

Communication & Style Guide

**A Reintroduction of the
Big Brothers Big Sisters
Brand.**



VISION: All children achieve success in life. **MISSION:**

Provide children facing adversity with strong and enduring, professionally supported one-to-one relationships that change their lives for the better, forever

ACCOUNTABILITY: By partnering with parents guardians, volunteers and others in the community we are accountable for each child in our program

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MISSION:

Provide children facing adversity with strong and enduring, professionally supported one-to-one relationships that change their lives for the better, forever.

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ACCOUNTABILITY:

By partnering with parents/guardians, volunteers and others in the community we are accountable for each child in our program achieving:

- Higher aspirations, greater confidence, and better relationships
- Avoidance of risky behaviors
- Educational success

Avoidance of risky behaviors • Educational success



Big Brothers Big Sisters

Communication & Style Guide

INTRO

This brochure will serve as a guidebook for use in re-launching the Big Brothers Big Sisters brand to your agency and the communities you serve. For years people held the belief that Big Brothers Big Sisters was simply a volunteer-supported mentoring organization. This position was very effective for volunteer recruitment, but we realized that while volunteers play a huge role in our organization, we cannot support the needs of the children we serve or expand our programs to reach more children without broadening our base of financial supporters.



We commissioned research to fully understand how deeply ingrained this notion was tied to our organization.

Of the respondents surveyed who were not currently engaged with Big Brothers Big Sisters, only 6% thought of us as a donor-supported organization. The research led us to rethink how to tell the Big Brothers Big Sisters story in a more compelling way. It led us to a repositioning of Big Brothers Big Sisters as a donor and volunteer supported organization. It led us to promote activation among a broader range of constituents.

It led us to demonstrate the individual and collective outcomes our mentoring helps to achieve and define mentoring in a more powerful way. It led us to talk less about what we do and more about what we achieve – Our outcomes.

It led us to Start Something.

This guide will help you successfully re-launch the Big Brothers Big Sisters brand and Start Something in your community.



Start Something™



IN ORDER TO FULLY SUPPORT THE REPOSITIONING OF BIG BROTHERS BIG SISTERS, we must convey an **empowering brand** that is **action-oriented** and **committed to positive change**. The brand must speak to both volunteers and donors equally, while also resonating with current and prospective Littles' families, schools and community partners.

WE COMMUNICATE THIS THROUGH OUR CENTRAL BRAND IDEA:

What if every child fulfills his or her potential? What if every child is set on the right path today? What if every child in America graduates high school and college, and gives back to his or her community? What will that start? It will be the start of something big. Every time you donate money or time to Big Brothers Big Sisters to help a child reach his or her potential,

YOU Start Something.™

We are moving

FROM

A mentoring organization

Organization that prioritizes volunteering

Passive ask for donations

Using Tagline, "Little Moments. Big Magic."

TO

An organization that positively impacts children's lives

Organization where anyone can have an equal impact (donors, sponsors, advocates, volunteers, employees)—Engaging volunteers and donors in multiple ways

Bold, direct ask to financially support the organization and positive outcomes for children

Use of "Start Something."

MESSAGING

Big Brothers Big Sisters provides children facing adversity with caring mentors who help provide individual guidance and support. That is what we do.

The repositioning of Big Brothers Big Sisters helps us communicate the different ways people can make a difference in the life of a child, beyond just volunteering. It helps us focus on what is important to the people engaged with our organization. Most important, it has led us to talk less about what we do and more about what we achieve – and why it matters.



We are about the people we serve and issues we address – Big Brothers Big Sisters serves the needs of children who face adversity and holds itself accountable for three outcomes:

- 1. HIGHER ASPIRATIONS, GREATER CONFIDENCE AND BETTER RELATIONSHIPS**
- 2. AVOIDANCE OF RISKY BEHAVIORS**
- 3. EDUCATIONAL ACHIEVEMENT**

SUPPORT

These outcomes are evident in longstanding research conducted by Public Private Ventures in 1992 and 1993, comparing Littles to children waiting to be served by Big Brothers Big Sisters.

GREATER CONFIDENCE:

- Compared to their peers, the Little Brothers and Little Sisters had a higher level of trust in their parent. They were 37 percent less likely than their peers to report lying to their parents.

AVOIDANCE OF RISKY BEHAVIORS:

- Compared to their peers, Little Brothers and Little Sisters were 46 percent less likely to initiate drug use.
- Little Brothers and Little Sisters were 27 percent less likely than their peers to initiate alcohol use.
- Little Brothers and Little Sisters were almost one-third less likely than their peers to hit someone.

EDUCATIONAL ACHIEVEMENT:

- Little Brothers and Little Sisters skipped half as many days of school as did their peers.
- Little Brothers and Little Sisters felt more competent about doing schoolwork.
- Little Brothers and Little Sisters skipped fewer classes than did their peers.

We are about what we achieve in youth outcomes and what it leads to – Big Brothers Big Sisters gives children facing adversity a better foundation for life success by providing educational and life guidance.

SUPPORT

This is evidenced by findings in an online Harris Interactive survey of alumni Littles conducted in March and April of 2009.

GREATER CONFIDENCE:

- 90% agreed their Big made them feel better about themselves.
- 86% agreed they lead a fulfilling life.
- 72% said they are satisfied or extremely satisfied with their relationships with friends.
- 65% said they are satisfied or extremely satisfied with their relationships with family.
- 62% said they are satisfied or extremely satisfied with their relationships with their spouses.

AVOIDANCE OF RISKY BEHAVIORS:

- 90% said their relationship with their Big helped them make better choices throughout their childhood.
- 86% said their relationship with their Big has helped them make better choices throughout their adult life.
- 76% said they learned right from wrong from their Big.

EDUCATIONAL ACHIEVEMENT:

- 77% reported doing better in school because of their Big.
- 65% agreed their Big helped them reach a higher level of education that they thought possible.
- 52% agreed their Big kept them from dropping out of high school.

We are about connecting similarly motivated individuals and organizations and providing a foundation for achievement – In the center of all we do are the children we serve. They are surrounded by a team of parents/guardians, volunteers and donors who support their success in school and life.

SUPPORT

This is evidenced by findings of a 2009 Civic Enterprises nationwide survey and four focus groups of ethnically diverse Bigs and Littles. This qualitative research found 69% of Bigs view themselves as champions for children and 76% strongly support a Big Brothers Big Sisters advocacy effort. Additionally, the findings revealed a desire for a foundation for youth achievement.

GREATER CONFIDENCE:

- Despite the barriers they face, 94% of Littles said they have a lot or some confidence they will achieve their goals.
- 93% of Littles said to have adults who care and look out for them is very important to helping them achieve their goals.
- 86% said having adult role models they can look up to is very important to helping them achieve their goals.
- 80% of Littles said they feel their Bigs help them a lot.
- 73% of Bigs said more kids having access to positive role models, like coaches and teachers, would help at-risk youths succeed.
- 69% of Bigs said more kids having access to positive role models like Bigs would help at-risk kids succeed.

AVOIDANCE OF RISKY BEHAVIORS:

- 58% of Littles said too many bad influences leading kids in the wrong direction is a problem in their neighborhood.
- 49% of Littles identified not being safe as a problem they face.
- 76% of Littles said they believe most adults in their neighborhoods care about children's safety and happiness.
- 51% of Bigs said they worry about their Littles succumbing to peer pressure.

EDUCATIONAL ACHIEVEMENT:

- 97% of Littles said working hard in school is very important.
- 95% of Littles said going to school and getting a good education is very important.
- 94% of Littles said graduating from college is very important.
- 54% of Bigs said improving the overall quality of schools would help at-risk kids succeed.

MANAGING THE MESSAGE

We are an organization that is **POSITIVE, active, inclusive, trustworthy, empowering, hopeful, inspiring and community-oriented.**

We want to leave this impression in the minds of people considering engaging at any level with Big Brothers Big Sisters.

Accordingly, when engaging individuals with our brand, we need to associate ourselves more directly with overall positive outcomes. We can also accomplish this by associating ourselves with desirable thoughts and concepts that reflect the outcomes. For example, when people think of us, we may want them to visualize:

- A teen wearing a graduation cap and gown, receiving diploma or shaking Big's hand
- A child positively engaged in a school activity, receiving a high grade on an exam; eagerly raising his or her hand in class
- A child listening attentively to advice from Big

positive

active

inclusive
trustworthy



hopeful

inspiring

community-
oriented



MANAGING THE MESSAGE MEANS INCORPORATING IT INTO CONVERSATIONS WITH INDIVIDUALS AND ORGANIZATIONS CONSIDERING ENGAGING WITH US.

Here are some examples of target messaging:

Agency Staff

Big Brothers Big Sisters relies on paid, trained staff to carefully match caring volunteers with children who face adversity in long-term one-to-one mentoring relationships and provide ongoing support to our Bigs, Littles and their families. This is what differentiates us from other organizations that provide various other forms of mentoring. Our long-term mentoring programs are proven by independent research to help kids who face adversity succeed in and out of school.

Parents/Guardians Looking to Enroll Children

We identify qualified, dedicated, screened volunteers and provide paid staff to train and advise them throughout the mentoring process. Our staff works closely with your child and family to ensure a lasting and safe relationship. This is why our mentoring lasts long and helps kids succeed in and out of school. With funding challenges, the demand often is greater than the supply of qualified volunteers and professional staff, which means too often children, especially boys, are not matched as quickly as we would like.

Prospective Donor

Big Brothers Big Sisters is proven to help children in need, families and communities by providing one-to-one mentoring services that are proven to help our kids beat the odds. You help provide a child facing adversity with a caring mentor who provides guidance and support, leading to long-term success in school and life. You make a difference by providing funding needed for professional, trained staff to carefully screen volunteers and match them in long-term, safe mentoring relationships, while providing necessary ongoing management and support for the volunteers, children and families.

Prospective Board Member

While many people think of us as a volunteer organization, we are donor funded. Funding allows us to provide careful mentor screening and matching of volunteers with children who face adversity. Our support for volunteers, kids and their families helps the mentoring matches last long and remain strong. It's why studies find the kids we serve are more likely than their peers to beat the odds, succeed in school, make safer behavior choices and have stronger relationships with their parents and others.

Prospective Volunteers

For just a few hours a couple of times a month, you can help a child succeed. Big Brothers Big Sisters is different from other mentoring organizations in that we seek volunteers who are committed and consistent, willing to serve at least a year, but we hope until a child graduates high school. It's what makes our programs successful, helping kids who face adversity beat the odds. Professional staff are there to work with you, the child and the family throughout the course of the mentoring relationship to provide necessary training and support. Funding allows us to carefully make and support more matches. Sometimes, the supply of volunteers and kids is greater than the necessary agency funding. We are grateful for your willingness to be involved and while it is certainly not a requirement, we welcome you to also become a donor – as you volunteer or wait to be matched.

Not Accepting New Volunteers

Thank you for your interest in becoming a Big Brother or Big Sister. We currently have a backlog of volunteers that we are working tirelessly to match with children in need of mentoring. Therefore, we are not accepting new volunteer applications at this time. We appreciate your interest in helping children facing adversity and hope you will get involved with us in other ways. You can make a difference in the life of a child by becoming a donor, participating in local events or by simply championing our program. You can also follow us on Twitter and Facebook. No matter how you decide to support our mission, you are helping to change a child's life for the better, forever.

Prospective Organization (fraternity, social club, etc.)

Big Brothers Big Sisters looks for partners who can support our current mentoring match load as well as our growth. Unlike many mentoring organizations, ours requires that we carefully select and screen volunteer mentors who are committed to long-term service. We provide staff support to the volunteers, mentees and families throughout the relationships, making available necessary training and ongoing help to keep the mentoring going strong. This is why our mentoring is successful. Among our needs are male volunteers, particularly men of color. Minority boys disproportionately represent kids on our "waiting to be matched" lists. We also need funding for necessary staff support required to make and manage more mentoring matches. Your organization could help us in both areas.

Prospective Corporate or Foundation Sponsor

By supporting Big Brothers Big Sisters, you are making our community and nation stronger. We serve children who face adversity, those of single-, low-income or incarcerated parents. Their families seek our support to help the kids beat the odds. Studies find we do just that, breaking negative cycles too often linked to children in their circumstances. Your financial support allows us to provide careful screening and matching of volunteers with these children and the ongoing professional management needed to keep the mentoring relationships going strong as long as possible, we hope, until the child graduates high school. By funding community or site-based mentoring, you help us provide more volunteer mentors and the associated financial resources required to manage and support the volunteers and programs.

Prospective School Partner

Our School-Based Mentoring programs continue to produce stronger metrics – with children attending school more regularly and performing better while they are there. Studies find longer mentoring relationships produce stronger outcomes. Unlike other mentoring organizations, our agency provides careful mentor matching and ongoing professional management and support for our volunteer mentors and their mentees. We welcome partnerships with schools and their adopted corporate partners in developing successful school-based mentoring programs.

BRAND IDENTITY

How do you want people to react when they hear or see the name Big Brothers Big Sisters?

What do you want them to think, and to do?

That is the core of a brand identity:

What we stand for in the mind of the public, our constituents, and our partners. Every agency in the country is responsible for building and supporting the brand of Big Brothers Big Sisters.

With consistency and uniformity across all markets we build the strongest foundation for success.

A unified, strong brand identity is a necessity for Big Brothers Big Sisters. To resonate with funders, to get more Bigs, and to ultimately serve more children, we must express ourselves consistently in all communications. Branding integrates our product and service with the public— so much so that Big Brothers Big Sisters comes to mind when the public thinks of programs that have positive youth outcomes with lasting, measurable impact.

GRAPHIC GUIDELINES

Organizations that consistently use a single graphic identity have a much better chance of attaining a well-understood brand identity with **the public**. We must build upon our outstanding name recognition and promote our brand with one mark. Through consistent use, this mark will become part of the public's "visual vocabulary." Individuals anywhere will understand immediately that each agency's mark represents, without confusion, the most effective and well-regarded one-to-one youth service organization in the country.

DO

- Reproduce the mark consistently in all your publications and visual materials
- Ask the national office for help if you need a custom mark
- Reproduce the mark in only approved colors
- Allow the mark to stand distinct and clear of any other mark or text
- Use the logo and logotype separately, if needed, but ensure that the mark appears intact, and prominently, somewhere in the publication

DO NOT

- Modify, recreate, or repropotion the logo or the logo type
- Add photography or any other "art" element
- Use the "B/heart" as an element in any additional design materials
- Separate the two figures of the logo
- Inadvertently scale (stretch/condense) the mark
- Incorporate the mark into another logo or other type of illustration, nor obscure it with type or other graphic elements

COLOR

The main color palette comprises six Pantone® inks shown at right. The preferred break for the Big Brothers Big Sisters logo/logotype (when not printing the mark in white reverse) is **2592 purple**.

It is not an option to print the mark itself in colors other than white, black, purple or metallics (gold, bronze, silver)— see the following pages for more examples of approved logo treatments.

The color palette is intended to offer you options for variety in design and layout of documents. In addition:

1. Use single swatches of color in combination with white text and vivid photography.
2. Choose a color from the palette that is also found in your photography.
3. Keep use of color to a minimum. Try to use one main brand color and only one complementary color as necessary.
4. Remember, less is more (for copy, for color, for layout...for impact).
5. Choose gray as a neutral color to incorporate in your designs. This will balance the bold use of color from the main palette.



Pantone (spot) vs. Process (cmyk)

—or why is the purple sometimes vivid and bright and other times it is dark and dull?

A Pantone color is a solid color/ink that is directly printed in finished form. Process colors are produced by mixing separate applications of cyan, magenta, yellow and black inks. Pantone colors are more precise and best for documents containing 1, 2, or 3 colors. Process colors can vary depending on the vendor and their equipment, but are best for documents containing images.

It's kind of like having two people each painting a wall. If they both use the same red paint the actual hue from wall to wall will be very similar. This would be similar to printing with a spot color. In the second scenario each person would produce his or her own red color by mixing cyan, magenta, yellow and black paints. The color of each wall will most likely vary.



Note: CMYK breaks have been adjusted from prior versions of our graphic guidelines.

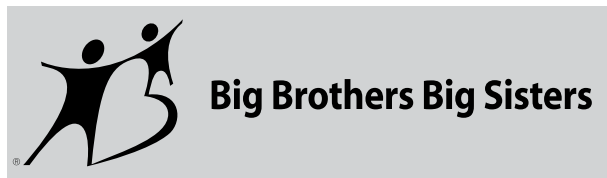
THE BIG BROTHERS BIG SISTERS LOGOTYPE

The mark of Big Brothers Big Sisters comprises the logo, which is a pictogram of figures with a “B” and “heart” in the negative space and the logotype, which is the customized typesetting of the name.

It is critical that this mark be kept consistent and distinct. All local agencies and their vendors should conform to the configuration and standards for the mark as outlined in this section.

Minimum Clear Space

Imagine an “invisible box” around the mark—it is imperative that this area stay clear of additional copy, illustration or any graphic element.



The mark is the official graphic identity for Big Brothers Big Sisters. It has been proportioned to hold up well to enlargement or reduction. If for space reasons, another orientation is absolutely required you must contact the national office.



Main Color Specifications

The absolute preferred presentation of the Big Brothers Big Sisters mark is 2592 purple or reversed in white from a full solid background.

Below are examples for approved horizontal and vertical orientations.



RULES OF USE:

The Big Brothers Big Sisters mark may be printed in the colors shown above or 100% white (reversed from any color) or metallic gold, bronze or silver. It is not an option to change these colors in local agency marks.

TECHNICAL NOTES:

The typeface of the Big Brothers Big Sisters logotype is Myriad 700 BD 600 NO—Scaled ninety percent in horizontal proportion. The typeface for the local agency name is Myriad 215 LT 600 NO, sized one point smaller than the boldface. Myriad is available from Adobe.com.

TYPOGRAPHY

The Big Brothers Big Sisters name has tremendous recognition—it is an asset that we must promote and protect. Boldface type in our logotype ensures that this name stands out prominently and is “read” first. This logotype, along with the logo, is a consistent element of our mark that we want the public to recognize. The typeface used for the localization in agency marks is a contrasting lightface that allows the agency designation to be read clearly, yet not overwhelm the mark.

Start
Something™

TYPOGRAPHY AND THE **TAGLINE**

The new tagline of Big Brothers Big Sisters stands alone and has not yet been “locked” or in any way incorporated into the main logotype.

Similar to our main mark, it is critical that the tagline be kept consistent and distinct. For ease of use in creating the tagline Verdana Bold and Verdana Regular have been used. Verdana is a system font and readily available for use by novice and professional designers alike, regardless of system platform or software availability.

Consider the flexibility of individually typesetting the tagline for your various layout purposes (note example on bottom of facing page)...

- ease of local reproduction
- more options in your design and layout
- ability to customize transparency or color
- option to produce a two-line orientation as necessary (stack, center, align flush-right or left etc.)

With this flexibility comes responsibility– please remember to add the trademark symbol when typesetting and using the tagline as a graphic element.

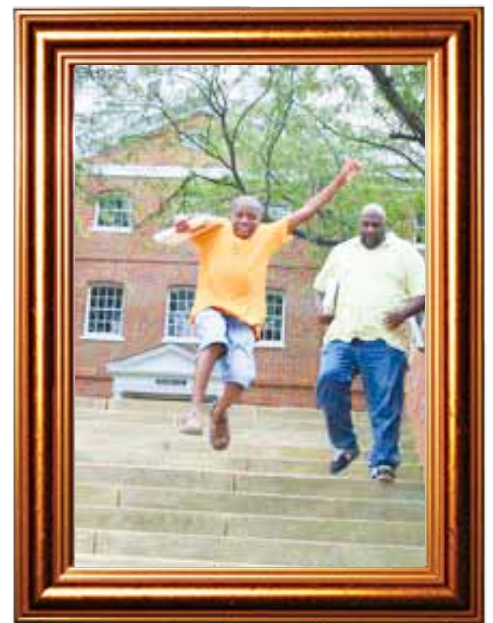
Start Something™

PHOTOGRAPHY

What's New? Consider these stylistic approaches when capturing new photography:

- **Short depth of field**—what this means is that the focal point is in crisp focus and the surrounding elements quickly become faded and intentionally out of focus. This draws the viewer's eye to what is most important—the main subject matter.
- **Unposed, journalistic shots**—subjects should be engaged in an activity, or focused on each other—not posing for or staring at the camera.
- **Unexpected angles**— shoot the subject from above or below your regular line of sight (crouched on the floor or standing on a chair looking down).
- **Photo layout/cropping**—shoot your subject right or left of center. Not only is it unexpected, it will give you space for text in your layout.





Try to capture or create moments that highlight the “outcomes of our work.” For example—impact, achievement or milestones might be shown by the Little:

1. Crossing a finish line
2. Holding up a trophy
3. Reading in a library
4. Touring a college campus
5. Holding a diploma
6. Showing a good grade
7. Trying something new
8. Scoring a winning goal
9. Giving a thumbs up or high-five
10. Celebrating an accomplishment

We realize not all photos can or will show impact and achievements. The overall goal is to strike a balance. While we know our matches hang out in the park, play some video games, or enjoy an ice-cream cone together, we must balance these important, everyday moments with those that also show the collective achievement mentoring brings.

HOW TO GET STARTED

We have provided guidelines for you to use when developing communications in this book. Now it's time to use these tools so that you can effectively reposition your agency by engaging with more individuals and focusing on outcomes.

It's time to
Start Something™

You can succeed by embracing the new positioning in everything you do. Here are some simple ways to start:

1. Launch the new Identity using marketing and public relations resources
2. Engage your employees by sharing and discussing this guide and enlisting their support in developing customer service guidelines that align with the new positioning
3. Capture and share results as you move forward to help your agency and others strengthen their repositioning efforts



LAUNCHING THE NEW IDENTITY – A CHECKLIST



SUPPORTIVE MESSAGES:

- Remember to tell the beginning, middle and successful outcomes of match relationships instead of just focusing on the activities that the Big and Little share. Incorporate the need (why the child needed Big Brothers Big Sisters), relationship and positive outcomes.
- Find out how much of every dollar donated goes toward program costs and share it with current and prospective donors. For example, \$0.90 of every dollar you give goes directly to starting and sustaining relationships between Bigs and Littles.
- In addition to outcome statistics, use third party endorsements in your messages when possible. For example, share your Better Business Bureau status or Charity Navigator rating with current and prospective donors.

Learn programs
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Start creating
opportunity

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Still wondering where to start?

**Check out our
online resources!**

Have some questions?
Ask them at:

bigbrothersbigsisters@bbbs.org