



FATHER'S CLUB

BRAND GUIDELINES

VERSION 2.5 AUGUST 2024

INTRODUCTION

The Father's Club is evolving into an organization whose mission is to be recognized as catalyst for positive influence around the world.

With this evolution comes the unique opportunity to reimagine the way we present ourselves to the world we want to impact. As we capture this opportunity, it is important that we take a moment to recognize the widespread impact we make when we put others first, do everything with excellence, live with integrity, work together, hold ourselves accountable, and lead courageously.

This brand guideline explains how to bring our brand to life with every internal and external contact. Along with other organizational foundations such as our mission, core values, and code of ethics and conduct, this guideline provides the framework and expectations that is consistent with the Father's Club values.

OUR BRAND

WHO WE ARE

Ultimately, we want a dad-led and community-focused group to be intentional about sharing with other dads, loving kids, and nurturing character development.

- ♥ We promote involvement among fathers
- ♥ We are dads just like you who are connecting to make a difference and providing opportunities to support our kids, our families, and our community.
- ♥ We use many different approaches like social media, showing up to school functions, partnering with organizations, and promoting community events.

MISSION

CORE VALUES

BRAND LINE

MISSION

The Father's Club is a dad-led, grassroots effort creating simple ways for dads to be intentional with their kids, with other dads and within their community. With resolve, humility, and love, our mission is to be a catalyst for positive influence around the world.

CORE VALUES

OTHERS FIRST

- ♥ We put others first to serve our families and the community. We act with humility and count others more significant than ourselves.

PERSONAL EXCELLENCE

- ♥ Whatever we do, we do it with excellence. We desire to excel, in speech, knowledge, actions, and love.

INTEGRITY

- ♥ We are commanded to live a life of the highest honor and integrity. We desire a character that brings goodness to all we encounter.

WORK TOGETHER

- ♥ We are one body with many members. We are joined and held together by every member. We love one another with friendly affection and strive to outdo one another in showing honor.

ACCOUNTABILITY

- ♥ We strive to be truthful and trustworthy. We allow ourselves to be held accountable by other men so when challenges come, it helps us to accept responsibility and press ahead with a renewed purpose.

LEAD COURAGEOUSLY

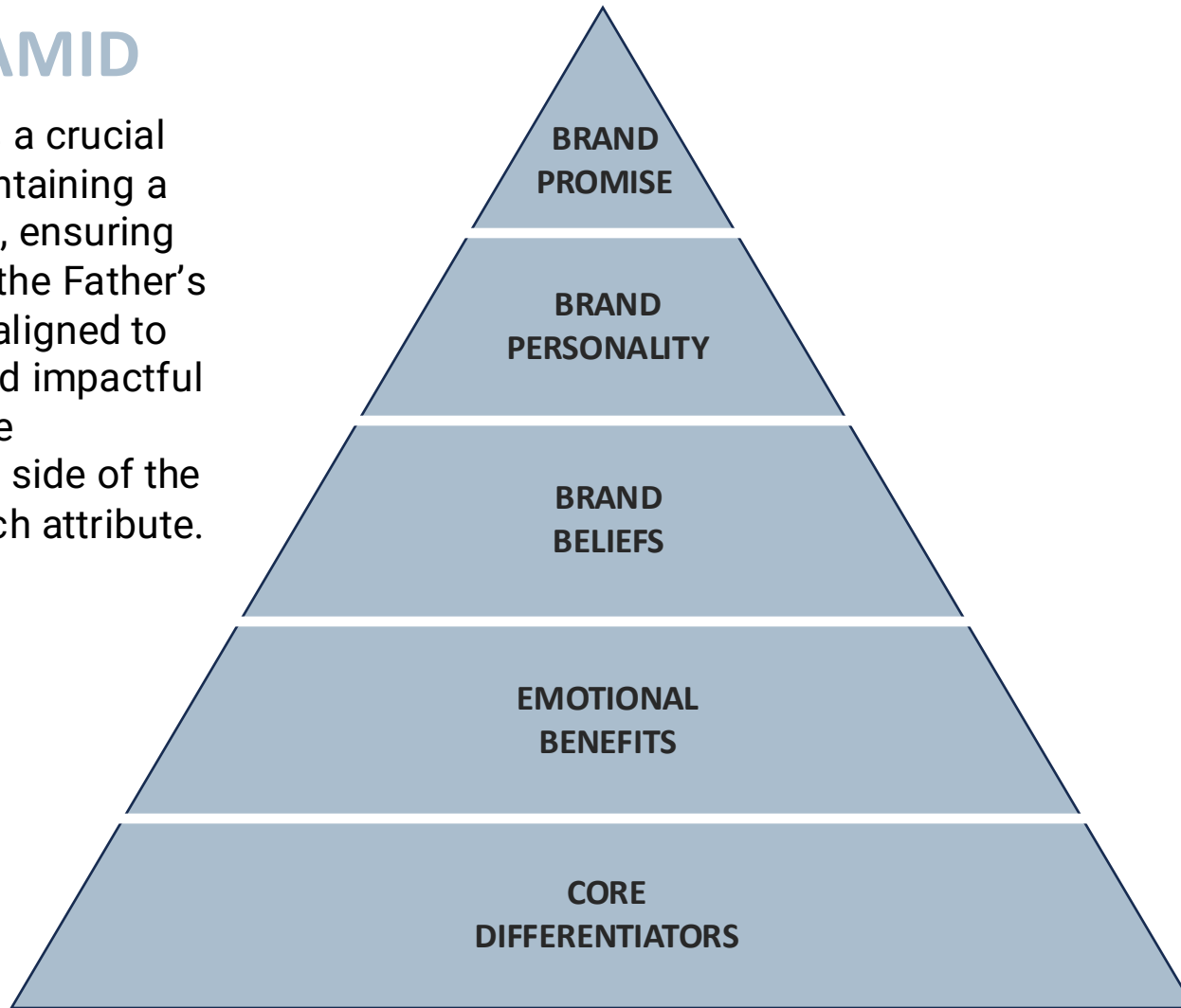
- ♥ We strive to be strong, courageous and to get involved. We are not afraid or discouraged when we have the body of men to support us.
-

BRAND LINE

- ♥ Engaged fathers building stronger communities

BRAND PYRAMID

Our brand pyramid is a crucial for defining and maintaining a strong brand identity, ensuring that every aspect of the Father's Club is strategically aligned to create a cohesive and impactful presence to those we encounter. The right side of the pyramid explains each attribute.



BRAND PROMISE

- ♥ Engaged dads and community focused

BRAND PERSONALITY

- ♥ Locking arms with men
- ♥ Carry our shields and engage in life's daily battles
- ♥ One body with many members

BRAND BELIEFS

- ♥ Putting others first
- ♥ Personal Excellence
- ♥ Integrity
- ♥ Working together
- ♥ Accountability
- ♥ Leading courageously

EMOTIONAL BENEFITS

- ♥ Positive influence
- ♥ Making a difference
- ♥ "I didn't know I needed this"

CORE DIFFERENTIATORS

- ♥ Create simple ways for dads to be intentional with kids, other dads, and in their community
- ♥ Dad-led
- ♥ Fathers making a difference
- ♥ Committed to strengthen families

VISION

TARGET

INSIGHT

PROMISES

VISION

Every father is engaged with their kids, other dads, and in their communities around the world.

TARGET

All male fathers.

INSIGHT

- Every father is unique, yet we all share the joys, triumphs, fears, and concerns of being a father
 - We desire to be loving and impactful in our communities
 - We want to help kids, dads, and communities be everything that they can be
 - We are about fathers making a difference
 - We are fathers and we are supportive of fatherhood
 - We have the desire to do anything we can to strengthen families, and we are committed to it
-

PROMISES

Resolve, Humility, and Love

BRAND POSITIONING

THE INTENTION BEHIND BRAND POSITIONING

Brand positioning should be the guide for all pieces of internal and external facing communication. Everything we create as a brand should aspire to reflect the sentiment of our brand positioning.

The Father's Club brand is our identity. Many are familiar with our organization and our logo. However, our brand goes beyond what people see to include a comprehensive image of our organization that includes our character, why we exist, and why others want to be involved with us.

The Father's Club brand extends to every aspect of our image and communications, including verbal, written, and electronic means. It comprises the images and feelings we want to evoke in all who encounter us when they think, hear, and see our name.

"Be more concerned with your character than your reputation, because your character is what you really are, while your reputation is merely what others think you are."

– John Wooden

"It takes many good deeds to build a good reputation, and only one bad one to lose it."

– Benjamin Franklin

HOW WE COMMUNICATE

STATEMENTS OF IMPACTS

HOW CAN WE BETTER COMMUNICATE OUR IMPACT?

As we move from being an organization that tells stories about what we do to one that tells stories about the impact we make, we must ensure the articulation of our messages feel as big as the impact we make.

Through our function in the areas of mental health, school relations, community promotions/partnerships, and fatherhood support, the Father's Club is making a positive impact in our communities.

When the opportunity arises, we need to humbly proclaim our impacts. Not with the goal of patting ourselves on the back, but with the goal of ensuring that every father, kid, and donor understands we are there for them.

The following section illustrates examples of how we might move from a statement of what we do to a statement of the impact we make.

CRAFTING STATEMENTS OF IMPACT

SAMPLE STATEMENT OF WHAT WE DO

- ♥ Offer fist bumps for food to students.
- ♥ Have invested in mental health awareness training for more than 1,000 men in the past five years.
- ♥ Have made considerable impact in the lives of fathers and kids.
- ♥ Promote and partner with organizations that are impactful and authentic.

SAMPLE STATEMENT OF THE IMPACT WE MAKE

- ♥ Provided friendly smiles, high-fives, fist bumps, food, and messages of “you matter” to over 100,000 students in the Kansas City area in 2023.
- ♥ Have invested in mental health awareness training for more than 1,000 men in the past five years, contributing to fewer suicides.
- ♥ Have impacted the lives of nearly 2.2 million people in the Kansas City area in the past year alone.
- ♥ Promoted and partnered with 30 organizations that have positively impacted over 20 million people.

VOICE AND TONE

AT THE FATHER'S CLUB, OUR FOCUS IS GOODNESS AND LOVE

Goodness is at the core of everything that we do. Our voice should be bold, impactful, and above all, evoke love and goodness. Our tone should reflect what fathers offer: positive influence, love, humility, courage, honor, and integrity.

WE ARE HERE FOR ALL FATHERS

Not every fatherhood journey is the same, and we should be mindful of that in our communication. We help fathers from a multitude of backgrounds and are compassionate to every situation. We believe that all fathers deserve the same level of respect regardless of where they came from. We all share a common bond – we are dads, we care about our kids, and our community. This passion should be reflected in our voice.

WE ARE DADS

We are dads, like all dads, who are connecting to make a difference and providing opportunities to support our kids, our families and our community. Our tone should never reflect that we are experts or have all the answers. We are a community of flawed men with the desire to make a difference and do everything with excellence.

THE FATHER'S CLUB IS NOT...

AN ABBREVIATION

Never “FC”. We should always spell out our name – “Father’s Club”. We are worth the extra letters.

THE “DAD’S” CLUB

The word “Father” is much more meaningful and signifies a more honored position in our community.

PLURAL

We adhere to and honor the apostrophe in the name “Father’s Club”. It’s much more than a group of fathers. We are one body with many members.

LOWER CASE

Never “father’s club”. We show honor to fathers when we use our name and should always be used with capital letters – “Father’s Club”. We are worth the capital letters.

LOGO

OUR LOGO

THE STORY BEHIND THE LOGO

In 2018, the founding members began using an image of Navy Seals “locking arms” to represent the Father’s Club. One of the tests these men endure requires them to sit in the cold water and link themselves together by locking arms with one another. Through this process of locking arms, the men were able to encourage one another and add support to the entire team. This physical bonding created a special emotional bond.

The Father’s Club wanted to embody this idea and apply it to fathers. Our logo represents a modern and simplified symbol of courage using interlocking shields and locking arms to face the daily battles we endure in our lives. When we lock arms:

- ♥ We become an unbreakable force
- ♥ We stand together against the things that attempt to destroy us
- ♥ We are able to encourage one another
- ♥ We add support to all fathers
- ♥ We create a physical and emotional bond with one another

Interlocking Shields /
Locking Arms



Wordmark

**FATHER'S
CLUB**

LOGO ELEMENTS

This is our official logo to be used for all brand-level marketing and communications.

The Father's Club logo, consisting of the three shields and custom wordmark, is designed with a precise balance between the elements. Logo elements may not be altered or edited in any way.

Our logo is made of two colors: a blue-grey and black.

The logo usage guidelines provided in the following pages must be maintained both internally and externally to ensure proper application and maintain consistency for our brand.

PMS: 426 C
HEX: #25282A
RGB: 37,40,42
CMYK: 12,5,0,84

PMS: 5435 C
HEX: #A6BBC8
RGB: 166,187,200
CMYK: 17,7,0,21

PMS: 426 C
HEX: #25282A
RGB: 37,40,42
CMYK: 12,5,0,84



LOGO CLEAR SPACE

It is essential that the Father's Club logo has sufficient clear space to stand out from surrounding elements. The clear space must be kept free of all other text and graphic elements and be placed a safe distance from the edge of any brand-level marketing or communications

The minimum clear space around all sides of the Father's Club logo should be equal to "x," with "x" being the x-height in between the shields and the wordmark.

Logo size is essential to legibility. The minimum size of the logo is 72 pixels wide for digital applications and 1-inch wide for print applications.

1x				
				1x
				
		FATHER'S	x = x-height	
		CLUB		
1x				
				1x

LOGO COLOR VARIATIONS

PRIMARY

The full-color logo should be the primary logo used in brand-level marketing and communications whenever possible. It is to be used on white or light-color backgrounds.



LIGHT BACKGROUND

There may be instances where an alternative color logo is needed or when full-color reproduction is not available. These logos should be used only if the light background is better suited for the logo.

DARK BACKGROUND

The white, grey, and blue-grey colors should be used on dark backgrounds when more contrast is required and in special production cases, such as one-color applications.

NEUTRAL BACKGROUND

The black and white colors should be used on neutral backgrounds where more contrast is required as these logos are not conducive to light or dark backgrounds.

WORDMARK COLOR

Regardless of the logo color variation used, the color of the wordmark, "FATHER'S CLUB" will always be the same color as the center shield.

LIGHT BACKGROUND



DARK BACKGROUND



NEUTRAL BACKGROUND



LOGO SOLID COLOR VARIATIONS



APPLICATION OF LOGO OVER IMAGE

The logo color variant used must correspond with the color of the image behind the logo to ensure legibility.

Displaying our logo against an image is prohibited when it undermines the visibility and legibility of the logo. The background must not hinder legibility or brand recognition and must provide sufficient contrast so every part of the logo registers clearly.



DO'S AND DON'TS OF OUR LOGO

DON'T

- ❖ Alter or edit the logo elements in any way outside of this guideline.
- ❖ Alter the colors of the logo to fit school/organization colors



Logo altered to include an outline of the shields

DO

- ❖ Use the logos provided in this guideline to ensure proper application and maintain consistency for our brand.
- ❖ Maintain the color guidelines provided for consistency.



Correct usage on a light background

COLORS

PRIMARY CORE COLOR PALETTE

Our color palette is an expression of our visual identity. When used consistently across all touchpoints, it creates brand relevance, differentiation, and awareness.

The primary core color palette should be the predominant colors used in design applications.

Only use the colors at 100% opacity from the palette; do not use tints of these colors.

When designing for print, use PMS/CMYK colors. When designing for digital, use RGB/HEX colors.

NOTE: For certain colors, we have set specific RGB/HEX breakdowns that are not a direct conversion from Pantone. View this document on screen for intended digital representation of color.

PMS: 5435 C
HEX: #A6BBC8
RGB: 166,187,200
CMYK: 17,7,0,21



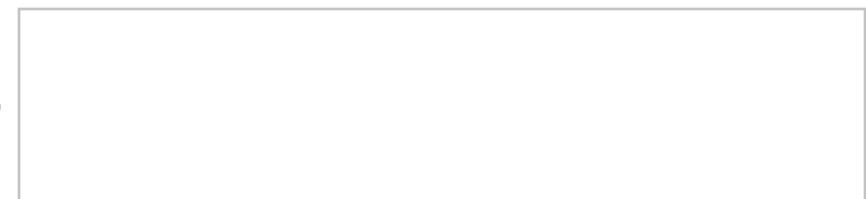
PMS: 426 C
HEX: #25282A
RGB: 37,40,42
CMYK: 12,5,0,84



PMS: 428 C
HEX: #C1C6C8
RGB: 193,198,200
CMYK: 4,1,0,22



PMS: Opaque White
HEX: #FFFFFF
RGB: 255,255,255
CMYK: 0,0,0,0



SECONDARY ACCENT COLOR PALETTE

When more than the colors in the primary core color palette are required for design or communication (e.g., callouts, charts, graphs, and buttons), colors from the secondary accent color palette may be used.

They should be used sparingly as accent colors to not detract from the primary core color palette.

Do not use the colors in the secondary accent color palette for type such as major headlines / subheads or as the main background color.

When designing for print, use PMS/CMYK colors. When designing for digital, use RGB/HEX colors.

NOTE: For certain colors, we have set specific RGB/HEX breakdowns that are not a direct conversion from Pantone. View this document on screen for intended digital representation of color.

PMS: 173 C
HEX: #CA4424
RGB: 202,38,66
CMYK: 2,83,97,8



PMS: 143 C
HEX: #ECAE44
RGB: 236,174,68
CMYK: 1,30,86,2



FONTS

HIERARCHY

This is an example of a proper hierarchy of typographic elements for the Father's Club. Adhering to this hierarchy will give consistency across all applications and help to strengthen recognition of the Father's Club.

Use this for general guidance only, as the exact size relationships are at the discretion of the designer.

These styles may be broken apart or scaled to create different emphasis on a case-by-case basis.

TITLE / HEADLINE



MAVEN PRO

PRIMARY SUBHEAD



MAVEN PRO

SECONDARY SUBHEAD



Roboto

BODY TEXT



Roboto

TERTIARY TEXT



Roboto

CALL TO ACTION



MAVEN PRO