

AMAZING KIDS —

AMAZING FUTURES —



**EAT.
LEARN.
PLAY.**



July 2020

Style Guide

Mission

*Stephen and Ayesha Curry's Eat. Learn. Play. Foundation is committed to unlocking the amazing potential of every child by fighting to end childhood hunger and ensuring children have **access to nutritious food**, establishing that students have **access to a quality education**, and the resources to succeed, and providing **opportunities and safe places** for all children to play and be active.*

Vision

Eat. Learn. Play. seeks to unleash the potential of every child and pave the way for amazing kids and bright future.

Brand Personality

As we present ourselves to others, Eat. Learn. Play. must come across as one united, determined team. Like the children we want to empower, we want to radiate the same energy, hope, persistence, grit, creativity, and love in our brand. We must remember: we are more than ourselves, especially with the public and media constantly observing.

Compassionate

We are passionate about the work we do, and we understand our responsibility for the community. We listen and sympathize with our people.

Energetic

We reflect hopefulness and positivity in our communication. We highlight achievements and progress along with the areas for improvement.

Inclusive

We stand by and welcome everyone. We do our very best to understand our diverse community whom we promise to serve.

Values

“

We launched Eat. Learn. Play. because we see the tremendous need that exists all around us and want to do what we can to help improve the lives of kids and families in Oakland, the Bay Area, and across the country. Rooted in three of the most vital pillars for a healthy childhood—nutrition, education and physical activity—Eat. Learn. Play. is designed to help ensure an equal road to success for all kids. Children are our future and we are deeply dedicated to empowering them and opening doors for their futures. As parents, we see a multitude of unique opportunities our kids have access to, and our hope is that Eat. Learn. Play. will positively impact children in our community and beyond to live out their dreams.

This journey is just beginning. We hope you'll join us in unlocking the amazing potential of every child.

”

A handwritten signature in black ink, featuring the first name "Ayesha" and the middle name "Ayesha" written below it. A small red heart is placed between the two names.

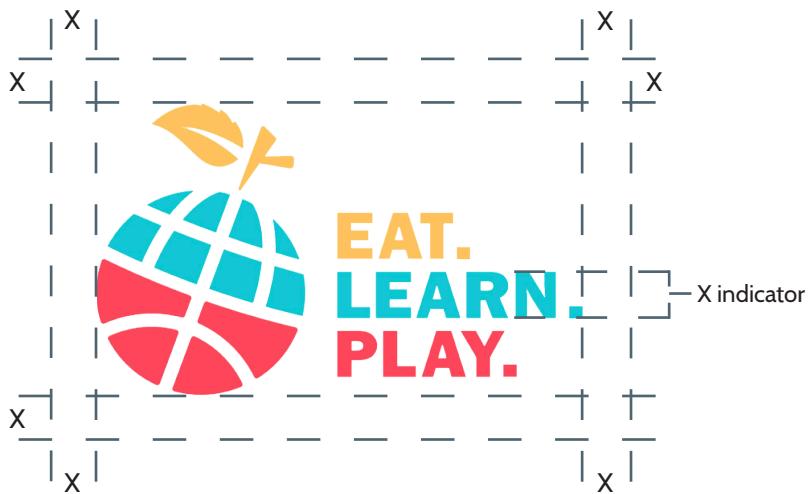
Responsible Decision-Making

Embrace Diversity

Act with Humanity

Pursue Potential

Logo



This is our primary logo. We use this logo most frequently to present ourselves to others.

[Color Proportions of the logo]

Minimum size of logo]

Pillar Icons



ELP Icons



ELP Icons and Signifiers

Wordmarks

**EAT.
LEARN.
PLAY.**

ELP Wordmark

EAT. LEARN. PLAY.

ELP Wordmark Horizontal

Rules with Logo



YES

Eat. Learn. Play. logo on black or white.



YES

Eat. Learn. Play. logo on an image.



NO

Eat. Learn. Play. logo on duotoned image.

Misuse



Do not rotate the logo.



Do not use the stacked version of the logo.



Do not change the logo colors or tones.



Do not warp or distort the logo in any way.



Do not change the order of the logos colors.



Do not outline or create a keyline around the logo.



Do not add shadows or gradients to the logo.



Do not add the logo in a shape or container.



Do not use the logo in a sentence.

Alternate Logos



ELP CURRY ALTERNATE

Use for ...

[Brief overall explanation about when to use these alternate logo options. We try our best to use the primary logo in most situations.]



ELP PRIMARY WHITE

Use on solid color backgrounds of a same color as our primary colors.



ELP PRIMARY BLACK

Use for ...



EAT. LEARN. PLAY.

ELP VERTICAL ALTERNATE

Use for ...



ELP HORIZONTAL ALTERNATE

Use for ...

Colors

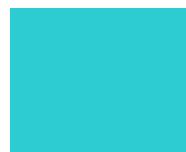
Our primary colors are **Maize Crayola**, **Dark Turquoise**, and **Sizzling Red**. These colors enable Eat. Learn. Play. to be easily distinguished. Each color correlates to one of our pillars: **eat**, **learn**, or **play**. The carefully-chosen colors embody the hope, energy, potential, and innocence of the youth. Be aware of the primary colors' order when they are presented together.

Our secondary colors are **Cyber Purple**, **Raisin Black**, **Cader**, and **Ghost White**. These colors are most often used for typography: headers, captions, and sentences.

Primary



Maize Crayola



Dark Turquoise



Sizzling Red

PANTONE 141C
CMYK: 0 16 65 0
RGB: 242 199 92
HEX: #F2C75C

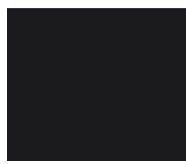
PANTONE 319 C
CMYK: 59 0 22 0
RGB: 45 204 211
HEX: #2DCCD3

PANTONE 1785 C
CMYK: 0 76 54 0
RGB: 248 72 94
HEX: #F8485E

Neutral/Secondary



Cyber Purple



Raisin Black



Cader



Ghost White

CMYK: 36 47 0 47
RGB: 86 71 135
HEX: #564787

CMYK: 10 10 0 88
RGB: 27 27 30
HEX: # 1B1B1E

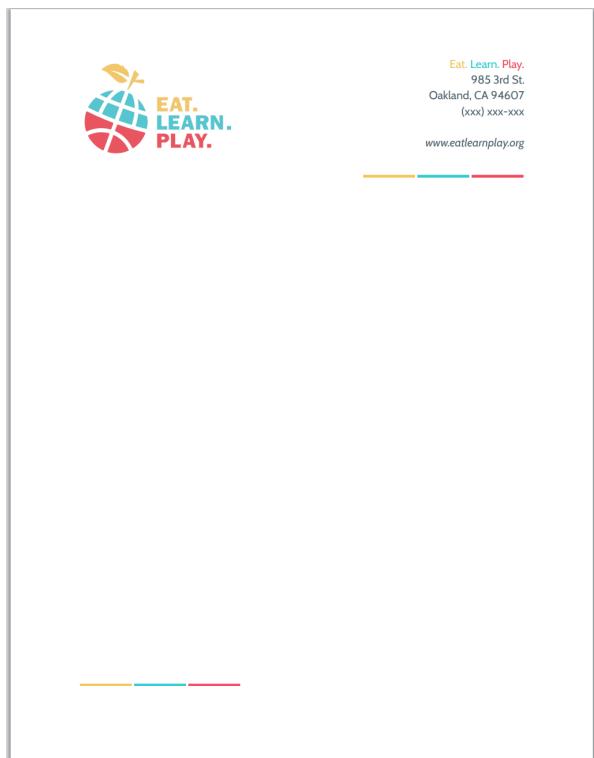
CMYK: 29 10 0 56
RGB: 79 100 111
HEX: #4F646F

CMYK: 0 2 0 2
RGB: 248 244 249
HEX: #F8F4F9

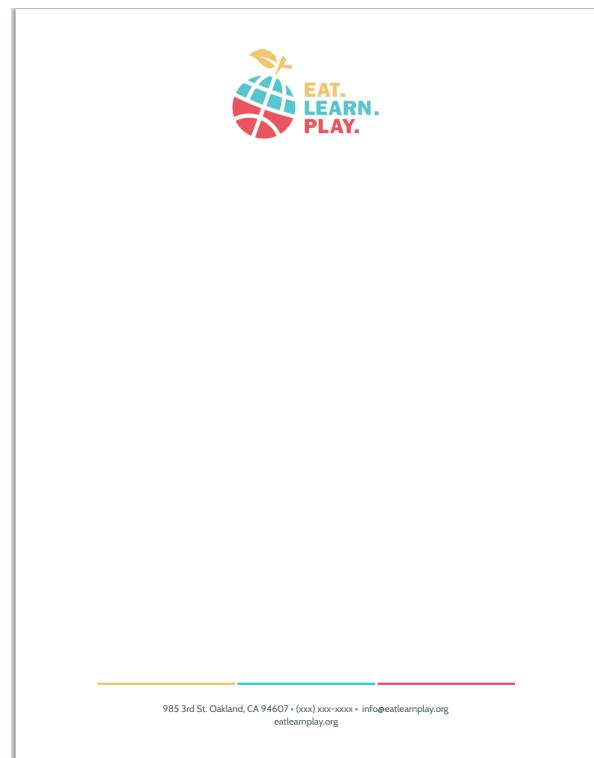
Stationery

Letterhead

Page numbers should appear at the bottom right of each page only if the document contains more than one page. There should not be a page number on a cover page of documents.



Top - Side



Top - Bottom

Email Signature



The email signature includes the name, position, main phone number, and LinkedIn of the employee. The name of each employee is written in bold letters. The personal LinkedIn account needs to be hyperlinked. The Eat. Learn. Play. logo is hyperlinked to the website, so the website can be directly reached from clicking the logo image.

These edits can be made in each employee's Google email account in Settings.

Logos - Merchandise

Different versions of our logo may only be used for merchandise. It's fine to use these logos to step up our ELP swag. This includes clothing, water bottles, eco-friendly products, pins, and caps.



ELP Mark



ELP Mark + Collar
Alternate



ELP Stack Vertical



ELP Dog Tag



ELP Mark + Acronym
Alternate



ELP Stack Alternate



Typography

Our typeface is **Cabin**. This font contains a modern touch with its slick cuts and curves. Along with a sharp design, the font is clear to read. There is a balance between formal and casual, which reflects Eat. Learn. Play.'s integrity in improving the lives of Oakland children and families. We want to deliver our message with ease and respect.

Cabin Regular

Cabin Bold

Cabin Italic

Cabin Bold Italic

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Social Media



Facebook

2,939 Followers
2,593 Page Likes
Frequency: 2xs a week
Ideal Frequency: 3xs a week



Twitter

3,730 Followers
228 Tweets
Frequency: 2-3xs a week
Ideal Frequency: Daily



Instagram

31.3k Followers
84 Posts
Frequency: 1-2xs a week
Ideal Frequency: 2xs a week



LinkedIn

1,231 Followers
31 Posts
Frequency: 1-2xs a week
Ideal Frequency: 2xs a week

Content

Launch Day



Visits

