



BOYS & GIRLS CLUBS
OF GREATER TAMPA BAY

Great Branding Starts Here.

**Branding Style Guide for
Boys & Girls Clubs of Greater Tampa Bay**



Our National Brand Identity



ABOUT BOYS & GIRLS CLUBS

For more than 160 years, Clubs have opened doors of opportunity. We never take a single approach to help kids succeed. It takes caring mentors, such as our trained Club staff. It takes a safe place, like our Clubs that are consistently there for the kids they serve. It takes innovative, quality programs designed to empower youth to excel in school and lead healthy, productive lives. We do whatever it takes to ensure all kids have a great future.

Our Vision



Provide a world-class Club Experience that assures success is within reach of every young person who enters our doors, with all youth on track to graduate from high school with a plan for the future, demonstrating good character and citizenship, and living a healthy lifestyle.

Our Mission



To enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens.

BOYS & GIRLS CLUBS VISION

Create a world-class Club Experience that fuels ambition, unlocks potential, and builds the next generation of leaders, creators, and changemakers - with every young person on track to graduate, thrive in their career journey, and live a healthy, empowered life.

OUR COMMITMENT TO INCLUSION

We believe every kid has what it takes. The mission and core beliefs of Boys & Girls Clubs fuel our commitment to promoting safe, positive and inclusive environments for all. Boys & Girls Clubs of America supports all youth and teens – of every race, ethnicity, gender, gender expression, sexual orientation, ability, socio-economic status, and religion – in reaching their full potential.

BOYS & GIRLS CLUBS OF AMERICA HISTORY

Boys & Girls Clubs of America had its beginnings in 1860 with four women in Hartford, Connecticut – Mary Goodwin, Alice Goodwin, Elizabeth Hammersley and Louisa Bushnell. Believing that boys who roamed the streets should have a positive alternative, they organized the first Club. With character development as the cornerstone of the experience, the Club focused on capturing boys interests, improving their behavior and increasing their personal expectations and goals. A cause was born.

Our Local Brand Identity



OUR KEY PRIORITIES

YOUTH SAFETY

The safety of young people at Boys & Girls Clubs is always our top priority. Youth who are mentally and physically safe are better able to learn, grow, and thrive. Boys & Girls Clubs works continuously to enhance safety policies, practices, and trainings to ensure they are centered on youth's needs. There is nothing more important to us than keeping children safe and protected.

ACADEMIC SUCCESS

At Boys & Girls Clubs, one of our top priorities is ensuring all youth have the tools and support to be successful both in life and at school. Afterschool academic support helps kids stay on track throughout the school year, while fun and engaging summer programming combats summer learning loss in areas like math and reading. Art classes and science experiments. Individual tutoring and daily homework help. Boys & Girls Clubs ensure millions of young people have the resources to stay on track to graduate from high school on time with a plan for their future.

HEALTH & WELLNESS

Health and Wellness programs work to engage youth in developing positive behaviors that impact their physical, emotional, and social well-being. These programs develop young people's capacity to engage in positive behaviors to nurture their well-being, set personal goals and grow into self-sufficient adults.

EMPOWERING LEADERS & CHANGEMAKERS

Our leadership programs equip young people with the confidence, skills, and real-world experience to lead in their communities, schools, and future careers. Through hands-on projects, teamwork, and decision-making opportunities, members strengthen their voice, build resilience, and discover how to drive positive change - in their own lives and beyond.

SPORTS & RECREATION

Sports and Recreation programs provide youth with access to structured activities that build physical fitness, teamwork, and leadership skills. Through initiatives like Triple Play and intramural leagues, Club Members engage in fun, active experiences that support healthy lifestyles. These programs not only encourage daily physical activity but also foster resilience, confidence, and positive peer relationships - laying the groundwork for lifelong well-being.

Our Local Brand Identity



OUR KEY PRIORITIES

WORKFORCE READINESS

Boys & Girls Clubs are kids' first network - the place where they meet mentors, hone their skills, ignite their interests and connect to opportunities. Clubs prepare youth of all ages with essential skills that today's schools and employers want, including effective communication, social interaction and navigating challenges. Speakers from diverse industries. Job shadowing at local companies. Hands-on activities and job training for teens. We know it's hard to dream something you haven't seen, which is why career exploration is key for young people to unlock potential career paths.

EMOTIONAL WELLNESS

At Boys & Girls Clubs, we know that a full picture of health includes physical, emotional and mental well-being. To ensure today's young people are healthy and thriving, Boys & Girls Club staff and programs support all aspects of youth health and well-being, from nutrition and exercise to processing and discussing emotions. Trained, caring staff provide trusting relationships and an open dialogue with kids and teens, ensuring they have the skills they need to manage their emotions and build resiliency. Together with families, communities and partners across the nation, we're addressing the youth mental health crisis and ensuring young people have the resources they need to reach their full potential.

PREVENTION

Our prevention initiative equip kids and teens with the tools needed to make safe, informed decisions through proven programs like SMART Moves and Positive Action. In partnership with local schools, our opioid prevention initiative reaches every middle school in Pinellas County, delivering early education on the risks of substance use. We also engage families through targeted outreach, ensuring consistent support at home and in the Club. By combining education, mentorship, and community involvement, we reduce the risk of drug use and help young people build healthier futures.



The Importance of Branding



BRAND PURPOSE

Branding goes way beyond just a logo or graphic elements. A strong brand and brand image is consistent, clear and promotes recognition. When you think about our brand, you really want to think about our entire customer experience - everything from our logo, our website, our social media experiences, the way we present ourselves, to the way we engage with people when they enter the doors at our Clubs. It's everyone's job to protect our brand through our visuals, our actions, and interactions.

It is important to remember that our brand represents you and our promise. You are the brand, our staff is the brand, our marketing materials are the brand. Creating an identity that resonates with our audience reinforces trust and the emotional relationship that is at the heart of a truly successful brand.

OUR BRAND LOOK - AN EVOLUTION OF LOGOS



BOYS & GIRLS CLUBS
OF THE SUNCOAST



BOYS & GIRLS CLUBS
OF TAMPA BAY



BOYS & GIRLS CLUBS
OF GREATER TAMPA BAY

Serving Hillsborough, Pasco, & Pinellas Counties

The Importance of Branding



AN EVOLUTION OF TAGLINES

“The Club that Beat the Streets” (1970s-1980s)

During the 1970s, many communities across the United States faced growing concerns about juvenile delinquency and crime. This tagline was introduced to emphasize the Club’s role in combating these negative influences.

“A Positive Place for Kids” (1990's-Early 2000's)

This was the first widely recognized slogan and highlighted the Clubs as safe havens for children and teens, focusing on creating a supportive atmosphere for youth to grow and thrive.

“The Postive Place for Kids” (Early 2000's-Mid 2000's)

This slight variation on the previous tagline put emphasis on the clubs being the best place for youth. The use of "The" instead of "A" in the tagline conveyed a sense of confidence and uniqueness in the services provided.

“Great Futures Start Here.” (2010-Present)

This tagline marked a shift from focusing on the Club environment to highlighting the impact the Clubs have on shaping the future of young people.



The Importance of Branding



OUR BRAND COLORS

PRIMARY COLORS

Blue and black are our primary brand colors and have been standardized in this manual. Our signature and seal are designed in these colors. Use our blue and black as the major colors in your communication pieces to maintain and protect the Boys & Girls Clubs brand identity.

SECONDARY COLORS

Color expresses our brand attributes and values. Our secondary color palette is both emotional and practical, while promoting energy, confidence, and passion.

COMPLEMENTARY COLORS

Use these colors to accent and support our primary colors of blue and black in your designs. Complementary colors should always be used sparingly, as a large concentration of an accent color can dilute our branding. These colors should never replace the colors in the logo.



Photography Guidelines



Images have the power to elevate a movement and motivate change by showing positive and emotional moments. Powerful imagery demonstrates unity, commitment, and can motivate people to be a part of our organization.

Like our brand voice, our visual depictions of youth, staff, partners, and families should be inspiring, bold and authentic. Photographs should feel in-the-moment, more editorial, and full of action, or thoughtful human connection. Our organization touches the lives of the very young to young adult – so our photography should represent the diversity in ages, gender, and ethnicity of who support us and who we serve.

It is preferable to use full color images vs. one color images, like black and white, sepia-toned or colorized photography. We want our imagery to look forward and feel as contemporary and vibrant as the work we are doing today.

BEST PRACTICES

All photos and videos should have proper, signed releases. When capturing images at a crowded event, make it known that any and all attendees may be photographed or recorded and used in BGC promotions and publications. Honor the request of anyone who asks not to be photographed or recorded.

Our Picture Do's

- Do Make Sure Club Members Have a Media Release Form
- Do Share Pictures of Club Members Wearing T-Shirts with Our Logos!
- Do Take Group Photos of Club Members
- Do Take Photos That Tell a Story and are Engaging
 - Mentor Interactions
 - Programs & Activities

Club Picture Don'ts

- Do Not Include a Club Member's Full Name if He/She/They are a Minor
- Do Not Use Photos Where Club Members are Making Inappropriate Faces or Hand-Signs
- Do Not Take Pictures of Youth Wearing Clothing with Inappropriate Phrases, Words, or Brands

Our Brand Voice



OUR TONE

The copy tone for Boys and Girls Clubs should be positive, inspiring, and community-oriented.

OUR COPY TONE

Friendly and Welcoming

- The language should be warm and inclusive, making children, parents, and community members feel at home.
- Avoid jargon or overly formal language; use simple, conversational phrases.

Inspirational and Empowering

- Emphasize the Club's role in helping children and teens realize their potential. Highlight success stories and achievements to inspire both the youth and potential supporters.
- Use phrases that encourage growth and self-confidence, such as "Building a brighter future" or "Empowering the next generation."

Positive and Uplifting

- Focus on optimism, community support, and the positive impact the Club has on its members.
- Highlight the fun, educational, and safe environment provided by the Club. Avoid negativity or alarming language, keeping the message hopeful.

Supportive and Nurturing

- The tone should reflect care, safety, and a nurturing environment, reassuring parents that their children are in good hands.
- Words like "caring," "safe," "support," and "growth" convey the Club's commitment to members' well-being.

Inclusive and Diverse

- Ensure the tone speaks to children of all backgrounds, emphasizing inclusivity and the club as a place for everyone.
- Use language that celebrates diversity and promotes a sense of belonging.

Community-Focused

- Highlight the importance of community involvement, volunteerism, and partnerships.
- Include calls to action that encourage local support and participation, like "Join us in making a difference."

Our Unique Selling Point



WHAT WE “SELL”

The Boys and Girls Clubs' unique selling point (USP) is its commitment to providing a safe, inclusive, and supportive environment where children and teens can learn, grow, and develop life skills. Unlike other after-school programs or community initiatives, Boys and Girls Clubs offers:

Comprehensive Youth Development

We focus on the holistic development of children, providing programs that cover academics, leadership, sports, the arts, and health. This multi-faceted approach ensures that every child's needs and interests are met.

Safe, Positive Spaces

A key part of our USP is the promise of a safe, nurturing space for kids and teens, particularly those in underserved communities. Clubs act as a haven where youth can escape negative influences and feel secure.

Trained, Caring Staff

Clubs are staffed with professionals who are passionate about youth development. The staff serves as role models and mentors, providing guidance and support that can have a lifelong impact.

Accessibility and Affordability

Clubs are committed to making our programs accessible to all children, often providing services at little to no cost. This commitment to affordability makes high-quality youth development available to those who might not otherwise have access.

Community-Centered Approach

Clubs create a sense of community by bringing together kids, families, schools, and local businesses, fostering a network of support that extends beyond the Club itself.

The Boys and Girls Clubs' USP is the dedication to creating a safe, comprehensive, and accessible environment that empowers children and teens to succeed academically, socially, and personally.



Brand Best Practices



LOGO USAGE

The proper use of the Boys and Girls Clubs logo typically involves adhering to guidelines set by the organization to maintain brand consistency, recognition, and respect for their visual identity.

Here's an overview of best practices for the Boys and Girls Clubs logo use:

Color

- **Primary Colors:** The logo is traditionally used in its iconic blue and white color scheme. The blue color typically used is a specific shade that represents the organization (Pantone Blue 300 C).
- **Alternate Versions:** If color printing is not possible, a black or white version of the logo is often acceptable. Avoid using colors that are not approved by the organization.

Clear Space and Sizing

- Ensure there is ample clear space around the logo, free from text or other graphics. This space ensures the logo remains prominent and legible.
- The logo should never be scaled disproportionately. Maintain its original aspect ratio and do not distort its appearance.

Backgrounds

- The preferred background is white to ensure the logo stands out. If using a colored background, ensure there is enough contrast so the logo remains visible.
- Avoid using the logo on busy or cluttered backgrounds that can make it hard to read.

Logo Do Not's



Brand Best Practices



Alterations

- Do not alter the logo in any way. This includes changing its color, adding effects (such as drop shadows), or incorporating it into other graphics or text.
- Never crop or partially display the logo; it should always appear in its entirety.

Placement

- When used with other logos (e.g., sponsors or partner organizations), the Boys and Girls Clubs logo should be appropriately sized to show equal importance but not be overshadowed by other elements.

Digital Use

- When using the logo online, ensure it is clear and not pixelated. Use high-resolution versions provided by the organization.
- Follow any guidelines provided for use on social media, websites, or email signatures.

Acceptable Logos



Typography



FONTS

Club brand typography typically features specific fonts chosen to reflect our welcoming, approachable, and professional image. While the exact typefaces can vary slightly depending on updated branding guidelines, here is a general overview of commonly used typography:

Primary Typeface: Helvetica

- Helvetica is often used as the primary typeface for the Boys and Girls Clubs. This font is chosen for its clean, modern, and versatile appearance, which conveys a sense of professionalism and simplicity.
- It is typically used in the organization's logos, promotional materials, and official documents.
- Different weights (Regular, Bold, etc.) of Helvetica may be used to create hierarchy and emphasis within the text.

Helvetica Helvetica Helvetica

Secondary Typeface: Arial or Aptos

- Arial and Aptos are sometimes used as an alternative or secondary typeface, especially for digital applications or when Helvetica is not available.
- It closely resembles Helvetica in style and maintains consistency in visual identity across various platforms.

Arial

Bay Area Typefaces: ITC Franklin Gothic LT, Gient, Mango AC

- These fonts are housed within our licensed Canva account. Collateral pieces can be shared internally but final design must always be approved by Marketing.

ITC Franklin Gothic LT

Gient Mango AC

Frequently Asked Questions



Q: What's the correct name to use for the organization?

A: Always write it as "Boys & Girls Clubs of Greater Tampa Bay". Only use initials following initial spell-out of organization name.

Q: Can I change the logo or colors for my flyer, event, or social post?

A: No. The logo and colors are locked in for a reason - consistency builds trust. Stick to the approved versions only (full-color, black, or white).

Q: What are the official brand colors?

A: Along with using our color wheel, consider the following:

- Black and White for contrast or minimal designs
- Avoid picking random colors that don't match our brand.

Q: Can I put the logo on a photo or busy background?

A: Only if it's still clear and easy to read. If in doubt, use the white logo over dark backgrounds or the black version over light ones.

Q: What fonts should I use when making materials?

A: Along with approved fonts, stick to simple, sans serif typography

Q: I'm making a flyer/social graphic. Can I design it myself?

A: All print and digital materials representing our organization must be approved by the Marketing & Communications Department. If designing, use the right logo, fonts, and colors. Don't stretch the logo, add shadows, or tweak it.

Q: How much space should I leave around the logo?

A: Keep a buffer zone around the logo - about the height of the hand symbol in the logo. Don't crowd it with text or images.

Q: Who approves materials before they go out?

A: The Marketing & Communications Department. Email them at hcarver@bgcsun.org if you need a logo file, design help, or a quick review of your flyer or post.

Q: Can our community partners use the logo?

A: Yes, but only with permission and clear guidelines. Partners must follow the same brand rules. If they need logo files or a brand brief, have them contact Marketing.