Why We Exist

OUR MISSION:

To inspire and enable all young people, especially those from disadvantaged circumstances, to realize their full potential as productive, responsible and caring citizens.
Core Belief

We believe that young people will achieve extraordinary things when they are provided with skilled and caring staff, fun and effective programs, and first-class facilities in an environment that promotes respect, responsibility and fun.

CORE VALUES:

Youth First
We put the best interests of our Club members first in all of our decisions.

Commitment to Quality
We believe that young people will achieve extraordinary things when they are provided with skilled & caring staff, fun & effective programs and first-class facilities.

Integrity
We believe in the importance of always being honest, trustworthy, and good stewards of the resources and reputation of BGCSF.

Outcomes-Driven
We are focused on driving results throughout the organization in order to ensure that our members leave us at age 18 “ready for life.”

Professionalism
We value a strong work ethic, honoring commitments, and being prepared and consistent.

Teamwork
We expect our employees to work effectively in teams, build relationships, be adaptable and show respect for one another at all times.

Collaboration
We believe in the importance of collaborating with organizations that share our youth development values and enhance the services we provide our youth.
Logo

6. Meaning of Our Logo
7. Control Area & Sizing
8. Staging
9. Tagline
10. Proper Logo Usage
11. Improper Logo Usage
12. Logo placement
13. Other Logos
Meaning of Our Logo

Boys & Girls Clubs of San Francisco logo was created by the well-known graphic designer, Saul Bass. Our logo is the simplest expression of BGCSF’s brand. It consists of two elements.

THE CLASPED HANDS SYMBOL

Represents the guiding hands that Boys & Girls Clubs extend to youth.

THE LOGOTYPE

We use a customized typeface. The logotype cannot be altered in any way or separated from the clasped hands symbol.

There are two approved configurations of the logo: the vertical and horizontal. The clasped hands symbol and logotype should NEVER be separated without prior approval from BGCSF’s Marketing Department. The only exception exists with digital communications when the area is small. The Marketing Department should approve all of these cases.
Control Area & Sizing

Control Area is the space that must always surround the logo to make sure it is easily visible. This area, measured from the outermost edges of the logo, is equal to half the height of the hands symbol. Nothing should encroach within this area.

To maintain readability, it is imperative that the logo doesn’t get too small.

**FOR PRINT**

Do not make the logo smaller than \( \frac{3}{4} \) inch wide for the vertical version and \( 1 \frac{3}{4} \) inch wide for the horizontal version.

**FOR WEB**

Do not make the logo smaller than 200 pixels wide for the vertical version and 330 pixels wide for the horizontal version.
Logo Staging

The Control Area (see previous page) ensures that the logo is easily seen. In addition, the logotype is never used within text, either with or without the hands symbol. When the name “Boys & Girls Clubs of San Francisco,” or any of its variations, is used in printed text, it is the same type as the rest of the text.
Tagline

Boys & Girls Clubs of San Francisco’s tagline is Great Futures Start Here. It can be used with both the vertical and horizontal configuration.

1. The tagline is positioned below the logo with the “Great Futures Start” portion in black and word “Here” in Pantone Process Blue, period in black. The spacing between the tagline and the logo is half the height of the hands symbol (1/2 X), with the standard Control Area. The width of the tagline is equal to the width of the logo.

2. The lock-up (tagline and BGCSF logo) may also be used in all black or reversed to all white.

3. The tagline can also be used alone in full color, black, or white.
Proper Logo Usage

Standard colors for the Boys & Girls Club logo are Boys & Girls Club Pantone Process Blue for the hands symbol and black for the logotype. The configuration can also be used in all black or reversed to white on dark backgrounds. A logo in all black is acceptable when limited to one color print projects.

PREFERRED LOGO TREATMENT
1. Standard logo on white background
2. White logo on blue background
3. White logo on dark background
4. Black logo on light background

* Logos can be downloaded from the Marketing folder in the Staff Resources team drive.
Improper Logo Usage

These are examples of how NOT to treat the logo.

1. Do not rearrange the logo in any configuration.
2. Do not change the size relationship of the elements within the logo.
3. Do not use the logotype without the hands symbol, or the hands symbol alone.
4. Do not pair the hands symbol with the tagline alone.
5. Do not place the tagline or any other text of graphic element within the Control Area.
6. Do not alter typeface for the tagline.
7. Do not stretch logo in any way.
8. Do not squeeze or compress the logo in any way.
Improper Logo Usage (continued)

9. Do not place the logo at an angle.
10. Do not alter the colors of the logo.
11. Do not fill any part of the logo with a color or image.
12. Do not use unapproved colors of the logo.
13. Do not outline the logo.
14. Do not place logo over a background that offers poor contrast to the logo.
15. Do not reverse only part of the color of the logo.
16. Do not surround part of the configuration with panels and shapes. They distract from the power and integrity of the logo.
17. Do not place the full color logo on top of a busy or distracting background.
18. Do not use the logo in all blue.
Logo Placement

The logo can be placed in a variety of ways depending on the application.

**VERTICAL VERSION**
The vertical version of the logo should be used when the application calls for centering the logo.

**HORIZONTAL VERSION**
The horizontal version of the logo should be used when the application calls for placing the logo in the top or bottom corners.

**OTHER APPLICATIONS**
BGCSF logo should be prominently displayed when aligned with other logos. Please see Marketing for additional guidance.
Typography

20  Our Typefaces
Our Typefaces

Typography is essential for establishing the character of the brand and making it recognizable. The typefaces chosen are an important vehicle for our message and play a significant role in setting the tone for the brand.

Oraqle Script: Short Headlines
Oraqle Script is the preferred font for short headlines on brochures, social media graphics, infographics, banners, the website, and flyers.

**Length:** Use Oraqle Script sparingly; text should not be more than five words and must fit on a single line.

**Color:** Oraqle Script should be displayed in white or the color of the accompanying triangle motif. Do not use black.

Gotham: Long Headlines and Subheads
The Gotham font family can also be used for longer headlines and subheads.

Franklin Gothic: Body Text
The Franklin Gothic font family is the preferred typeface for body copy. Times New Roman can also be used as body copy for internal documents.

*You can download all fonts for free from Marketing folder in the Staff Resources team drive.*
Colors

17  Color Palette
18  Use Cases for Color
Color Palette

Color is a powerful tool for branding. Stick to what’s approved to proudly uphold our brand.

COLOR FORMULA USAGE

Pantone colors are a set of standard colors for printing that are specified by number or sometimes a name. Pantone colors should be used to ensure color consistency for printing purposes. CMYK color values are also acceptable for printing when a specific Pantone color cannot be used due to the need to print in all colors. RGB and HEX color values are not acceptable for printing purposes and should only be used for web or multimedia applications.

In summary:

Print applications: When producing printed materials, please apply Pantone or CMYK colors where relevant.

Powerpoint and online media: RGB

Web: RGB and HEX

PRIMARY COLORS

Pantone Process Blue and black are the two primary colors that make up our logo.

SECONDARY COLORS

The secondary colors are primarily used for clarity in data visualization or when additional color is needed to differentiate information. Other colors may be used to suit the visual identity and messaging.
Photographic Style

22 Photo Style
23 Moments
24 Portrait Style
Photographic Style

Our photography should emphasize the characteristics of our brand. It should be caring, fun, inspiring, and inclusive. Please see our photography guide for tips on taking great photos.

PHOTO RELEASES AND SECURITY

Please always keep in mind the safety and security of Club members. If a minor appears on screen, use only their first name or first name and last name initial. If a Club member introduces themselves with their first and last name on camera, ask them to re-introduce themselves with their first name only.

All Club members who appear in photos and video should have a signed release form. Please contact the Marketing Department for release form templates.

STYLE

Our content strategy is focused on storytelling and youth voice. Portrait style images should convey a sense of empowerment and hope for our youth. Content producers should incorporate vivid and bright colors.

CONTENT

Photos should capture the opportunities that our programs provide for youth: the experience of skill-building and the relationships between staff and our members.

Links to images that reflect this style:

- Flickr
Moments
Portrait Style
Language & Copy

27  Grammar Guidelines
Grammar Guidelines

1. Never use “the” before Boys & Girls Clubs of San Francisco; we are not “the Boys & Girls Clubs of San Francisco”
   
   CORRECT: A representative from Boys & Girls Clubs of San Francisco will attend.
   
   INCORRECT: A representative from the Boys & Girls Clubs of San Francisco will attend.

2. Always use the ampersand (&) in Boys & Girls Clubs of San Francisco, never “and”
   
   CORRECT: Boys & Girls Clubs of San Francisco has been serving youth since 1891.
   
   INCORRECT: Boys and Girls Clubs of San Francisco has been serving youth since 1891.

3. Even though our agency name, Boys & Girls Clubs of San Francisco, refers to a group of Clubs, we are a single agency, so always use the singular form of a verb.
   
   EXAMPLE: “Boys & Girls Clubs of San Francisco serves 17,000 youth a year.”
   
   EXAMPLE: “Boys & Girls Clubs of San Francisco has eight Clubhouses.”

4. “Clubs” and “Clubhouses” are always capitalized—even when it’s not associated with a specific location.
   
   CORRECT: May is a member of Boys & Girls Clubs of San Francisco’s Columbia Park Clubhouse.
   
   INCORRECT: May is a member of Boys & Girls Clubs of San Francisco’s Columbia Park clubhouse.
   
   CORRECT: Our Clubhouses serve the kids who need us the most.

5. As much as possible, if you’re referring to a specific Clubhouse, be sure our full name is in front of it, and never in combination with our full name.
   
   CORRECT: The event is being held at Boys & Girls Clubs of San Francisco’s Mission Clubhouse.
   
   INCORRECT: The event is being held at Mission Boys & Girls Club of San Francisco
   
   The Willie Mays Clubhouse is the only exception. There are two correct ways to reference this Clubhouse:
   
   EXAMPLE: The Willie Mays Clubhouse at Hunters Point
   
   EXAMPLE: Boys & Girls Clubs of San Francisco’s Willie Mays Clubhouse

6. “Camp” is always capitalized when it is used as short-hand for Camp Mendocino.
   
   CORRECT: He attended Camp for many years and received his Gold C.
   
   INCORRECT: He attended camp for many years and received his Gold C.
   
   CORRECT: Before Camp Mendocino, John attended another camp.
   
   INCORRECT: Kids all over the country go to summer Camp to connect with the great outdoors.

7. Our directors at our Clubhouses are called “Clubhouse Directors.”
Grammar Guidelines

(continued)

8. Do not capitalize the words “members” or “campers.”
   CORRECT: How many Club members went to the game?
   INCORRECT: How many Club Members went to the game?

9. When writing about who we serve—the following is acceptable: children and teens; youth; or kids.
   Youth and teens, youth and kids, youth and children, or any other variation is NOT acceptable.
   CORRECT: BGCSF serves children and teens who need us the most.
   INCORRECT: BCGSF serves youth and teens who need us the most.

10. Never refer to our youth as disadvantaged, instead refer to their circumstances as disadvantaged—“youth from disadvantaged circumstances.” Referring to them as “at-risk” is acceptable.

11. When writing about the neighborhoods/communities we are in—the following is acceptable:
    ✓ Neighborhoods or communities with the fewest resources
    ✓ Neighborhoods or communities that experience the most violence
    The following is NOT acceptable:
    ✗ The most challenging communities or neighborhoods
    ✗ The worst communities or neighborhoods in San Francisco

12. When writing about alumni:
    ✓ alumna: a woman
    ✓ alumnæ: women
    ✓ alumnus: a man
    ✓ alumni: men or a group of men and women

13. Use caps when referring to specific board groups.
    EXAMPLE: Board of Governors and Board of Trustees.
    Capitalize titles—such as Board Member, President, Trustee, and Chairman—when the title appears before a proper name.
    CORRECT: The Marketing Committee will present a plan at the Board meeting in January.
    CORRECT: BGCSF Board Member Ellen Parsons
    CORRECT: Ellen Parsons is on the Board of Governors.

14. “Citywide” is one word (not “City-Wide” or “city-wide”) when describing our BGCSF department and the staff positions that comprise the department. Capitalize when used to describe a program. Do NOT capitalize when not used to refer to our department or the staff positions that comprise it.
    CORRECT: BGCSF Citywide Sports.
    CORRECT: DCYF has a city-wide initiative for families.
    INCORRECT: BGCSF City-Wide Creative Arts Program.
Grammar Guidelines
(continued)

15. Edible Schoolyard at Hunters Point is the full name of the program. First, please note that “schoolyard” is one word. Second, it is important to “locate” the Edible Schoolyard program, so if you choose to abbreviate it, make sure that you only do this when linked with a reference to the Willie Mays Clubhouse at Hunters Point.

CORRECT: The Edible Schoolyard at Hunters Point helps teach youth about healthy eating.

INCORRECT: The Edible Schoolyard helps teach youth about healthy eating.

CORRECT: The Edible Schoolyard at the Willie Mays Clubhouse at Hunters Point helps teach youth about healthy eating.

INCORRECT: The Edible Schoolyard is a Boys & Girls Club program.

16. Commas are always used after the penultimate item on a list including three or more items, before ‘and’ or ‘or’. This is known as an ‘oxford comma.’

CORRECT: Boys & Girls Clubs of San Francisco helps young people realize their full potential as productive, responsible, and caring citizens.

INCORRECT: Boys & Girls Clubs of San Francisco helps young people realize their full potential as productive, responsible and caring citizens.

17. Always refer to Club youth as “members”, and never as affiliates of a particular program, i.e. referring to Keystone Club members as “Keystoners”.

CORRECT: Anthony is a Keystone Club member from Boys & Girls Clubs of San Francisco’s Don Fisher Clubhouse.

INCORRECT: Anthony is a Keystoner.

18. Always capitalize “City” when using that name to reference San Francisco.

EXAMPLE: In the City, Wells Fargo has multiple branches.


EXAMPLE: Rob has been a part of the Boys & Girls Club Movement for 20 years.

20. “Youth of the Year” references individual Clubhouse honorees. “Citywide Youth of the Year” references a title conferred at our annual Youth of the Year Luncheon.

EXAMPLE: Charlie is Boys & Girls Clubs of San Francisco’s Tenderloin Clubhouse Youth of the Year.

EXAMPLE: Sabrina is Boys & Girls Clubs of San Francisco’s Citywide Youth of the Year.
21. If using “BGCSF”, Boys & Girls Clubs of San Francisco must be spelled out, followed by (BGCSF).

   EXAMPLE: Boys & Girls Clubs of San Francisco (BGCSF) provides high-quality programs that allow Club youth to leave us at age 18 “ready for life”. BGCSF accomplishes this through...

22. When using numbers, spell out all numbers from one to ten. Use arabic numerals for numbers 11 and up.

   EXAMPLE: Every day, we welcome more than 1,700 youth between the ages of six and 18 to our Clubhouses and School-Based Clubs.

23. School-based is always hyphenated when talking about the services we provide. When referencing School-Based Clubs, use hyphen and all capital letters.

   CORRECT: Boys & Girls Clubs of San Francisco provides school-based services that contribute to membership, collaborative, and/or OYS numbers.
   INCORRECT: BGCSF provides school based services that contribute to our membership, collaborative, and/or OYS numbers.

   CORRECT LISTING FOR SCHOOL-BASED CLUBS:
   BGCSF Beacon at Carver Elementary School
   Gateway High School Club
   Gateway Middle School Club
   OnePurpose School Club
   San Francisco Community School Club