



Branding Guide

Binky Patrol



History about our branding

In 1996 when Susan Finch created Binky Patrol, the font conveyed the playfulness, yet was easy to read. We carry it through whenever possible. Our logo must be on everything. The kids have always represented all kids. The coloring of the logo has variations of black and white - for shirts, labels, etc. and the full color version that uses batik fabrics from Hoffman - our sponsor since 1996.

*Please do not recolor the logo. If you need different versions, let Susan know.
All renditions of the logo need to be approved.*

LOGO

Our logo must be on all printed items, even black and white. There are several variations that can be used. Right click to save them. If you need them larger, or in a different file format, Let Susan Finch know.



FONTS

Our official headline font is Lithos Black.



Our body font is typically Trebuchet because it's easy to read.
We stay with Sans-serif fonts.



NATIONAL CONTACTS

Any printed materials must always include the national Binky Patrol website and email address:

binkypatrol.org and binky@binkypatrol.org
No need for https://, or www.

We also require that you include our 501c3 number in the footer of any letterhead, cards, etc.

33-0723960



CHAPTER BRANDING

Anything with the Binky Patrol name in the URL, profile, **MUST** be owned by Binky Patrol with you as a manager/admin.

We have a provisional license for the name Binky Patrol and we **MUST** retain control of all items with the word Binky.

This is in the AC handbook.

We will help you set any of these items up.

We appreciate you with websites want to pay for it, but Binky Patrol, Inc. still need to be the **owner of the domain** and be an admin on your website and social pages, profiles and groups using the Binky Patrol name in any iteration.



WORDING

We are Binky Patrol Comforting Covers for Kids
We are also Binky Patrol, Inc.
You may use Binky Patrol, as well.

We make **binkies** - not binkys, or blankies.
We make blankets, but we refer to them as either a blanket or a binky. I understand that some people may wonder if it's about pacifiers. If you know the history of our name, it's a great opportunity for conversations.

We have **volunteers**. We do not have **MEMBERS**. Members implies we charge. We are 100% volunteer.



PRINTING AND BUDGETS

If you need items printed regularly, let's get quotes or brainstorm ideas to be the most efficient and cost-sensitive.

We have a VistaPrint corporate account and are always getting coupons. Let us help you

