



BEST CHRISTMAS EVER

BRAND GUIDLINES

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# MISSION

Best Christmas Ever is a 501(c)3 non-profit organization that partners with business leaders and communities to lift up families who have fallen on hard times through no-fault of their own by giving them a Best Christmas Ever! We provide additional support to families following their BCE through the BCE Family Pillars.

The vision of BCE began with a single dad battling Ulcerative Colitis (UC) in 2010. It was Christmas Eve, and he had just finished wrapping the few gifts he picked up from the convenience store for his son. Life had certainly been difficult for them that year. Hearing a knock at the door, he answered to see three of his relatives with huge bags full of gifts!

This surprise took him back, but blew him away as they shared - They knew this year had been tough and they wanted his family to have the Best Christmas Ever! Don (our co- founder of BCE) realized that what would have likely been their worst Christmas ever, was instead the Best Christmas Ever!

Wanting to pay it forward Don and his lifelong friend Jason rallied a small group of friends together to give a BCE surprise to local family, just as he had received! Ever since, the number of families to receive a BCE has doubled throughout the United States, Canada, and Costa Rica!



# PRIMARY LOGO



B E S T C H R I S T M A S E V E R

## PRIMARY LOGO RULES

Logo must always have Tree symbol included. Text alone is not an option.

Texture to be used on Tree symbol and Christmas text only.

Use primary logo wherever possible.

# LOGO VARIATIONS



Shorthand Logo



Tree Logo



Shorthand Wordmark

## SECONDARY LOGO RULES

Use secondary logos for marketing and merchandise purposes only. Shorthand and Tree logos may be used in grayscale as a last option. Use color when available. Shorthand Wordmark for T-shirts only. May only be used with Gold Flake texture.

# LOGO USAGE



## LOGO PROPORTIONS

When sizing the logo, size proportionately. Do not stretch the width or height individually. This applies to all logo variations.

# LOGO USAGE



## EXCLUSION ZONES

Always allow a minimum space around the logo.



## MINIMUM WIDTH

The logo minimum width is 192px or 61mm.



## MAXIMUM WIDTH

There is no maximum size defined for this logo.

# Adele

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&\*()\_+“”:?><

**Regular**

Semiotics aesthetic freegan pour-over jianbing. Artisan blog retro neutra.

**Italic**

*Semiotics aesthetic freegan pour-over jianbing. Artisan blog retro neutra.*

**Bold**

**Semiotics aesthetic freegan pour-over jianbing. Artisan blog retro neutra.**



# Arial

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()\_+="':?><

Regular

Semiotics aesthetic freegan pour-over  
jianbing. Artisan blog retro neutra.

Italic

*Semiotics aesthetic freegan pour-over  
jianbing. Artisan blog retro neutra.*

Bold

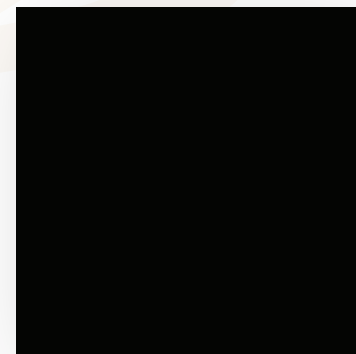
**Semiotics aesthetic freegan pour-over  
jianbing. Artisan blog retro neutra.**

# COLOR PALETTE

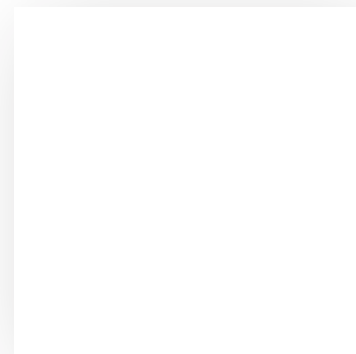
## PRIMARY



CROWN GOLD  
HEX D7A745  
R215 G167 B69  
C17 M34 Y86 K0

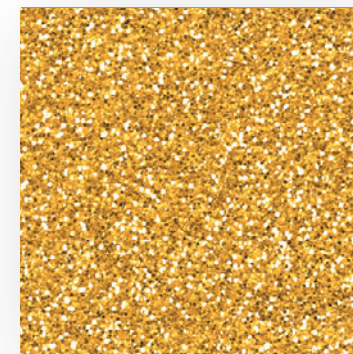


NIGHT BLACK  
HEX 000000  
R0 G0 B0  
C75 M68 Y67 K90



SNOW WHITE  
HEX FFFFFFFF  
R255 G255 B255  
C0 M0 Y0 K0

## SPECIAL TREATMENT



GOLD FLAKE  
FOR SPECIALTY FINISHES ONLY.

# BRAND APPLICATION



**BESTCHRISTMASEVER** BCE FAMILY PILLARS

FAITH	FAMILY	FINANCE	HEALTH
<b>FAITH</b> Falling on hard times can leave a family in a difficult place. We want them to know there is a whole community out there to lift them up. We invite each family to connect with a local church or pastor inviting them into a community of hope, support and guidance in this time of need. It's important to know that we are not alone during hard times.	<b>FAMILY</b> We want to come alongside families who have fallen on hard times by offering support and mentorship to each family, based on what they are going through. We envision being able to help support families after their BCE by providing them with a trusted network of therapists and psychologists who are willing to donate their time to support these families.	<b>FINANCE</b> For many BCE families, financial difficulties are a result of other difficult circumstances. We offer the Dave Ramsey Financial Peace University (FPU) Course to each family receiving the Best Christmas Ever. Once they complete this course, they are given an additional \$1000 grant towards the debit of their choice. We hope this paves the path to financial freedom for each family.	<b>HEALTH</b> Most families fall on hard times, due to some sort of health issue. Typically, there has been something that happened within the year, that has turned their life upside down. We hope to provide families with additional follow up for health that includes 3-months of fresh food delivery, and other transformative health care knowledge.

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BRAND APPLICATION

