



LOST CHILDREN'S NETWORK
GRAPHIC STANDARDS MANUAL

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WHAT IS BRANDING?

Branding is a name, term, sign, symbol or design, or a mixture of them which its main focus is to identify the goods and services of a person, origination, or company and to differentiate them from those of others.

Branding can represent a powerful promotional business strategy, it is what some people call the lifelong commitment, it represents a person, company, or organizations and the idea of their product. It can also represent a cultural accessory described as “personal philosophy” important components of culture value and its economy; it can be composed of a name or a trademark that is mostly connected with a products and producers.

A good brand delivers a companies message clearly. It will also confirm their credibility by connecting their target prospects emotionally which motivates the buyer and concretes its loyalty.

ORGANIZATION BRAND

The Lost Children's Network is a non-profit volunteer organization group that helps in the safe recovery of numerous missing children. The most effective way of helping is by broadcasting national television programs of missing child alerts throughout the United States.

With a high percentage of missing children taken across state lines, where local media coverage can't reach they televised the alerts, this the most effective way to reach millions of viewers all over the country.

IDENTITY



LOGO

WORD-MARK



BRAND PRINCIPLES

The founding principles of the Lost Children's Network are love, purity, respect for life and service. Service represents the organizations purpose, responsibility, and creativity they came into this with a special plan and purpose, that main goal or purpose was to help elevate humanity on a world wide scale through its own unique ways and services.

The respect for life represents tolerance, courtesy, and cooperation therefore, even though there is diversity among us, we are all part of a Divine Family. The purity vivifies from perfection, simplicity and innocence, it is that which uplifts us and reconnects us to our true inner being.

Finally, love through self-Esteem, self-Respect, and caring, they can change the inner workings of others to feel safe, because all living things require love to survive including ourselves.

LOVE

All living things require love to survive, including ourselves. We must first attend to our own needs for love before we can love others.

PURITY

Purity is what restores us to the joy of life, it is that which captivates us and reconnects us to our true inner being.

RESPECT FOR LIFE

Everyone we meet deserves our respect because we honor the divine within them We show this through courtesy, tolerance and cooperation with all whom we meet.

SERVICE

It is our obligation to be successful in carrying out our goals and to infuse our service with creativity, and our own special talent.

BRAND COMMITMENT



Through the brand, the plan was to see how far the identity could be pushed to utilize the non-profit organization from beyond is network broadcasting. If this organization is willing to place more than just advertisements that are seen on the television, but everywhere in every home, on every street on, and in most cases in every car and hand in this world.

So that when you step outside, ride a bike, making a phone call, or just simply just checking your e-mail people will be reminded that there are no limits that we will not go to help find the lost. We believe this will help strengthen the organization and help them create a better place for in the future when someone is lost they will always come up missing.

“IF A FREE SOCIETY CANNOT HELP
THE MANY WHO ARE LOST, IT
CANNOT SAVE THE ONES WHO
ARE FOUND.”

—JOHN F. KENNEDY

SIGNATURE

The Lost Children's Network signature is the most fundamental part of our brand, and it represents our entire company, externally and internally.

From product packaging and ads to data sheets and presentations, it functions as a personal sign-off on the ideas we're presenting and sharing. The signature consists of two elements that work together as a whole.



IDENTITY

IDENTITY BREAKDOWN

SYMBOL/LOGO

Our symbol is the defining feature of our design system, and the starting point for all of the graphic elements in this document. Inspired by love, purity, respect for life and service, the symbol itself represents hope.

WORD-MARK

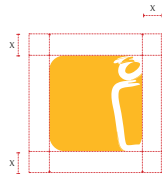
Our word-mark is in Trajan Pro. With one small gratuitous ornamentation, this typeface is strong yet agile, down-to-earth yet self-assured; qualities we're happy to associate with our brand.



THE CLEAR SPACE

Clear space is the area surrounding the signature that must be kept free of other graphic elements. The minimum required clear space is equal to the measurement “X”, as shown. This measurement is equal to the height of the lowercase letters in our word-mark

Where logo height is the required Examples: If the logo or identity is 1" high, the required space will be equal to the height of the lowercase x in the word-mark even if the logo is ½" high, the required space will be the be the size of the circle of the logo.



PRIMARY & ALTERNATES

There are three configurations of the signature: the primary, the secondary, and alternate. The primary signature should always be considered first, except for the following situations where the alternate primary configuration may be used:

- For online usage where the alternate primary's reads better
- For small-size applications where the logo is under 1 inch wide
- For very large applications where the logo is over 17 inches wide
- For professional use such as, stationery items business letters
- For when dealing with a specific colors which might be better suited

PRIMARY



SECONDARY ALTERNATE

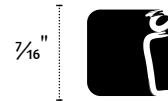


PROFESSIONAL/ALTERNATE



REPRODUCTION AND SIZING

Minimum reproduction size of the Identities is 1/2" For use with electronic documents, the recommended size of optimum reproduction is 1/2" to 7/16"
The black and white identity shows how a simple fax or copy will look.
When the logo separated from the identity the minimum reproduction size will be 7/16" to accommodate the approved typeface. The only exception will be when using the logo as a element of demonstration—as seen on page 9.



SIGNATURE REVERSING



Examples showing how to correctly reverse the signature logos. With only one exception—see below, graphic designers should keep the mark element and the frame around it white.

These examples also apply to the use of the secondary and alternate or professional marks as well as any other new version of the Mark.



The signature color has been knocked out to allow the image behind it to look more dynamic. The knocked-out one-color version could also be used for three-dimensional signs purely for technical production limitations. All design work is handled by the Facilities and Services Sign

The signature color has been knocked out to allow the gray background behind it to show through



This is the correct way to reverse the signature on a dark background using black. Note that there are actually two colors present: black, and the gray of the background



Three of the main signatures elements have been colored black, here the colors give the identity an unbalance feel behind the gray background.



SIGNATURE USAGES

CORRECT USAGES

Across are examples of correct identity uses. While the Orange and Blue signature of the Lost Children's Network identity appears here, these examples also apply to the use of the secondary and alternate marks as well as any other new version of the Mark.

INCORRECT USAGES

Creating the identity is a long process, the main steps are listed but there are some rules of the brand and its content. When creating documents, publications, ads or other assortments that the identity may take on, one must know the rules in order to secure the identity's integrity when designing.

The list of major details or rules that come with this graphic standards manual, will help with have information that will help show how the identity should be handled when addressing documents of any kind. These examples also apply to the use of the secondary and alternate-professional marks as well as any other new version of the Mark.



Correct use of the approved secondary color palette



Correct use of the bold palette version



Correct use of the one-color version of the identity on a dark background.



The LNC identity should not be reproduce smaller than the minimum size



The LCN identity components should not be separated and repositioned



The LCN identity should not be reproduced in any non-official colors



Outside elements should not violate the space around the LCN's clear zone



The LCN identity should not be configured with a font that is not official



The LCN identity should not be stretched, skewed, or altered dis-proportionately

EMOTIONAL IMAGERY

The images here were selected to show how helping can make a difference, when dealing with all types of occurrences. If a child goes missing in this world, it does not automatically mean that a child was kidnapped. It may be a possibility that he or she is a run-a-way, or it could mean that they are lost and can not be processed at the time.





CONCEPTUAL IMAGERY

You will also see how we help each other in order to achieve a goal, and that goal is finding our lost ones no matter how long it takes. We gather all different elements of the world and place it in a place where it will be seen everyday events, from a television sets to billboards, to a simple article in the news paper.

Weather your are riding your bike watching television, reading the morning paper or driving in traffic, you will always find how hard we try to make a difference.







STANDARD COLORS

The primary blue originally came from the existing logo, which consisted of different colors and has now been modified as the base. The orange was found in many of its helpers sites, it represents energy, balance, warmth some enthusiasm. Since the orange also complements the blue and vice versa, it was decided to be used as the second color in the identity.

However, the secondary colors visually complement the orange, the red, green represents other branching organizations that help sponsor the Lost Children's Network.

Planting Peace, represents the red, the saturated green represents the National Center for Missing and Exploited Children and the green was based on a thoughts of the Klaas Kids Foundation, which resembled that of noble enlightenment. Please try and refrain from using any of the colors that are not on the list as the primary color on printed covers or other content-media, behind or against the logo, since these colors are not associated with the Non-profit's identity or its corresponding support.

PRIMARY PALETTE

Our primary colors are strong and straightforward. They represent the Lost Children's Network's brand at its most basic level—our signature. In fact, these are the only colors that may be used to reproduce our signature.

Conversely, LCN Green may not be used for anything besides the signature. This is why you will not find it in our expanded color palette

PRIMARY COLORS



LCN Orange





LCN Blue



Black



White

LCN'S COLOR	PANTONE EQUIVALENT	CMYK	RGB	HEX
	PANTONE 7409 C	C0 M30 Y95 K0	R253 G185 B36	FDB825
	PANTONE 532 U	C100 M80 Y70 K25	R24 G60 B71	163C47

SECONDARY PALETTE

The expanded color palette allows for flexibility in brand communications. Each color has a dark, intermediate and light value, but the intermediate value should always be your starting point.

Unlike the primary palette, colors from the expanded palette can be used as tints. You may use multiple values of any color.



SECONDARY COLORS



LCN Red



LCN Green

LCN'S COLOR	PANTONE EQUIVALENT	CMYK	RGB	HEX
	PANTONE 1805 C	C0 M91 Y100 K23	R192 G49 B26	BF2E1A
	PANTONE 574 U	C69 M42 Y100 K36	R69 G90 B33	455A21

LCN'S TYPEFACES



The support type face is mainly used in the supporting the signature type face. It's main focus is to keep control over various matters that keep the font Candara is used for in the stationary system, it may not be used as the logo type face because it does not balance out the identity.

The font will go in most sub text spacing, and used in publications in place of standard fonts.





PRIMARY TYPEFACE

There are several reasons why we've chosen Trajan Pro for our primary typeface. Strong yet friendly, it helps us communicate ideas in a straightforward, confident manner. Its openness and geometry make it highly legible. So please refrain from using other versions of the font.

Note that Trajan Pro is to be used mainly for print materials; for internal documents such as Microsoft Office applications, we have specific alternate typefaces on the following page.

TRAJAN PRO

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SECONDARY TYPEFACE

The support type face is mainly used in the supporting the signature type face. It's main focus is to keep control over various matters that keep the font Candara is used for in the stationary system, it may not be used as the logo type face because it does not balance out the identity.

The font will go in most sub text spacing, and used in publications in place of standard fonts.

Candara

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

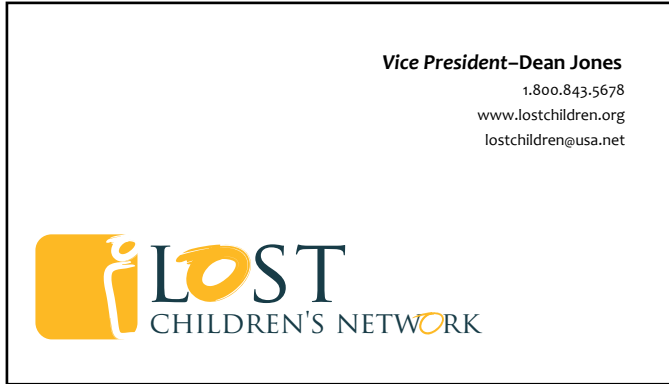


STATIONERY SYSTEM

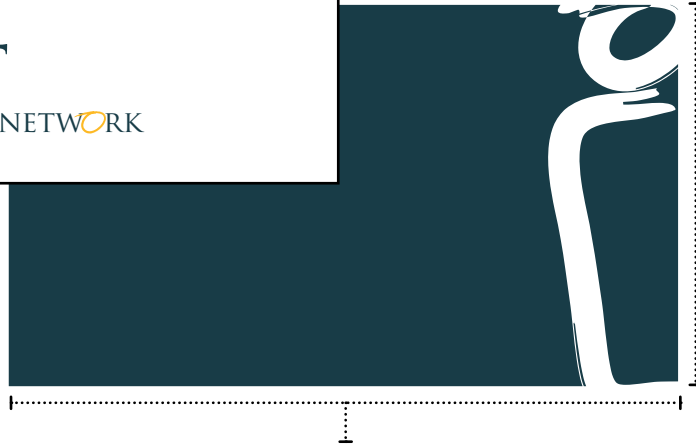
The paper stock will be a bright white linen stock for the whole package, including the stationery box. The particular format of the letter head is front and back, it is a simple but complex design creating a very unique negative space. The business cards are also front and back, with the same format as the letterhead, but the negative space will be on its on scale.

The envelope has the main blue color on the flap of the envelope, this help complement the colors in a wider range. The white font for the address in the flap maximizes feeling of color. The secondary font and colors use the envelope to create a very acute version of its self. The uniformity has a distinctive outlook that intent to identify the identity that maximizes the dramatic change in contrast.

BUSINESS CARDS



Original Sizes



Height 2"

Width 3 1/2"



LETTERHEAD

Scaled to fit at 40%

Dean Jones
P.O. Box 550924
Dallas, Tx, 775355
10/12/2011

Dear Jon Doe,

Welcome to the Lost Children's Network – we will also be sure to be sending you a RSVP for our, i.e. the "56th Annual fund-raiser! We are very pleased to have you here in attendance.

Our schedule over the next few days is attached. As a reminder, your hotel room is complimentary, and transportation will be provided for you to and from the hotel and convention center throughout the duration of the event.

Thank you again for attending this year's LCN fund-raiser, and if you have any questions, please contact the number below.

Sincerely,



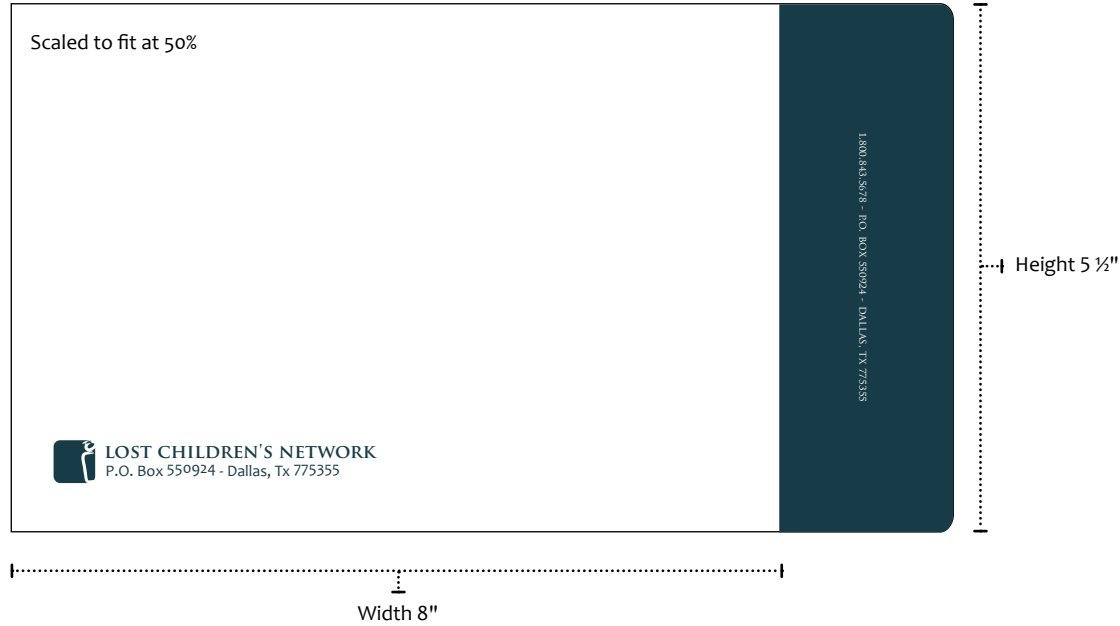
Dean Jones
Vice President

 LOST CHILDREN'S NETWORK
P.O. Box 550924 - Dallas, Tx 775355

Height 7½"

Width 6"

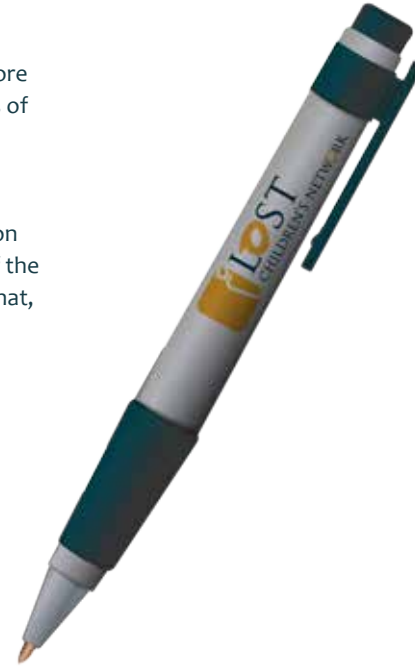
ENVELOPES



APPLICATIONS

The branding applications is a way used our commitment, to show how their patronage can helped save many children who have gone missing. The more items we sell, the better our chances of getting bigger and more nation wide broadcasts around the world. This will increase our chances of finding our love ones.

The brand applications will remain prominent on the product materials keeping the original identity-colors and its imagery. Our brand application will speak for them selves, strengthen the credibility and reassurance of the non profit organization. This will go in a saying. That will tell the world that, "anyone can make a difference to our fair cause."



APPLICATIONS



