



Brand Guide - Charity Partners

Please follow the guidelines outlined below when referencing Rodman for Kids.
All collateral with Rodman for Kids logo / name must first be approved by Rodman for Kids before use.

Language

Vision Statement

We believe every young person deserves access to the programs, resources, and opportunities they need to dream, grow and succeed.

Mission Statement

We are committed to raising resources, building capacity, and creating opportunities for youth-focused organizations, their leaders, and the kids they serve.

Fonts

Headings - Gotham Rounded Bold

Sub-Headings - Gotham Rounded Medium

Text - Gotham Rounded Light

Logos

Please use the following logos for all things related to Rodman for Kids including, but not limited to, Ride for Kids, Celebration for Kids, and Theatre for Kids.

When used for Ride for Kids fundraising purposes, the logo must be accompanied by language indicating funds raised will benefit your organization's Ride for Kids fundraiser.



Primary logo used on white or light colored backgrounds.



Primary logo used on darker backgrounds.



Used on website and all Ride for Kids print and virtual materials.

Colors

Primary

#006cb5

Secondary

#77bc1f

Accent

#873299

Accent

#ff671b

Accent

#ffdd00

Accent

#eb0029