BESTCHRISTMASEVER

BRAND GUIDLINES

CONTENTS

- MISSION ____ 3
- PRIMARY LOGO ____ 4
- LOGO VARIATIONS ____ 5
- LOGO USAGE ____ 6-7
- TYPOGRAPHY ____ 8-9
- COLOR PALETTE ____ 10
- BRAND APPLICATION ____ 11-12

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

BESTCHRISTMASEVER

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

BCE

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

Correct

Incorrect

Correct

Incorrect

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

ABCDEFGHIJKLMNOPQRSTUVW

abcdefghijklmnopqrstuvw

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

ABCDEFGHIJKLMNOPQRSTUVW

abcdefghijklmnopqrstuvw

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 FFFFFF

R255 G255 B255

C0 M0 Y0 K0

SPECIAL TREATMENT

GOLD FLAKE

FOR SPECIALTY FINISHES ONLY.

BRAND APPLICATION

BRAND APPLICATION