COOKIES FOR caregivers

GRAPHIC IDENTITY STANDARD GUIDE

ISSUED MAY 2021

MISSION

Our mission is to spread kindness in the form of freshly baked cookies to lift the spirits of essential workers. We strive to recognize and reinforce every worker's value in our community.

ABOUT

Short:

Cookies for Caregivers was created as a reaction to the COVID-19 experience in 2020. Two dads decided to show their gratitude to the essential workers in their community by delivering them freshly baked cookies.

Long:

In April 2020, Scott McKenzie and Jeremy Uhrich found themselves at home in the middle of a global pandemic. Instead of allowing himself to feel bored and restless, Scott decided to try something new: baking. He made a post on Facebook showing off the first cookies he had ever made from scratch. When Jeremy saw his friend's post, his competitive spirit kicked in. He bet that he could make even better cookies and challenged Scott to a bake off. Even though they were making the best of their situation with a friendly baking competition, they couldn't forget everything that people were going through with the COVID-19 pandemic. Workers deemed "essential" were still out in the world, serving their communities. Scott and Jeremy decided to show their appreciation for the caregivers in their own community in Huntingdon, PA by delivering them the freshly baked cookies they made. This idea resonated with people as news of their baking spread. Volunteer bakers all across North America were inspired to form their own Cookies for Caregiers roups. As of April 2021, there are 109 total groups across the nation and into Canada.

TAGLINES

"Expand Your Hug Radius"

"Kindness Has No Expiration Date"

VISUAL IDENTITY

PRIMARY

COOKIES FOR caregivers

SECONDARY

GROUP IDENTIFICATION

COOKIES FOR caregivers

HUNTINGDON, PA

COOKIES FOR caregivers

LANCASTER, PA

The name of the respective group appears in all caps. The size of the font is determined by the length of the words. No line of type should exceed the width of the logo.

THE STORY OF OUR LOGO

ORIGINAL LOGO DESIGN

The original logo created by Lauren was quickly developed as Cookies for Caregivers was established during the COVID-19 pandemic. While it served its purpose in the foundation of their organization, it was not fully functional for all production purposes. A new and more simplistic logo was created based on the original design. Many thanks to the original creator, as the logo has been adapted to the needs of Cookies for Caregivers.

BREAKDOWN

The heart shaped chocolate chips in the cookies show that each cookie is baked with love and appreciation.

The added textured effect was created with an image of flour. The texture both symbolizes baking and gives the logo an old fashioned feel that is reminiscent of using baking to give thanks.

The bite from the cookie represents the action of eating a cookie.

Shifting from a sans-serif font to a more handwritten script font for "caregivers" represents the idea that the organization is welcoming to all who are willing to participate.

The combination of blue and tan gives off a sense of warmth and symbolizes loyalty. The colors are not harsh, creating a calming effect.

LOGO COLOR VERSIONS

FULL COLOR / WHITE

BLUE / WHITE

TAN / BLUE

WHITE / BLUE

BLUE / TAN

BLACK / TAN

WHITE / BLACK

WHITE & TAN / BLACK

WHITE / DARK GREY

BLUE / LIGHT GREY

INCORRECT LOGO USAGE

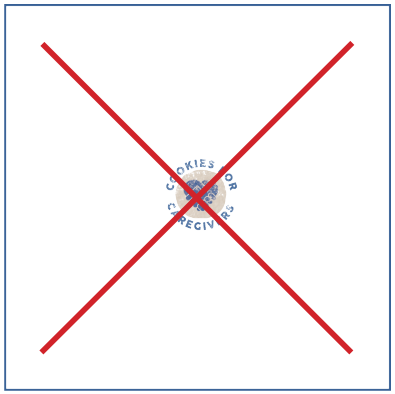
Don’t stretch the logo out of proportion

Don’t place anything too close to the logo

Don’t remove the words from the secondary logo

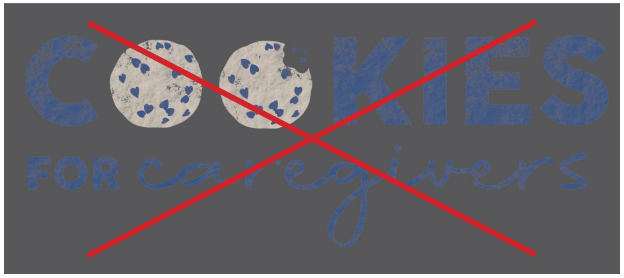
Don’t place the logo on a busy background

Don’t change the colors of the icon



Don’t make the logo too small

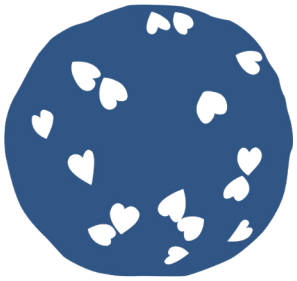
Don’t use a frame around the logo



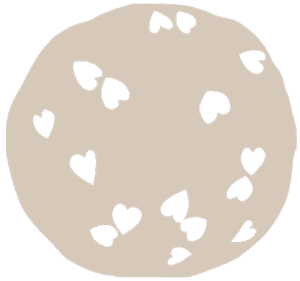
Always use contrasting colors

CORE COLOR PALETTE

PRIMARY



PMS 2140 C
RGM 48 86 134
CMYK 89 70 24 7
HEX #325585



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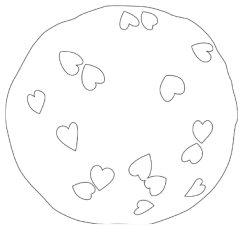
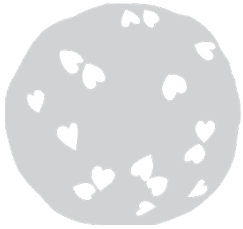
RGM 214 201 186
CMYK 16 18 25 0
HEX #D5C8B9

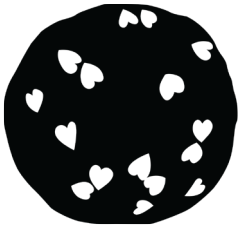
SECONDARY



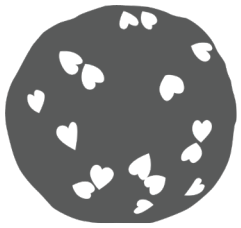
PMS Bright White
RGM 255 255 255
CMYK 0 0 0 0
HEX #FFFFFF



PMS 2330 C
RGM 204 204 204
CMYK 19 15 16 0
HEX #cccccc



PMS Black 6 C
RGM 0 0 0
CMYK 75 68 67 90
HEX #000000



PMS 425 C
RGM 89 89 89
CMYK 63 55 54 28
HEX #595959

TYPOGRAPHY

FONT FAMILY: Gill Sans

GILL SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
1234567890

GILL SANS BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
1234567890

GILL SANS SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
1234567890

GILL SANS SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
1234567890

GILL SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
1234567890

GILL SANS ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
1234567890

GILL SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
1234567890

GILL SANS LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
1234567890

TYPOGRAPHY & USES

SAMPLE USES

Gill Sans Bold
THIS IS A HEADER EXAMPLE.

Gill Sans Semibold Italic
THIS IS A SUB-HEADER EXAMPLE.

Gill Sans Regular
This is a body copy example.

Gill Sans SemiBold
THIS IS A HEADER EXAMPLE.

Gill Sans Italic
THIS IS A SUB-HEADER EXAMPLE.

Gill Sans Light
This is a body copy example.

LOGO FONTS

COCOGOOSE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz

CLICK TO DOWNLOAD

FREE *from Dafont.com*

Autography
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
1234567890

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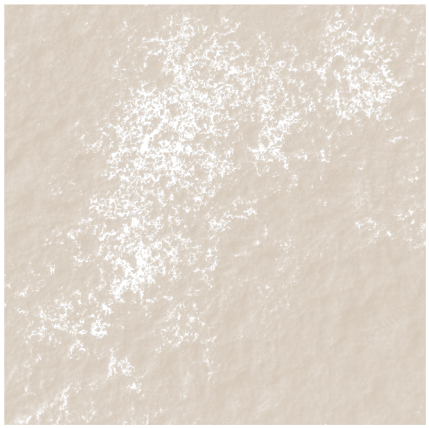
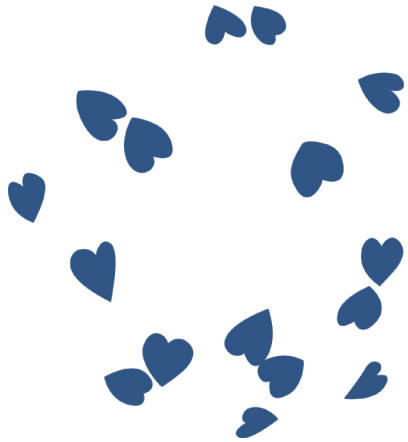
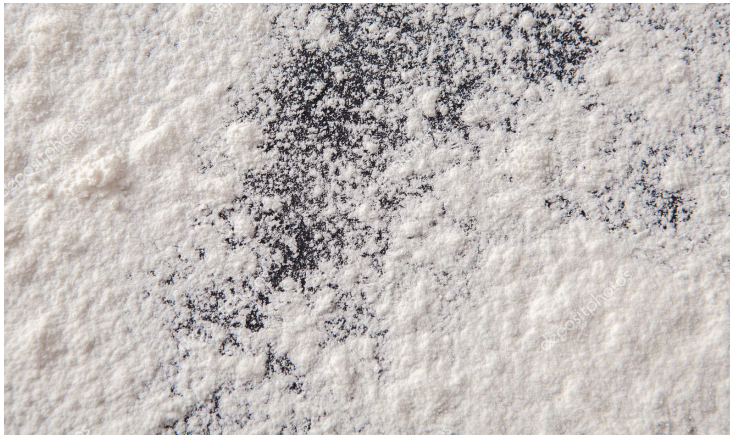
DESIGN ELEMENTS

VECTOR





TEXTURES



PRINTED BRAND MATERIALS

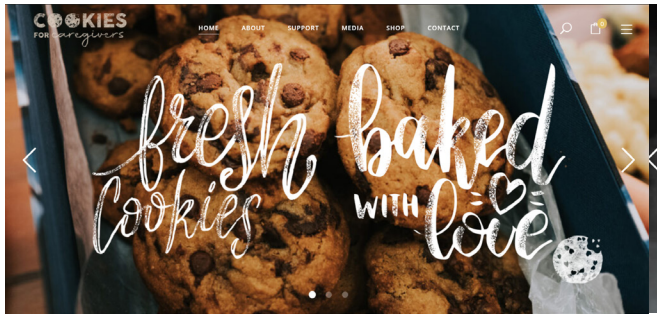
NOTECARD

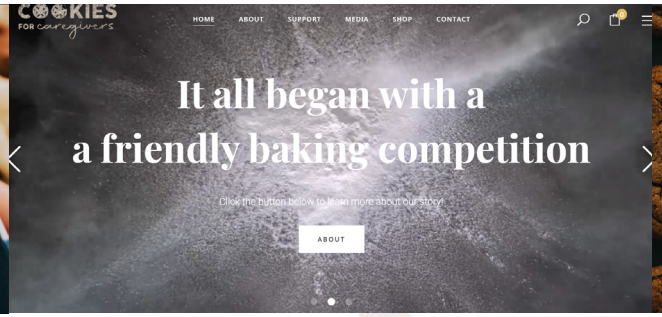
LETTERHEAD/ENVELOPE

LABELS

BUSINESS CARD

WEBSITE





Happy Anniversary!

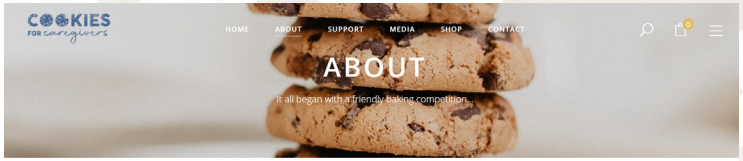
We are celebrating the 1 year anniversary of Cookies for Caregivers! We took the time to reflect on where we started and how we got to where we are today. A year ago, we had no idea what this group would become. We are grateful for all the help and love our little movement of kindness has received.

SUBSCRIBE TO OUR YOUTUBE CHANNEL

More than just cookies

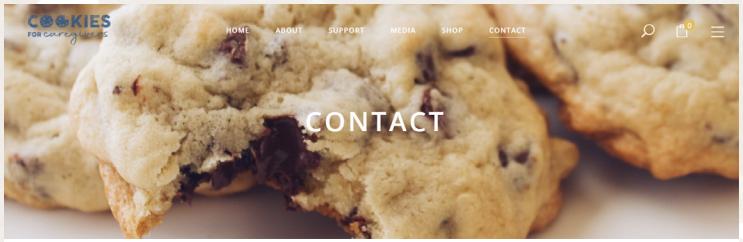
We went beyond cookies and baked up some Cookies for Caregivers' merchandise! From shirts, aprons, and hats to stickers, drawstring bags, and more, we have some fantastic options for you to choose from.

CLICK HERE TO SHOP



Our Story

In April 2020, Scott McKenzie and Jeremy Uhrich found themselves at home in the middle of a global pandemic. Instead of allowing himself to feel bored and restless, Scott decided to try something new: baking. He made a post on Facebook showing off the first cookies he had ever made from scratch. When Jeremy saw his friend's post, his competitive spirit kicked in. He bet that he could

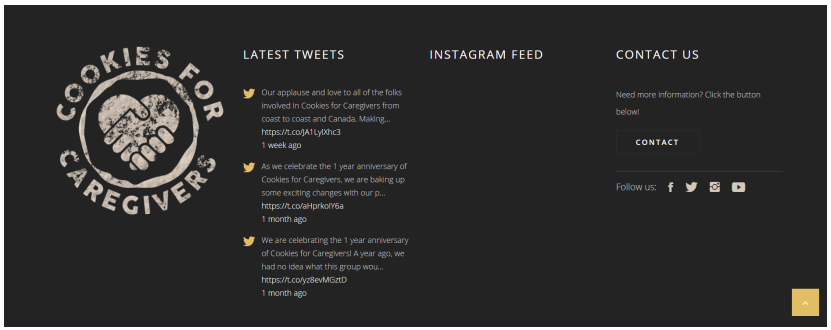


GET IN TOUCH

Want to start your own group? Can't find a group in your area? Have a press inquiry?

Please feel free to contact us by filling out the form to receive answers to these questions or if you would like to know more information about Cookies for Caregivers!

Name
Email Address
Subject
Send Message
SEND MESSAGE



SOCIAL MEDIA

Social media banner

INSTAGRAM

Instagram is used to share photos and videos of events, and can be done either through posting to the main feed, or as an Instagram story (same as Facebook). Instagram and Facebook can be linked so that stories will post to both platforms. As a business account, Instagram also gives you the ability to view various analytics such as follower demographics, active follower times, post engagement and more. Instagram Live is also another feature that can be used during events, so that individuals who cannot attend are still able to partake in a way.

FACEBOOK

There are a number of ways Facebook can be used to promote and organization. The Cookies for Caregivers page is fully public and aims to serve as a central information hub of all chapters. The page can be used to post organization-wide announcements and updates. Facebook Groups tend to be more personal, and can be made public or private. It is recommended that each hapter creates their own group, so that they can communicate directly with their members, as opposed to posting publicly. Facebook stories are posts that stay up for 24 hours from time of posting, and can be used to post live photo and video updates for users to see.

TWITTER

Twitter enables users to post short 140-character messages to their feed. Twitter is mainly used for quick updates, or to share a message out faster (by asking to retweet). Twitter should be used for posting routine updates and personal stories. Cookies for Caregivers should share a few images of their work here from time to time. Twitter also has a story feature called Fleets, which are not as popular as Facebook/Instagram stories, but still remain effective. Twitter c

BRANDED MERCHANDISE