



BRAND MANUAL

THE BRANDING & DESIGN GUIDELINES
FOR THE NON-PROFIT ORGANIZATION, SOLDIER'S PRAYER

BRAND DESIGN MANUAL V1 | 07.07.2022

PREPARED FOR : CLANDO BROWNLEE

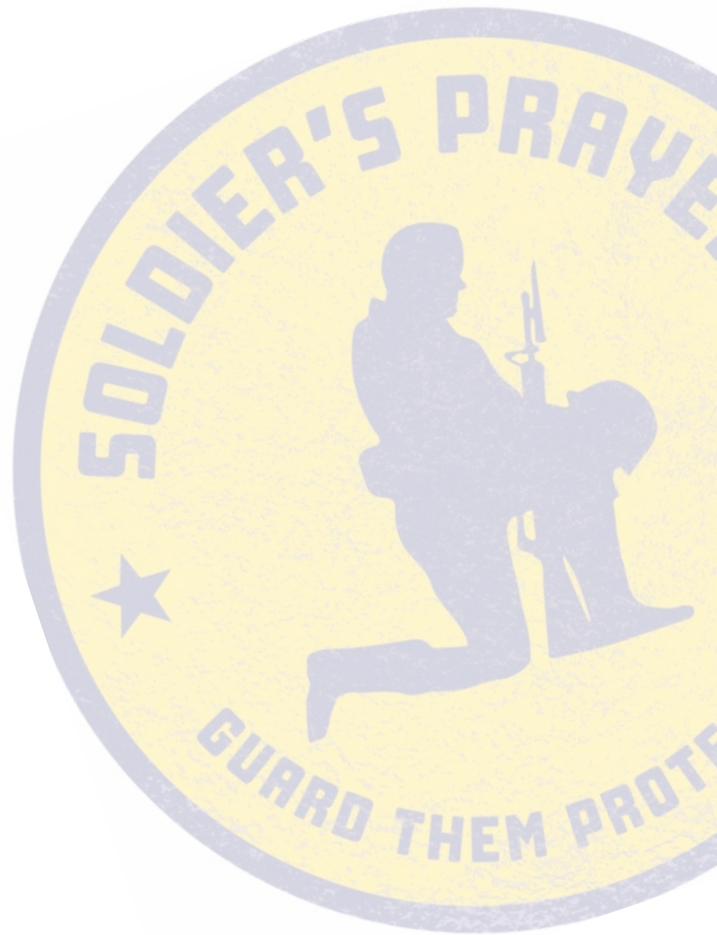
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soldiersprayer.org

BRAND MANUAL.

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**THESE
GUIDELINES
DESCRIBE
THE VISUAL
AND VERBAL
ELEMENTS
THAT
REPRESENT
THE SOLDIER'S
PRAYER
BRAND.**

INTRODUCTION



YOUR BRAND GUIDELINES

This includes your name, your logo, your colors, your typefaces (fonts), and your overall aesthetic.

Sending a consistent and controlled message of why, who, and what is essential to presenting a strong and unified image of your Non-Profit Organization. These guidelines reflect the brand's commitment to compassion, honesty, and the human connection. If followed, the **Soldier's Prayer** brand will flourish.

All of these elements are valuable company assets. You are responsible for protecting them.

SEAN STRATTON
Creative Director

A handwritten signature in black ink, appearing to read 'Sean Stratton'. The signature is fluid and cursive, with a large, sweeping initial 'S'.

THE LOGO.



LOGO INTRODUCTION

The Soldier's Prayer logo is the key building block of your identity and the primary visual element that identifies you. The signature is a combination of the the symbol itself and your company name – they have a fixed relationship that should never be changed in any way.

THE LOGO

The Soldier's Prayer logo is comprised of two elements, the logo symbol and logo type. The symbol is a silhouette of a soldier kneeling to pray.

The logo type was chosen for its tough and rugged style, which has been further enhanced by the use of upper case letters.

Like the U.S. Military, there are multiple versions presented through the use of color as well as shape and form. The two primary colors are blue and yellow. They were chosen for their strong combination - truth - classic - timeless.

The secondary colors have been selected to compliment the primary colors and guide users through the Soldier's Prayer experience.

MAIN LOGOS



ALT. LOGO #1



LOGO BADGE #1



LOGO BADGE #2



CALL TO ACTION LOGO



RECOMMENDED FORMATS:

.eps | .ai | .png | .svg

ATTENTION:

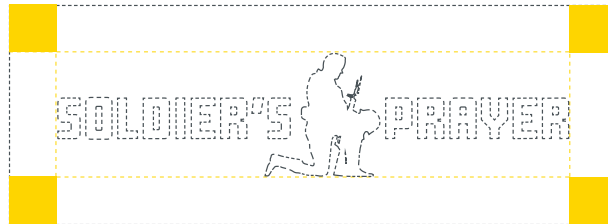
Use of any stylized, animated, hand drawn, or other versions of an unofficial logo are not permitted. This undermines the logo system and the consistency of the brand.

LOGO CONSTRUCTION & CLEARSPACE

LOGO CONSTRUCTION & CLEARSPACE

It is important to keep the Soldier's Prayer logo clear of any other graphic elements. To regulate this, an exclusion zone has been established around the logo. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the logo itself and your company name – they have a fixed relationship that should never be changed in any way.

LOGO OUTLINE



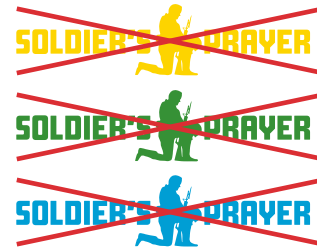
LOGO CLEARSPACE



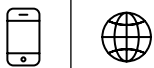
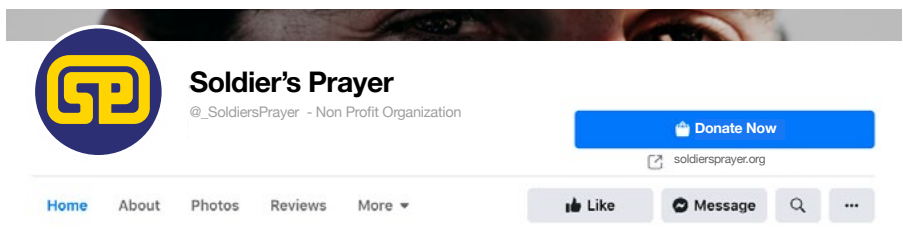
Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

LOGO DO'S & DONT'S



SOCIAL MEDIA ICON



5 x 5 mm



10 x 10 mm



17 x 17 mm

25 x 25 mm

Link

<https://www.dropbox.com/sh/b8r503jppu0g4ov/AAB1WoPnA36V4LfnXhXa5Hka?dl=0>

LOGO VARIATIONS

MAIN LOGO



MAIN LOGO + .ORG



LOGO BADGE #1
SOCIAL MEDIA ALT. PROFILE PIC



LOGO VARIATIONS

ALT. LOGO #1



ALT. LOGO #1



LOGO BADGE #2



LOGO ICON



LOGO VARIATIONS

MAIN LOGO



MAIN LOGO + .ORG



LOGO BADGE #1
SOCIAL MEDIA ALT. PROFILE PIC



LOGO VARIATIONS

ALT. LOGO #1



ALT. LOGO #1



LOGO BADGE #2



LOGO ICON



BRAND TYPEFACE.

UNIVER

Link

<https://www.dropbox.com/sh/b8r503jppu0q4ov/AAB1WoPnA36V4LfiNXhXa5Hka?dl=0>

THE BRAND TYPEFACE AND HISTORY

01.2

UNIVERS

DESIGNER:

Adrian Frutiger

-

Univers is one of the greatest typographic achievements of the second half of the 20th century. The family has the advantage of having a variety of weights and styles, which, even when combined, give an impression of steadiness and homogeneity. The clear, objective forms of Univers make this a legible font suitable for almost any typographic need. In 1954 the French type foundry Deberny & Peignot wanted to add a linear sans serif type in several weights to the range of the Lumitype fonts. Adrian Frutiger, the foundry's art director, suggested refraining from adapting an existing alphabet. He wanted to instead make a new font that would, above all, be suitable for the typesetting of longer texts - quite an exciting challenge for a sans-serif font at that time. Starting with his old sketches from his student days at the School for the Applied Arts in Zurich, he created the Univers type family. In 1957, the family was released by Deberny & Peignot, and afterwards, it was produced by Linotype.

USAGE:

Univers has been employed in numerous applications including corporate branding, signage, maps, standardized testing and consumer electronics devices. Apple used Univers on its laptop keyboards until switching to the VAG Rounded™ typeface in 2007. Univers is used in tandem with Frutiger in the Bay Area Rapid Transit system, as well as being the primary typeface used by Germany's Frankfurt International Airport and the Montreal Metro System. Rand McNally used Univers to label maps and atlases before switching to the Frutiger® design in 2004.

THE TYPEFACES AND THEIR STRUCTURE

Typography plays an important role in communicating the overall tone and quality of your brand. Careful use of typography reinforces your personality and ensures clarity and harmony in all Soldier's Prayer communications. I have selected Univers Black and Courier, which mimics the typefaces (fonts) used by the United States Military Divisions.

HEADLINES

Univers Black - All Caps

U N I V E R S
B L A C K

LETTERS

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M

NUMBERS

0 1 2 3 4 5 6 7 8 9 0

SUB HEADLINES

Courier Bold

COURIER BOLD 13 PT ALL CAPS UNDERLINED

COURIER BOLD 11 PT ALL CAPS UNDERLINED

COURIER BOLD 8 PT ALL CAPS UNDERLINED

PARAGRAPHS

Courier Regular

Courier Regular 11 pt

Courier Regular 8 pt

TYPOGRAPHY AND HIERARCHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. A good rule of thumb is sticking to the [Fibonacci Sequence](#). Using these ratios as a guide when deciding the hierarchy between font point (pt) sizes: 5, 8, 13, 21, 34, 55, 89, 144, 233, 377.

EXAMPLE 1

Follow these rules of design to get awesome results.

SUPPORT THEM.

ROUGHLY 41% OF ALL VETERANS SUFFER FROM MENTAL ILLNESS.

Magnimet repellam hitatestrum que voloruptatem andae essimol
essendi nus cone siminve lestint, sum dollata volorup tasincius
con re, apid ea aut vid ut aut omniend icatus. Da niantemporem
enis aligend iandio ex et voluptat quid qui cus veni ut odi vero
blaut peruptas et aut que cusdam.

EXAMPLE 2

41%

ROUGHLY 41% OF ALL VETERANS SUFFER FROM MENTAL ILLNESS.

Magnimet repellam hitatestrum que voloruptatem andae essimol
essendi nus cone siminve lestint, sum dollata volorup tasincius
con re, apid ea aut vid ut aut omniend icatus. Da niantemporem
enis aligend iandio ex et voluptat quid qui cus veni ut odi vero
blaut peruptas et aut que cusdam.

BRAND COLORS.



PRIMARY COLOR SYSTEM AND COLOR CODES

PRIMARY COLOR SYSTEM

-

Color plays a very important role identifying your brand. The colors below are recommendations for various media. Consistent use of these colors will contribute to the cohesive and harmonious look of the Soldier's Prayer brand identity across all relevant media. Check with your designer or printer to ensure the corporate colors are always consistent.

PRIMARY COLOR #1

Soldier's Blue

-

COLOR CODES

CMYK : 100 95 18 6
Pantone : PANTONE P 99-16 U
RGB : 43 46 116
Web : #2c2f74



Color Tones



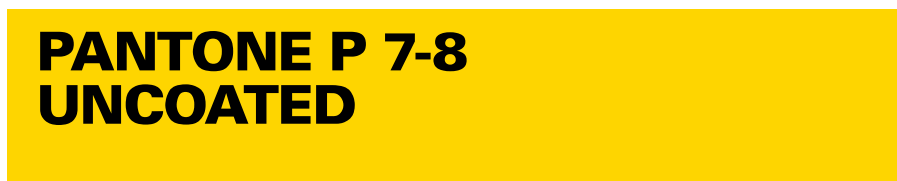
PRIMARY COLOR #2

Soldier's Yellow

-

COLOR CODES

CMYK : 2 15 95 0
Pantone : PANTONE P 7-8 U
RGB : 253 212 0
Web : #FDD400



Color Tones



Usage:

Use them as the dominant color palette for all internal and external visual representations of the brand.

**YOUR
COLORS
ARE
VERY
IMPORTANT.**



SECONDARY COLOR SYSTEM AND COLOR CODES

SECONDARY COLOR SYSTEM

The secondary colors are complementary to your primary colors, but are not recognizable identifiers for the Soldier's Prayer brand. Secondary colors should be used sparingly.

Usage:

Use them to accent and support the primary color palette.

SECONDARY COLOR #1

Almost Black

COLOR CODES

CMYK : 72 67 59 79
Pantone : PANTONE P PROCESS
BLACK U
RGB : 35 31 32
Web : #231F20



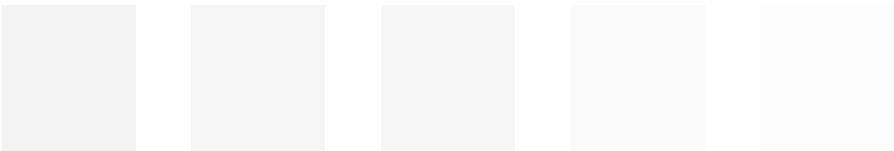
100% 80% 60% 40% 20%

SECONDARY COLOR #2

Very Light Grey

COLOR CODES

CMYK : 4 2 2 0
Pantone : PANTONE P 104-1 U
RGB : 242 242 243
Web : #F2F2F3



100% 80% 60% 40% 20%

BRAND AESTHETIC.

Corporate Stationery
Letterhead
Business Cards
Envelope
Logo Placement
Brand Images

SOLDIER'S PRAYER
**.ORG**





WWII VETERAN
USAAR
17 TAIL GUNNER



**BRAND
STATIONERY
LETTERHEAD
BUSINESS
CARDS
ENVELOPE
LOGO
PLACEMENT.**



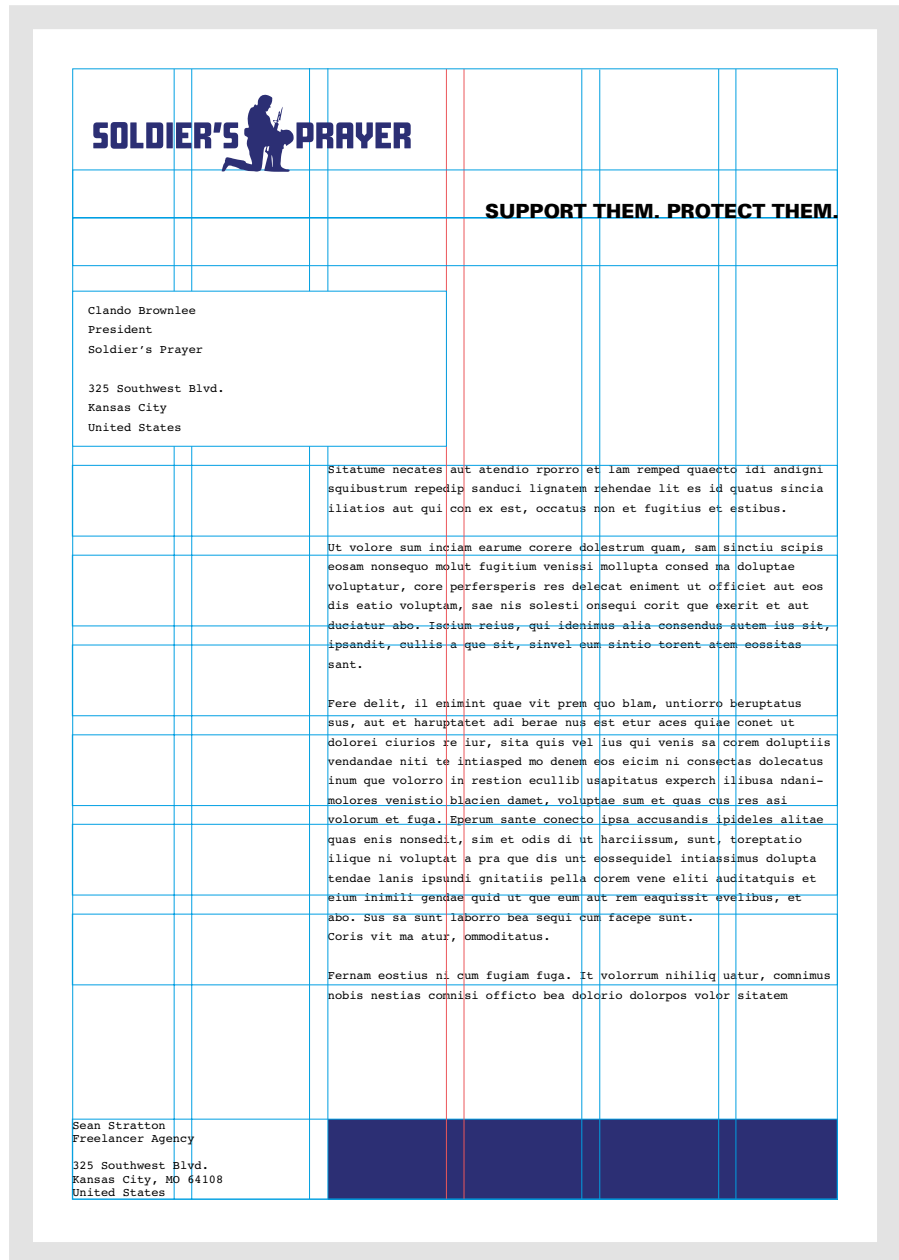
BRAND STATIONERY

THE LETTERHEAD

This shows the approved layout of the Soldier's Prayer stationery system.

USAGE:

The letterhead will be used for all official Soldier's Prayer communication.



Link

<https://www.dropbox.com/sh/b8r503jppu0g4ov/AAB1WoPnA36V4LfNXhXa5Hka?dl=0>

Dimensions

8.5 in. x 11 in.
DIN A4

Paper Weight

80# Matte White

Print

CMYK

BUSINESS CARD AND ENVELOPE

BUSINESS CARDS

-

Dimensions

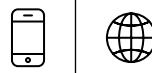
2 in. x 3.5 in.

Weight

38pt. Trifecta Black with Velvet Finish

Print

CMYK



Link

<https://www.dropbox.com/sh/b8r503jppu0g4ov/AAB1WoPnA36V4LfiNXhXa5Hka?dl=0>

FRONT



BACK



The Soldier's Prayer Envelope

-

Dimensions

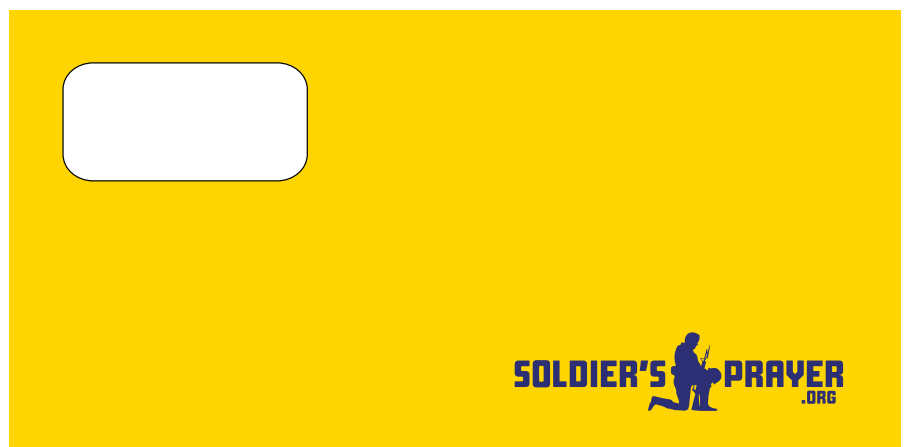
4.125 in. x 9.5 in.

Weight

70# Smooth White

Print

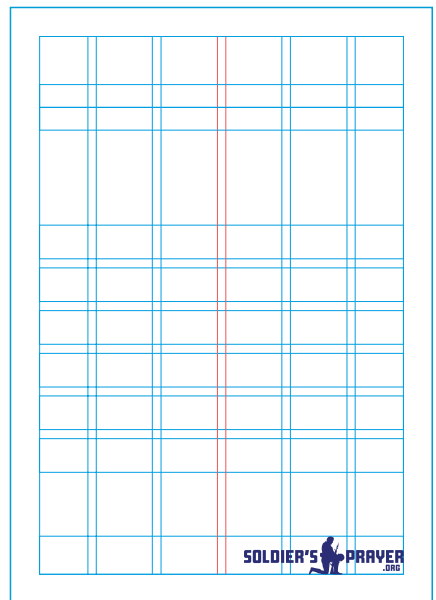
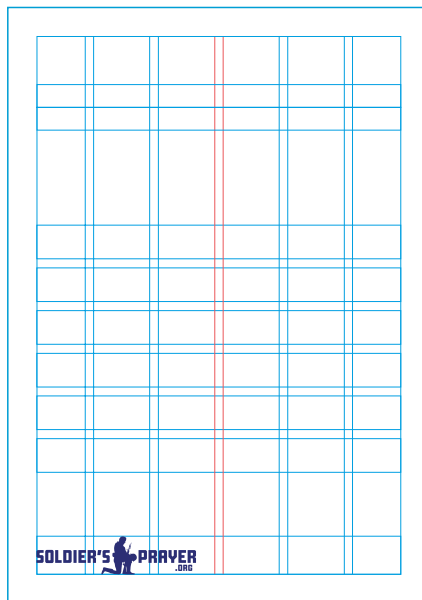
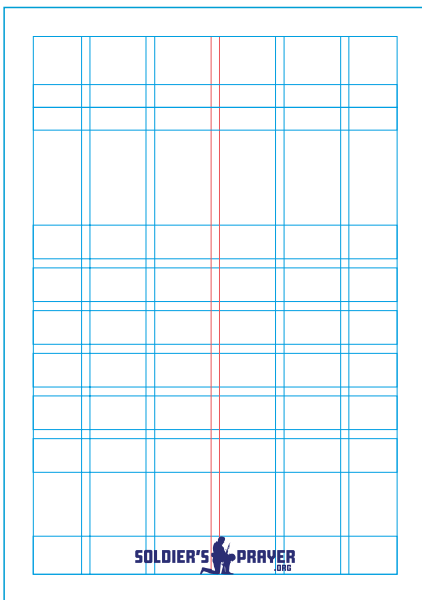
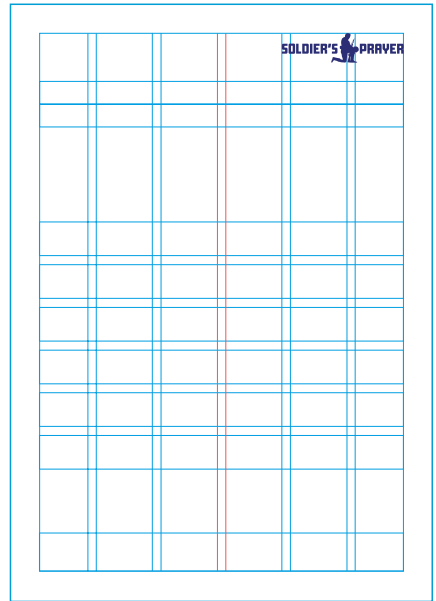
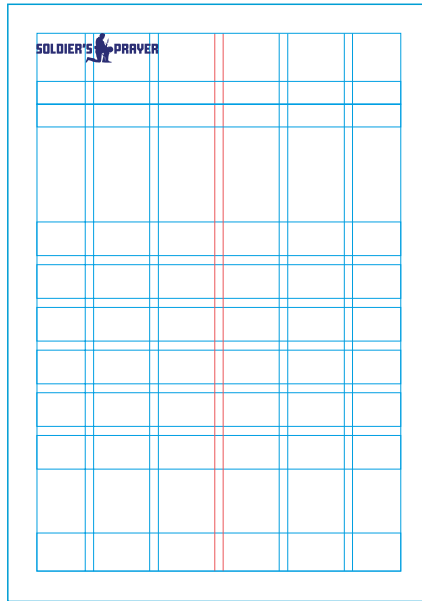
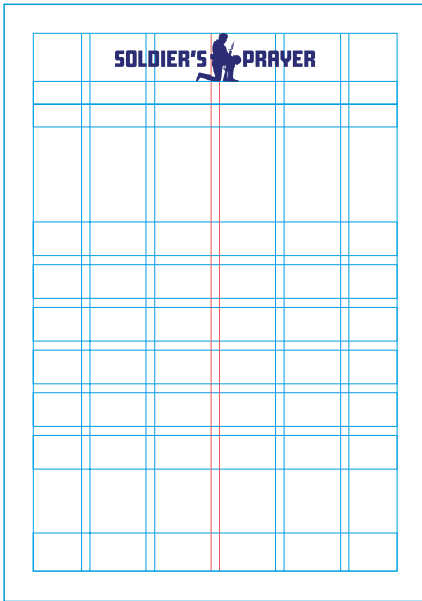
CMYK



CORRECT LOGO PLACEMENT

LOGO PLACEMENT ON PRINT

To place the Soldier's Prayer logo in the correct way please use one of the approved styles that are shown below. To place the Soldier's Prayer logo in other ways is not allowed.



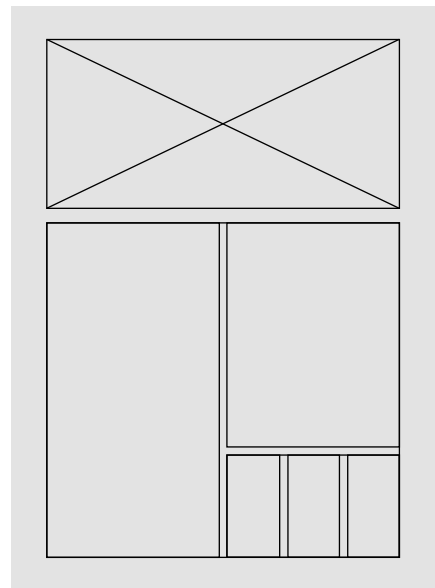
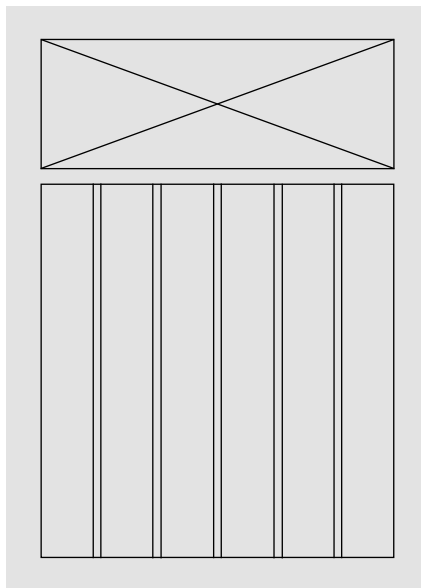
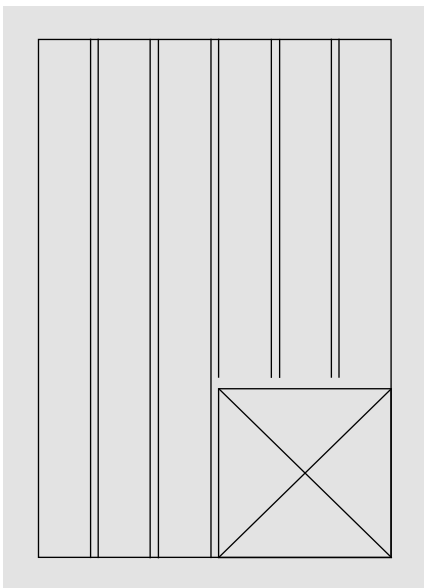
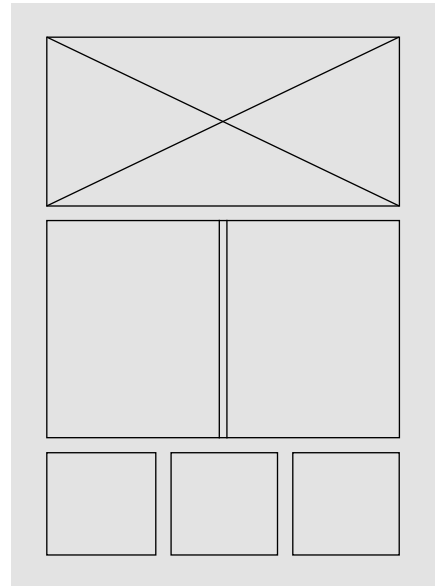
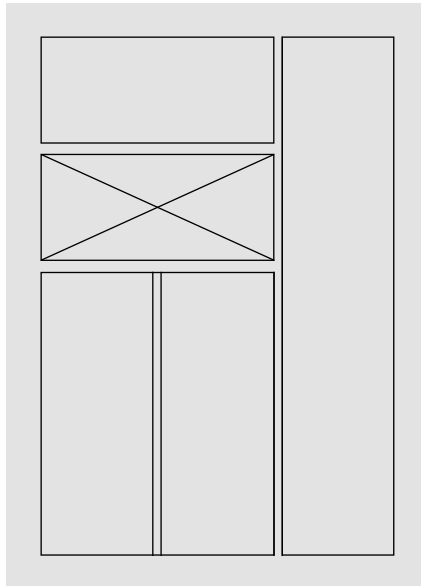
USE THE GRID.



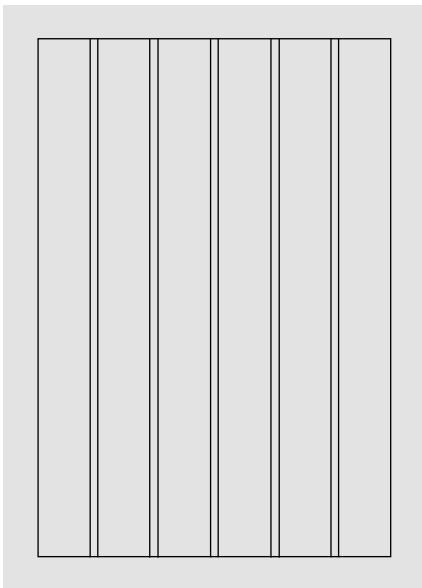
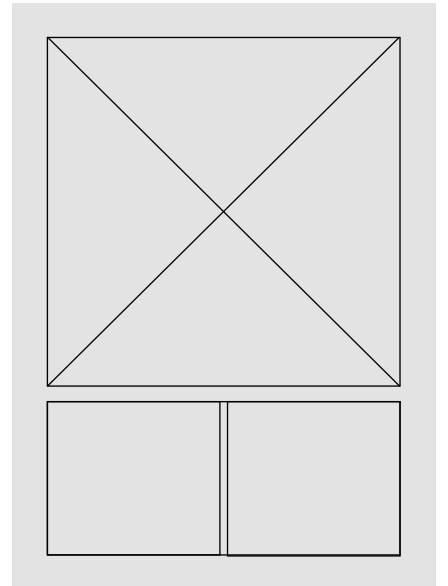
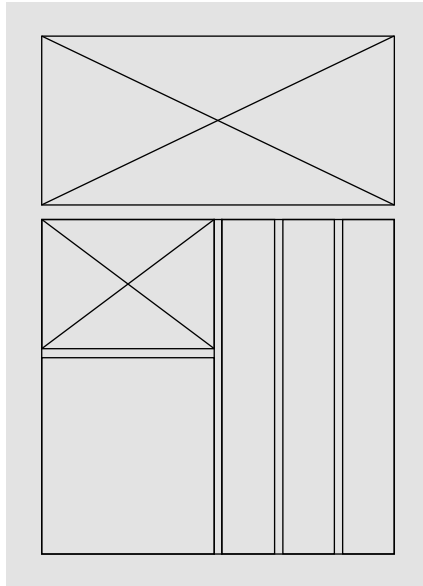
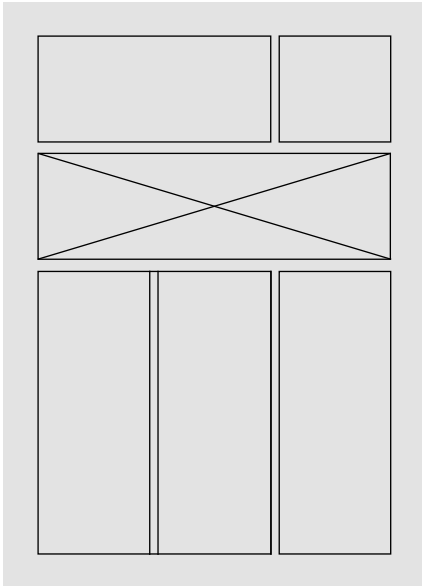
SAMPLE GRID LAYOUTS

In graphic design, a grid is a structure made up of a series of intersecting straight (vertical, horizontal, and angular) or curved guide lines used to structure content. The grid serves as an armature on which a designer can organize graphic elements (images, glyphs, paragraphs) in a rational, easy to absorb manner. A grid can be used to organize graphic elements in relation to a page, to other graphic elements on the page, or relation to other parts of the same graphic element or shape.

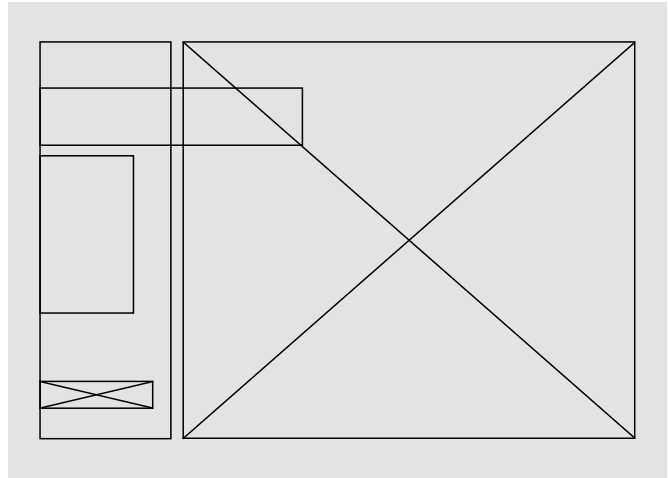
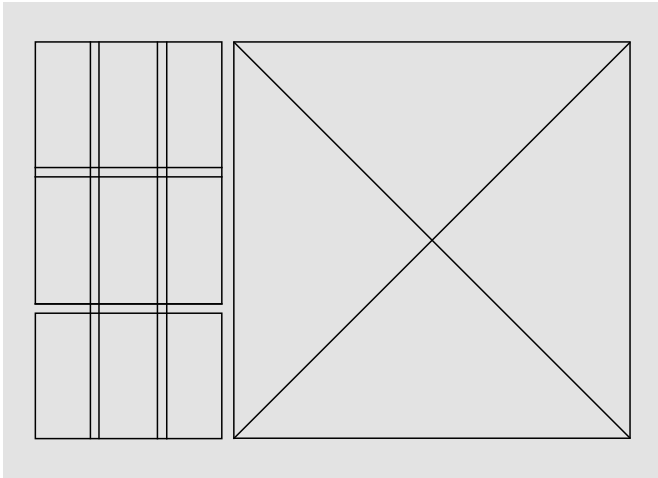
A4 VERTICAL GRID LAYOUT EXAMPLES



PORTRAIT GRID LAYOUTS



LANDSCAPE GRID LAYOUTS



A SOLDIER'S PRAYER

—

Dear Lord, please watch over my family.
Let them know how much I love them.
Keep them safe from any harm.

Dear Lord, please watch over my children.
Let them know how much I love them.

Assign an Angel to hold them in your protective arms.

Dear Lord, please comfort my mother and father.
Let them know how much I love them.
If I should leave and go to Glory on this day,
Let all of my loved ones know that I am just a thought
away.

Dear Lord, if my children should wake at night crying
looking for me,
Ask an Angel to let them know that I am safe in Heaven
tonight.

Dear Lord, if I should leave today or tomorrow,
Please watch over and comfort my fellow comrades-in-arms.
Keep them safe and keep their families safe.

Dear Lord, wrap your arms around all mankind and bring
peace and love to their hearts.
Remind everyone that we are all soldiers protecting and
serving all mankind.

Dear Lord, before I go, please keep America safe for me
another day.

Thank you and Amen.

By: Patricia P. Berry



BRAND IMAGES.



BRAND IMAGES

Consistent brand images are one of the most important things that separate good brands from bad ones. They help establish a recognizable pattern. It would be best if you never deviated from them. Pick an aesthetic and stay with it. Images are a composite psychological impression that connects your audience to your company's values, beliefs, and purpose. You should use various advertising techniques to enhance the Soldier's Prayer image and to improve its desirability as a brand. When you do, make sure they stay high-quality and are consistent.

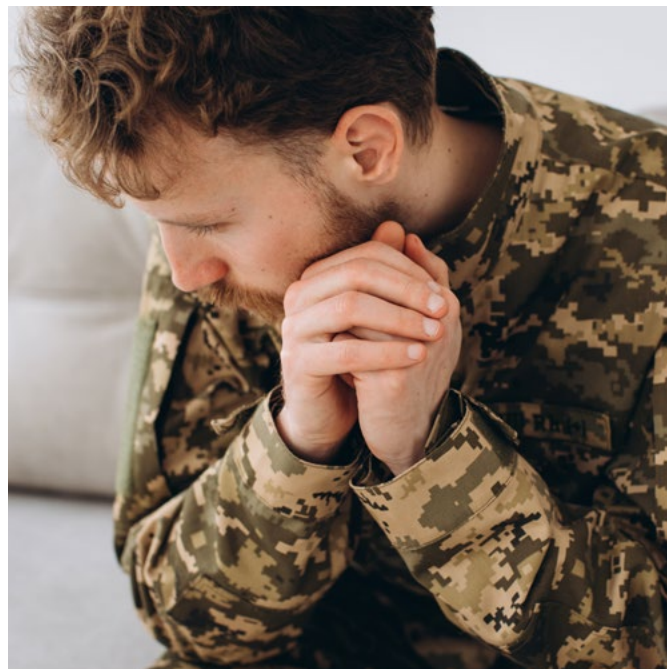


REQUIREMENTS

Always use photographs from Unsplash.com (highest quality, royalty free photos) or a reputable source like Shutterstock, Adobe Stock, or a professional photographer. If you are unsure if an image is right for the Soldier's Prayer brand, email me for approval. For social media posts, always use the color borders (see page 45). Your ratio for posts should be 1x1 (square).



Never use pixelated images like the one you see on the left.



BRAND IMAGES

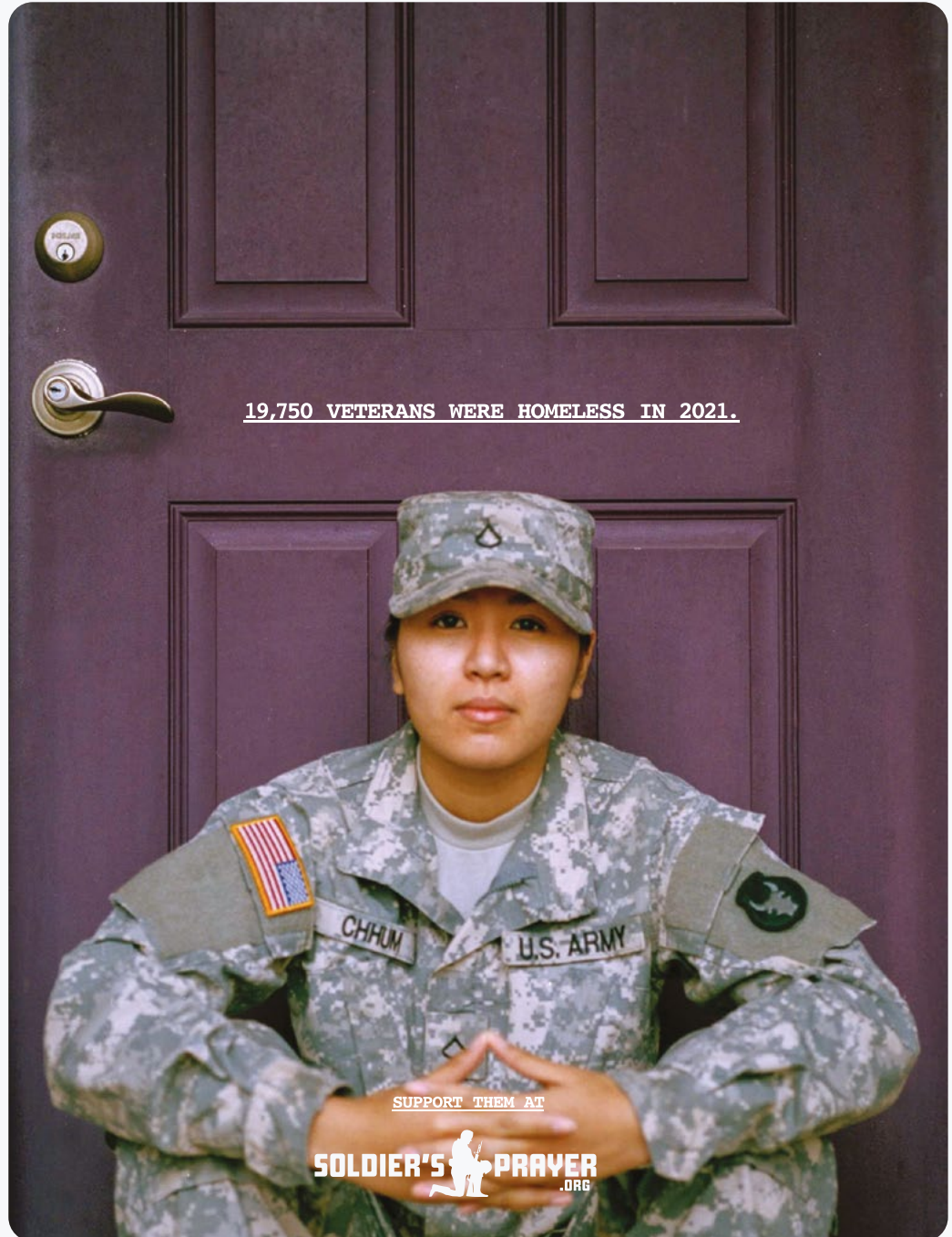


BRAND IMAGES



BRAND CONCEPT

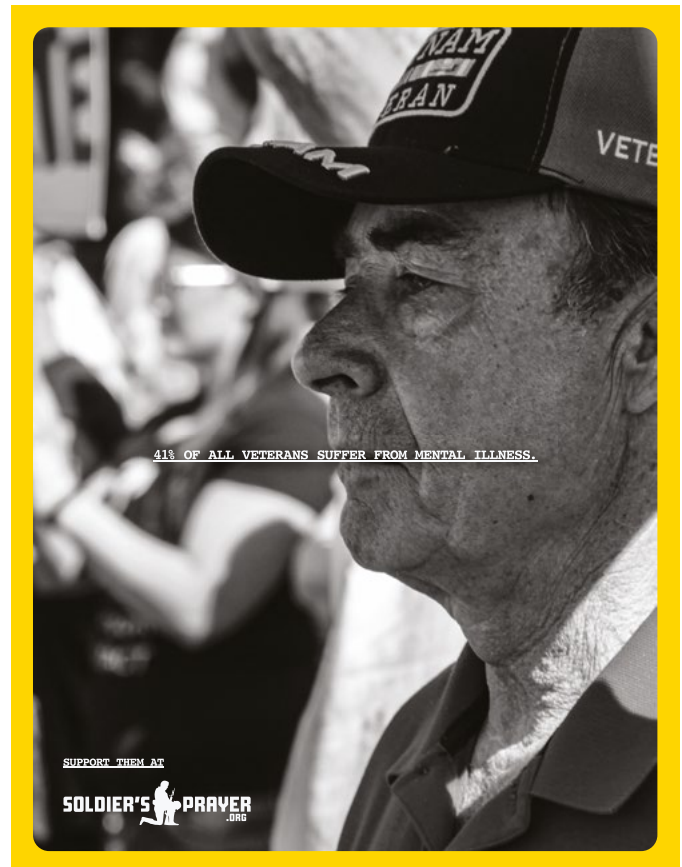
EXAMPLES



BRAND CONCEPT

FOR A CONSISTENT LOOK AND FEEL.

Image effects and blending modes raise the conciseness and the recognizability of your brand. They also divide content and other graphical elements that are used in layouts. The border provides a sense of support and protection, visually communicating what the brand does for Veterans.



BRAND IMAGES : DO NOT DO THIS



A SOLDIER'S PRAYER

PATRICIA P. BERRY

DEAR LORD, PLEASE WATCH OVER MY FAMILY.
LET THEM KNOW HOW MUCH I LOVE THEM.
LET THEM STAY SAFE FROM ANY HARM.

DEAR LORD, PLEASE WATCH OVER MY CHILDREN.
LET THEM KNOW HOW MUCH I LOVE THEM.

DEAR LORD, PLEASE ASSIGN AN ANGEL TO HOLD THEM IN YOUR PROTECTIVE
ARMS.

DEAR LORD, PLEASE COMFORT MY MOTHER AND FATHER.
LET THEM KNOW HOW MUCH I LOVE THEM.
IF I SHOULD LEAVE AND GO TO GLORY ON THIS DAY,
LET ALL OF MY LOVED ONES KNOW THAT I AM JUST A
THOUGHT AWAY.

DEAR LORD, IF MY CHILDREN SHOULD WAKE AT NIGHT
CRYING OR LOOKING FOR ME,
ASK AN ANGEL TO LET THEM KNOW THAT I AM SAFE IN
HEAVEN TONIGHT.

DEAR LORD, IF I SHOULD LEAVE TODAY OR TOMORROW,
PLEASE WATCH OVER AND COMFORT MY FELLOW COMRADES-
IN-ARMS.

PLEASE KEEP THEM SAFE AND KEEP THEIR FAMILIES SAFE.

DEAR LORD, WRAP YOUR ARMS AROUND ALL MANKIND AND
BRING PEACE AND LOVE TO THEIR HEARTS.
REMINDE EVERYONE THAT WE ARE ALL SOLDIERS PROTECTING
AND SERVING ALL MANKIND.

DEAR LORD, BEFORE I GO, PLEASE KEEP AMERICA SAFE FOR
ME AND MY COUNTRY ON ANOTHER DAY.

THANK YOU LORD AMEN

Patricia P. Berry

AGAIN...

Consistent brand images are one of the most important things that separate good brands from bad ones. They help establish a recognizable pattern. It would be best if you never deviated from them. Pick an aesthetic and stay with it. Images are a composite psychological impression that connects your audience to your company's values, beliefs, and purpose. You should use various advertising techniques to enhance the Soldier's Prayer image and to improve its desirability as a brand. When you do, make sure they stay high-quality and are consistent.

BRAND IMAGES : DO THIS



A SOLDIER'S PRAYER

Dear Lord, please watch over my family.
Let them know how much I love them.
Keep them safe from any harm.

Dear Lord, please watch over my children.
Let them know how much I love them.

Assign an Angel to hold them in your protective arms.

Dear Lord, please comfort my mother and father.
Let them know how much I love them.
If I should leave and go to Glory on this day,
Let all of my loved ones know that I am just a thought away.

Dear Lord, if my children should wake at night crying looking for me,
Ask an Angel to let them know that I am safe in Heaven tonight.

Dear Lord, if I should leave today or tomorrow,
Please watch over and comfort my fellow comrades-in-arms.
Keep them safe and keep their families safe.

Dear Lord, wrap your arms around all mankind and bring peace and love to their hearts.
Remind everyone that we are all soldiers protecting and serving all mankind.

Dear Lord, before I go, please keep America safe for me another day.

Thank you and Amen.

By: Patricia P. Berry



SOCIAL SETUP

EXAMPLE

Instagram

Q Search

[_soldiersprayer](#) Edit profile Open Business Suite ⚙️

1,345 posts 2,829 followers 2,552 following

Soldier's Prayer Non-Profit Organization

Soldier's Prayer is a Non-Profit Organization that exists to help, support, and protect our #Veterans in anyway we can. To DONATE visit [soldiersprayer.org](#)

POSTS
VIDEOS
SAVED
TAGGED

SAMPLE INSTAGRAM POST

EXAMPLE

Always use border

11:04

< _SOLDIERSPRAYER
Posts

_soldiersprayer

19,750 VETERANS WERE HOMELESS IN 2021.

CHHUN U.S. ARMY

[View insights](#) [Boost Post](#)

♥ 💬 📍

Liked by soldier_7 and 10 others

_soldiersprayer 19,750 #Veterans were #homeless in 2021. Let's change that. To #donate visit the link in our bio. Please support and protect our #Veterans #USA #HomelessVets #HomelessVeterans #supportveterans

View 1 comment

March 25

Always use hashtags

SUMMARY

BE GREAT.

There are three fundamentals to earning the kind of mental real estate great brands own: be consistent, be interesting, and treat people with respect.

What's that mean? It means everything we already know, but for some reason, many of us ignore it when we do our jobs.

We shouldn't trick people or purposely dull a message out of fear because being true to your people is more valuable than being understood by the masses.

Low hanging fruit rots first. Reach higher. It pays. And you'll love the view.

I hope this guide will help you create an intelligent brand that serves intelligent people a product or service they actually enjoy. I hope you do it by being consistent, fun, and captivating.

I hope you win because you've earned it.

A handwritten signature in black ink, appearing to read "Seth Strubbe". The signature is stylized with a large, sweeping "S" and a cursive "Strubbe".

CONTACT

QUESTIONS?

FOR QUESTIONS OR FURTHER INFORMATION PLEASE CONTACT:

Sean Stratton
Creative Director

E: seans@ckeinc.com
P: (636) 634-6564

All Soldier's Prayer brand assets can be found here:
<https://www.dropbox.com/sh/b8r503jppu0g4ov/AAB1WoPnA36V4LfiNXhXa5Hka?dl=0>





BRAND MANUAL

THE BRANDING & DESIGN GUIDELINES
FOR THE NON-PROFIT ORGANIZATION,
SOLDIER'S PRAYER

BRAND DESIGN MANUAL V1 | 07.07.2022

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