



American Society
for the Positive Care of Children

Brand Book

Introduction

This document serves as a technical guide for the American Society for the Positive Care of Children's brand identity.

It is intended for designers, developers, and other technical personnel who are responsible for creating and maintaining the organization's visual and digital assets.

Brand Positioning

The American Society for the Positive Care of Children (ASPCCC) is a non-profit organization dedicated to promoting the positive care and protection of children.

Our brand is built on the foundation of our values, which include compassion, integrity, and excellence.

As a leading non-profit organization, we strive to create a brand that is consistent, compelling, and memorable.



Brand Identity

Creative Rational and Logo

Our logo is a key visual element that represents our organization. It should be used consistently across all mediums and should not be altered in any way.

The ASPCC logo consists of a symbol and a logotype.

The symbol in our logo is a clever and creative representation of our organization's mission to promote positive experiences for children. It features a child using a swing swang, with the arc of the swing swang cleverly incorporated into the letter "A" in our logotype. This design element not only adds a playful touch to our brand identity, but also reinforces our commitment to making a positive impact on the lives of children.

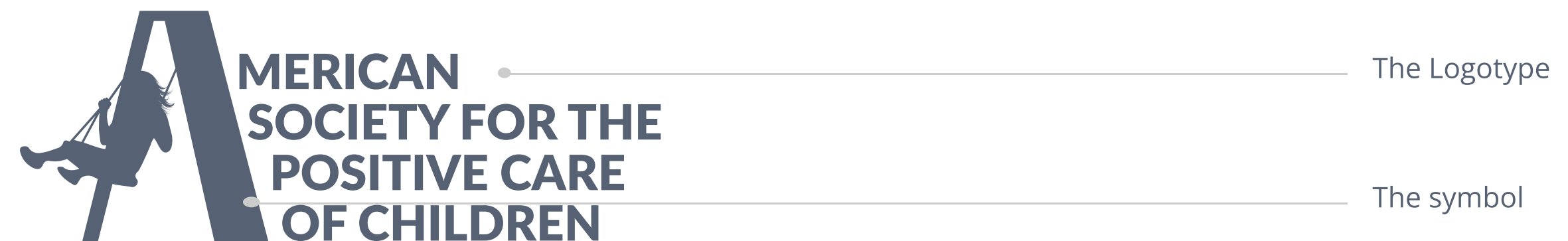
The logotype is positioned to the right of the image of the child and swing swang, and uses bold letters to emphasize the organization's name. The use of negative space in the logo creates a strong visual impact and makes the image of the child and swing swang easily recognizable and memorable.

Overall, the logo is designed to be playful, engaging, and approachable, while also communicating our dedication to promoting positive experiences for children.

Actual Logo



New Logo



Logo Variation

Our compact logo variation features the swing swang image from our full logo, with the arc of the swing swang cleverly incorporated into a simplified letter "A" shape. This design element allows our logo to maintain its playful and engaging character, even in small spaces.

Logo variation maintains the same playful and engaging character of our full logo, while allowing us to maintain brand recognition and visual impact in small spaces.

The use of the swing swang image in the letter "A" adds a unique and memorable touch to our brand identity, helping us to stand out in a crowded marketplace even in small formats.

Primary usage



Restricted usage



Primary



Minimum height

35mm

Small use

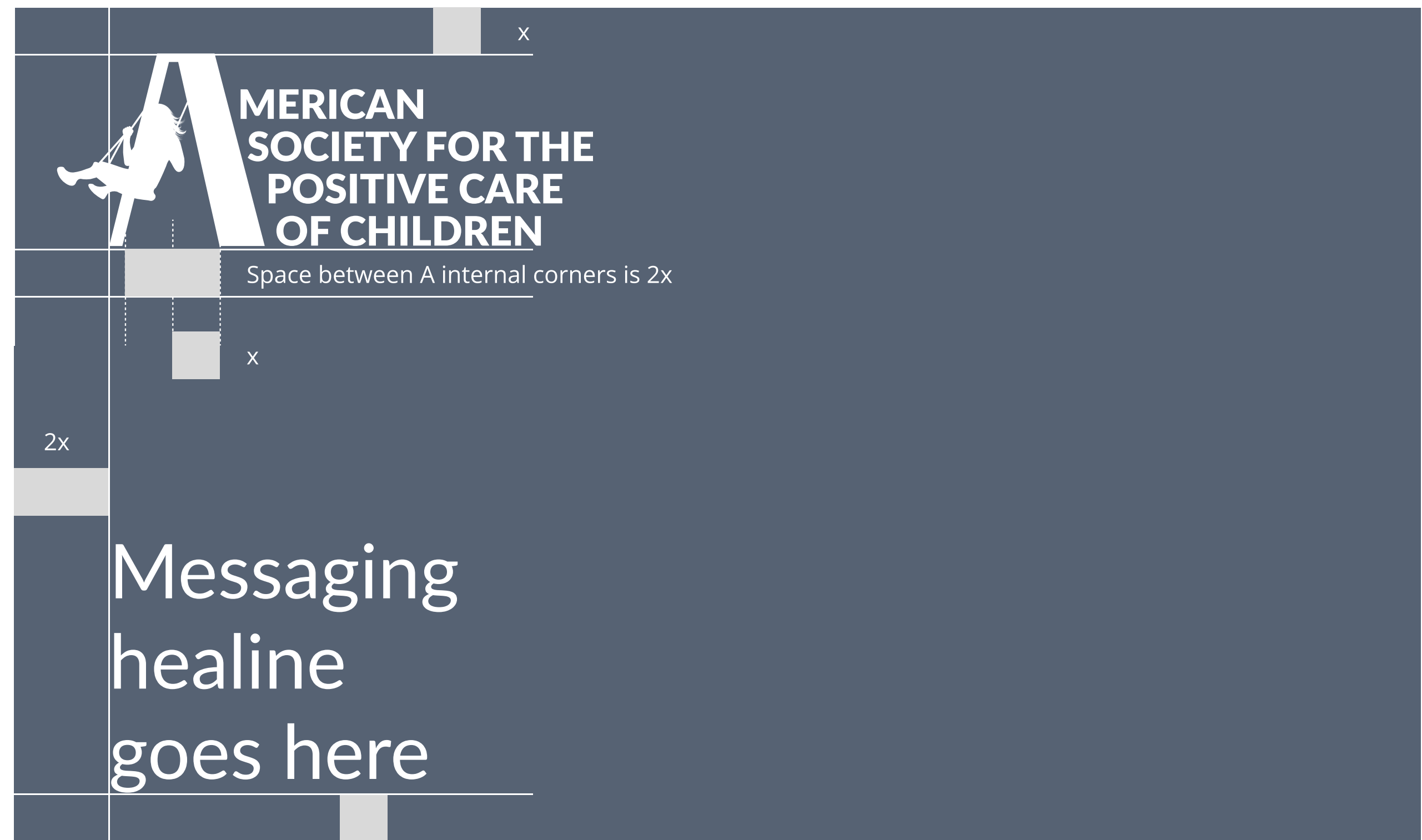


Minimum height

20mm

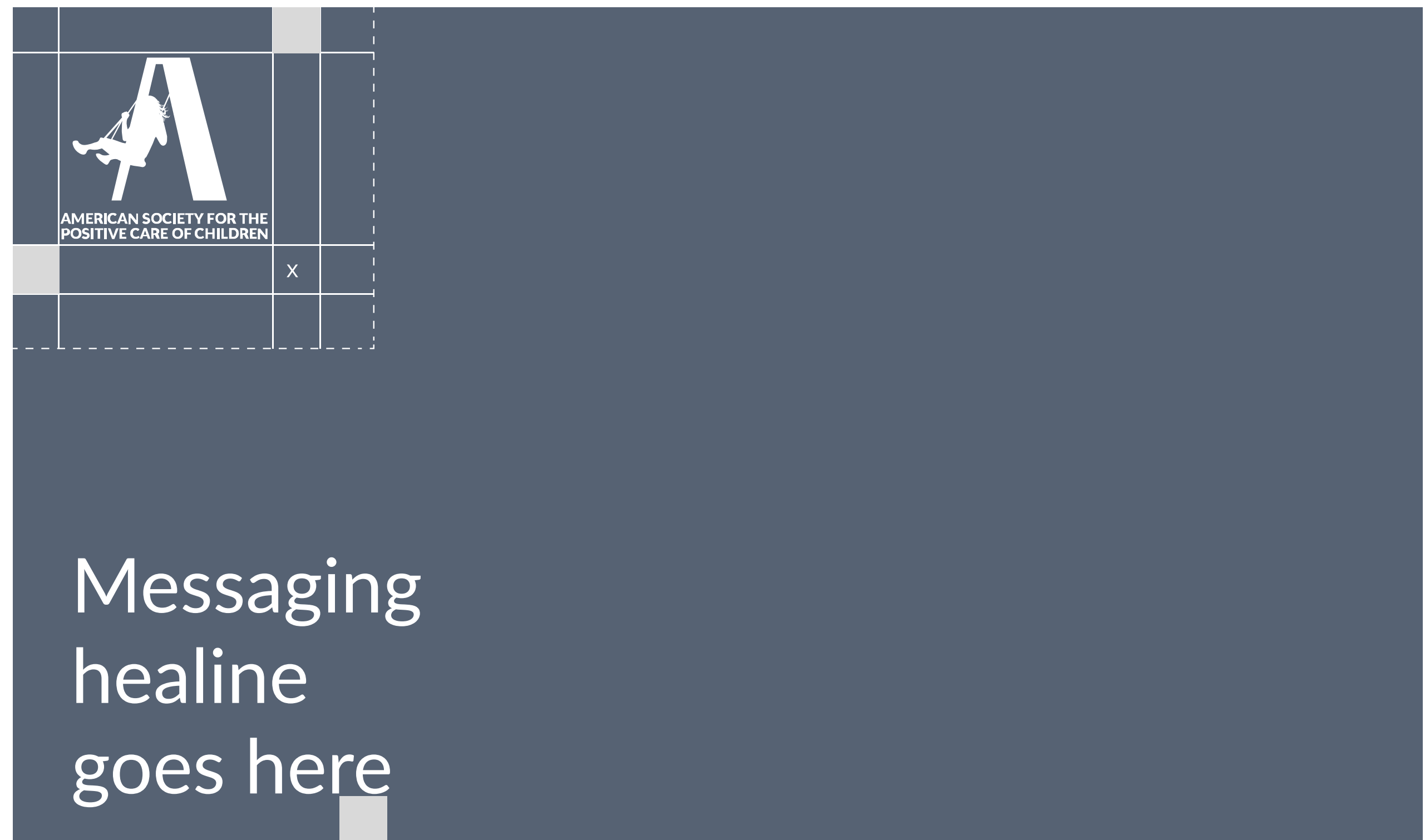
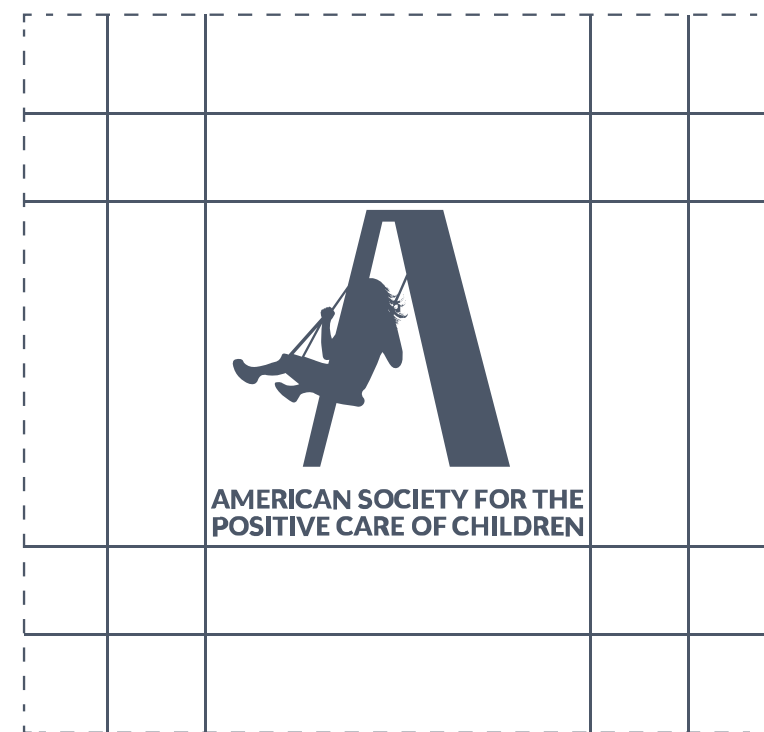
Logo Placement

When applying to standard print formats, an additional clear space can be applied.



Logo Variation Placement

When applying to standard print formats, an additional clear space can be applied.



Colors

American Society for the Positive Care of Children colour palette is made up of four primary colours. Used in combination, each plays a part at the core of our brand to express our confidence and drive.

Color Primary Palette



#C8DC59



#F26A67



#55C3C0



#566273

Typography

The ASPCC brand uses two primary fonts: Lato and Open Sans.

Lato is used for headings, and Open Sans is used for body text.

Both fonts are clean, modern, and easily readable. These fonts should be used consistently across all mediums.

Brand Fonts

Lato

Open Sans

Type Scale

Lato 112px Light -1.5 letter spacing

Lato 51px Light -0.5 letter spacing

Lato 51px Regular 0 px letter spacing

Lato 36px Regular 0.5 px letter spacing

Lato 25px Regular 0 px letter spacing

Lato 21px Medium 0.15 px letter spacing

Lato 17px Regular 0.15 px letter spacing

Lato 15px Medium 0.1 px letter spacing

Open Sans 16px Regular 0.5 px letter spacing

Open Sans 14px Regular 0.25 px letter spacing

Open Sans 14px Semibold 1.25 px letter spacing

Open Sans 12px Regular 0.4 px letter spacing

Open Sans 10px Regular 1.5 px letter spacing

Headline 1

Headline 2

Headline 3

Headline 4

Headline 5

Headline 6

Subtitle

Subtitle 2

Body 1

Body 2

BUTTON

Caption

OVERLINE

Typography Web Code

Web (.scss)

```
$mdc-typography-styles-headline1: ( font-family: unquote("Lato"), font-size: 102 );  
$mdc-typography-styles-headline2: ( font-family: unquote("Lato"), font-size: 64 ); $mdc-  
typography-styles-headline3: ( font-family: unquote("Lato"), font-size: 51 ); $mdc-  
typography-styles-headline4: ( font-family: unquote("Lato"), font-size: 36 ); $mdc-  
typography-styles-headline5: ( font-family: unquote("Lato"), font-size: 25 ); $mdc-  
typography-styles-headline6: ( font-family: unquote("Lato"), font-size: 21 ); $mdc-  
typography-styles-body1: ( font-family: unquote("Open Sans"), font-size: 16 ); $mdc-  
typography-styles-body2: ( font-family: unquote("Open Sans"), font-size: 14 ); $mdc-  
typography-styles-subtitle1: ( font-family: unquote("Lato"), font-size: 17 ); $mdc-  
typography-styles-subtitle2: ( font-family: unquote("Lato"), font-size: 15 ); $mdc-  
typography-styles-button: ( font-family: unquote("Open Sans"), font-size: 14 ); $mdc-  
typography-styles-overline: ( font-family: unquote("Open Sans"), font-size: 10 ); $mdc-  
typography-styles-caption: ( font-family: unquote("Open Sans"), font-size: 12 );
```

Layout

The ASPCC brand should be presented in a clean, modern, and professional manner. All digital and print materials should be designed with a consistent layout and use of color and typography. Clear hierarchy and spacing should be used to ensure legibility and visual clarity.

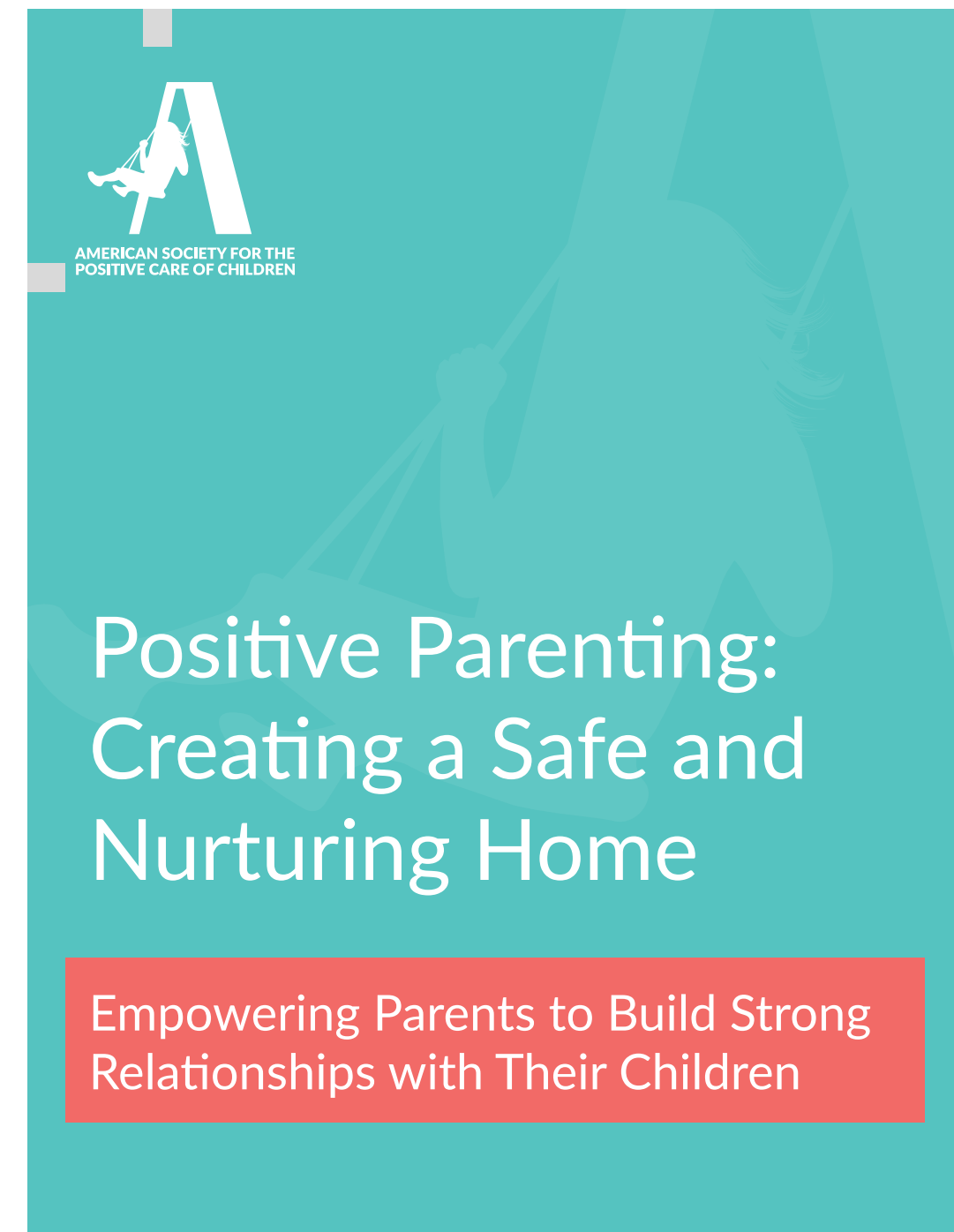


Layout

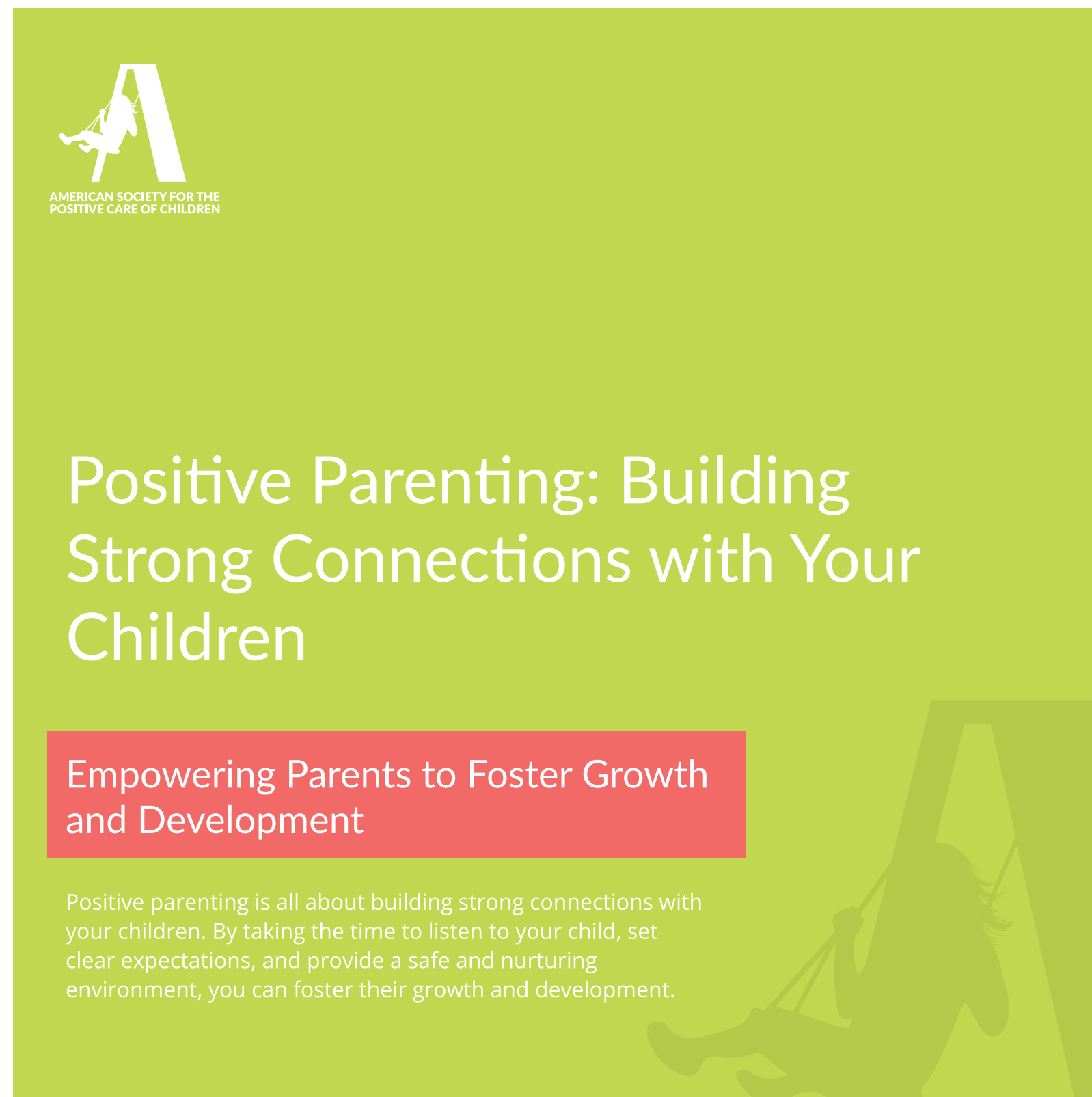


Art height

Color White
7% opacity



Layout



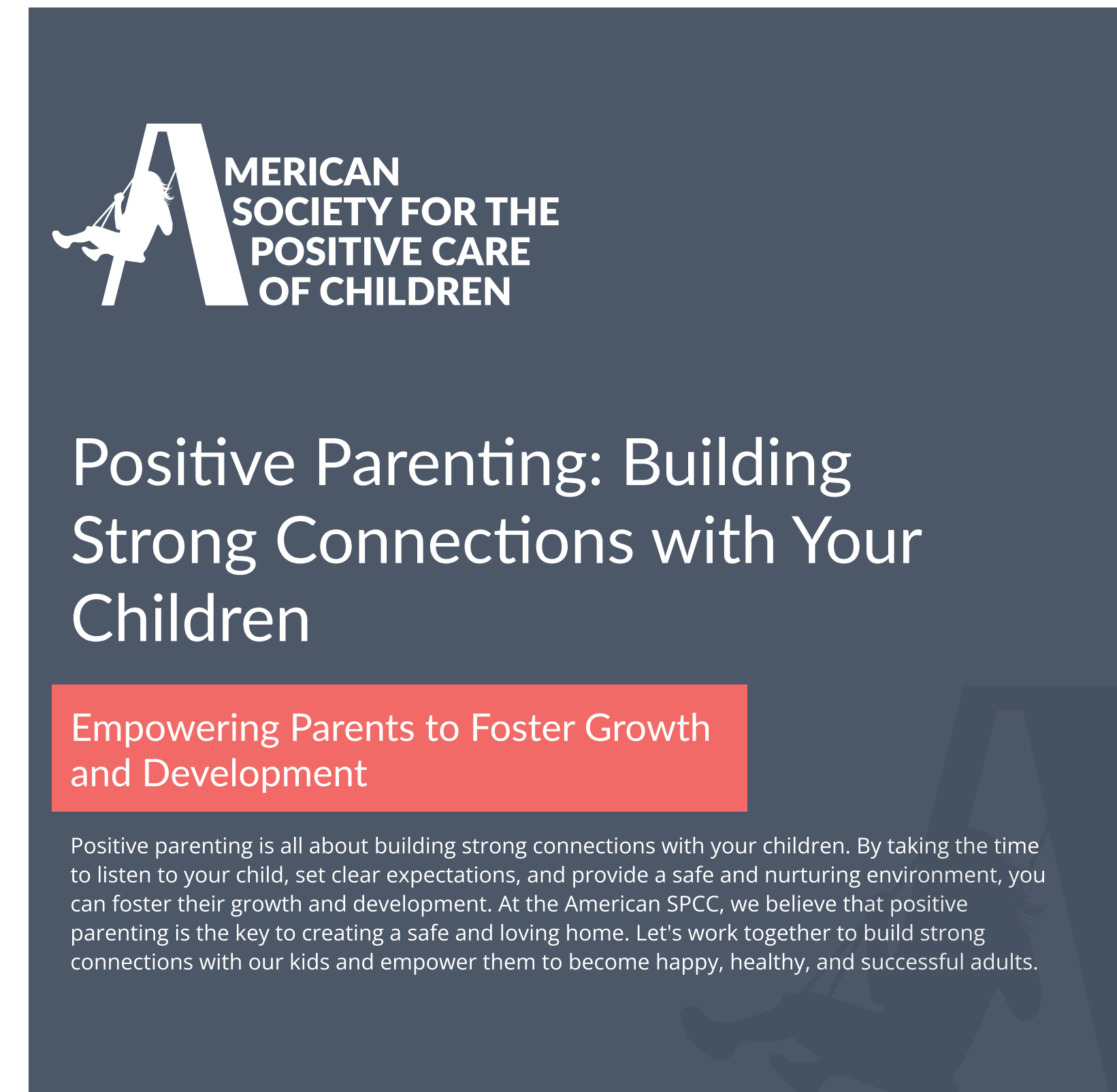
AMERICAN SOCIETY FOR THE POSITIVE CARE OF CHILDREN

Positive Parenting: Building Strong Connections with Your Children

Empowering Parents to Foster Growth and Development

Positive parenting is all about building strong connections with your children. By taking the time to listen to your child, set clear expectations, and provide a safe and nurturing environment, you can foster their growth and development.

Color #000000
7% opacity
50% art height



AMERICAN SOCIETY FOR THE POSITIVE CARE OF CHILDREN

Positive Parenting: Building Strong Connections with Your Children

Empowering Parents to Foster Growth and Development

Positive parenting is all about building strong connections with your children. By taking the time to listen to your child, set clear expectations, and provide a safe and nurturing environment, you can foster their growth and development. At the American SPCC, we believe that positive parenting is the key to creating a safe and loving home. Let's work together to build strong connections with our kids and empower them to become happy, healthy, and successful adults.

Digital Assets

Our website and digital assets should be designed with a focus on user experience and accessibility.

The ASPCC brand should be consistent across all digital assets, including social media platforms, email templates, and other digital communications.


Email signature

New Message

From

To |

Subject

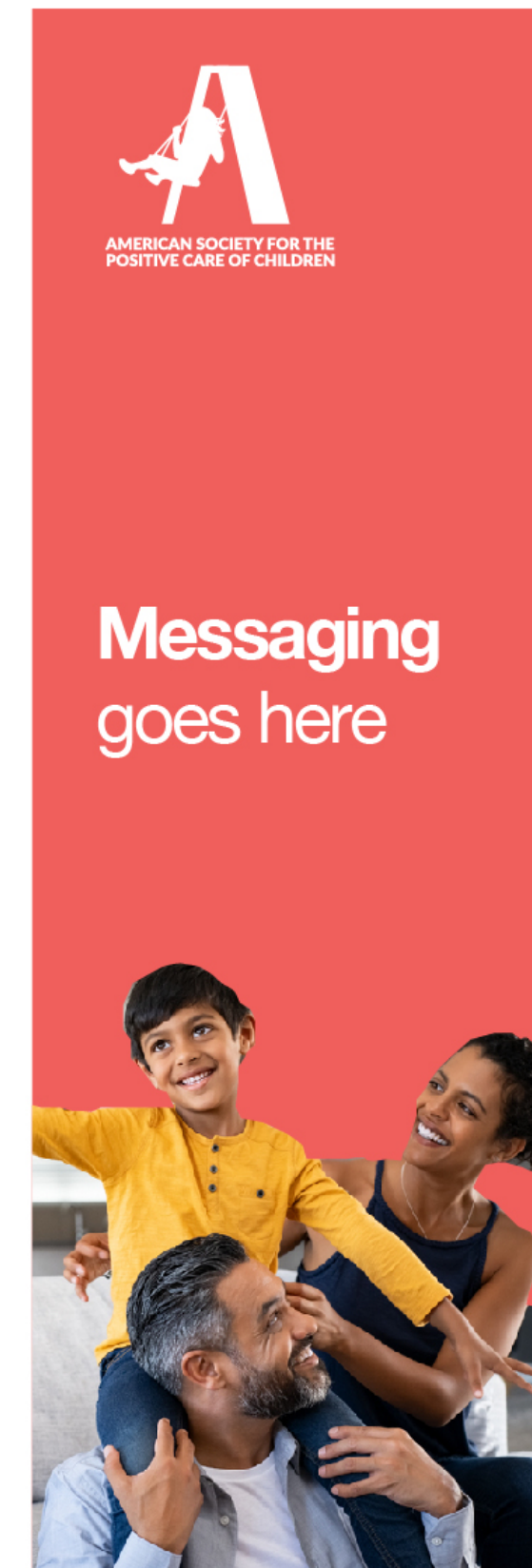
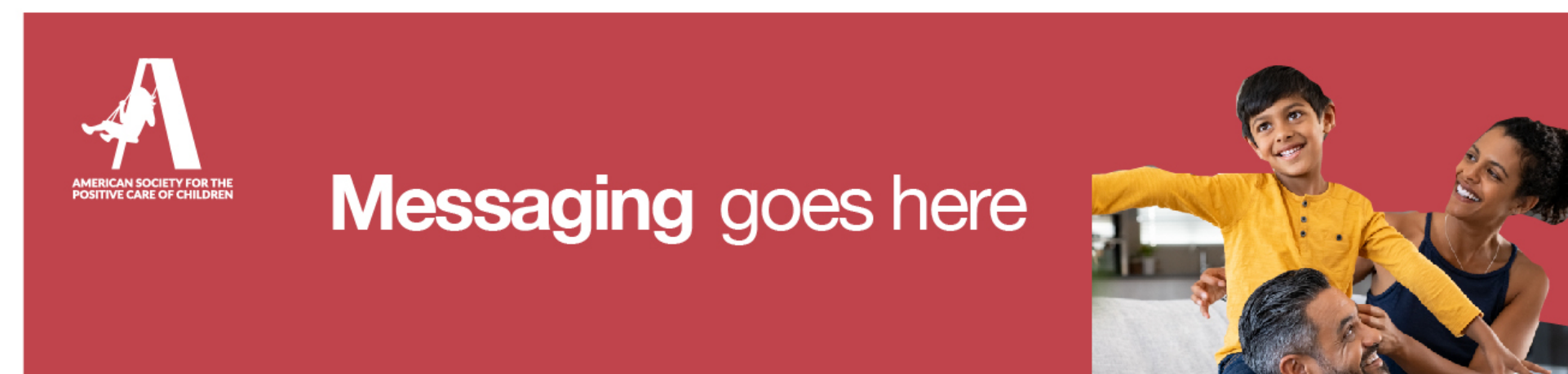
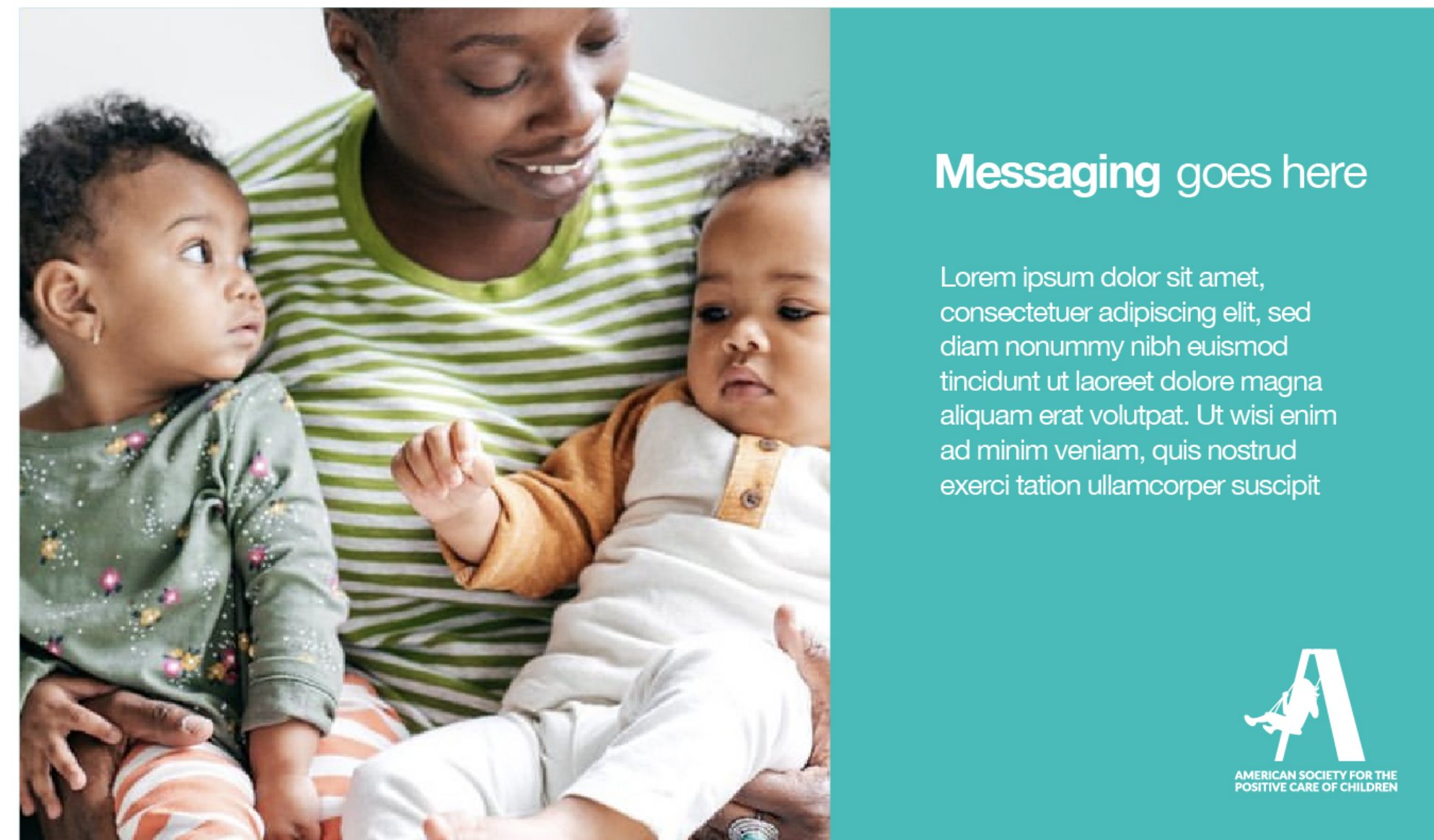
 Genevieve Groppmair
genevieve@americanspcc.org
Director

Rich text editor toolbar with icons for undo, redo, font face, font size, bold, italic, underline, link, unlink, bulleted list, numbered list, indent, outdent, quote, insert link, and insert image.

Send button and additional icons for text color, attachments, emojis, images, links, and a menu.

Visuals

The ASPC brand should be presented in a clean, modern, and professional manner. All digital and print materials should be designed with a consistent layout and use of color and typography. Clear hierarchy and spacing should be used to ensure legibility and visual clarity.



Web page



Parenting Resource Center

Trusted Parenting Network

Donate

Creating Positive Childhood Experiences,
One click at the time.

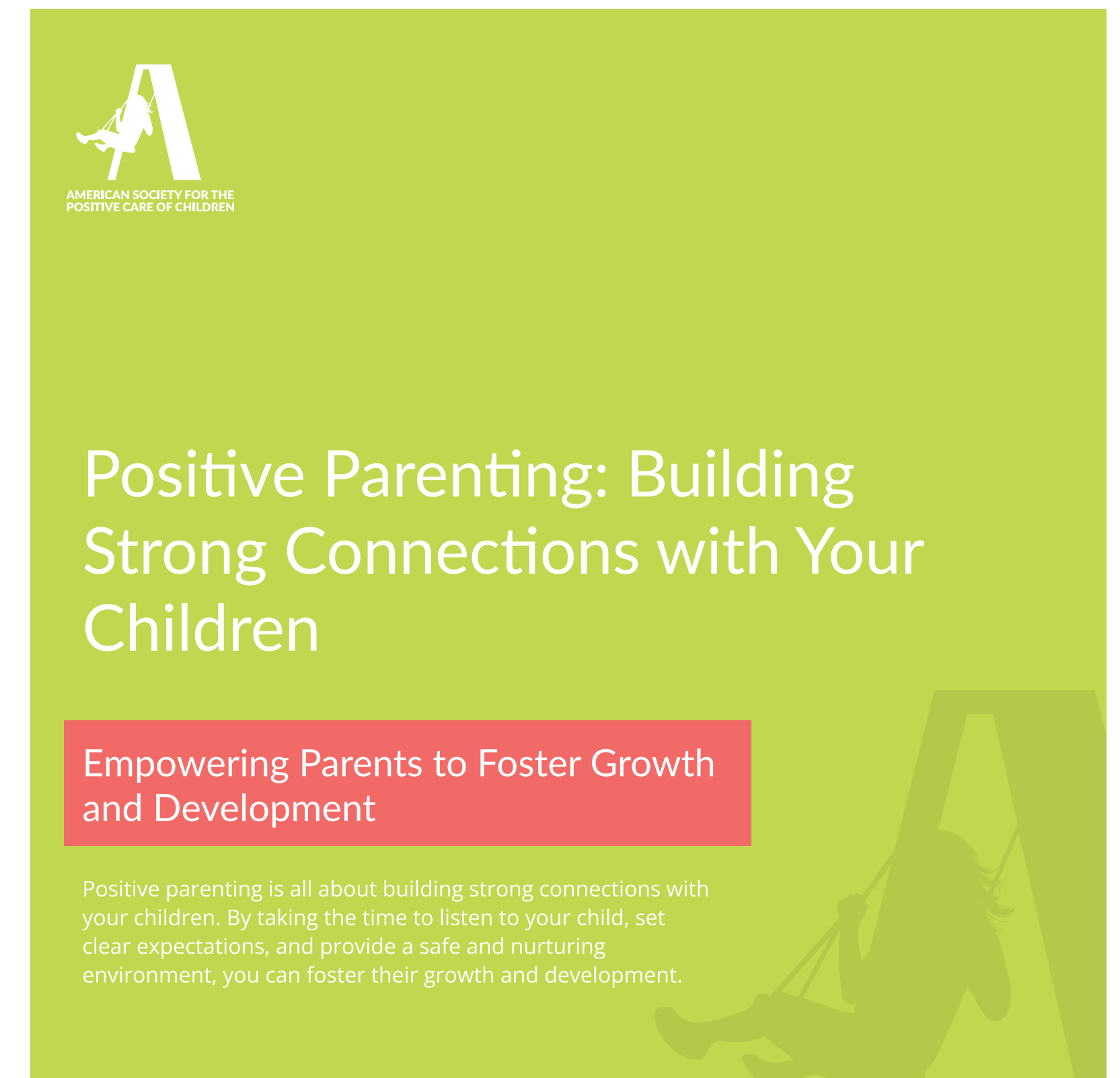


Instagram

Profile



Post 1080 px x 1080

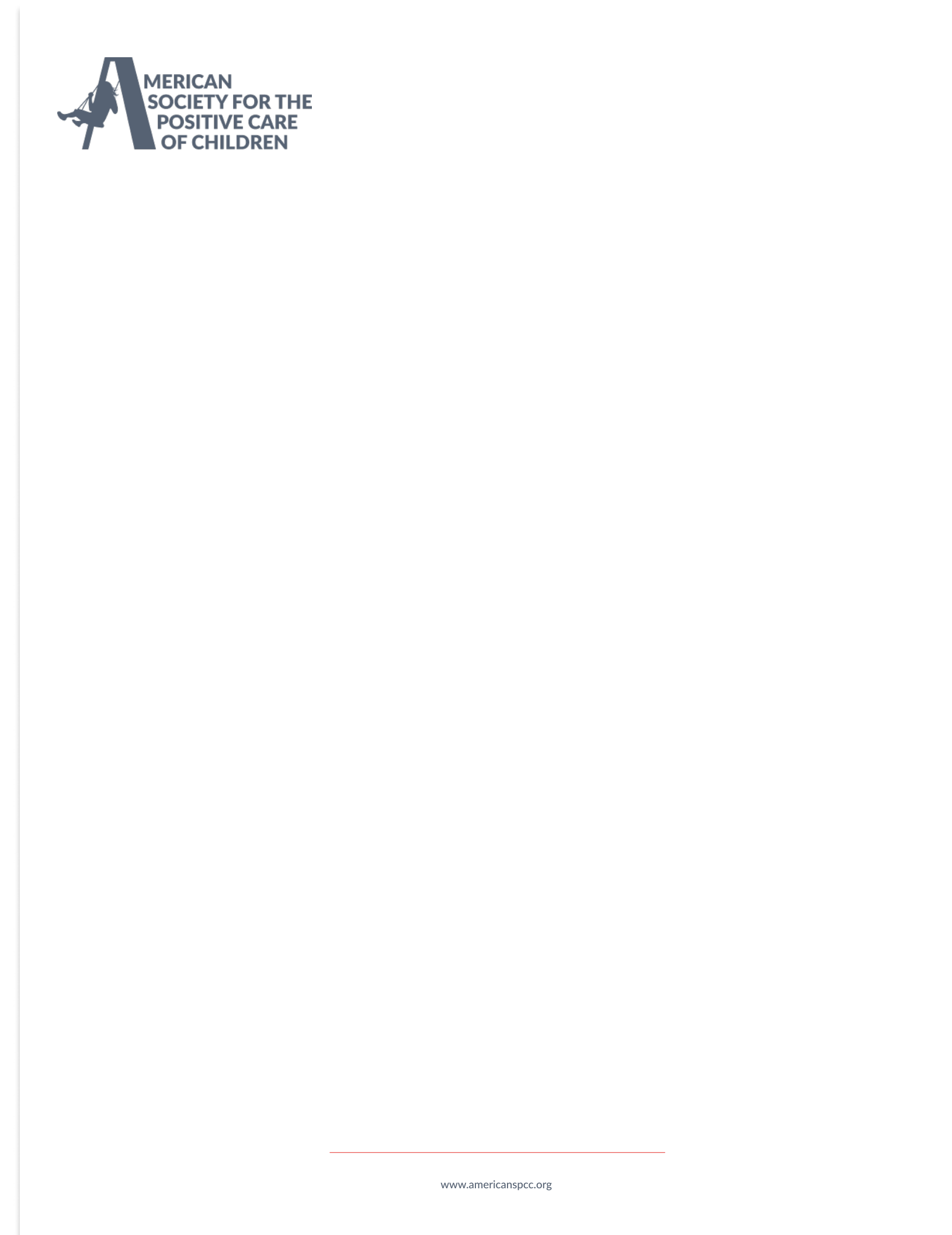


Print Design

Business Cards



Letter



Conclusion

By following these guidelines, we can create a strong, consistent, and recognizable brand for the American Society for the Positive Care of Children. Our brand should reflect our mission, values, and beliefs and communicate our message clearly and effectively to our audience. With a consistent brand identity, we can build trust and credibility with our stakeholders, increase our visibility and reach, and ultimately make a greater impact on the lives of children.

