



*Spare Key*

Brand Standards Manual  
8.1.2015

# Our Mission

Spare Key is a Minnesota-based 501(c)(3) nonprofit dedicated to helping parents with a seriously ill or critically injured child remain part of their son or daughter's care team in the hospital. We serve families in Minnesota, North Dakota, South Dakota, and Wisconsin, providing housing grant assistance so parents can focus on their child's recovery.

# Our Logo

Our Spare Key House is the visual representation of the Spare Key mission: *providing housing grant assistance to families with a sick or injured child so they don't have to worry about losing their home.*

## Our Logo: Horizontal Orientation



## Our Logo: Stacked Orientation

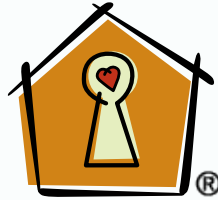
This stacked orientation should be used whenever possible.



# Our Logo: Color Variations

The 2 color variation should be used whenever possible.

four color



*Spare Key*

two color



*Spare Key*

one color



*Spare Key*

# Our Logo: Size & Space

Please use your best judgment when sizing our logo. If you can't tell that there is a heart inside of the key, then it's too small.



# Our Logo: What Not To Do

Please do not use our logo in any of the following ways. We want to build our brand. Help us do so by keeping our logo consistent. Please don't stretch, compress, rearrange or change the colors or font.




# Our Colors



R: 220 G: 109 B: 29

#DC6D1D




R: 182 G: 221 B: 227

#B6DDE3



R: 59 G: 78 B: 110

#3B4E6E



R: 213 G: 235 B: 238

#D5EBEE



R: 186 G: 199 B: 132

#BAC784

# Our Fonts

## Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

abcdefghijklmnopqrstuvwxyz

**abcdefghijklmnopqrstuvwxyz**

## Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

abcdefghijklmnopqrstuvwxyz

**abcdefghijklmnopqrstuvwxyz**

## Trocchi

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

abcdefghijklmnopqrstuvwxyz

**abcdefghijklmnopqrstuvwxyz**



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