, are below. The names of eight states are never abbreviated: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah.

Ala.	Ill.	Miss.	N.C.	Vt.
Ariz.	Ind.	Mo.	N.D.	Va.
Ark.	Kan.	Mont.	Okla.	Wash.
Calif.	Ky.	Neb.	Ore.	W. Va.
Colo.	La.	Nev.	Pa.	Wis.
Conn.	Md.	N.H.	R.I.	Wyo.
Del.	Mass.	N.J.	S.C.	
Fla.	Mich.	N.M.	S.D.	
Ga.	Minn.	N.Y.	Tenn.	

**Titles** – In general, confine capitalization to formal titles used directly before an individual's name: BGCA President and CEO Jim Clark, Jim Clark is the president and CEO of Boys & Girls Clubs of America.

**Website addresses** – Boys & Girls Clubs of America URLs:

- Initial caps for multi-word addresses – [GreatFutures.org](#), [MyClubMyLife.com](#)
- [BGCA.org](#), [BGCA.net](#) – Capitalize each letter of abbreviation
- Hybrid – [Marketing.BGCA.org](#)
- External website names – defer to their style, e.g., [wallacefoundation.org](#)

**Youth of the Year (YOY)** – BGCA's premier national program for Club members. Hyphenate year and capitalize national/regional designation. Example: 2017-18 Southeast Youth of the Year.

When referring to multiple young people who have been named Youth of the Year, do not add an "s" to "youth." Use a term that will make the phrase plural.





# Brand Colors

# Color

Color is a powerful tool for branding. It is often the first impression people have with our brand, and when used consistently, it subconsciously communicates our brand's promise. Color is the easiest way we can unify our brand.

## Color Ratio

A general guideline for use of color is to lead with our primary BGCA blue and accent it with one or two additional colors from an expanded palette. The majority of the color should be blue (50%) with additional colors less than the majority (40%). The remaining area (10%) is reserved for conservative use of black and white.

## Color Areas

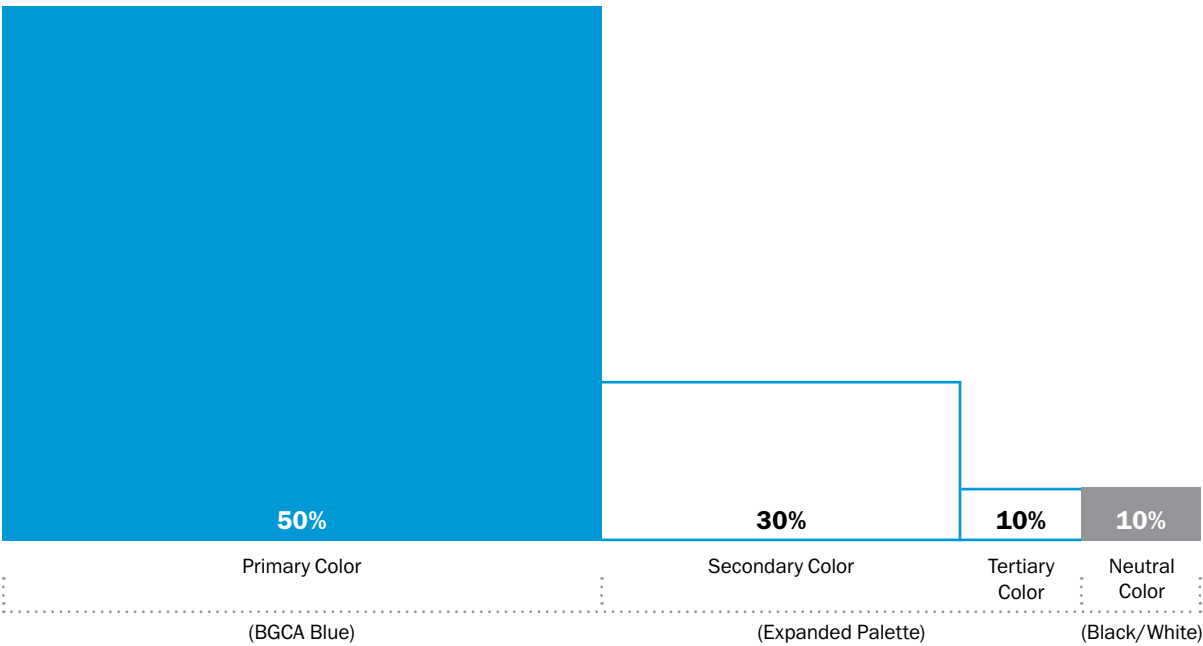
**Primary** - The majority of our content should use our primary BGCA Blue. This builds brand equity across our materials.

**Secondary** - There are a multitude of extended color palettes for the various programs and initiatives within BGCA. Using a secondary color will help to reinforce clarity in messaging.

**Tertiary** - Adding a third color from the extended palette is a subtle way to incorporate more association with that particular palette.

**Neutral** - The final area references the use of black and white.

Color Ratio





# Core Brand Colors

## Primary Color

BGCA Blue is our primary color. It establishes clarity and consistency.

## Extended Palette

Additional colors are used for clarity in data visualization or when additional color is needed to differentiate information. These colors should be used in combination with BGCA Blue.

## Digital Usage

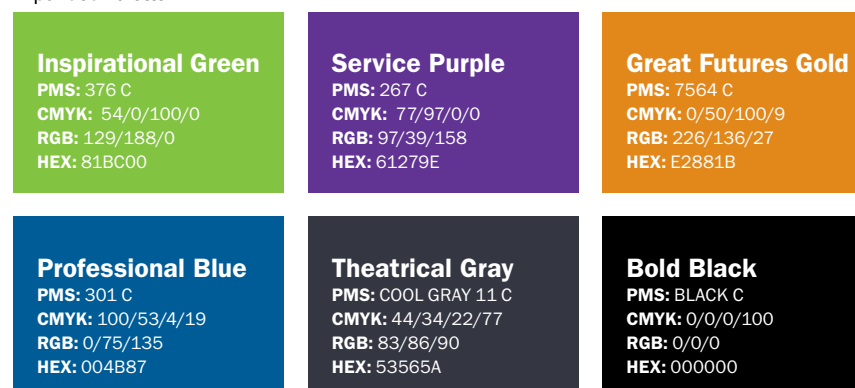
- Text links on light backgrounds: #0081C6
- Text links on dark backgrounds: #82D4FF
- Headlines and subheads: #004B87
- Body copy: #333333
- Background: #0C5692, #F5F0EF, #DCD7D6
- Footer background: #53565A

## BGCA Color Palette

Primary Color



## Expanded Palette



# Sub-branded Program Colors

## Alumni & Friends

Alumni & Friends communications should always lead with the primary BGCA color - Pantone Process Blue C - to maintain a strong visual connection to the parent brand. Secondary colors from the BGCA palette are available to add visual interest and clarity to the design.

Primary Color

**BGCA Blue**  
PMS: PROCESS BLUE  
CMYK: 100/13/1/2  
RGB: 0/129/198  
HEX: 0081C6

Extended Palette

**Professional Blue**  
PMS: 301 C  
CMYK: 100/53/4/19  
RGB: 0/75/135  
HEX: 004B87

**Theatrical Gray**  
PMS: COOL GRAY 11 C  
CMYK: 44/34/22/77  
RGB: 83/86/90  
HEX: 53565A

**Alumni Red**  
PMS: 187 C  
CMYK: 7/100/82/26  
RGB: 166/25/46  
HEX: A6192E

## The Club

The Club communications should always lead with the primary BGCA color - Pantone Process Blue C - to maintain a strong visual connection to the parent brand.

Primary Color

**BGCA Blue**  
PMS: PROCESS BLUE  
CMYK: 100/13/1/2  
RGB: 0/129/198  
HEX: 0081C6

Extended Palette

**Bold Black**  
PMS: BLACK C  
CMYK: 0/0/0/100  
RGB: 0/0/0  
HEX: 000000

## Keystone Club

For all Keystone programs, use the approved branding colors with the Keystone logo lock-up.

Primary Color

**BGCA Blue**  
PMS: PROCESS BLUE  
CMYK: 100/13/1/2  
RGB: 0/129/198  
HEX: 0081C6

Extended Palette

**Keystone Red**  
PANTONE: 228 C  
CMYK: : 0/100/4/41  
RGB: 156/0/89  
HEX: 9C0059

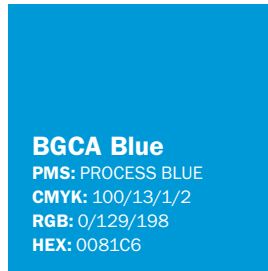
**Leadership Yellow**  
PMS: 123 C  
CMYK: 0/23/91/0  
RGB: 255/198/41  
HEX: FFC629

**Keystone Purple**  
PANTONE 274 C  
CMYK: 100/100/34/35  
RGB: 34/31/114  
HEX: 221F72

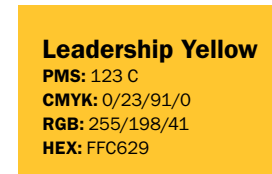
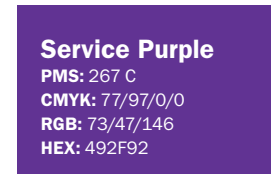
## Military Youth Programs

Military Youth Programs communications must lead with the primary BGCA color - Pantone Process Blue C - to maintain a strong visual connection to the parent brand. Secondary colors are available to add visual interest and clarity to a design.

Primary Color



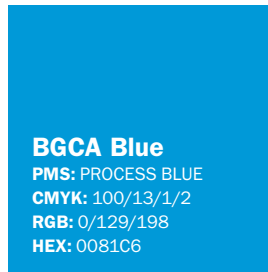
Extended Palette



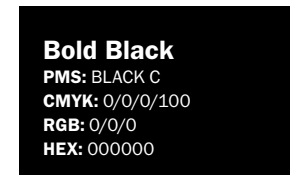
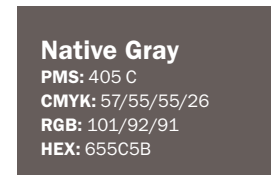
## Native Services

All Native Services communications must lead with the primary BGCA color - Pantone Process Blue C - to maintain a strong visual connection to the parent brand. Secondary colors are available to add visual interest and clarity to a design.

Primary Color



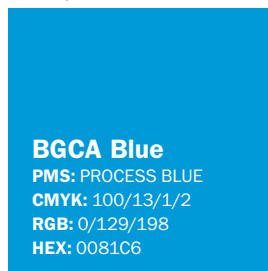
Extended Palette



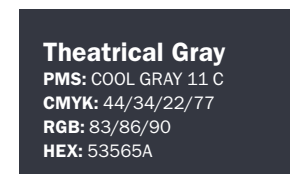
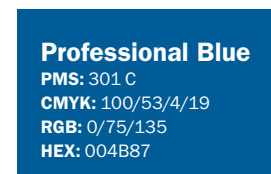
## Youth of the Year

All Youth of the Year communications must lead with the primary BGCA color - Pantone Process Blue C - to maintain a strong visual connection to the parent brand. Secondary colors are available to add visual interest and clarity to a design.

Primary Color



Extended Palette



# Core Programs Colors

The following color palette should be used for creating program materials. We lead with BGCA Blue. We use it in patterns, photography, icons and text headings. It is always used to indicate something important. This builds brand equity in our programming and consistency across our materials. Our secondary colors add a sense of fun and excitement.

## The Arts

These programs are designed to foster creativity in young people and give them outlets for self-expression. From photography to hip-hop, our arts programs offer something to inspire everyone.

Primary Color

**BGCA Blue**  
PMS: PROCESS BLUE  
CMYK: 100/13/1/2  
RGB: 0/129/198  
HEX: 0081C6

Extended Palette

**Creative Magenta**  
PMS: 232 C  
CMYK: 6/85/0/0  
RGB: 237/64/169  
HEX: ED40A9

**Theatrical Gray**  
PMS: COOL GRAY 11 C  
CMYK: 44/34/22/77  
RGB: 83/86/90  
HEX: 53565A

## Education

These programs are designed to ensure that all Club members graduate from high school on time, ready for a post-secondary education and a 21st-century career.

Primary Color

**BGCA Blue**  
PMS: PROCESS BLUE  
CMYK: 100/13/1/2  
RGB: 0/129/198  
HEX: 0081C6

Extended Palette

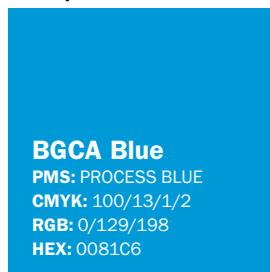
**Professional Blue**  
PMS: 301 C  
CMYK: 100/53/4/19  
RGB: 0/75/135  
HEX: 004B87

**Ambitious Coral**  
PMS: 170 C  
CMYK: 0/60/49/0  
RGB: 255/134/114  
HEX: FF8672

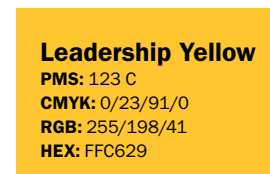
## Health and Wellness

These programs develop young people's capacity to engage in positive behaviors to nurture their wellbeing, set personal goals and grow into self-sufficient adults.

Primary Color



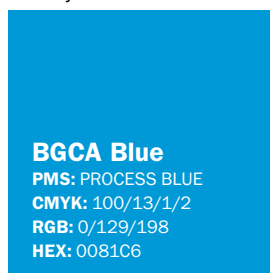
Extended Palette



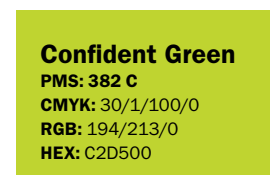
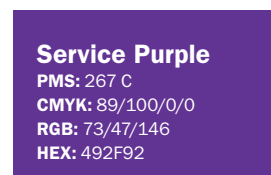
## Leadership and Service

These programs help youth become responsible, caring citizens and acquire skills to participate in the democratic process. Program participants also develop leadership skills and gain opportunities to plan, make decisions, contribute to their Club and community and celebrate our national heritage.

Primary Color



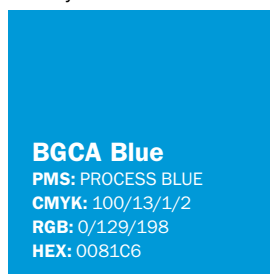
Extended Palette



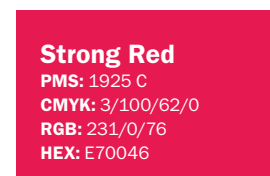
## Sports and Recreation

These Club programs help develop physical fitness, reduce stress and promote positive use of leisure time, appreciation for the environment and interpersonal skills.

Primary Color



Extended Palette







# Fonts and Typography



## Core Brand Fonts

Typography is essential to establishing character and making our brand recognizable. Our fonts play a significant role in setting the tone for the brand.

### For Print and Digital Publication

**Franklin Gothic URW** font family is our core font and the preferred typeface for communication. Other typefaces may be used as long as they are legible and maintain visual identity or messaging.

It is available through an Adobe Creative Cloud subscription: [fonts.adobe.com/fonts/franklin-gothic-urw](https://fonts.adobe.com/fonts/franklin-gothic-urw).

### For Digital

**Open Sans** is the preferred typeface for use in digital communications. It can be downloaded through [fonts.google.com/specimen/Open+Sans](https://fonts.google.com/specimen/Open+Sans).

### For Microsoft® PowerPoint and Word Documents

**Helvetica** or **Arial** font families are the preferred typefaces for these programs.

### Franklin Gothic Book URW - Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

### Franklin Gothic URW - Demi

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

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### Open Sans - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

### Open Sans - Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

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### Helvetica - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

### Arial - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

## Content Specific Fonts

Some font families are strictly used for materials that align to a certain criteria.

### For the Whatever It Takes

#### Marketing Campaign

**Nimbus Sans - Black** is used headline messages.

It is available through an Adobe Creative Cloud subscription: [fonts.adobe.com/fonts/nimbus-sans](https://fonts.adobe.com/fonts/nimbus-sans).



For more information, find the  
Marketing Campaign Style Guide  
at [Marketing.BGCA.net](https://Marketing.BGCA.net) or email  
[Marketing@BGCA.org](mailto:Marketing@BGCA.org).

### Nimbus Sans - Black

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789**

### For Program Materials

**Museo Slab - 1000** is used for program names, session names, and in the information zone to indicate important information.

It is available through an Adobe Creative Cloud subscription: [fonts.adobe.com/fonts/museo-slab](https://fonts.adobe.com/fonts/museo-slab).



For more information, find the  
Program Materials Style Guide  
at [Marketing.BGCA.net](https://Marketing.BGCA.net) or email  
[Marketing@BGCA.org](mailto:Marketing@BGCA.org).

### Museo Slab - 1000

**AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVvWw  
XxYyZz  
0123456789**



# Photography

# Photography Guidelines

Our photographic style emphasizes our brand characteristics by showing a caring, fun, inspiring, inclusive Boys & Girls Club experience. Photos are to be taken inside a Club or outdoors and feature warm, sincere moments that do not seem staged. The subject of the imagery should be Club children, teens and staff, Club buildings and assets.

## Shot Categories

Consistency and intentionality are key to tell a robust story of who your Boys & Girls Club is and how it changes lives. Our creative direction breaks photo and video content into the following five categories, which will ensure a visually complete story is told:

1. Mentor Interactions
2. Programs and Activities
3. Connections and a Safe Place
4. Portraits
5. Professional Head Shot

## Our Visual Essence

It is important to capture authentic, organic experiences and positive emotional connections. Take shots that are simple, direct and feel authentic, warm and engaging. Being intentional in the photos we capture and how we use color, focus, lighting and movement will ensure every Boys & Girls Club has a consistent visual essence.

**Tone** – Visual content should capture the ranges below.

- Powerful but not aggressive
- Confident but not cocky
- Energetic but not frantic
- Inspiring but not pretentious
- Modern but not ephemeral
- Empathic but not distressing

**Depth of Field** – Use shallow focus on a single subject or moment. Apply a deeper depth of field to keep a larger area in focus. Accentuate with slow motion and close-ups.

**Color** – Incorporate pops of blue in scenes when possible and shoot video content under standard saturation levels. This gives your production team added flexibility to adjust color saturations in post-production.

**Lighting** – As with photography, the use of natural, even lighting is preferred. Be advised, however, that this can be a challenge when shooting inside.

**Energy** – Show the energy and movement in your Clubhouse. Think about music, wide-angle movement, attire and props.

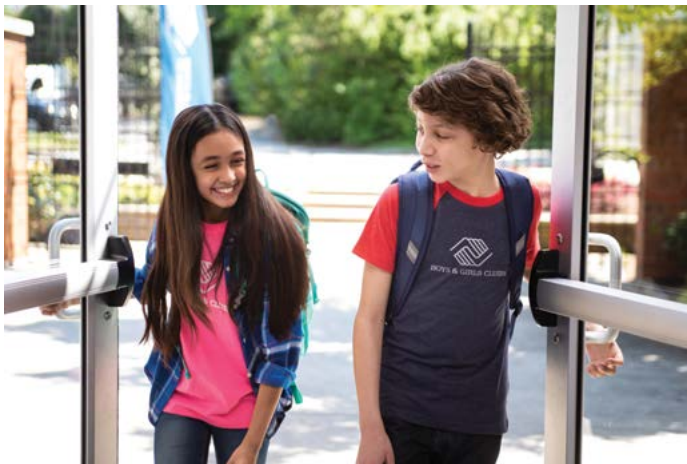
**Attire** – While there is no dress code for Club staff and members, it is recommended you discuss and plan wardrobe ahead of any video or photo shoot, such as having staff members wear a shirt with a Boys & Girls Clubs logo. Be sure to scrutinize clothing and shoes for logos or brands that are offensive or belong to another youth-serving organization.



For more information, find the Photography and Videography Style Guide at [Marketing.BGCA.net](https://Marketing.BGCA.net) or email [Marketing@BGCA.org](mailto:Marketing@BGCA.org).



## Photography Examples







# Video



# Video Guidelines

Because the Boys & Girls Club Movement consists of numerous organizations whose work is produced by many different agencies, it is important to achieve brand consistency when producing any video that represents Boys & Girls Clubs. With that in mind, please keep the following guidelines close at hand during all phases of a video production.

## Logo Usage

Always follow approved graphics standards when using logos and lock-ups in videos. Use approved current specific program graphics that support the BGCA programs included in the video. Never break up, animate, modify, change color or otherwise alter the BGCA logo or program logos that are to be included in the video.

Boys & Girls Club and BGCA blue should always match the graphics color values stated in the graphics style guide.

Always keep the Boys & Girls Club brand in mind, especially when linking the brand with any partner programs or initiatives. When displaying partner program logos in video productions, take time to locate and use the approved graphic for that partner and program.



For more information, find the **Photography and Videography Style Guide at [Marketing.BGCA.net](https://Marketing.BGCA.net) or email [Marketing@BGCA.org](mailto:Marketing@BGCA.org).**

## Video and Audio Quality and Format

When possible, produce final video content 1920x1080, 30 or 29.97 fps, progressive scan. Stereo mixed audio. When possible, avoid ultra heavy audio compression and maximum brick wall limiting.

## Music and Copyright

Always use royalty free or properly licensed music in your videos. If you do not have a license agreement or express written consent for use from the copyright holder, do not use the music track.

If permission is obtained to use a track containing vocal arrangement, make sure the lyrical content is appropriate for the Boys & Girls Club brand.

Avoid imagery appearing in the video that is clearly copyrighted or trademarked unless it is integral to the story, natural to the public environment of your production, or approved for use. If in doubt, don't use the image.

## Names

Please keep in mind the safety and security of Club members. If a minor is to appear on screen, use first name only or first name and last name initial. If a Club member introduces themselves with first and last name, ask them to introduce themselves with first name only. It is fine to record their full name for reference and release forms.

## Video Release

All people appearing in a video must sign a video release if the content is intended for distribution

to the public, both locally or nationally. Videos for internal use only may not require a release.

Some Club members' parents and guardians have signed forms prohibiting video recording of their children. Club staff should take extra care to make sure these members are not recorded. Always ask the Club staff to be diligent in this matter. Always address the video release issue prior to showing up at any Club or Club event that is to be recorded. In the case of videos for public consumption, make sure parents and guardians sign the video release forms for minors well in advance of your production.

## Prohibited Topics

Be cognizant of all non-Boys & Girls Club branding, unsavory visuals or audio making its way into the video production. Example: In most cases, no alcoholic beverages or associated logos, references promoting drug use, violence-promoting references, adult language, or adult content should be in Boys & Girls Club video productions. Keep in mind subtle things as well, like non-Boys & Girls Club logos on shirts and book bags. Sometimes a subtle acronym on a shirt may appear non-offensive at first glance. If in doubt, make sure it isn't in the frame.

Stay clear of aligning the Boys & Girls Club brand with any political movement by way of recorded statements or imagery appearing in frame or on screen. Endorsing or opposing any politician or political cause is to be avoided. BGCA wishes to avoid public controversy or alignment that may damage the brand as a whole. If in doubt, just don't.



**BOYS & GIRLS CLUBS  
OF AMERICA**

**National Headquarters**

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Atlanta, GA 30309

(404) 487-5700

**BGCA.org**