

## Brand Guide - Charity Partners

Please follow the guidelines outlined below when referencing Rodman for Kids. All special event collateral must include the Rodman for Kids logo and Partner statement.

### Language

#### Vision Statement

We believe every young person deserves access to the programs, resources, and opportunities they need to dream, grow and succeed.

#### Mission Statement

We are committed to raising resources, building capacity, and creating opportunities for youth-focused organizations, their leaders, and the kids they serve.

### Fonts

Headings - Gotham Rounded Bold

Sub-Headings - Gotham Rounded Bold

Text - Gotham Rounded Light

### Logos

Please use the following logos and no others for all things related to Rodman for Kids including, but not limited to, Ride for Kids, Celebration for Kids, Disney for Kids, and Theatre for Kids.



Primary logo used on white or light colored backgrounds.



Primary logo used on darker backgrounds.



Secondary logo used when Rodman for Kids name is accompanying image.



Used on website and all Ride for Kids print and virtual materials with the following language: "ORG NAME is a proud Partner of Rodman for Kids."

### Colors

Primary

#006cb5

Secondary

#77bc1f

Accent

#873299

Accent

#ff671b

Accent

#ffdd00

Accent

#eb0029