

CaringBridge[®].org

Brand Guidelines

General/External Use

PURPOSE

The CaringBridge brand is more than a logo. It is an external representation of the warmth and comfort generated from a CaringBridge experience. This document provides an overview of the CaringBridge brand elements. Its goal is to provide direction on how to utilize the CaringBridge brand 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 1.0 8/2009

ORGANIZATIONAL OVERVIEW

OUR MISSION

To bring together a global community of care powered by the love of family and friends in an easy, accessible and private way.

OUR VISION

CaringBridge is the worldwide provider of online personal communities enabling hope, healing and connection for all patients, caregivers, family and friends.

OUR VALUES

Passion

Compassion

Collaboration

Celebration

Connection

Camaraderie

SERVICE DESCRIPTION

CaringBridge is a free, nonprofit web service providing personal and private websites that connect family and friends to share information, love and support during a serious health event, care and recovery.

VALUE PROPOSITION

For people who need an easy way to connect with family and friends during a serious health event care and recovery, CaringBridge provides free, personalized websites that streamline communications and foster encouragement and support.

Unlike similar for-profit websites that include advertising, promotional offers and other distractions, CaringBridge is a nonprofit, advertising-free service that allows caregivers, family and friends to focus their time and energy on the care and recovery of their loved one.

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.”



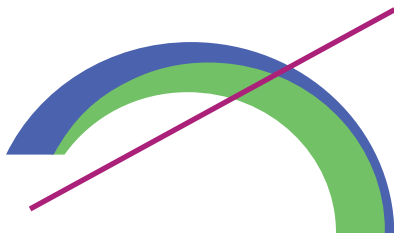
NEVER CHANGE THE COLOR

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)*