



BUILDING A BETTER FUTURE

Brand Guide



HOW TO USE OUR BRAND GUIDE

The purpose of this guide is to create a foundation for brand consistency across all platforms to align our messaging with our mission.

OUR HISTORY

Our foundation was founded in memory of Michael McKissic II.

Michael "Mikey" was 23 years old when he was tragically taken from us. He worked for the family construction business, McKissic Construction, and like his father and grandfather before him; Mikey had a passion for the work.

We believe the Mikey 23 Foundation will prepare young people from all walks of life with necessary skills and abilities to obtain a life-long career in a high-demand industry.



BUILDING A BETTER FUTURE

MISSION

Our mission is to improve the lives of young people through innovative education and training in the area of skilled trades

WHO WE SERVE

We serve teens and young adults interested in earning certificates to further their education and career

VISION

Mikey23 will provide hands-on opportunities for self development and growth, thereby empowering young people to reach their full potential

BRAND VOICE

Family oriented, Community involvement, Educational, Hopeful, Personal, and Compassionate



PRIMARY LOGO

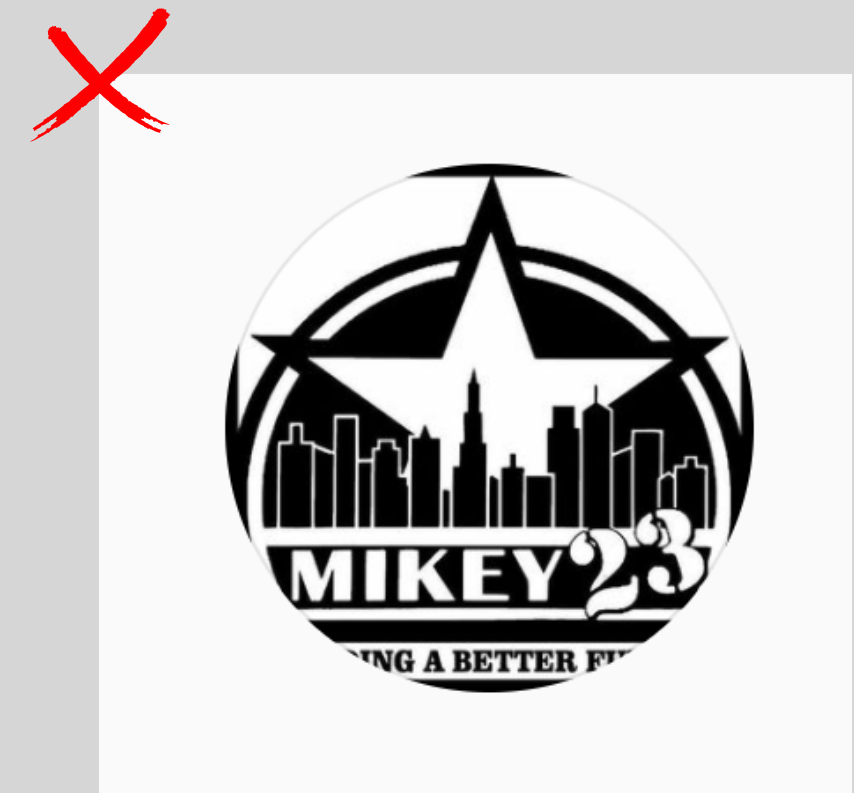


The primary logo of Mikey23 should be used first in all cases and appears on all official documents, flyers, profiles, and clothing.

Use the .png version of the primary logo.



Don't crop parts of the logo



Don't zoom in on the logo in profile photos

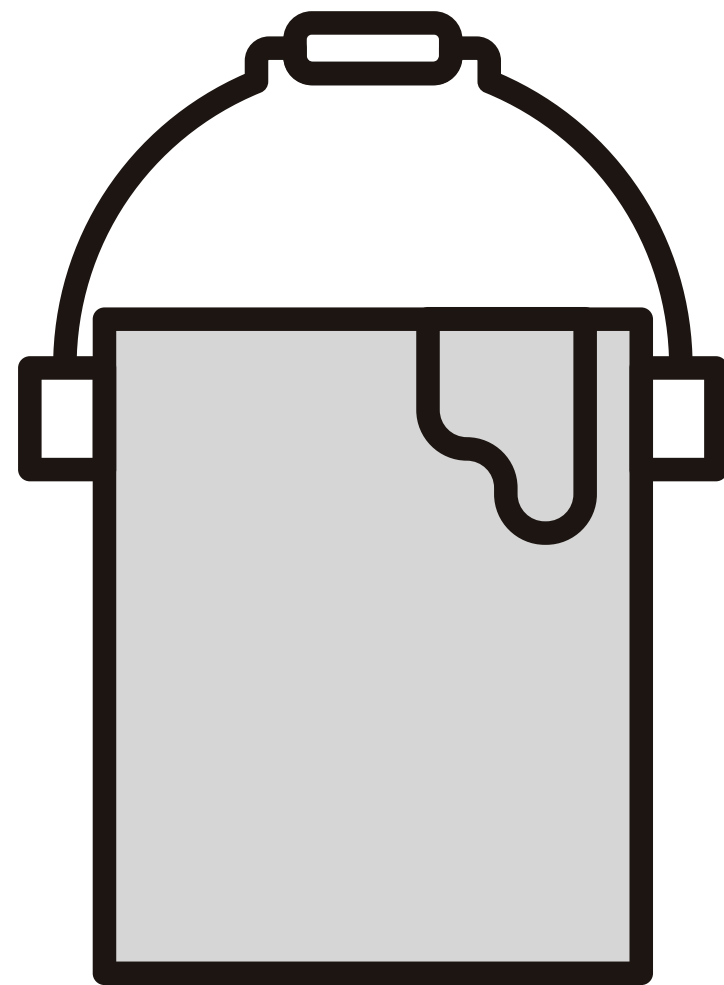
SECONDARY LOGO



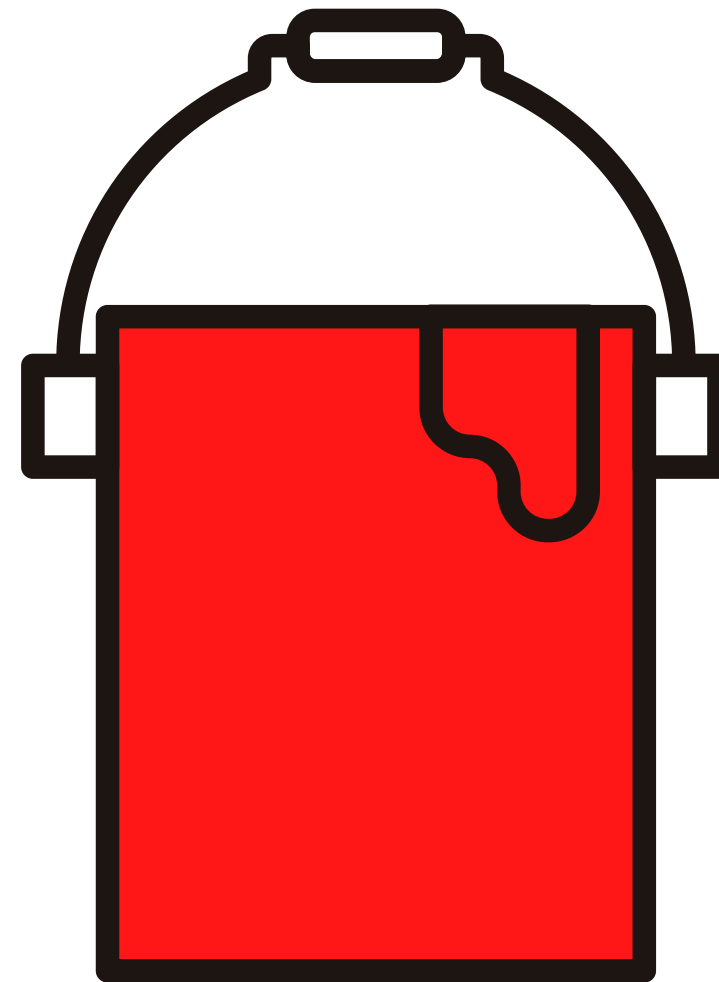
Our secondary logo is used when the primary logo does not fit or when the secondary logo fits the design better.

PRIMARY COLORS

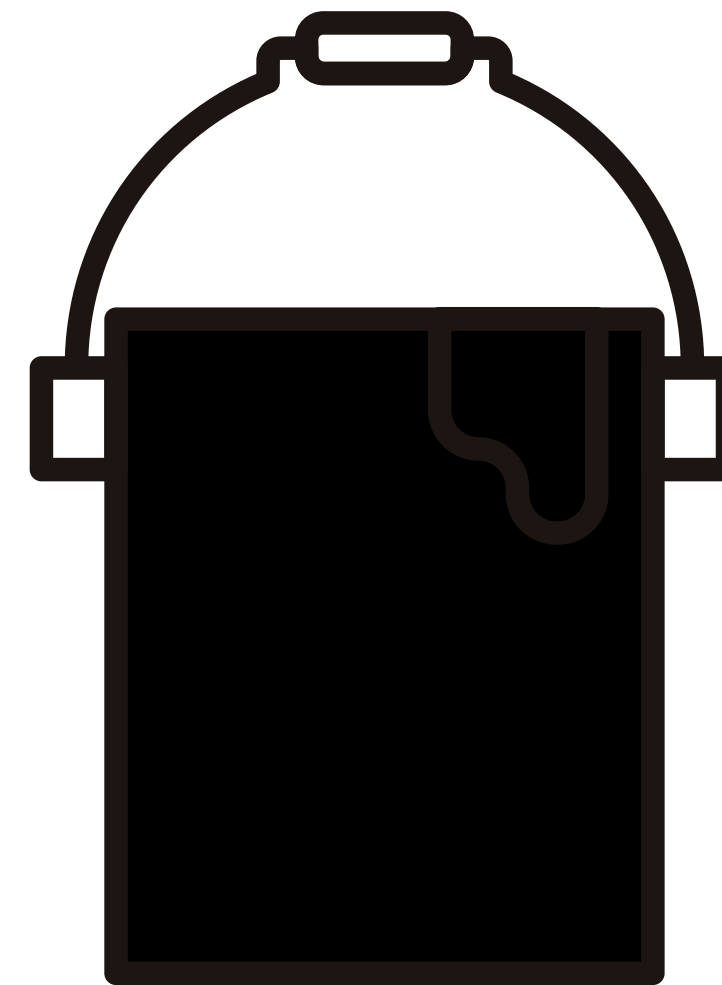
Our primary colors are a light shade of grey with black and red accents.



#d6d6d6



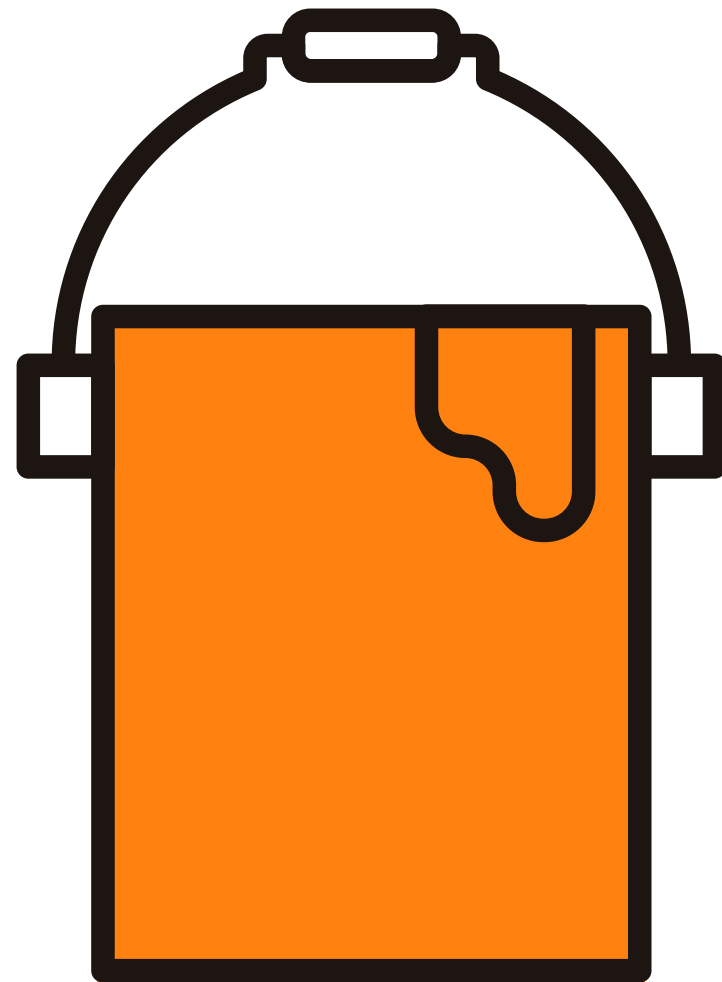
#ff1616



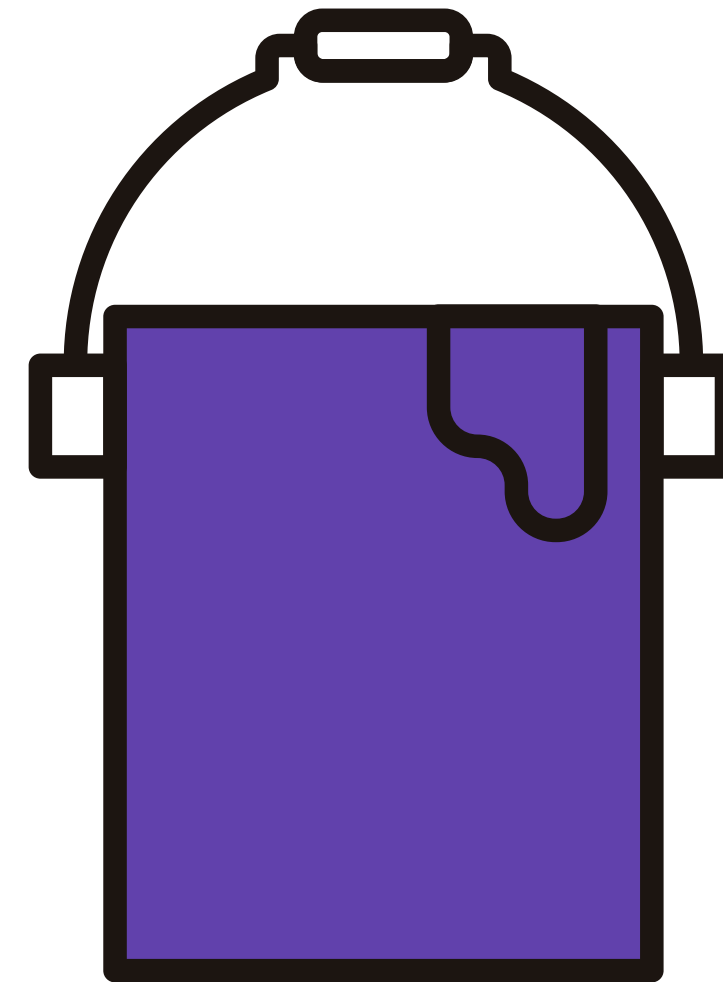
#000000

SECONDARY COLORS

Our secondary colors are orange and purple and should be used sparingly to represent gun violence awareness or as an accent in event flyers.



#ff8210



#6141ac

Primary font: Helvetica Neue

LIGHT
REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMm
nNnOoPpQqRrSsTtUuVvWwXx
YyZz ., ? @ # % ! / - " ;

Secondary fonts:

Raleway

Georgia

LULO CLEAN

TYPOGRAPHY

The primary font is used for headings and most body text.

It is a default in most cases to maintain a consistent brand identity.

Secondary fonts are used for small captions or can be substituted in place of the primary font to compliment the main text when it fits the design better.

PHOTO STYLE

Photos should show our team working together and should represent our theme of community to keep the mission of our brand alive.

Make sure the photos bring variety to our brand and showcase the work we do.

Look for:

- Candid photos
- Photos of people smiling
- Photos of the team or an individual working, painting, etc.



PHOTO STYLE



Don't use photos where an object takes focus away from the scene



Don't use photos where a subject's eyes are closed



Make sure to keep a subject in frame and don't crop them



BEFORE & AFTERS

Use this as social media content to showcase the hard work that our foundation does in the community and the impact that it has.

These transformations allow our audience to see the full picture of what we do as a foundation.

SOCIAL MEDIA GUIDE

Facebook:

Purpose:

- To reach larger audiences in different age groups
- The main platform to attract potential partners and participants
- Distribute information that is lengthy and in-depth
- Topics of content are sharable and discussible
- Primary platform for sharing event dates and announcements

Bio:

- Should include Mikey23 mission statement

Profile Picture:

- Use the primary logo .png image

Photos:

- Create folders to organize the photos
- Tag the organizations featured in the photos
- A great place to post before and after photos
- A great place to post photos that hold sentimental value

Videos:

- Keep videos concise
- Post videos that speak to the mission statement
- Post videos that highlight what Mikey23 does

SOCIAL MEDIA GUIDE

Instagram:

Purpose:

- The content should focus on the younger generation
- Content should be fun, surprising, and positive
- Use “Story”, “IGTV”, and “Highlight” for the behind-the-scenes content
- Best platform to share the spontaneous on-location photos/footage

Bio:

- State some information about who Mikey23 is
- Keep it short and easy to understand
- Use a call to action/add a small link to the website

Profile Picture:

- Use primary logo .png image

Photos:

- Images should be clear and should demonstrate action in the community
- Do not over use text on the images - use the caption to provide information to the audience
- Tag people involved in collaborations or projects if shown

Videos:

- Make sure to change the cover image - this should be the best still from the video
- Use videos with good lighting and sound- turn sound off if needed

Hashtags:

- Include a general hashtag for each post to increase reach and audience size: #m23 #Mikey23 #Mikeystrong
- Do not overuse - avoid a cluttered caption
- Use additional hashtags when relevant to an event



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