

Backpack Brigade Brand Guideline

Welcome to Backpack Brigade's brand family! This guide will help you use our brand elements the right way, making sure our mission shines through. Please read and follow these guidelines carefully.

Who we are

Brand Personality

We're the reliable neighbors, the dedicated volunteers, and the hands that feed. We're sincere, kind, and always here to help.

[When this guidance is created, it will live here.]

Where we stand

Brand Positioning

We are committed to eradicating weekend hunger for kids in King County, one backpack at a time.

[When this guidance is created, it will live here.]

What we sound like

Brand Tone

We're caring, compassionate, and focused. Our tone is a mix of optimism and urgency because every child deserves a hunger-free weekend.

[When this guidance is created, it will live here.]

Our key messages

Brand Messaging

1. Compassion: We care, deeply.
2. Urgency: No child should wait for food.
3. Community: Together, we can end weekend hunger.

[When this guidance is created, it will live here.]

Logo

Here you'll find all of the guidance you need to use our logos confidently.

Brand Asset Download

Download all our brand assets, so you can help us maintain a strong, unified presence in the community.

[Download](#)

Download .zip of Brand Logos

Primary Logo

This is the primary logo that represents Backpack Brigade.



It is sacred. Use it responsibly.

Logo Alternates

We have other versions of our logo for different uses. Keep them in your toolkit to use when there is a clear need or requirement.



One Color Black



One Color Reverse



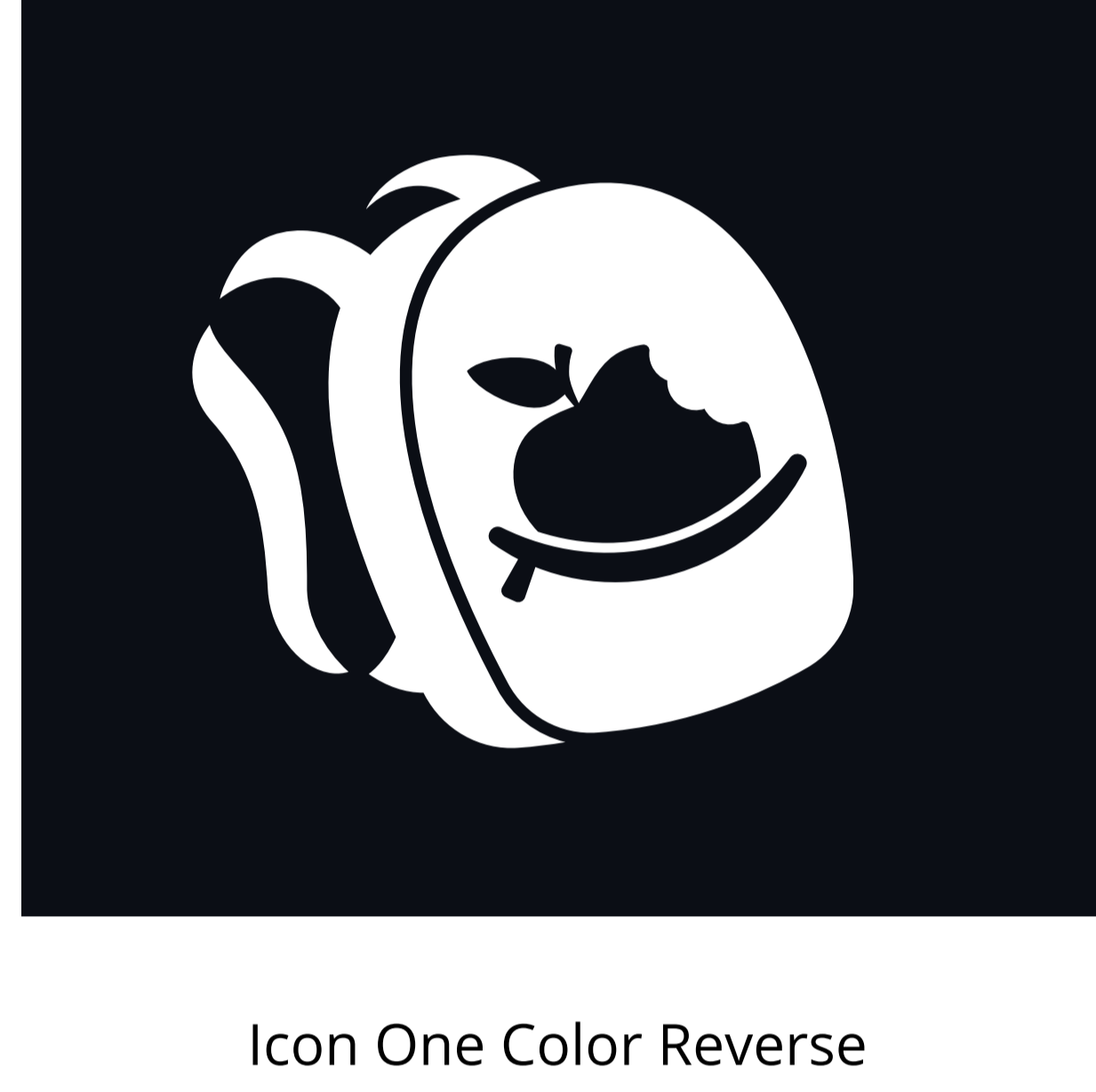
Single Line



Icon



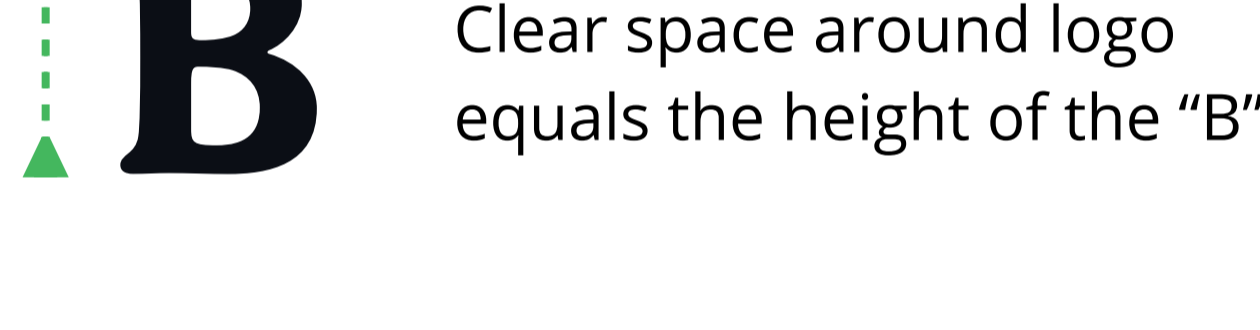
Icon One Color



Icon One Color Reverse

Logo Minimum Clear space

Our logo needs room to breathe. Please give it space.

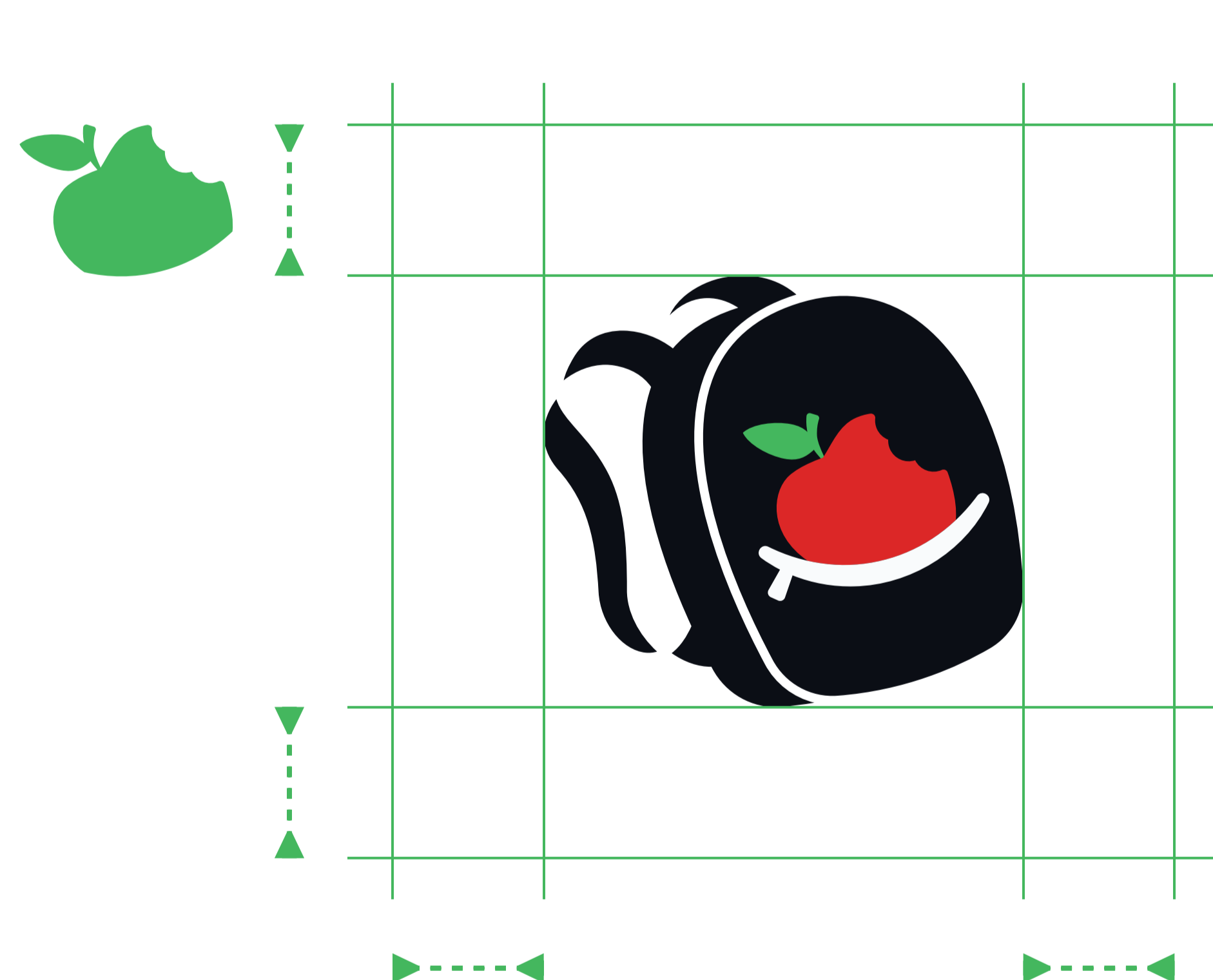


Minimum Size

170 PX 

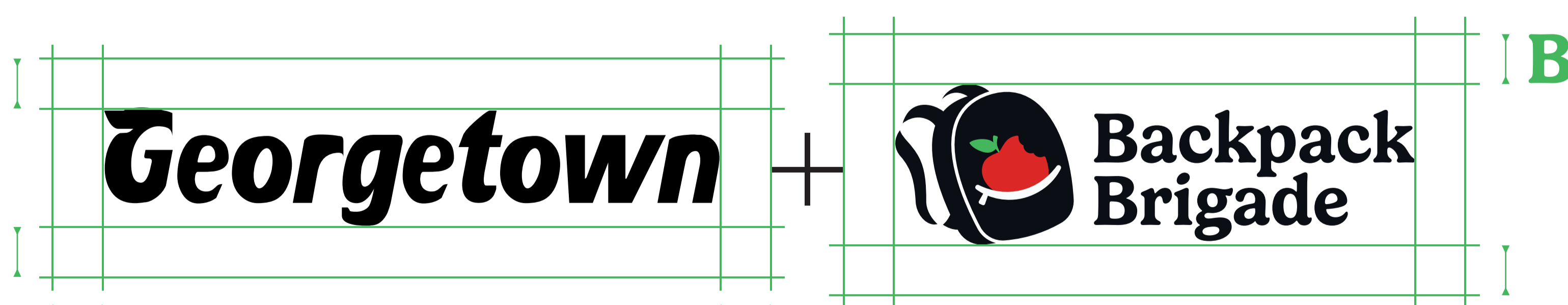
Icon Minimum Clear space

The same applies to our Backpack icon; keep it clutter-free.



Partnership Logo Lockup

Here's how to place our logo next to our partner organization's logo.

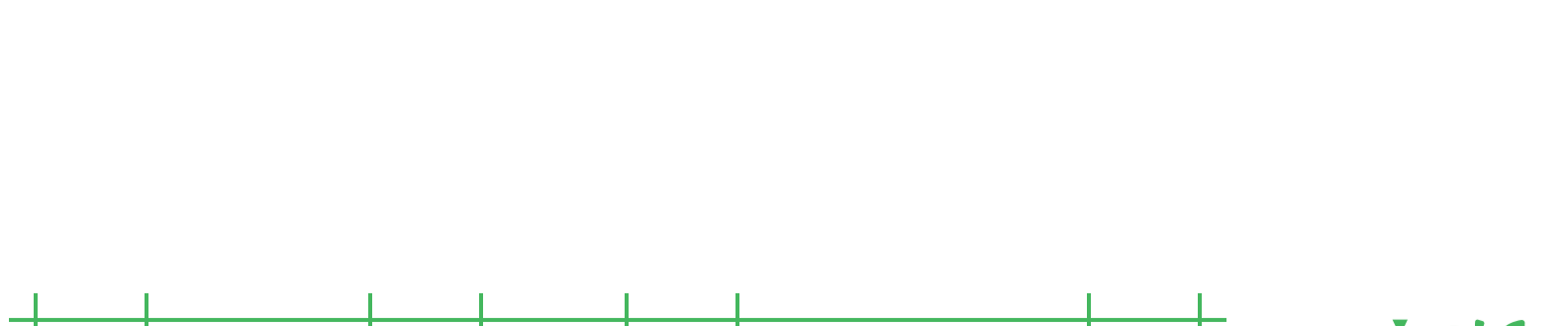


The same clear space should be used around each logo for balance



Partnership Icon Lockup

If you're using just icons, here's how ours meshes with a partner's.



The same clear space should be used around each icon for balance



Color

For any needs related to the brand colors.

Core Palette

Our core colors symbolize hunger awareness and hope.



Backpack Black

Tailwind: Gray 950
Hex #: 030712
HSL: 221, 71, 4
CMYK: [TBD]
Pantone: [TBD]

Apple Red

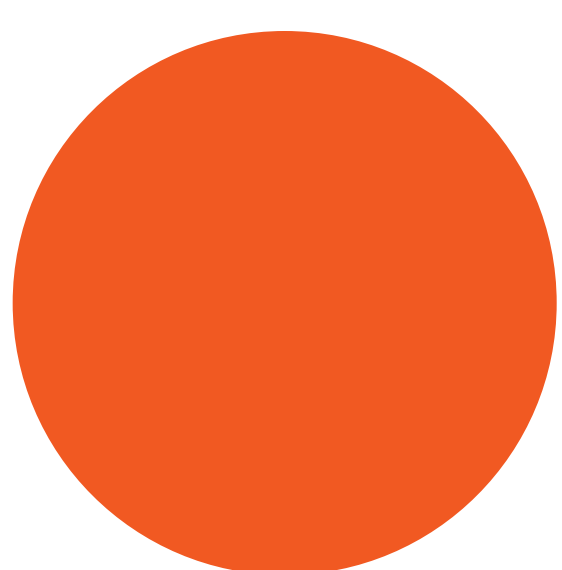
Tailwind: Red 600
Hex #: dc2626
HSL: 0, 72, 51
CMYK: [TBD]
Pantone: [TBD]

Leaf Green

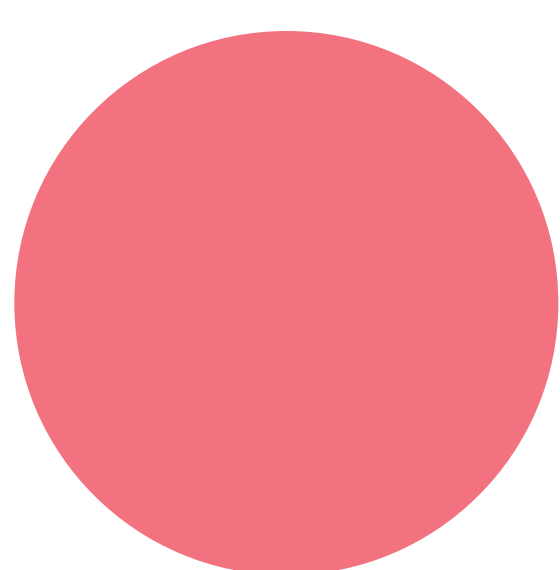
Tailwind: Green 500
Hex #: 22c55e
HSL: 142, 71, 45
CMYK: [TBD]
Pantone: [TBD]

Secondary Palette

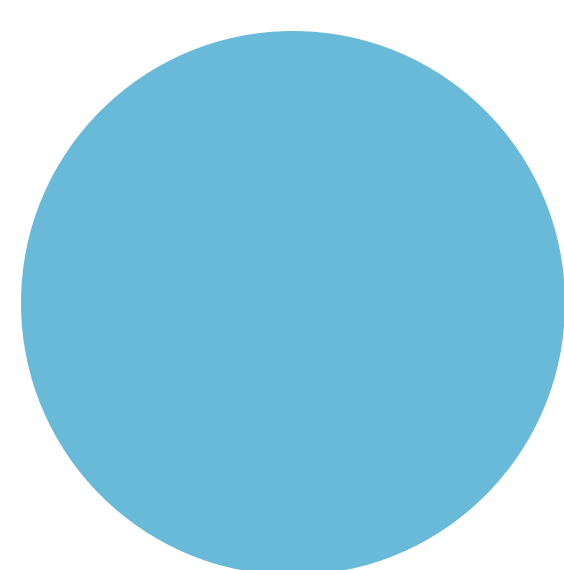
These are additional colors for specific campaigns or special events.



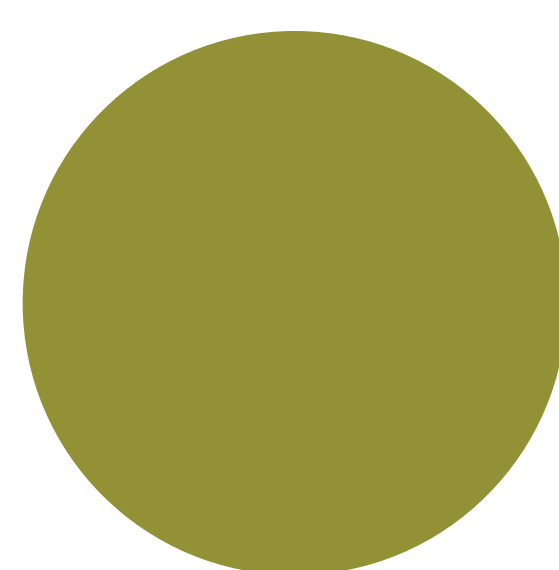
Tailwind: XXXXXXXX
Hex #: XXXXXXXX
HSL: XXXXXXXX
CMYK: XXXXXXXX
Pantone: XXXXXXXX



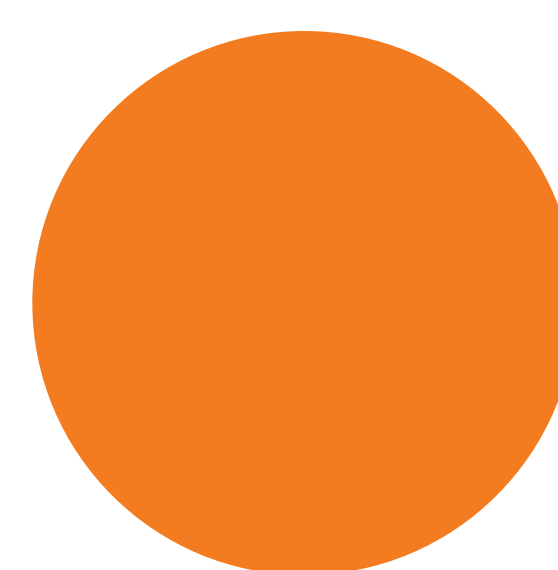
Tailwind: XXXXXXXX
Hex #: XXXXXXXX
HSL: XXXXXXXX
CMYK: XXXXXXXX
Pantone: XXXXXXXX



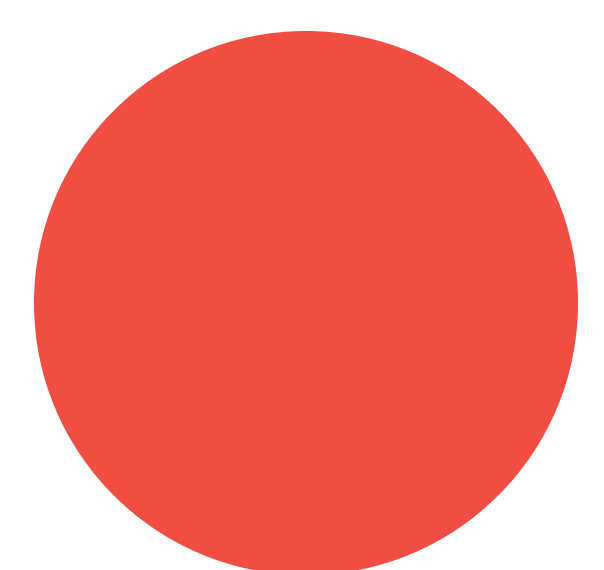
Tailwind: XXXXXXXX
Hex #: XXXXXXXX
HSL: XXXXXXXX
CMYK: XXXXXXXX
Pantone: XXXXXXXX



Tailwind: XXXXXXXX
Hex #: XXXXXXXX
HSL: XXXXXXXX
CMYK: XXXXXXXX
Pantone: XXXXXXXX



Tailwind: XXXXXXXX
Hex #: XXXXXXXX
HSL: XXXXXXXX
CMYK: XXXXXXXX
Pantone: XXXXXXXX



Tailwind: XXXXXXXX
Hex #: XXXXXXXX
HSL: XXXXXXXX
CMYK: XXXXXXXX
Pantone: XXXXXXXX

Typography

Here you'll find all of the guidance you need to use our logos confidently.

Primary Font: Gelica

This is our main font. It's what we use to get our message across. Other fonts can be used, but should be done so with caution and care.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
0123456789

This font requires a license.

Secondary Display Font: Baddie

This font comes into play when there is a need to emphasize specific text or headlines in a playful or kid related context.

**BACKPACK
BRIGADE
1234567890.,.**

This font requires a license.

Body Copy: Open Sans

This is your workhorse. Most of the long form text you read will be in this style.

Washington State is made up of about 300 school districts with an enrollment of 1+ million students. Of those, 36% qualify for free and reduced lunch and about 42,000 of those are identified as homeless. Their last secure meal is Friday lunch, and the stretch to Monday breakfast at school is a very long time, especially for a little belly with a big growl!

This font is free from Google.

Font Ramp

A Font Ramp is a simple tool for using different text sizes and styles together. Using this as a guideline will help keep layouts clear and easy to read. From headlines to captions, this is how we use text to talk to you.

H1

This is the headline for big, important things, like section titles.

H1 Regular

Gelica Regular 128pt

H1 Bold

Gelica Bold 128pt

H2

This is the headline for big, important things, like section titles.

H2 Regular

Gelica Regular 64pt

H2 Bold

Gelica Bold 64pt

H3

This is the headline for big, important things, like section titles.

H3 Regular

Gelica Regular 40pt

H3 Bold

Gelica Bold 40pt

Body

This is the headline for big, important things, like section titles.

Body Regular

Open Sans Regular 24pt

Body Bold

Open Sans Bold 24pt

Caption

This is the headline for big, important things, like section titles.

Caption

Open Sans Regular 18pt

Typographic Treatments

If you're getting creative with text styles, here's how to do it the right way.

**800
MEALS
ANNUALLY**

**3400
KIDS
84
SCHOOLS**