



**NATIONAL CHRIST CHILD SOCIETY**  
WHERE LOVE LEADS TO ACTION



## Christ Child Society Brand Guidelines

## Contents

Introduction	3
Common Content: Positioning Statement	4
Common Content: Brand Story	5
Logo	6
Logo File Types	7
Space Requirements	8
Logo Usage	9
Incorrect Usage	10
Promotional Seal	11
Historical Emblem	12
Typography	13
Sans Serif Font	14
Serif Font	15
Font Usage	16 - 17
Color Palette	18
Color Usage	19
Graphic Backgrounds	20
Photography	21
Print Materials	22 -26
Legal	27

## **Our brand: distinctive and unifying.**

The Christ Child Society has been in existence since 1887 and has developed a valuable brand over many years, including the Christ Child name and its visual identity, consisting of our historic and revised logos.

The purpose of these guidelines is to ensure the Christ Child Society (CCS) identity will be applied in a consistent manner, to protect against unauthorized usage, and to build awareness and equity of the brand itself. By carefully adhering to the guidelines presented here, we will achieve a cohesive communications image across the United States.

It is understood that the CCS identity will need to function in a variety of contexts and styles. When developed with National Christ Child Society's overall strategy in mind, and the graphic guidelines, materials can be extremely powerful while keeping the graphics fresh and consistent.

Our national and chapter logos are more than identifying marks; they embody the spirit of our vision and the substance of our culture. We are:

- > Empowering
- > Dignifying
- > Serving
- > Loving
- > Engaging

In a very real sense, our ability to communicate effectively, and protect the CCS brand and the perception of the brand, directly impacts our ability to strengthen our organization— both internally and externally. This important, ongoing process can only begin with a thorough understanding of our brand in general and our logos in particular.

Take a few minutes to familiarize yourself with the common content and standards outlined in this document. If you have any questions that are not covered here, please consult with the national office.

### Positioning Statement

We are a national non-profit organization dedicated to making a difference in the lives of children in need. For over 125 years, our nearly 6,000 members in 44 chapters across 20 states have been driven by faith, love, and a desire to change the future for these deserving children. We are all guided by a common mission, namely, seeing the Christ Child in every child, but we respond to the needs of each community in unique ways. We are continually moved to action by the words of our founder, Mary Virginia Merrick, who said; “Nothing is ever too much to do for a child.”

### Brand Story

Across the United States there are thousands of children who are at risk. Sometimes their families cannot meet their specific needs or they live in communities that cannot help because programs are disappearing due to decreasing tax revenues.

But across the United States there are also thousands of individuals wanting to give their lives a sense of purpose. They have a strong desire to give back and make a difference. Their tireless efforts are easily rewarded by a child's joyful smile and the lasting and trusted friendships they develop. These caring volunteers make up the members of the National Christ Child Society.

As a national non-profit organization, we have dedicated ourselves to making a difference in the lives of at-risk children for almost 130 years. Our nearly 6,000 members in 44 chapters across 20 states are driven by faith, love, and a desire to change the futures of children in need. We believe that children treated with love and dignity develop a higher sense of self-worth, are better prepared to meet life's challenges, and have increased optimism. We also believe that empowering children and their families to build personal skills will improve their lives immensely.

We are all guided by a common mission, namely, seeing the Christ Child in every child, but we respond to the needs of each community in unique ways. We remain eternally resourceful, abiding by one of our guiding principles; "Find a need and fill it." We tailor our efforts to the needs of a specific city or area, and we offer a wide range of service opportunities. And we are continually moved to action by the words of our founder, Mary Virginia Merrick, who said; "Nothing is ever too much to do for a child."

National Christ Child Society will continue to serve, always learning along the way. We will become even more dedicated and compassionate, and our work will continue to have significant and lasting impact. We will strive to support as many children as we can; nothing matters more to us.

# Logo

## Our logo is our signature.

In effect, our logo is our corporate signature. It is the one unifying element that will appear on materials across our organization, and has been carefully and thoughtfully developed. Wherever it appears, it reflects on the organization as a whole. Accordingly, please do not use any other logo to identify your chapter, except those provided. Special event or program logos, such as the South Bend chapter's *Clothe-a-Child* program, are permitted, but not as a replacement for the organization's logo.

2-color



1-color, blue or black



## Chapter signatures.

Each chapter has been provided with its own logo. Please follow the guidelines provided for the master logo used by national office.

2-color



1-color, blue or black



## Use the master files provided.

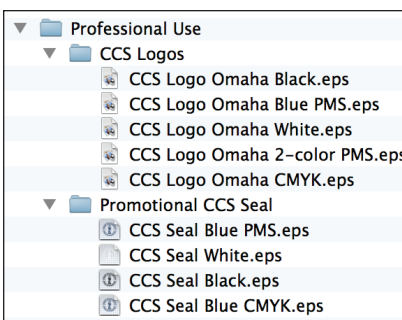
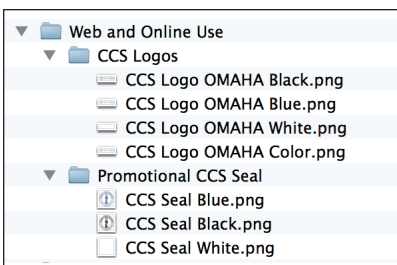
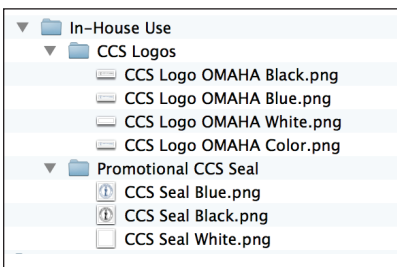
Relative size and positioning of the logo elements have been carefully determined. **Please do not change or alter the logo design or color in any way.** When printing business documents, marketing and promotional materials or anything else bearing our logo, make sure to use the reproduction-quality, master digital files provided to you, or available from the national office.

## How to Use Various File Types

Each chapter will be given a folder that contains files to be used on a Mac (\_MACOSX folder) or on a PC (Chapter Final Files folder). Within each of these main folders, you will find three folders of CCS logos and promotional seals for your in-house, web/online and professional printing use.

Please note you may not be able to see the logo/seal images on your screen until you place the images in your document. Some systems will not display a white image until you place it on a dark colored background and others will not display a black image until you place it on a light colored background.

Here is an example of what each folder contains:



### In-house Use

Use the provided PNG<sup>1</sup> Files for internal documents. PNG files may be used in applications such as Microsoft Word, Excel, Powerpoint and Publisher and can be printed on your personal laser printer (that uses 4-color toner or CMYK<sup>2</sup> color printing). Please do not enlarge PNG files, use same size or smaller. The files have transparent backgrounds and can be placed on top of a light colored background if desired. To place the logo in your document, *insert the logo as a picture*.

### Web and Online Use

Use RGB<sup>3</sup> PNGs for online use. These PNG files were created using the RGB color system used by computer monitors and are for use on your website, Facebook page or in PowerPoint presentations. RGB files are best used for on-screen images and web graphics.

### Professional Use

Use EPS<sup>4</sup> files for professional programs such as InDesign, Illustrator, or other. Use EPS file for any large size use. Please note that files may not be opened directly, but must be placed within documents unless appropriate software is available. EPS files will look fuzzy on screen, but will print perfectly.

<sup>1</sup>PNG - Portable Network Graphic. Widely used in both print and online, pngs are accurate and a small file size.

<sup>2</sup>CMYK - Cyan, Magenta, Yellow, and Black. Used in full color printing, otherwise known as 4-color.

<sup>3</sup>RGB - Red, Green, Blue. All computer monitors use this color protocol.

<sup>4</sup>EPS - Encapsulated Postscript. Widely used in printed materials. Editable in Adobe Illustrator.

## Logo Control Area

To protect the integrity of the CCS logo, maintain a protected area on all sides of the logo. The protected area is the height of the letters making up CHRIST CHILD SOCIETY or the “x height.” This protected area is to keep other text or photos from entering into this space.



The size of this area is relative to the size in which you plan to use the logo. The space around the logo on all sides should be equal, as indicated here by “x.” Note that under most conditions you will want to have more “breathing” space around the logo than the minimum indicated here.



# Logo Usage

## Correct Usage

### 2-Color Logo

Use the 2-color logo whenever possible. It should be placed on a white background or on a very light background.



### Black Logo

When additional inks are not available, you may print the logo in black. Choose a light paper for contrast, so that the black logo is more readable.



### Reversed Logo

When the logo is to be placed on a dark background, you may reverse the logo out in white.



### Logo Over Image

You may place the logo over an image. The black or reversed logo should be used whenever the logo is placed over a grayscale or color image. Make sure there is enough contrast between the background and the logo. This “logo-over-image” treatment should be used sparingly.



# Incorrect Usage

## Incorrect Usage

### Incorrect Color

Never substitute any colors in the logo.



### Incorrect Typeface

Never try to retype or recreate the logo. Always use the master artwork files.



### Incorrect Proportions

Never stretch or distort the logo in any way.



### Incorrect Contrast

Never place the color logo on a dark background. Be sure there is enough contrast for readability.



## Promotional Seal

### Our seal is for special use.

In certain circumstances, the full logo will not be able to be used, or will be less desirable. The circumstance may be in promotional applications such as envelope seals, stickers, mugs, or other limited space applications. For these you may utilize the promotional seal as shown below. Please note that the seal IS NOT a substitute for the organization's full logo and should be used sparingly.



### Use the master files provided.

Relative size and positioning of the seal's elements have been carefully determined. Please do not change or alter the seal design or color in any way. Make sure to use the reproduction-quality, master digital files provided to you, or available from the national office.

## Historical Emblem

### **Our original emblem is only for jewelry and other special uses.**

Our historical emblem was created during our founder's lifetime, and bears the Christ Child Society motto, "Laborare est orare", which in English means "to work is to pray." Like our current logo, it is a federally registered trademark. Until late 2015 this emblem was the CCS logo used to identify the national organization and chapters for all purposes.

As of 2016, the historical emblem may only be used by chapters to honor our origins and our founder, describe our history and honor our members or supporters. Examples of proper uses include the pins and jewelry worn by members, awards or honors given to members or supporters of the organization and illustrations of the history and origins of the Christ Child Society and our founder's life.

Please note that the emblem should not be used by chapters in web or print materials other than in reference to our history and should only be used sparingly and with proper trademark attribution.



### **Use the master files provided.**

Relative size and positioning of the historical emblem's elements have been carefully determined. Please do not change or alter the historical emblem design or color in any way. Make sure to use the reproduction-quality, master digital files provided to you, or available from the national office.

## Fonts

Consistent typeface usage ensures that all of our publications complement one another. Two fonts have been selected for primary use, a sans serif font and a serif font.

In typography, a sans serif font is comprised of straight and curved lines, block style. A serif font has small lines (serifs) attached to the end of each stroke in a letter or symbol. We sometimes refer to these lines as “feet.”

Thus, a typeface without serifs, or “feet”, is called a sans serif font, and a typeface with “feet” is a serif font.

Here are examples of sans serif and serif:

**NCCS**

*Sans Serif Font  
Segoe UI*

**NCCS**

*Serif Font  
Cambria*

## Primary Sans Serif Type Font

The typeface Segoe UI has been selected for the CCS primary sans serif font. This font is included in Microsoft Office and available for Mac and PC. If you don't have Office installed on your computer, please contact the National Office for guidance or alternatives.

Use Segoe UI for body copy containing shorter passages of text, in the range of 8-14 point size.

Segoe UI

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Use Segoe UI Bold for page or section headers, in the range of 8-14 point size. Use for title copy in the range of 16-24 point size.

**Segoe UI Bold**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp**

**Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789**

Use Segoe UI Italic to supplement the above usage for call-outs or to bring attention to small amounts of text.

*Segoe UI Italic*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq*

*Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789*

## Primary Serif Type Font

### Serif Font

From time to time, there may be a desire to use a serif font for large amounts of text, or for additional differentiation between headline and subhead text. The typeface Cambria has been selected for the CCS serif typeface. This font is included in Microsoft Office and available for Mac and PC. If you don't have Office installed on your computer, please contact the National Office for guidance or alternatives.

Use the font Cambria Regular for long passages of text.

*Cambria Regular*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Use the font Cambria Bold for emphasis within text.

**Cambria Bold**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789**

Use the font Cambria Italic for less contrast than bold within text.

*Cambria Italic*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz 0123456789*

## Special Use Type Font

Occasionally for special headlines or large font use, the type font that is used within the Christ Child Society logo may be used. It is called Source Sans Pro Bold, and may be purchased online for download, through a reputable font foundry.

**Source Sans Pro**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789**

## Single Font Use

When working with content, it is best to use the most simple format possible – avoiding too many font sizes and styles and treating text in a consistent manner. Indents and all caps should be used sparingly, if at all.

Here are some general guidelines to apply:

- Use bold text for headlines and subheads. Main headline should be at least 2 pts larger than body text. Subheads can be the same size as text, but bold.
- Add additional line spacing between paragraphs, and no indenting is needed.
- Bulleted lists do not need to be indented. Use small round or square bullets, with hyphens for sub-items.
- Pullout quotes may be set apart with a .5 rule, above and below, and be in a larger point size.
- Use italic to highlight text within paragraphs.
- When typing content there should be only 1 space between sentences. (Two is an old, out-of-date style).

*Note: The sample copy below is “lorem ipsum,” a placeholder text in Latin, not meant for reading, to demonstrate the usage guidelines.*

### **Bold Headline**

Dolor sit amet, *consectetur elit*, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in.

#### **Bulleted List:**

- deserunt mollit
- nt occaecat cupidatat non proident, sun
  - deserunt mollit anim id est laborum
  - nt occaecat cupidatat non proident
- culpa qui officia deserunt mollit

---

Adminim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. um dolor sit amet, consectetur tempor in.

---



## Combining Fonts

Occasionally, when there are large amounts of text, you may wish to combine serif and sans serif fonts. Cambria for text in lengthier documents, with bold Segoe UI headlines and sub heads is recommended.

Here are some general guidelines to apply:

- Use bold text for headlines and subheads. Main headline should be at least 2 pts larger than body text. Subheads can be the same size as text, but bold.
- Add additional line spacing between paragraphs, and no indenting is needed.
- Bulleted lists do not need to be indented. Use small round or square bullets, with hyphens for sub-items.
- Pullout quotes may be set apart with a .5 rule, above and below, and be in a larger point size.
- Use italic to highlight text within paragraphs.
- When typing content there should be only 1 space between sentences. (Two is an old, out-of-date style).

*Note: The sample copy below is "lorem ipsum," a placeholder text in Latin, not meant for reading, to demonstrate the usage guidelines.*

### **Bold Headline**

Orem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in.

#### **Duis aute irur:**

- deserunt mollit
- nt occaecat cupidatat non proident, sun
  - deserunt mollit anim id est laborum
  - nt occaecat cupidatat non proident
- culpa qui officia deserunt mollit

---


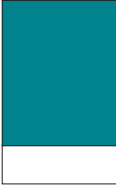
Adminim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Um dolor sit amet, consectetur Sed do eiusmod tempor in.

---

# Color Palette






## Primary Colors

Pantone 294 (blue) and Pantone 321 (teal) identify CCS. They distinguish our organization from other companies and increase recognition of our graphic identity. Please note that the colors within the CCS logo should not be altered or changed in any way.

	
<b>Pantone 294</b>	<b>Pantone 321</b>
<b>CMYK</b>	<b>CMYK</b>
Cyan 87	Cyan 93
Magenta 68	Magenta 30
Yellow 23	Yellow 42
Black 6	Black 5
<b>RGB</b>	<b>RGB</b>
Red 56	Red 0
Green 89	Green 129
Blue 136	Blue 140

## Secondary Palette

The secondary colors shown below may be used when an expanded color palette is needed.

				
<b>Pantone 193</b>	<b>Pantone 235</b>	<b>Pantone 273</b>	<b>Pantone 3975</b>	<b>Pantone 130</b>
<b>CMYK</b>	<b>CMYK</b>	<b>CMYK</b>	<b>CMYK</b>	<b>CMYK</b>
Cyan 17	Cyan 41	Cyan 70	Cyan 32	Cyan 0
Magenta 82	Magenta 80	Magenta 70	Magenta 27	Magenta 47
Yellow 52	Yellow 36	Yellow 11	Yellow 100	Yellow 92
Black 2	Black 9	Black .5	Black 1.5	Black 0
<b>RGB</b>	<b>RGB</b>	<b>RGB</b>	<b>RGB</b>	<b>RGB</b>
Red 202	Red 149	Red 101	Red 183	Red 253
Green 82	Green 77	Green 93	Green 176	Green 154
Blue 98	Blue 111	Blue 154	Blue 41	Blue 43

## Color Guidelines

Please do not substitute other colors for those specified. Preferably, use the Pantone colors identified by number above or the equivalent mix in RGB and CMYK as listed.

The specific guidelines for how and when to use each of the above colors follows on the next page.

### Guidelines for Use of Color

#### General Color Usage

When using a color other than black in your primary one-color communications, use CCS Blue (Pantone 294). It should normally be the most prominent and distinctive color in an application or presentation.

When creating a more detailed graphic or to provide greater contrast, the CCS teal (Pantone 321) may be used in conjunction with CCS blue.

The additional colors in the secondary palette may be useful when creating a poster, brochure, or even as the color palette for a fundraising event's invitation and decorations.

**Guidelines for Use of Background Imagery**

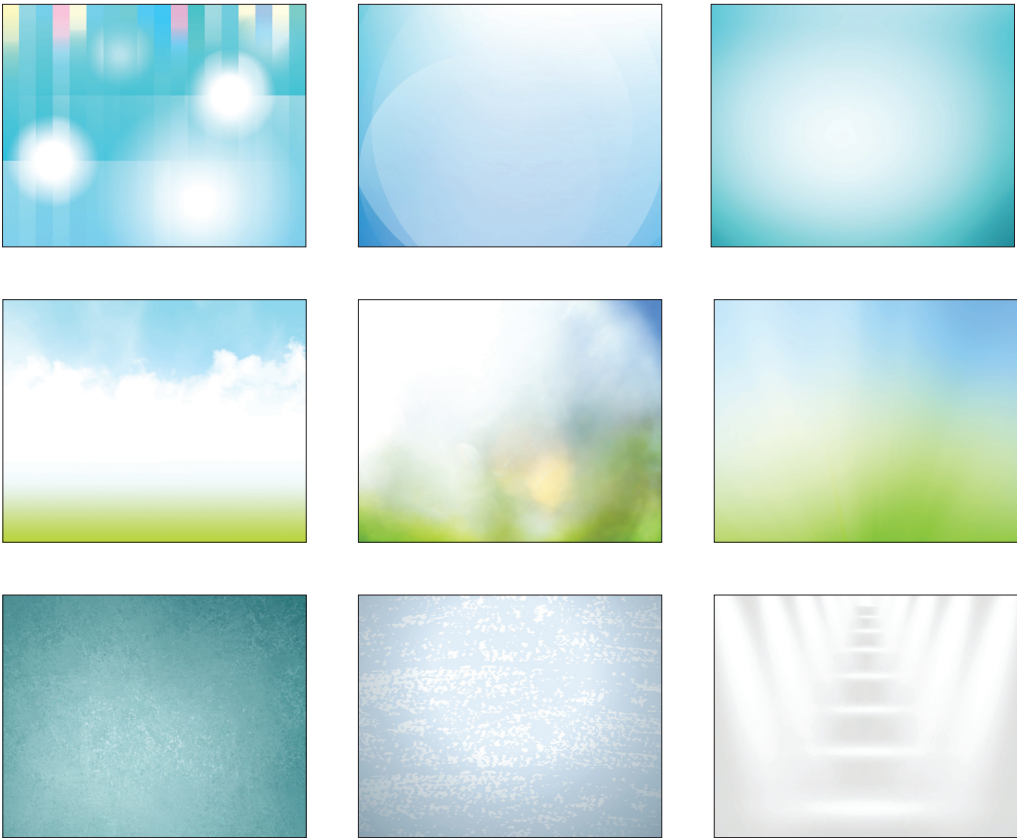
**General Recommendations**

Images used in print or online materials with the logo superimposed should follow the following guidelines:

Images should be somewhat unspecific, simple in nature – allowing the viewer to make their own interpretations and associations. Colors in images should always complement the other graphic elements, subtly enhancing the design yet not overpowering the overall message of the piece. It is desirable to evoke a positive, uplifting feeling with any image used.

Free images are available from the NCCS Image Library. Please contact the National Office for access information.

Examples:



## Guidelines for Use of Supportive Imagery

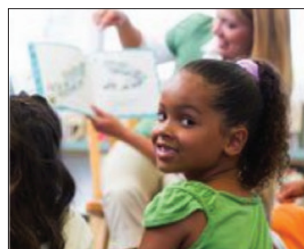
### General Recommendations

Images used in print or online materials should follow the following guidelines:

Images should be in focus with good lighting, wherever possible. Large group or entire room shots should be limited. Small group and close-ups have an increased chance of better lighting, focus and overall impact. It is recommended that a variety of shots be taken so that the best can be selected for use. Please make sure to obtain signed photo releases from appropriate parties to secure permission to use photos in your materials.

Free images are available from the NCCS Image Library. Please contact the National Office for access information.

Examples:



## Letterhead

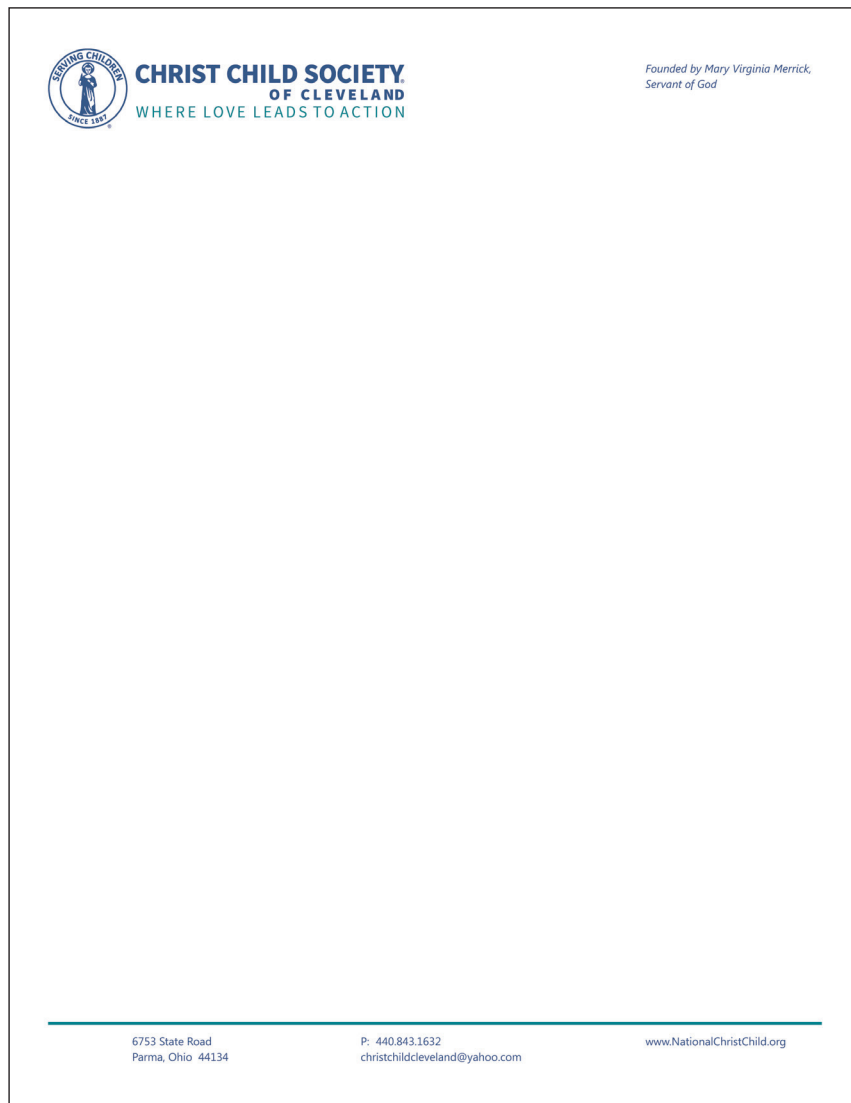
A template is available to chapters in both InDesign (a professional design layout program), or Microsoft Word. It is recommended that chapters follow this format as closely as possible, maintaining the size and placement of the logo, and the size and placement of the copy blocks. Content of copy blocks may be adjusted to your preference. Please contact the National Office to obtain the master template.



## Chapter Letterhead Example


A suggested template for chapters is shown below. As previously indicated, content of copy blocks may be adjusted to your preference. Master template for customization is available from the National Office, by request.

*Replace the logo with the chapter logo provided to you. Then update the address, and contact information.*



## Board Letterhead

A template is available to chapters in both InDesign (a professional design layout program), or Microsoft Word. It is recommended that chapters follow this format as closely as possible, maintaining the size and placement of the logo, and the size and placement of the copy blocks. Content of copy blocks may be adjusted to your preference. Please contact the National Office to obtain the master template.



**NATIONAL CHRIST CHILD SOCIETY**  
WHERE LOVE LEADS TO ACTION

*Founded by Mary Virginia Merrick,  
Servant of God*

**Spiritual Advisor**  
Reverend Monsignor  
Ronny E. Jenkins

**Board of Directors**

Anne Kelley  
*President*  
(Pasadena, CA)

Marybeth Baucio  
*President-Elect*  
(Cleveland, OH)

Maureen Wesley  
*Immediate Past President*  
(Detroit, MI)

Kaye Rowe  
*Treasurer*  
(Akron, OH)

Paula Conrad  
*Recording Secretary*  
(Cleveland, OH)

Beth Barrett  
*Vice President*  
(South Bend, IN)

Deb Low  
*Vice President*  
(South Bend, IN)

Cheryle Mackie  
*Vice President*  
(Stuart, FL)

Carol Pickle  
*Vice President*  
(Pasadena, CA)

**Directors at Large**

Mary Jo Dawson  
(Detroit, MI)

Melanie Mbuyi  
(Washington, DC)

Lambi Newsham  
(Summit, NJ)

**Executive Director**  
Carolyn Pumphrey  
National Office

---

6110 Executive Blvd.  
Suite 504  
Rockville, MD 20852

[office@NationalChristChild.org](mailto:office@NationalChristChild.org)  
[www.NationalChristChild.org](http://www.NationalChristChild.org)

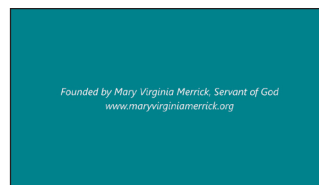
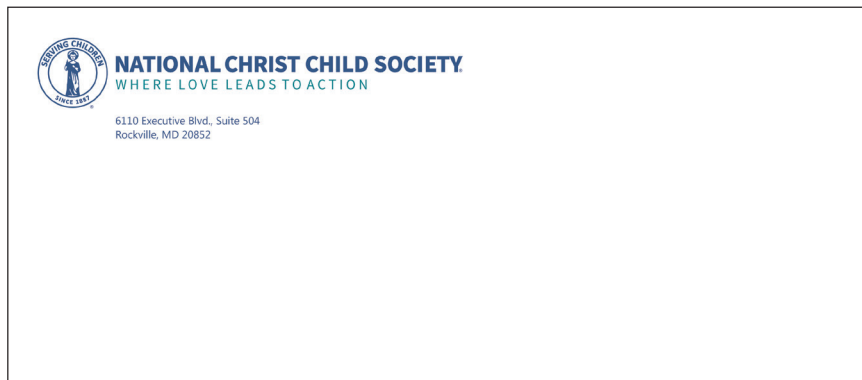
P: 301.881.2490  
T: 800.814.2149  
F: 301.881.2493



# Print Materials

## Envelopes and Business Cards

An envelope template is available to chapters in both InDesign (a professional design layout program), or Microsoft Word. It is recommended that chapters follow this format as closely as possible, maintaining the size and placement of the logo, and the size and placement of the copy blocks. Content of copy blocks may be adjusted to your preference. Business cards available in InDesign format only. Printed side 2 is optional. Please contact the National Office to obtain the master templates.



## 6-Panel Brochure

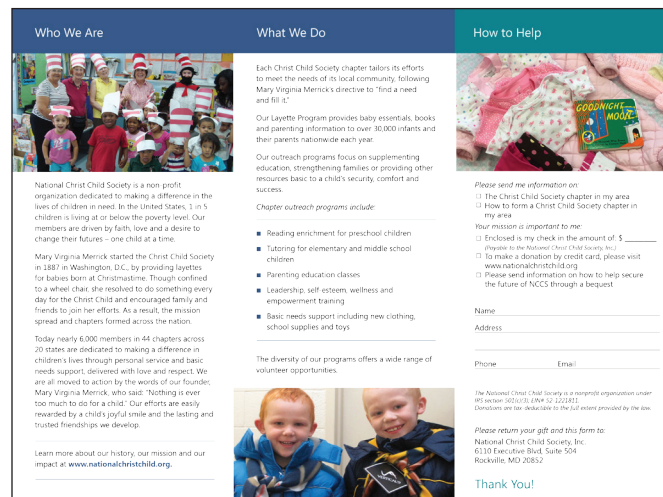
A base template is available to chapters in both InDesign (a design layout program), or as a pdf. Brochure is 12" x 9" flat, and folds twice to 4 "x 9." The template content can be adjusted slightly to fit chapter need, and photos replaced as desired. It is recommended that chapters follow this format as closely as possible, maintaining the size and placement of the logo, and the size and placement of the copy blocks.



Front cover



First inside panel, and fold-in flap



Three inside panels when unfolded



Back cover

## Legal

The NCCS Bylaws Article 10.04 provides that “Chapters will use all trademarks in compliance with the NCCS Operating Manual and Guidelines,” of which these Brand Guidelines are a part. The Christ Child Society name is a federally registered service mark, the NCCS logo is a federally registered trademark and as Article 10.02 provides, “it shall not be altered for any reason”. Further, whenever used, the CCS name and logo “will appear with the registered trademark symbol.”



## Contact

For additional assistance or with questions, please contact:

National Christ Child Society

Phone: 301.881.2490

Toll-free: 800.814.2149

Fax: 301.881.2493

Email: [office@nationalchristchild.org](mailto:office@nationalchristchild.org)

