



KROC
USA SOUTH

KROC SOUTH BRAND BOOK

A GUIDE TO CREATING A CONSISTENT LOOK, TONE, PHOTO STYLE, COLOR AND BRAND USAGE.

CREATED BY THE SALVATION ARMY SOUTHERN TERRITORY KROC DEPARTMENT

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WHY THIS GUIDE?

As one of the most recognized and beloved charities in the world, The Salvation Army bears the honor – and responsibility – of upholding the highest standards of conduct at every human touch-point.

This guide helps to explain the core attributes of The Salvation Army Ray & Joan Kroc Corps Community Center brand. Every word and visual should represent a unified, coherent feeling in the audience's mind and this guide will help you accomplish those efforts.

If you have questions as you work with our brand, contact the Territory Kroc Marketing Manager at melissa.williams@uss.salvationarmy.org.

THE KROC CENTER BRAND PROMISE

WELCOME TO THE KROC CENTER

The Kroc Center encourages a diverse community of all ages to come together like never before. Togetherness means great things for our community. It can inspire, accomplish, heal, provide and ***enrich lives***. It can also create a sense of purpose and self worth. With these goals in mind, we set out to encourage incredible centers of fellowship in our communities.



THE SALVATION ARMY MISSION

The Salvation Army, an international movement, is an evangelical part of the universal Christian church. Its message is based on the Bible. Its ministry is motivated by the love of God. Its mission is to preach the gospel of Jesus Christ and to meet human needs in His name without discrimination.

THE SALVATION ARMY KROC CENTER VISION

In keeping with the mission and holistic approach of The Salvation Army, The Salvation Army Ray & Joan Kroc Corps Community Centers provide opportunities that facilitate positive, life-changing experiences through: art, education, recreation, and worship. The Kroc Centers' facilities, programs, and services bridge the gap between potential and opportunity to strengthen and enrich the lives of children and adults of all ages.

JOAN KROC'S STORY

**JOAN KROC BELIEVED IN THE
SALVATION ARMY'S MISSION AND
ENTRUSTED THE SALVATION ARMY
TO MAKE HER VISION A REALITY.**

Joan Kroc, wife of McDonald's founder Ray Kroc, said that she took a tour of San Diego and it was then that she recognized a community that was in desperate need of a safe gathering place, a place with facilities and trained professionals to nurture children's social skills, arts appreciation, and athletic potential. She described the Kroc Center as being a beacon of light and hope in the community.

Mrs. Kroc entrusted The Salvation Army with \$90 million to build the first Kroc Center in the Rolando neighborhood of San Diego. Sadly, she passed away a little more than a year after it opened. She was so pleased with what was accomplished that she left \$1.5 billion to The Salvation Army to build similar centers across the country. Today, there are 26 Kroc Centers nationwide.





THE SALVATION ARMY'S BRAND PERSONALITY

Every piece of written and visual communication must be consistent with The Salvation Army's brand personality, which has been defined as:

- » **passionate**
- » **compassionate**
- » **uplifting**
- » **brave**
- » **trustworthy**

THE KROC CENTER'S VOICE

The Kroc Center's voice must consistently reinforce The Salvation Army brand personality. Our voice is how we convey our brand personality when addressing the target audience. The following words describe the Kroc Center and what it means to our staff, members, and community:

- » **fun**
- » **family friendly**
- » **optimistic & upbeat**
- » **community-oriented**
- » **playful & helpful**
- » **inspiring**
- » **neighborly**
- » **respectful**
- » **healthy**
- » **encouraging**

THE KROC CENTER IDENTITY

The foundation of our identity is more than our fun and optimistic voice. The **red shield**, our **brand promise**, and our **personality** are essential to maintaining consistent and effective communication with our members and potential members.

OUR NAME

*The Salvation Army Ray and Joan Kroc
Corps Community Center*

- » **Our complete corporate identity**
- » **Named after Mrs. and Mrs. Ray and Joan Kroc**

The Kroc Center

- » **Refers to our overall central presence in our communities**
- » **(not an acronym) – not to be used as The KROC Center.**

Kroc [City Name]

- » **Refers to our individual locations**
 - o Kroc Atlanta
 - o Kroc Greenville
 - o Kroc Kerrville
 - o Kroc Memphis
 - o Kroc Augusta
 - o Kroc Hampton Roads
 - o Kroc MS Gulf Coast

The Kroc

- » **To be used in informal settings/conversations**
- » **Not to be used in formal/public communications**

LOGO USAGE AND KROC CENTER BRAND

The Kroc Center branding is the most fundamental part of our center's identity. It includes The Salvation Army shield, which is part of The Salvation Army's international corporate logo and a consistent declaration of our mission of salvation.

The Salvation Army Shield

- » **The symbol uniquely used by The Salvation Army to enable immediate identification of our brand.**
- » **Serves as our official logo.**
- » **Often accompanied by our themeline ("Doing the Most Good") or another pre-approved sign-off or brand (such as "Kroc [City Name]").**

It is crucial to express our brand in a consistent manner across all touch points. Using our brand appropriately and consistently is important for upholding The Kroc Center brand standards.

BRAND SIZE & PLACEMENT

The brand should appear on all marketing collateral, at a size that complements and does not overwhelm or overtake the intended design of the advertising piece.

Minimum width of the logo is 1 inch, in order to ensure clarity and retain visibility.

In special cases, such as on wearables or on materials with limited space, The Salvation Army shield can be used in place of the full Kroc Center brand. Such designs must be approved by the Marketing Department prior to printing.

APPROVED BRAND OPTIONS

PLEASE NOTE: Materials that use The Kroc Center brand must be approved by the local Kroc Center's marketing team prior to printing or publication. Please send all proofs to your local marketing team for approval.

BRAND USAGE



Because the red shield is a representation of The Salvation Army's presence and purpose, great care must be taken to protect its integrity. Please refer to the [*The Salvation Army Brand Standards*](#) for further requirements when using the shield. Find a copy on the [KrocSouth.org](#) Resource Page.

BRAND EXCLUSION ZONES

The brand must always have an exclusion zone. To preserve brand integrity, ample blank space must be left around the shield and brand. This provides maximum visibility of the brand. Space should be at least the height equivalent to the shield.

APPROVED REVERSED BRAND EXAMPLE

If represented on a dark background, the type can be displayed in white.

USE AS A GRAPHIC ELEMENT

In rare cases, you may use the shield as a graphic element. In which case, you may remove the words "The Salvation Army." However, this should only be done when The Salvation Army brand is otherwise present and clear. It should never be used as a representation of the logo.

BRANDING THE KROC CORPS & OTHER DEPARTMENTS

The unit is The Salvation Army Ray & Joan Kroc Corps Community Center. The entire center is the Kroc Corps which encompasses all the various programs in arts, education, recreation, and worship during seven days of the week. The programs provide different ways and various avenues for the unit to preach the gospel of Jesus Christ and meet human needs in His name without discrimination.

While only some of the members attend Sunday worship or summer camps or group exercise classes, the entire Kroc membership is the unit's ministry field, ripe with opportunities for evangelism, discipleship, and outreach.

There is one approved brand for the unit which consists of The Salvation Army shield (logo) accompanied by the other approved brand (such as "Kroc [City Name]") as shown on the previous page and approved by the Territory Headquarters. The unifying effect of one branding for ministry is important for integration with Officers, staff, soldiers, paying members, and the public. Unapproved branding must not be used (examples below) which can cause a disconnect among Officers, staff, paying members, and the public. Maintaining the same branding within all departments promotes a collective impact and a lasting impression.



WHAT NOT TO DO

Here are a few examples of how NOT to use The Kroc Center emblem.

PREVIOUS DESIGNS

DANCING CHILDREN ILLUSTRATION

Refrain from using the previous “dancing children” design. While this design is still residing inside some Kroc Centers, it must not be used on future marketing collateral. Update any materials that can be updated without intervention.

STACKED “KROC” INSIDE SHIELD

The word “Kroc” should not be stacked or encased inside the red shield. Per The Salvation Army graphic standards, the shield should not be altered; therefore, we must refrain from replacing the words “The Salvation Army” with “Kroc” or any other designs.

USING THE SHIELD AS ANOTHER LETTER

The shield must not be used in place of another letter in a design. The position of the shield should never change from previous stated examples.



COLOR USAGE

Our hero color, PMS 185 Red, is derived from the shield logo and is taken directly from The Salvation Army Graphic Standards & Guidelines Manual. The secondary gray color is made of 70%-80% black .

To visually tell the story of the life and vibrancy of The Kroc Center, the color palette has been expanded to show a range of secondary colors. Each color is bold and bright with corresponding colors that express a fun, energetic and optimistic feeling. The color palette should be used selectively and tastefully in communication materials.

Your Kroc Center can freely use this color palette. To localize this page for your Kroc Center contact the Territorial Kroc Marketing Manager.

TRADITIONAL SALVATION ARMY COLOR PALETTE



Pantone 185
C0 M91 Y76 K0
R239 G62 B66
HEX#ef3e42



70% Black
C0 M2 Y0 K68
R152 G151 B153
HEX#989799

KROC CENTER PLAYFUL COLOR PALETTE



Dark Magenta
C30 M100 Y30 K0
R176 G32 B109
HEX#b0206d



Purple
C75 M100 Y0 K0
R102 G42 B145
HEX#652c90



Blue
C95 M62 Y32 K12
R5 G90 B126
HEX#055a7e



Light Blue
C70 M15 Y0 K0
R39 G170 B225
HEX#27aae1



Red Orange
C0 M90 Y85 K0
R239 G65 B54
HEX#ef4136



Orange
C0 M50 Y100 K0
R247 G148 B30
HEX#f7941e



Green
C5 M0 Y100 K0
R141 G198 B63
HEX#8dc63f



Teal
C79 M11 Y45 K0
R0 G167 B157
HEX#00a79d

TYPEFACES

THE SALVATION ARMY TYPEFACES

The foundation of The Salvation Army typography style is Trajan Pro, taken from The Salvation Army original brand standards. Trajan Pro is an all-uppercase font and its appearance is crisp, stately, and sophisticated. It is to be used very sparingly, for short headlines or phrases—not for copy, long blocks, or paragraphs of text.

TRAJAN PRO

KROC CENTER TYPEFACES

Open Sans is the standard font used on all Kroc South WordPress websites. *Other secondary fonts may be used as creative elements such as in type treatments or headlines for special events, promotions, and programming.*

Proxima Nova Family

PHOTOGRAPHY

Whenever photography is used in Kroc Center collateral we want to evoke an emotional response from our audience. As such, imagery that shows inclusiveness, family, and wellness is key to communicating what the Kroc Center brand means. As often as possible, photos should be authentic, fun-loving portraits or candid shots of children and families engaging with each other at the Kroc Center.

In instances which there is a need to source external photos (stock photography), images should be of real-life situations, featuring people who are not overly styled. Images should feature people who represent our target segments without being trendy or contrived.

In addition, we always want The Salvation Army to share our stage. When available, be mindful to include the shield in photography. This can be as simple as on a staff uniform or in the background.

If you would like to book a photography session at your Kroc Center, please contact the Territory Kroc Marketing Manager at melissa.williams@uss.salvationarmy.org



COPY & VISUAL TONE

COPY TONE

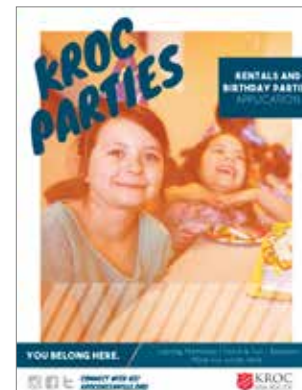
All copy should be written in a tone that is positive and cheerful. It should be professional with a dash of wit or wisdom.

SPIRITUAL VOICE

The tone of all Salvation Army communication should portray the Christian values upon which the organization was founded. This is not to say that all communication must specifically address spirituality, but the tone of the communication must be representative of a loving, gracious, Christ-minded voice.

VISUAL TONE

The overall look and feel of Salvation Army visuals reflect the integrity, timeless qualities, and spiritual values we strive to live every day. Yet, each must also remain ever-relevant to the individual, as well as the surrounding culture. Kroc Center visuals should honor the integrity of The Salvation Army brand, while also reflecting the energy, vibrancy, and spirit of a thriving community center.





USE OF RJ KROC

OFFICIAL KROC CENTER MASCOT

RJ Kroc is the official mascot of The Salvation Army Ray and Joan Kroc Corps Community Center. The mascot is intended to establish a brand promise and embody the brand's personality. When used properly, RJ should be vibrant, fun, and accessible to all demographics. RJ Kroc is primarily used for large public event appearances, social media interaction and designed collateral pieces.

Official RJ Kroc protocol, care, & instructions can be found on the KrocSouth.org Resource page

RJ KROC ILLUSTRATIONS

In 2022, RJ Kroc illustrations were created and approved by the Southern Territory Kroc Department. You are encouraged to use these as well as RJ Kroc Photo assets. RJ illustration and photo assets can be found on the [Ministry Toolkit](#).

ORIGINAL RJ KROC MASCOT MAKER CONTACT

Sugars Mascot Costumes
165 Geary Ave. - 2nd Floor
Toronto, ON M6H 2B8

SOCIAL MEDIA BEST PRACTICES

DESIGNATE A LEADER

It is important for one person or one team to manage the content on your social media accounts. With strategy and planning, this person/team will have a clear understanding how to approach each platform with a consistent voice and how to segment our followers.

CONSISTENCY, NOT FREQUENCY. QUALITY, NOT QUANTITY.

Social media posts and advertising need goals, engaging imagery, and worthwhile information. Do not post just to fill a void as irrelevant content can lose valuable followers.

BUILD TRUST

- » Create transparent and quality engagement
- » Develop meaningful dialogue to encourage a community environment
- » Share insightful, fun, and shareable content



**FOR MORE DETAILS, TIPS, AND
BEST PRACTICES, REFER TO THE
KROC SOUTH SOCIAL MEDIA BEST
PRACTICES GUIDE.**

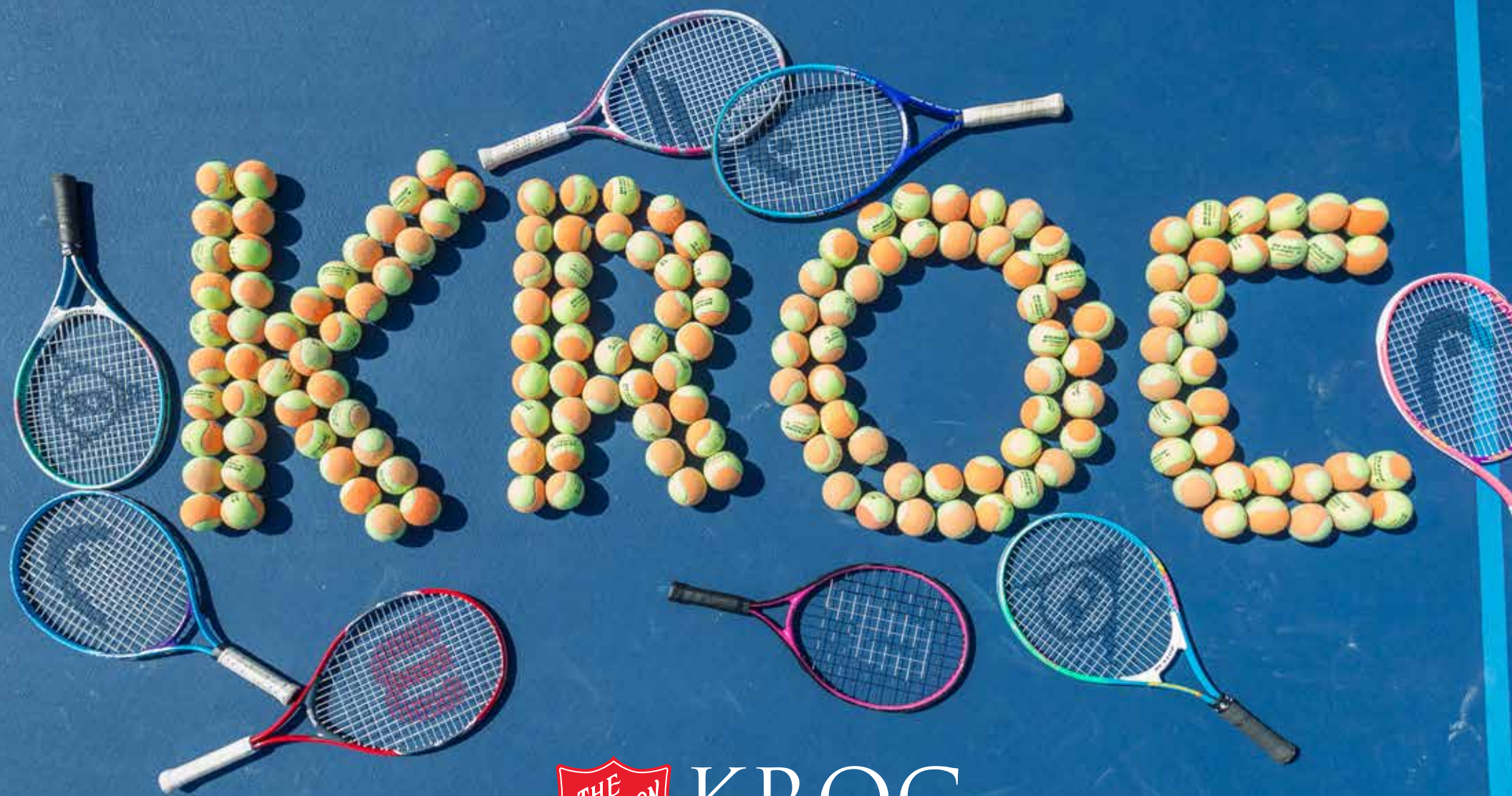
WORKING SUCCESSFULLY WITH A MARKETING TEAM

The Marketing Department plays a vital role in promoting the mission and business of The Salvation Army Ray and Joan Kroc Corps Community Center.

USE A MARKETING TEAM TO YOUR ADVANTAGE

- » Your marketing team can help you achieve your goals! Shift from reactive marketing – responding to immediate need – to planning and strategy.
- » Plan any program campaigns early and involve marketing in your plans allowing at least six weeks to begin promotion.
- » Avoid siloing program offerings. Cross promote activities from all departments via word of mouth before classes start, in print materials, and online.
- » Engage the marketing department for all content development and preparation to ensure consistency throughout all platforms prior to submittal. This alleviates customer and staff confusion.





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USA SOUTH

CREATED BY THE SALVATION ARMY SOUTHERN TERRITORY KROC DEPARTMENT