



2024 Updates

SHOES AND CLOTHES FOR KIDS

MORE THAN NEW OUTFITS
NEW OUTLOOKS

BRAND GUIDELINES



BRAND STYLE GUIDE



Primary Logo

Use Case: The primary logo is the main representation of the brand and is used in most branding materials.

Application: It should be used as the first choice for all official documents, marketing materials, and any other communication that requires the brand's full visual identity.

Guidelines: The primary logo should always be displayed in its original colors and proportions. The primary and secondary logos should not be altered, distorted, or cropped to omit the tagline. Maintain a clear space around the logo to ensure it stands out and is not crowded by other elements on the page. The clear space should be proportional to the size of the logo, you can use the circle-with-heart as a minimum space measurement. (which is the space above and below the Primary Logo)

Secondary Logo

Use Case: The secondary logo is a variation of the primary logo that is used in specific situations where the primary logo may not fit or be legible.

Minimum Sizes:

Primary Logo and Secondary Logos: 40px or .5in wide

Horizontal Logo: 160px or 2.25in wide

Icon: Can be as small as the center of a QR code



Horizontal Logo & Icons

Use Cases: The horizontal logo should be placed prominently at the top of the website, typically in the header area. Ensure that the logo is aligned either to the left or center of the header for a clean and professional look.

The icons' primary use case is in a QR Code. The icon can also be used as a watermark on images for social media.



BRAND STYLE GUIDE

Main Color Palette



Main Blue
HEX: #003976
CMYK: 100, 72, 0, 38

Dusty Blue
HEX: #ACB4D2
CMYK: 25, 18, 0, 9



Light Green
HEX: #A4CB39
CMYK: 41, 1, 100, 0

Dark Green
HEX: #81BD41
CMYK: 55, 3, 100, 0



Light Orange
HEX: #F58223
CMYK: 0, 60, 98, 0

Dark Orange
HEX: #F36C24
CMYK: 0, 72, 98, 0



Light Teal
HEX: #3CC2D2
CMYK: 65, 0, 18, 0

Dark Teal
HEX: #1DB2C2
CMYK: 72, 5, 23, 1



Light Purple
HEX: #613592
CMYK: 77, 96, 1, 0

Dark Purple
HEX: #4F2B76
CMYK: 85, 100, 20, 7

Secondary Color Palette



Light Red
HEX: #EE334C
CMYK: 0, 94, 67, 0

Dark Red
HEX: #E11837
CMYK: 0, 100, 80, 5



Light Blue
HEX: #37AAE1
CMYK: 68, 16, 0, 0

Dark Blue
HEX: #008ECB
CMYK: 85, 25, 0, 5



Light Yellow
HEX: #FDB714
CMYK: 0, 31, 100, 0

Dark Yellow
HEX: #F2A418
CMYK: 0, 38, 100, 3

Main Color Bars



Secondary Bars



BRAND STYLE GUIDE

Main Typography

Shoes and Clothes for Kids is using the font family Roboto as it's main font. Below you can find use cases for each.

Roboto is used in the letterhead for writing out Shoes and Clothes for Kids in the Address. The rest of the address uses Roboto Slab.

Roboto Slab Regular is being used for the majority of paragraph text in print and digital pieces.

Roboto Condensed is being used with all Caps formatting as titles or subtitles for print and digital peices where Langdon cannot be used.

Langdon All Caps is used for Large Title Headlines as well as headlines and quotes on the color block backgrounds.

Type Family: Roboto

Roboto: Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Roboto Slab: Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ROBOTO CONDENSED: BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Title Type Face: Langdon

LANGDON
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Typography & Brand Examples

Donors at a Glance
A LEGACY OF GIVING*

- 31 donors with 25+ consecutive years of giving
- 39 donors with 20+ consecutive years of giving
- 21 donors with 15+ consecutive years of giving
- 19 donors with 10+ consecutive years of giving
- 64 donors with 5+ consecutive years of giving

Our average individual gift is **\$215**

We welcomed **219 first-time donors in 2023**

HELPING A COMMUNITY IN NEED

- 46% of all donations in 2023 were for the purchase of shoes, clothing, or school supplies.
- 72% of teachers surveyed said they have considered leaving the teaching profession because of the lack of support (financial and emotional) needed to still teach in today's schools.
- 90% of partners surveyed said they have considered leaving the teaching profession because of the lack of support (financial and emotional) needed to still teach in today's schools.

2023 ORGANIZATIONAL HIGHLIGHTS & IMPACT

What we do

A MISSION to improve school attendance by eliminating the lack of appropriate shoes, clothes, and school supplies for students.

A VISION shaped by the dreams of our founders who believed in a community where the basic needs of all children would be met.

A COLLABORATION of individuals, partners, supporters, and volunteers coming together to break barriers to education.

Using Social Media to build your audience.

Infographic Details #1
Ipsium dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

Infographic Details #2
Ipsium dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet.

Infographic Details #3
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet. Lorem ipsum dolor sit amet, consectetur.

Fun Fact about Something important Goes In this little call out bubble.

SHOES & CLOTHES FOR KIDS
HELPING NEW OUTLOOKS

COME SEE WHAT NEW CAN DO!

Monday, May 6 | 10:30 AM - 12:00 PM

Join Shoes and Clothes for Kids as we celebrate the Grand Opening of our new space.

15500 South Waterloo Rd
Cleveland, OH 44110-3800

SHOES & CLOTHES FOR KIDS
HELPING NEW OUTLOOKS

KICKS 4 KIDS

We're excited to announce our Kicks 4 Kids Campaign March 15 - April 30

It's a child's right to have shoes. Donate to support our purchase of new shoes as we give the Kicks 4 Kids Free Shoe.

SHOES & CLOTHES FOR KIDS
HELPING NEW OUTLOOKS

3 Ways to Help SCAK meet our \$40,000 Kicks 4 Kids goal for 2024:

- DONATE** any amount to help us purchase new shoes - Your gift of \$75 means three pairs of new shoes for a child in need.
- KICKSTART** your own fundraising page to mobilize family, friends, and colleagues to give.
- AMPLIFY** our reach by engaging with us on Social Media.

YOU'RE INVITED TO OUR GRAND OPENING EVENT

It's December, Shoes and Clothes for Kids introduced our entire organization to the new Community Resource Center in Collingswood. We are inviting our Community and community members to come meet us on the ground by volunteering in 2024. Volunteers can't count donations, stock shelves, and help with shipping events at the SCAK Free Store.

STEP INTO OUR NEW HOME & VOLUNTEER

Volunteers help SCAK run smoothly and efficiently allowing us to serve more families in need. Becoming a volunteer is one of the most meaningful ways to connect with SCAK. We invite you to get your feet on the ground by volunteering in 2024. Volunteers can't count donations, stock shelves, and help with shipping events at the SCAK Free Store.

Our new location provides the space to stock and distribute to more kids. With the generous support of our community, we can make sure that we are meeting the increased needs.

SCAK provides one-day or ongoing volunteer activities for individuals and groups of any size. Great for students (age 14 and older), adults, workplace teams, and retirees looking to step into something new and really make a difference. Flexible weekly and weekend shifts are available. Our new location is highway accessible and offers convenient, free parking. Email volunteers@SCAK.org to take the first step towards a meaningful volunteer experience.

Save the Dates:

- MAY 6 SCAK Grand Opening
- JUNE 24 25th Annual SCAK Annual Golf Classic
- JULY 26 2024 For 8 Shifts this Year

Count the US! It's kick-start a fundraising page today!

SO MANY KIDS ONLY HAVE ONE PAIR OF SHOES

For many children living in poverty, their school shoes are also their gym shoes, their play shoes, their boots - their EVERYTHING shoes. That one pair of shoes supports the child as they walk through an entire year - through summer dirt, spring rain, and winter snow. Shoes that were hand-me-down for back-to-school in the fall are dirty, worn, and too small by spring.

THAT'S WHY SCAK INTRODUCED OUR ANNUAL KICKS 4 KIDS CAMPAIGN MARCH 15TH-APRIL 30TH.

BRAND STYLE GUIDE

All Icons ●●●●●●●●○

Icons are available in the brand colors and white and have been saved as 1024x1024 PNGs with transparent backgrounds for use in digital and print.



Additional Logos

