2025 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 minium 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
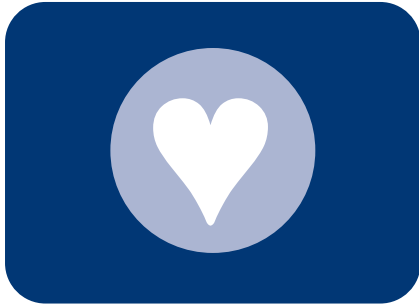
Main Blue
HEX: #003976
CMYK: 100, 72, 0, 38

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
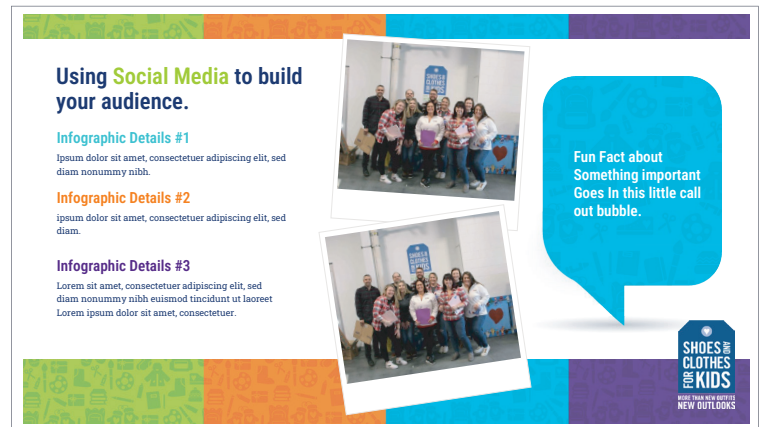ABCDEFGHIJKLMNOPQRSTUVWXYZ

ROBOTO CONDENSED: BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Title Type Face: Langdon

LANGDON
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Typography & Brand Examples

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

Our Brand Voice

Maintaining cohesive core messages a…
we're always speaking as one organiza…
informative and helpful. Our voice sho…
for all of our partners and those we ser…

Our Name

When writing, Shoes and Clothes for K…
    Use "Shoes and Clothes for Kids (SC4…
Never capitalize the "a" of "and" in our …
Never use an ampersand (&) in our nam…
Avoid using an apostrophe after Shoes…
    Example 1: Shoes and Clothes for Kid…
            The mission of Shoes and…
    Example 2: SC4K's staff (incorrect)
            The staff of Shoes and Cl…
Always capitalize SC4K in email and w…
    Examples: volunteer@SC4K.org, ww…

Numbers

Phone numbers: Hyphens are preferred…
Numerals: In general, spell out number…
    Spell out all numerals that begin a s…
        Example 1: Seventy-nine teachers…
        Example 2: 2024 was a great year!…
    Spell out fractions, percentages, and…
Ages: Use numerals to express ages (i.…

Other Grammar Pr…

When listing items we distribute, list t…
with our name and mission.
In most cases, professional titles shoul…
Use the Oxford comma when listing th…
    Example: SC4K provides new shoes,…

Words/Phrases to Avoid	Words/Phrases to Use
Poor, Needy, Disadvantaged	Underprivileged, Low-Income, Living in Poverty
Clothing	Clothes
Recipients, Clients	Students/Kids, Families, Teachers
Brand New, Brand-New	New
Uniforms, School Uniforms	School-Appropriate Clothes
SC4K merged with CKIN	SC4K became the local affiliate of Kids in Need Foundation

SHOES AND CLOTHES FOR KIDS

MORE THAN NEW OUTFITS
NEW OUTLOOKS

www.SC4K.org
216-881-7463

BOILER PLATE COPY

To be shared with anyone who asks who we are and what we do.

Founded in 1969, Shoes and Clothes for Kids (SC4K) is a non-profit organization based in Greater Cleveland. The mission of SC4K is to break barriers to school attendance by providing new shoes, clothes, and school supplies to students in need. By giving these items to children whose families face economic hardships, SC4K empowers them to overcome obstacles and succeed in their education and life. Through partnerships, volunteers, and the community's unwavering support, SC4K distributed products valued at $2.7 million to 28,548 kids and hosted 1,459 teacher shopping visits last year.

Our **Legacy Program** distributes new shoes, shoe passes, school-appropriate clothes, and school supplies through a network of strategically located distribution partners who qualify and serve families in their communities. As the local affiliate of the Kids in Need Foundation, our **Teacher Resource Center** provides free classroom resources and school supplies to teachers in schools where at least 60% of students qualify for the National School Lunch program. Our **Direct Service Program** serves families in Cuyahoga County referred by the Community Resource Center and its partner organizations. In our Free Store, families shop for new shoes, clothes, and school supplies for their children up to three times per year.

For more information on our mission and programs, visit http://www.SC4K.org or email info@SC4K.org.