



Brand User Guide

 every kid sports.™

Our brand experience.

Our brand is driven by the equality, kinship, and socialization that comes from playing youth sports.

We believe every kid deserves an equal chance to play youth sports.

We believe in **the kinship** that forms between kids, coaches, family and the community from playing youth sports.

We believe in **the socialization** of physical, emotional, and mental growth experienced through youth sports participation.

Our brand focuses on these positive outcomes of sports, and must be reflected both visually, vocally, and editorially, through everything we do to socialize our brand.

Our mission is to help kids from income-restricted families participate in youth sports so they too can experience the positive benefits of playing.

Why we do it.





What's inside.

Our brand at a glance

HOW TO: Talking about us

HOW TO: Using our logo

HOW TO: Using our logo in lockups

HOW TO: Using our imagery

Vocalizing our brand.

In order to achieve the impact we're committed to making, we must become the go-to resource for families in need of recreational youth sports participation scholarships.

To support this aspiration to become a "household name," we must present a clear and consistent name. We want our donors, applicants, and partners to know us as "Every Kid Sports" and the "Every Kid Sports Pass." to create the clarity necessary to achieve our goals.

How to talk about us.

"Every Kid Sports"

In external conversation, press releases and all type of media, always refer to our organization as "Every Kid Sports."

~~"EKS"~~

Refrain from referring to Every Kid Sports as "EKS" **in external** conversations, communication, including press releases and all type of media.

"Every Kid Sports Pass"

In external conversation, press releases and all type of media, always refer to our application program as the "Every Kid Sports Pass."

~~"the Pass"~~ ~~"EKS Pass"~~

Refrain from referring to the Every Kid Sports Pass as "the Pass" or the "EKS Pass" **in external** conversations, communication, including press releases and all type of media.

Our logo:

Our brand consists of two log lockups (one long and one stacked), the 3-star icon, and the tagline.

Our brand color palette was inspired by our national reach.

Our brand logotype is reflective of the inherent fun in playing youth sports.

Logo overview.



Primary Brand Marks

The primary components of the Every Kid Sports signature are the 3-star icon and the “Every Kid Sports™” typography. The secondary component is the tagline (We pay. Kids play.™). The primary signature should be used whenever possible, and may not be modified or changed in any way.

The use of the 3-star icon independent of the logotype is permissible, but only when the primary or secondary signature is being utilized in full on the same document/medium. The three stars should not be used alone as representation of the Every Kid Sports brand.

The tagline (We pay. Kids play.) should be used primarily in conjunction with the three stars and typography. The tagline may be typeset in a paragraph of text but should always appear in its entirety and with a trademark symbol and follow the trademark guidelines.



Secondary Brand Mark

The secondary Every Kid Sports signature is composed of the 3-star icon and the Every Kid Sports™ typography. The use of the secondary brand mark is preferred for logo usage under 1.5” in width, or when vertical space is at a minimum.

Color Palette



Pantone 2738 CP
100 | 92 | 0 | 1
35 68 148
#234294



Pantone 199 CP
0 | 100 | 72 | 0
236 30 70
#ec1e46



Pantone Cool Grey
9 CP
30 | 22 | 17 | 57
87 90 95
#575a5f

Primary Color Palette

The primary color of the brand is Pantone 2738 CP and is utilized in headlines. Secondary is Pantone 199 CP and is used in CTAs, buttons, and highlighted content. Pantone Cool Grey 9 is intended for use in copy/typography.



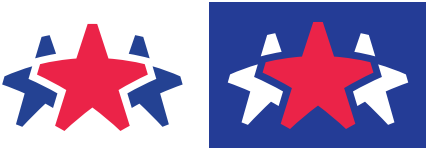
Our logo.

3-star icon

Logo

Tagline

3-star icon: Distortions

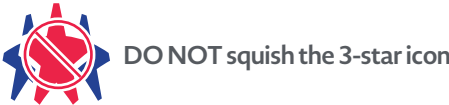


The 3-star icon reflects our three pillars of purpose: equity of participation, the experience of playing youth sports, and the Esprit de Corps that youth sports provided. The star shape has been “humanized,” made to look playful and fun, reflecting the reasons most kids say they like to play sports.

The 3-star icon is only to be used on its own when the primary or secondary brand mark is present. It must not represent the organization on its own in either print or online material.



DO NOT stretch the 3-star icon



DO NOT squish the 3-star icon

Logo: Distortions/Manipulations



DO NOT change the size relationship between the icon and the logotype.



DO NOT typeset the logo using a different font.



DO NOT stretch the logo.



DO NOT squish the logo.



DO NOT change the size relationship between the icon and the logotype.

Logo: Safe Space



Our logo.

3-star icon

Logo

Tagline



Tagline: Size Restrictions



Only use the primary logo at a size equal to or greater than 1.5” wide to ensure tagline readability.



Only use the primary logo at a size equal to or greater than 3.25” wide to ensure tagline readability.



Do not change the size relationship between the logo and the tagline.



Do not change the color of the tagline logo.



Do not change the distance between the tagline and the logo.

Our logo in partnership.

Our tagline, “We pay. Kids play.” reflects the importance of our partnerships and donors. “We” represents everyone that financially supports income-restricted kids to play youth sports. Using a “+” as the connector best reflects this .

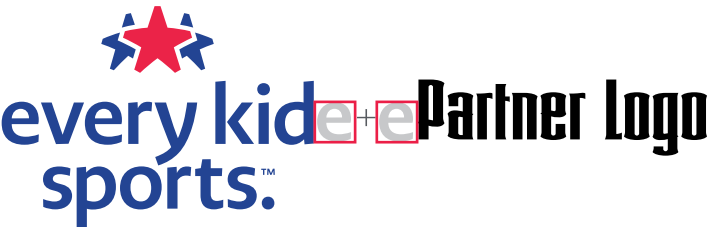
Partner logo lockups.



When visually articulating our partnerships, use the “positive” lockup template. This best represents the “We” in “We pay. Kids play.” tagline.



Please do not change the size, weight, location, or color of the “+” in the partnership lockup.



Maintain the specific spacing relationship between our logo and the “+” and the partner logo

Our imagery.

Our intention is to use photography that reflects authentic engagement in youth sports, and is reflective of the diversity in whom we serve and the sports that are being played.

When using our logo in addition to photography, contrast is key. Please use the guidelines below to ensure our brand is clearly displayed.

Sourcing photography.



We tell our visual story using imagery that reflects actual youth sports participation—NOT staged, stock images.

Our images are sourced from Adobe Stock, iStock, and other resources. Any image that we purchase can not be shared with a partner as it would violate our license agreement with the stock photo site.



Ensure the use of our logo is highly contrasted against the photo/background it is being displayed on.



DO NOT use a low-contrast combination of the Every Kid Sports logo and a photo/background.

