

CaringBridge[®].org

Brand Guidelines

General/External Use

PURPOSE

The CaringBridge logo represents our brand; the emotional connection generated from a CaringBridge experience. This document provides an overview of the CaringBridge brand elements. Its goal is to provide direction on how to communicate the CaringBridge brand, use the logo and ensure we maintain a consistent, recognizable brand identity.

HOW TO USE

This version of the Brand Guidelines is for external use. We hope that you find these guidelines informational and easy to use. If something more specific is needed, or if you have questions that are not answered here, please contact the CaringBridge marketing communications staff at marketing@caringbridge.org.

GENERAL 3.0 8/2010

ORGANIZATIONAL OVERVIEW

OUR MISSION

CaringBridge's mission is to amplify the love, hope and compassion in the world, making each health journey easier.

OUR BELIEFS

CaringBridge believes in...

Saving Time and Emotional Energy

CaringBridge is an easy-to-use service that saves time and emotional energy when communicating with family and friends about a significant health challenge.

Providing Personal and Private Spaces

CaringBridge provides personal and private spaces to share the experience, allowing everyone to express his or her feelings and offer support.

Bringing People Together When Health Matters Most

CaringBridge helps people overcome physical and emotional distances when being there is essential.

Powered by a Grateful Engaged Community

CaringBridge is a community of grateful, engaged families and friends. This free service is made possible by the generosity of donors within the CaringBridge community.

25 WORD DESCRIPTION

CaringBridge provides free personal websites that connect people experiencing a significant health challenge to family and friends, making each health journey easier. CaringBridge is powered by generous donors.

LOGO ELEMENTS



The CaringBridge logo represents the bridge of caring that happens with a CaringBridge experience. The logo includes two elements. The first element is the “caring bridge.” The purple arch represents the “sharing out” done by a CaringBridge author and the green arch represents the “caring in” of CaringBridge visitors. The second element of the logo is the name CaringBridge.org written in a clean simple typeface. The “.org” reinforces the fact that CaringBridge is a charitable organization and has an online presence.

BRAND ELEMENTS: LOGO MISUSE

The CaringBridge logo is the core of our visual identity. The logo should be placed in clear uncluttered space which measures a minimum width and height of one CaringBridge “e.” Modifications to the logo are not allowed. The colors can not be changed, the size proportions can not be altered and the graphic elements can not be deconstructed. See examples below.

NOTE: Same rules apply to all versions of the CaringBridge logo.



ISOLATION AREA

Logo must have a clear area the minimum of one CaringBridge “e.”



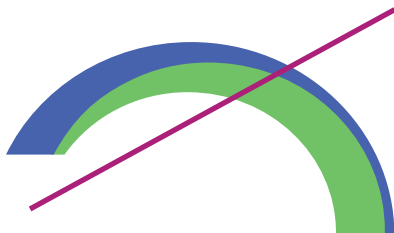
NEVER CHANGE THE COLOR

The logo can only appear in its designated colors.



NEVER ALTER PROPORTIONS

To correctly alter press shift and resize from corner.



NEVER DECONSTRUCT

Logo elements are not allowed to appear separated.

BRAND ELEMENTS: PRINTING THE LOGO

NOTE:
*Rules apply to
 all versions of
 the logo. Printing
 guidelines apply to
 PowerPoint.*



TWO COLOR—use when printing in color on a white (or light) background
 Color version is to be used whenever possible.



ONE COLOR—use when printing in black and white on a white background



REVERSE—use when printing in black and white on a black background



GRAYSCALE—use when printing in black and white

LOGOS FOR DOWNLOAD



COLOR

Print :

CBlogo_print_color.jpg

Web:

Large 344x100 CBlogo_web_color_lrg.gif

Medium 275x80 CBlogo_web_color_med.gif

Small 206x60 CBlogo_web_color_sml.gif



BLACK AND WHITE

Print :

CBlogo_print_bw.jpg



GRAYSCALE

Print :

CBlogo_print_gray.jpg

*All logos are available
as an EPS. To submit
a request please
contact [marketing@
caringbridge.org](mailto:marketing@
caringbridge.org)*