



THE GUIDE INDEX

Results Recruiting Brand Guide

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THE BRAND STORY



Mission Statement:

Reinventing the tools and practices of foster parent recruitment and providing agencies with solutions in training, resources, and marketing innovation.

THE RESULTS PROMISE



Promises:

We offer our services to you with the values of:

Compassion: Focused on the larger goal of serving the needs of children

Actionable: Field-Testing, doable solutions

Excellence: High quality, enduring help

Coaching: Encouraging a growth-mindset and self-efficacy

Wisdom: Large-net learning, gleaning, and sharing



THE LOGO

Primary Logo

Results Recruiting's primary logo is wordmark with a letter icon. The main lettering style has a regal, sophisticated, defined feel which emphasis trust and reliability main values of the brand. The double R with the home is a key feature for making the brand recognizable and memorable.

This is the main logo that will be used across primary brand applications. This logo helps audiences easily identify Results Recruiting across all platforms.



RESULTS RECRUITING

effective strategies for recruiting quality homes



RESULTS RECRUITING

Minimum Size

The smallest the logo should be represented is 1" high. At this size the tagline will not be attached for legibility.

Secondary Logo

The monogram symbol can be used when the full primary logo is not necessary or where the brand name is already displayed in text.



Color Usage

The color usage for Results Recruiting is very simple. The logo will mostly be used in black or white against neutral backgrounds (A,B,D), but can also be used in color against a white background (C).

Clear Space is needed around the logo to ensure legibility. This space isolates the mark from any competing graphic elements. The minimum clear space is defined as the height of the L from the logo.

A.



B.



C.



D.

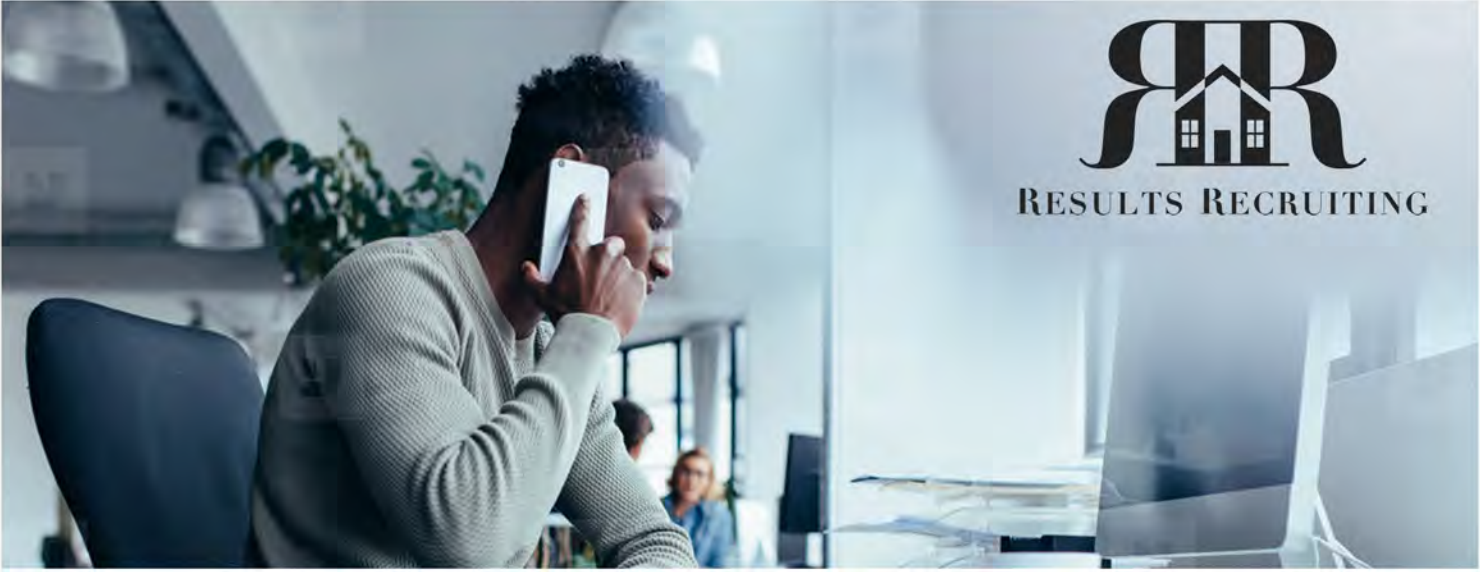


Photo Background

There are a couple ways the logo can be used on photographic backgrounds, but each option should be excised with care, making sure the logo and type aren't obstructed by the image.

In most cases, you can use either the solid white or black logo options on top of a background image.

Picking photos can be difficult when trying to make the logo legible, try avoiding busy images with too much detail. Also try applying a darker transparent overlay on the image to help with readability.



Unacceptable Usage

A. Don't rotate.

E. Don't rearrange parts or elements.

B. Don't stretch or squish.

F. Don't use off-brand colors.

C. Don't place elements in clear space.

G. Don't add text styles or dropshadows.

D. Don't resize elements.

H. Don't Stack the type.





TYPOGRAPHY

Typography is very important to the brand for maintaining a style and consistent format that the audience will recognize. These set of typefaces best represent the bold and modern feel of the brand and should be used across all media platforms. When used correctly the typefaces will form an easy reading hierarchy, review the example text below that applies the essential rules when using these two typefaces.

GOTHAM BOOK

Use for headlines.

ALL UPPERCASE.

Gotham Book

Regular

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

CORBEL

Use for body copy.

Sentence Case.

Corbel

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz

0 1 2 3 4 5 6 7 8 9

Example of Typography

RECRUIT FOSTER PARENTS LIKE NEVER BEFORE!

Join our quarterly newsletter and hear more about recruitment strategies, event ideas, success stories, and more. Mike Logan fills each issue with tips on how to continue improving your recruitment program.



COLOR PALETTE

RR COLOR PALETTE

Color is an important part of the Results Recruiting identity. Consistent use of the color palette will not only reinforce the cohesiveness of the brand, but color also serves psychological purposes by communicating a certain feeling to the audience.

RR Royal Blue is relaxing and often used to convey the importance of meaningful relationships and establishes trust and loyalty. The RR Gold is warm and inviting and represents dependability. The RR Dark Gray and RR Light Gray blends well with the RR Royal Blue and RR Gold complementing these two strong and bold colors.



RR ROYAL BLUE
CMYK: 100•90•25•11
RGB: 36•56•117
HEX: #243875



RR GOLD
CMYK: 27•26•49•0
RGB: 189•176•140
HEX: #bdb08c



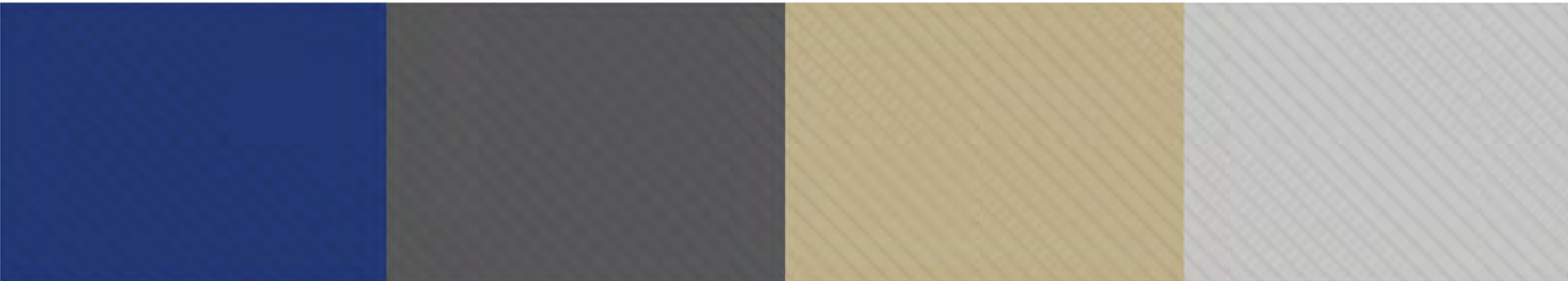
RR DARK GRAY
CMYK: 64•56•53•28
RGB: 88•88•90
HEX: #58585a



RR LIGHT GRAY
CMYK: 22•17•18•0
RGB: 198•198•198
HEX: #c6c6c6

Patterns

These sets of brand patterns can be used to help elevate the overall look and feel of the design. These can be used in all media platforms as an editorial element to make the Relsuts Recruiting brand more prominent and memorable. The logo RR mark makes a sophisticated pattern mark. While the diagonal line pattern drives the overall brand beyond the flat solid, plain color backgrounds.



FINAL COMMENTS

Results Recruiting

Whenever in doubt look back at these guidelines or reach out to Results Recruiting for any questions or approval. These guidelines are here to help keep our brand consistent while still giving the creative freedom to use the logo as you see fit. We want the brand to feel professional and look the best on all applications.

