



BRANDING MANUAL

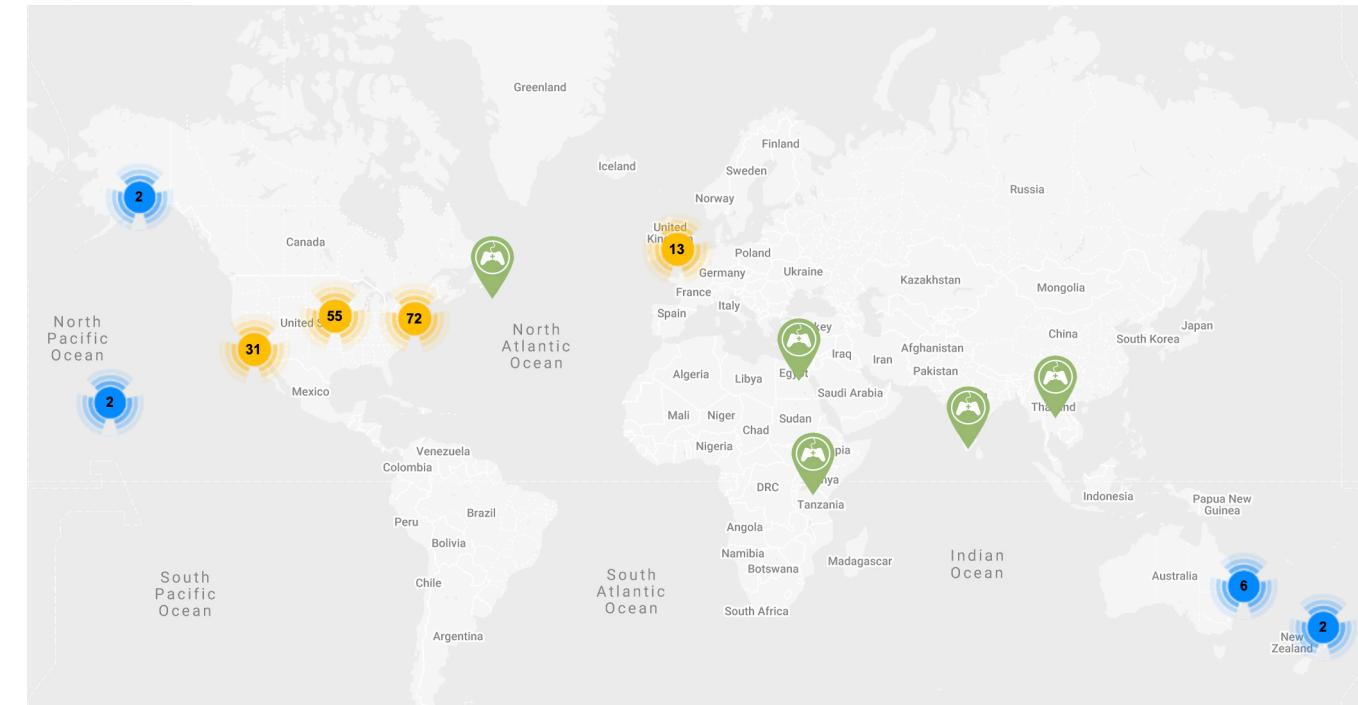
OVER 190+ HOSPITALS
OVER 44,500,000 RAISED!

WHO WE ARE!

Child's Play works in two ways. With the help of hospital staff, we set up gift wish lists full of video games, toys, books, and other fun stuff for kids. By clicking on a hospital location on our map, you can view that hospital's wish list and send a gift. Child's Play also receives cash donations throughout the year. With those cash donations, we purchase new consoles, peripherals, games, and more for hospitals and therapy facilities. These donations allow for children to enjoy age-appropriate entertainment, interact with their peers, friends, and family, and can provide vital distraction from an otherwise generally unpleasant experience.

OPPORTUNITY

Child's Play is dedicated to improving the lives of children in hospitals and domestic abuse shelters around the world through the kindness and generosity of the video game community and the power of play. These donations allow for children to enjoy age-appropriate entertainment, interact with their peers, friends, and family, and can provide vital distraction from an otherwise generally unpleasant experience.



ECONOMIC / SOCIAL ISSUE

We thrive to give children a way to live and feel comfortable. We provide a therapeutic way through video games and other toys for children to deal with pain, mental and physical problems. *Gamers Give Back* is a Child's Play's new year-long fundraising focus which fuels our mission to help children in hospitals around the world by getting them the tools they need to *Play Games, Feel Better!®* Gamer Give Back day is usually held in March.

HOW DOES CHILD'S PLAY HELP CHILDREN'S HOSPITALS?

Child's Play supports our Network Hospitals in two ways. Our Amazon Wishlist program allows them to have a wishlist on Amazon where donors can purchase items and they be sent directly to the hospital. With the help of hospital staff, we set up wishlists by adding video games, toys, books, and other items needed by the Child Life department for their patients. By clicking on a hospital location on our map, you can view that hospital's wish list and send a gift.



WHO WE ARE- I



HOW WE WORK - II

Table of Contents

Logo

who we are	I
how we work	II
table of contents	III

Section 1: Logo

creation	2
construction	3
colors	4
clearance area	5
typography	6
correct usage	8
incorrect usage	10

Section 2: Stationery

letterhead	16
business card	17
envelope	18
stationery mockup	19

Section 3: Promotional Items

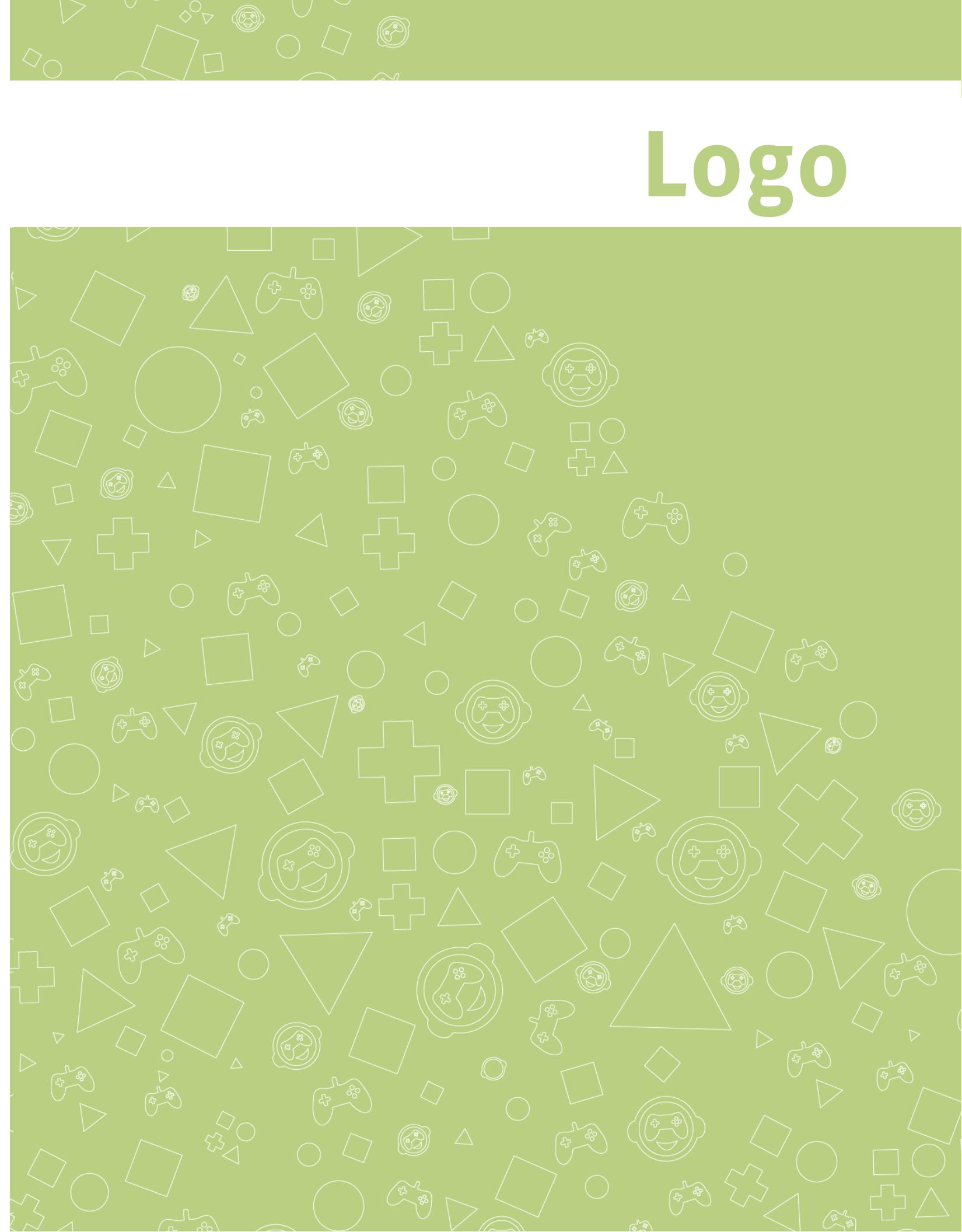
t-shirt design	22
water bottle - tote bag	23
face mask	24
hand sanitizer	25

Section 4: Marketing

website banner	28
brochure	29
social media - instagram	30
social media - facebook	31

Section 5: Events

roll-up banner	34
identification	35
interactive screen	36
digital sign up	37



CREATION

"BE LOYAL TO WHAT MATTERS."

OLD LOGO

Child's Play is a charitable organization that donates toys and games to children's hospitals worldwide. Child's Play improves the lives of children through the power of play. Main slogan being, "Gamers Give Back".

original design est. 2018



NEW LOGO

This new design features a circular shape that represents both a child's face and a gaming controller. This new design is meant to connect the child with the charity as well as develop a sense of community within the hospitals participating with Child's Play Charity. Children who are involved with the charity can see themselves within the new design.

new logo design est .2021



LET'S CONNECT

A secondary logo that furthers the virtual community building. Let's Connect is meant to "connect" children virtual through online platforms to enhance children's gaming experience and improve quality of life by interacting with other children.

new logo design est. 2021



Primary Logo

CHILD'S PLAY



CREATE

logotype placement in an arch above logomark shows charity name and helps encompass logomark.

HAPPINESS

The controller and smiley create the logo's main face design. The controller highlighting the gaming aspect, and the smile resembling happiness.



TOGETHER

The main sphere features two headphones on the side. This solidifies communication with each other in the charity program.

Secondary Logo



Let's Connect



Secondary logo encompasses the main components of the new logomark. In this version we use avenir typeface (refer to typography section) The secondary logo has a horizontal layout and features the controller and logomark within it.



CONSTRUCTION

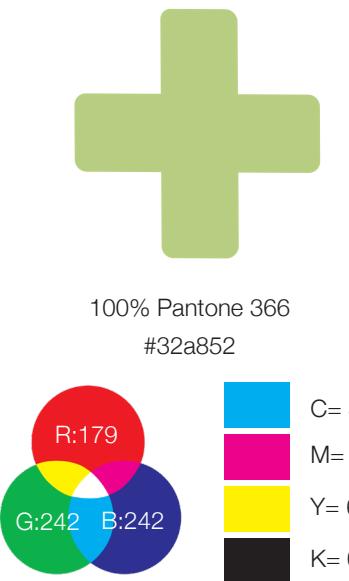
"NO HACKS REQUIRED."



COLORS

"I DON'T NEED A WEAPON; MY FRIENDS ARE MY POWER!"

one-color variations (main logo)

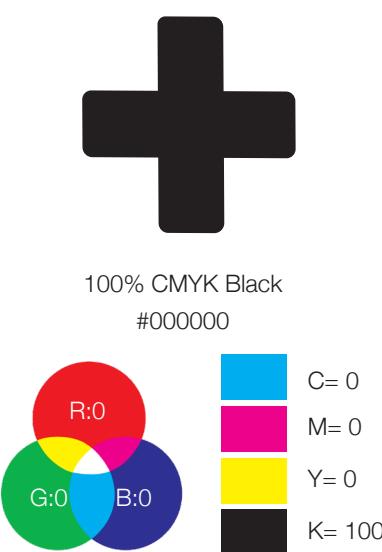


END ZONE

Clearance area is equal to two times the width and height of the cross within the logomark. Any objects placed around this logo should keep this margin of white space clear. This treatment also applies when the logotype is not present.



(x)



Clearance area is equal to the height of the "n" within the logotype. Any objects placed next to the logotype should keep this margin of white space clear.



(x)



CLEARANCE AREA

"PRECISION GERMAN ENGINEERING."



TYPOGRAPHY

PRIMARY

a

Vista Sans Bold Italic

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890
!@#\$%^&*()=-+[];:,.,<>/?

a

Vista Sans Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890
!@#\$%^&*()=-+[];:,.,<>/?

Vista Sans

The primary typeface for the brand identity is the slab san-serif Vista. The form and the rhythm of Vista are a blend of blackletter and humanist writing. Used for the primary typeface and main lettering tagline it has various weights defines the playful nature of Child's Play. The primary logotype, environmental events, marketing, and promotional use Vista Sans Black.

a

Avenir Black

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890
!@#\$%^&*()=-+[];:,.,<>/?

a

Avenir Black Italic

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890
!@#\$%^&*()=-+[];:,.,<>/?

Avenir

This typeface is what creates the secondary logo, "Let's Connect". Avenir has vertical strokes that are thicker than the horizontals, an "o" that is not a perfect circle, and shortened ascenders. These nuances aid in legibility and give Avenir a harmonious and sensible appearance for both texts and headlines. This secondary typeface should always be used when creating the "Let's Connect" logo.

a

Helvetica Neue Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890
!@#\$%^&*()=-+[];:,.,<>/?

a

Helvetica Neue Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890
!@#\$%^&*()=-+[];:,.,<>/?

a

Helvetica Neue Bold Italic

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890
!@#\$%^&*()=-+[];:,.,<>/?

a

Helvetica Neue Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890
!@#\$%^&*()=-+[];:,.,<>/?

Helvetica Neue

The form and the rhythm of Helvetica neue is a melding of aesthetic and technical refinements that result in superior design proportions, improved legibility and an expanded range of uses beyond the original Helvetica typefaces. It also makes the lighter weights more legible when setting long texts at small sizes, while the bold weight, is given more impact with the tighter spacing. The secondary typeface can be seen in environmental events, marketing, and promotional items that require a lot of text.



CORRECT USAGE - PRIMARY

C-C-C-COMBO BREAKER!

The following are examples of the correct identity of Child's Play Charity logo mark and logo type.

Primary logo mark w/logotype

These Child's Play logotype should always be fully visible and only with this color scheme or in black and white, (refer to color section for more details).



Primary logo mark w/o logotype

This variation of the Child's Play logomark, without the logo type present at the top, can be placed on any approved packaging, advertising, or stationery. Additional logo types and or taglines may not be added that aren't part of the original logo face type.



CORRECT USAGE - SECONDARY

FINISH HIM!!!

The following are examples of the correct identity of Child's Play Charity secondary logo.



This secondary logotype features the Child's Play logomark as the "o" in "connect". This placement is not to be changed or distorted. Similarly to the logo mark, the placement of the controller on the top right is also not meant to be changed in anyway. This logotype should only be used in this color combination or black and white (refer to color section for more details).



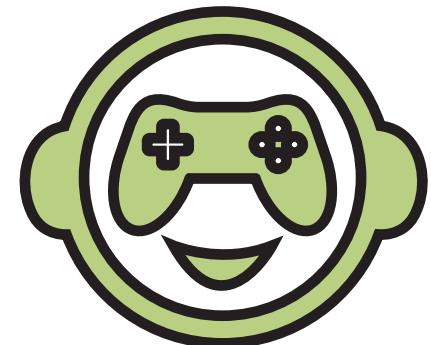
INCORRECT USAGE - PRIMARY

IT'S DANGEROUS TO GO ALONE! TAKE THIS.

The following are examples of the incorrect identity of the Child's Play logo.



Under no circumstances should the Child's Play logotype be anywhere but on top of the logo mark. The logotype should never leave its original placement on top of the logomark.



The logomark should never have strong or bold strokes that distort the original logomark design. The cross and circles within the controller should be even, never overlap each other, and not distorted in anyway. This also applies to the logotype when used together.



This logotype-mark design should never have an additional shape around its design.

INCORRECT USAGE - PRIMARY

RTL - REAL TIME STRATEGY!!!



The original logotype font should never be changed to another font type (refer to typography section).



The logotype and mark should never be distorted in anyway. This warps the appearance of the logotype and will be hard for the viewer to read.



Never should the color of the logomark have other colors present or be changed to any other color than the established color combinations (refer to colors section). This applies also to the logotype.



INCORRECT USAGE - SECONDARY

“DON’T WISH IT WERE EASIER, WISH YOU WERE BETTER.”

The logotype has a very limited range of approved variations.

The following are examples of the incorrect identity of the Child's Play secondary logo.



Similar to the primary logo the secondary logo must remain the established color combinations (refer to colors section).



The logotype should never be distorted or stretched.



The controller and logomark featured within the logotype should never be altered. The secondary logo should always feature all original design elements. Never change, get rid of, or edit items out any of the original design from the secondary logo.

INCORRECT USAGE - SECONDARY

“HOUSTON, WE HAVE A PROBLEM.”



The secondary logo color combination must never be changed and adhere to the established color combinations (refer to colors section).



The secondary logotype must not be altered by changing or adding a different stroke or outline.



By no means should the logotype font ever be changed (refer to typography section).



Stationery



LETTERHEAD

"A HERO NEED NOT SPEAK. WHEN HE IS GONE,
THE WORLD WILL SPEAK FOR HIM."

LETTERHEAD

Size

8.5 x 11 IN

Logo

Width - 1.7 IN, Height- 2 IN
Color: 100% Pantone 366

Bottom Text

Font: 9/Helvetica Neue Bold
leading 9.
Color: 100% CMYK Black

Notes

The background images opacity
is at a 25%.



BUSINESS CARD

"THE COURAGE TO WALK INTO THE DARKNESS,
BUT STRENGTH TO RETURN TO THE LIGHT."



BUSINESS CARD SET UP

Size

2 x 3.5 IN

Logo

Width - 1.6 IN x 1.6 IN
Color: 100% Pantone 366

Content

Font: 9/Helvetica Neue Bold
leading 14.

Background

Color: 100% CMYK white

Notes

Logomark and type are placed in the center of the card.



ENVELOPE

"THANK YOU MARIO! BUT OUR PRINCESS
IS IN ANOTHER CASTLE!"

BUSINESS CARD SIZE

Size

4.1 x 9.5 IN

Logo:

Width: 1.6 IN x 1.6 IN

Color: 100% Pantone 366

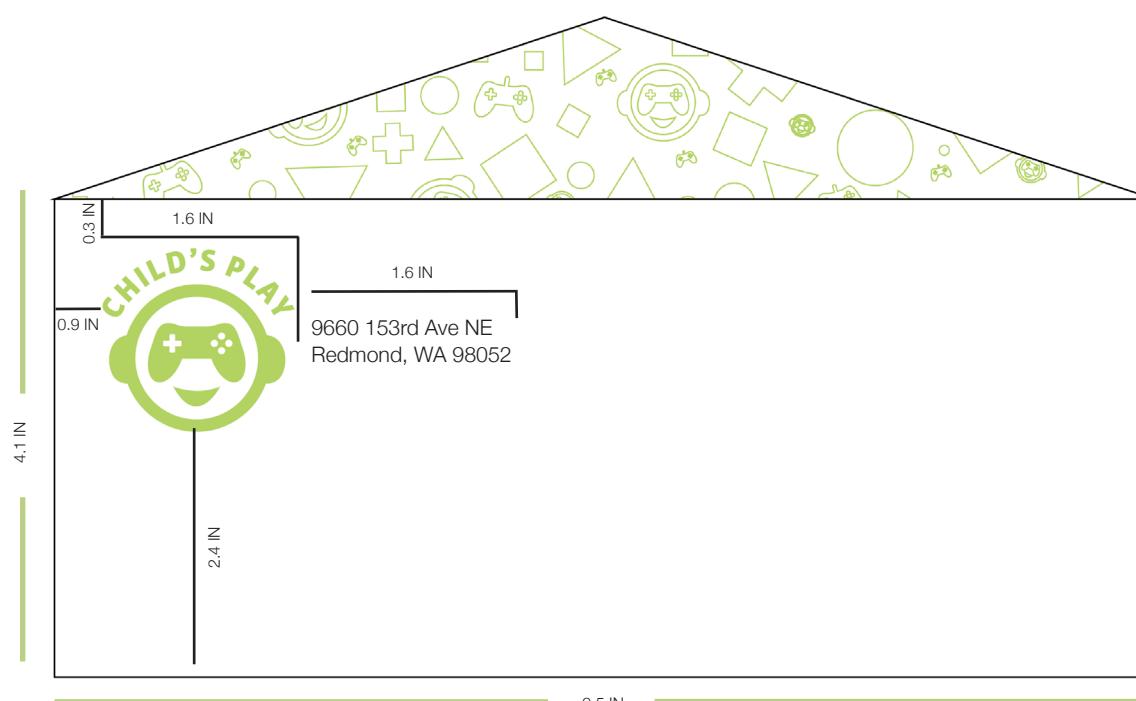
Address:

Font- 9/10 helvetica neue light, leading 14pt

Background:

Color: 100% CMYK white

Background lip: placement covers full lip



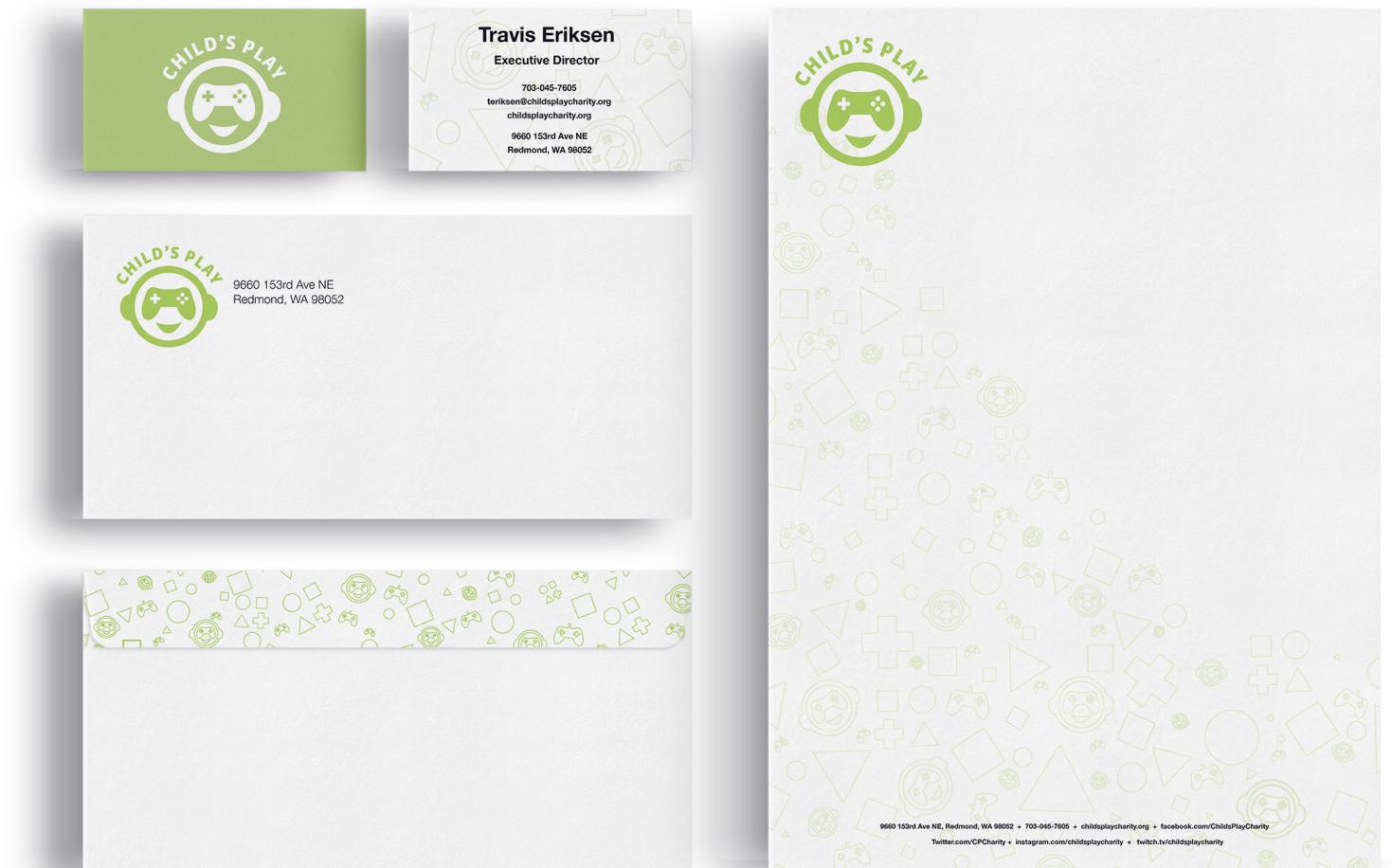
Notes

The background image is the same as the vector created for the letterhead.



STATIONERY MOCK-UP

"IN IT TO WIN IT"



Stationery layout should adhere to the logotype and color rules.
(Refer to logo construction and color sections.)



Promotional



T-SHIRT DESIGN

“THE IMPORTANT THING IS CONFIDENCE,
NO MATTER WHAT YOU'RE WEARING”

Child's Play

T-shirts for events, to buy or as prizes will feature the Child's Play logomark on the right chest as well as a faded background it really creates a much more sleeker and youthful design. T shirt designs can be flexible as along as the logomark is present. This design helps shows the playfulness as well as modern design on a promotional t-shirt.

Sizes:
S / M / L / XL

Materials:
100% polyester/cotton blend



TOTE BAG - WATER BOTTLE

“IT'S A-ME, MARIO!”

Canvas Tote Bag

Durable, lightweight canvas tote folds flat for easy storage. This tote bag design is similar to the T-shirt design. These can be sold for events, to buy, or use for prizes/give aways.

Size
16" x 15"

Material
100% cotton canvas



Metal Water Bottle

This water bottle is made from double-wall stainless steel. Dual-wall construction helps to keep beverages hot/cold for hours. Includes a screw-on lid complete with a soft-touch finish and a colored exterior.

Size
17 oz.

Material
Stainless Steel



FACE MASK

“DO YOU ALWAYS NEED A REASON TO HELP SOMEBODY?”

Face Mask

This non-medical 2-ply face mask is made from cotton and polyester. Youth face masks have a contoured design that fits comfortably on the face. Has a soft Adjustable stretch ear loops provide for easier, more comfortable wear for your children. These cloth face masks are washable and reusable.

Material

100% cotton jersey inner layer and water repellent 100% polyester outer layer.



HAND SANITIZER

“DO YOU ALWAYS NEED A REASON TO HELP SOMEBODY?”

Hand Sanitizer

The squeezable bottle has a screw-on cap with a snap-down cover. Our clear, lightly scented hand sanitizer gel goes on smooth and contains skin-loving aloe vera to moisturize and soften hands. Perfect for travel both near and far, the tiny bottle is designed to help you stay prepared for life's little messes while still looking sharp in your jacket pocket, backpack or tote.

Size

1 oz. (30 ml)

Material

62% ethyl alcohol as the active antiseptic



Marketing



WEBSITE BANNER

"A CATERPIE MAY CHANGE INTO A BUTTERFREE, BUT THE HEART THAT BEATS INSIDE REMAINS THE SAME."



Website Banner

The main goal of the website banner is to engage with donors and sponsors. We want to showcase the main parts of the charity by showing the children in the hospital setting while playing games. Banner ads are placed in high-traffic locations on web pages, creating brand awareness and generating click-throughs, purchases, and leads. The main focus is to emphasize donation and support as well as the reason we exist.

Size

970x250 Billboard, 300dpi,



BROCHURE

"ME, GIVE UP? NO WAY!"



Brochure

When designing brochures, keep a relevant theme throughout all marketing materials. This will help with brand identity and constancy by creating a clean and organized template. Playing with other similar colors and layouts from page to page will keep the reader engaged. Fun, playful and child-like.

Size

print 8.5" x 11" CMYK color settings, RGB for digital

Note: Brochures should be digitalized as well as printed.



SOCIAL MEDIA POST - INSTAGRAM

"TAKE CHARGE OF YOUR DESTINY."



Social Media Ad

To get the main point across we feature a child playing a video and our secondary logo "Let's Connect". Social media ads should be more image focused and feature something that can catch the viewer's eye while scrolling through different social media platforms.

Size

1080px by 1080px at a 1:1 aspect ratio

SOCIAL MEDIA POST - FACEBOOK

"TAKE CHARGE OF YOUR DESTINY."



Social Media Ad

To get the main point across we feature a child playing a video and our secondary logo "Let's Connect". Social media ads should be more image focused and feature something that can catch the viewer's eye while scrolling through different social media platforms.



Events



PINS - IDENTIFICATION

"EVERY PUZZLE HAS AN ANSWER."

Contestant Pin

Contestant pins can be worn by participants within the event. This will allow the staff and other gamers know who is competing.

Size

2-1/4" diameter x 1/8".



Gaming Coordinator/Volunteer

Additional pads will be given to the staff helping over see the tournament. This will let the children know whom they may need to talk to and where to gather additional information. This combo includes a polyester lanyard and a glossy badge.

Size

Lanyard measures 40" x 1", badge measures 6" x 4-1/4".

Roll-Up Banner

These physical event items will be present at participating hospitals. This roll up banner can be placed in the halls and provide advertising for the tournament. Featured is the secondary logo, and brief information about event details.

Size

34" x 81" single-sided

Material

Vinyl

ROLL- UP BANNER

"IT'S SUPER EFFECTIVE!"



INTERACTIVE SCREEN

"I CAME WHEN I HEARD YOU HAD BEATEN THE ELITE FOUR!"

Interactive Screen Sign up

Touch screens can be provided for additional sign up. This being the first page that anyone would see before signing up. This touch screen sign up can be placed in the halls and provide advertising for the tournament. Featured is the secondary logo and brief information about event details.

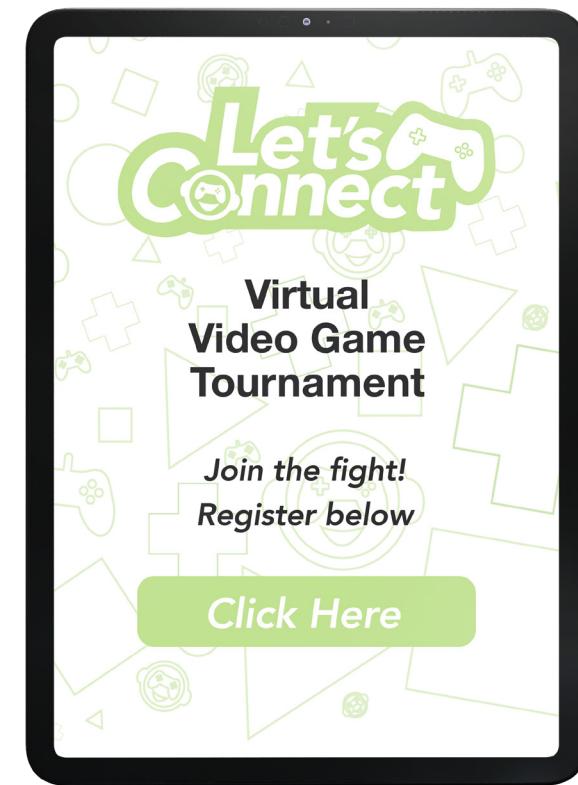
Size

43", resolution 1920 x 1080



Ipad Sign up

Multiplatform set up differs slightly from each device. Ipads feature a white screen without the website feature. Featured is the secondary logo, and brief information about event details.



DIGITAL SIGN UP

"I CAME WHEN I HEARD YOU HAD BEATEN THE ELITE FOUR!"



CHILD'S PLAY



Copyright 2021