

Big Red Bus Online Brand Guidelines

JULY 2021



**BIG
RED
BUS
ONLINE**



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Welcome

Big Red Bus Online is our way of bringing the CityKidz experience into our children's homes. It is an extension of our in-person programming and an opportunity to deepen our connection with our kids and families.

Before you use the Big Red Bus Online logo, please read and follow these brief guidelines. We created these guidelines to give you a better understanding of the Big Red Bus Online brand as well as offer you inspiration for current and future projects.

Should you have any questions, comments or need assistance with the Big Red Bus Online logo and/or branding, please contact the Marketing & Communications Department:

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Brand Story

Driven by CityKidz, Big Red Bus Online is the online stop for CityKidz children and families to play, connect and stay up to date with everything happening at CityKidz. Big Red Bus Online is a fun, welcoming space for kids to interact with CityKidz online through games, videos, contests and other activities. It is also a place where parents can register their child and find information about our programs and their schedule.



Master Logo

The Big Red Bus Online logo can be used together with the current corporate CityKidz logo or on its own.

Whenever possible, please use the full logo.

However, we know that sometimes space is limited.

In such cases, you can use just the wordmark or icon.

Never recreate, copy or alter the Big Red Bus Online logo in any way.

Logo



Icon



Wordmark



Logo Variations



Full colour logo on white background
File Name: big-red-bus-online-logo-cmyk-pos.ai



Greyscale logo on light background
File Name: big-red-bus-online-logo-greyscale.ai



Negative logo on dark background
File Name: big-red-bus-online-logo-neg.ai



Full colour logo on red background
File Name: big-red-bus-online-logo-cmyk-pos.ai



Alternate full colour logo on blue background
File Name: big-red-bus-online-logo-cmyk-alt.ai



Full colour logo on yellow background
File Name: big-red-bus-online-logo-cmyk-pos.ai

Whenever possible please use the full colour logo.

Logo Usage



Minimum Print Width:
2 inches is the smallest the logo should be reduced to on printed items. There is no maximum size restrictions but ratio requirements must be followed.



Minimum Online Width:
Whenever possible use our logo in a scalable vector graphic (SVG) format for a minimum of 400px wide.

Clear space:
To preserve the Big Red Bus Online logo’s integrity, always maintain a minimum clear space around the logo. This clear space isolates the logo from competing graphic elements such as other logos, copy, photography or background patterns that may divert attention. The minimum clear space for the Big Red Bus Online logo is defined as the square within which the letter “B” is inscribed.

Clear space for master logo



Clear space for icon




Clear space for wordmark




Logo Usage Don'ts

Here are examples of the Big Red Bus Online logo used incorrectly. Whenever you create communications for Big Red Bus Online, it is important to avoid these common mistakes.



Ensure the logo has a transparent background



Ensure the logo is clearly visible




Ensure the logo is clear with a high resolution



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut ut ullamcorper mi. Phasellus ut enim.

Do not encroach on the logo's clear space



Do not stretch or alter the logo



Do not change the colour of the logo



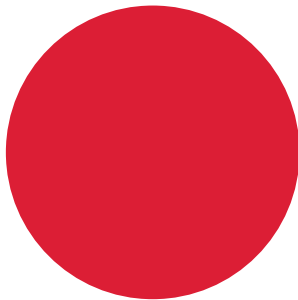
Do not add effects to the logo

Brand Colours

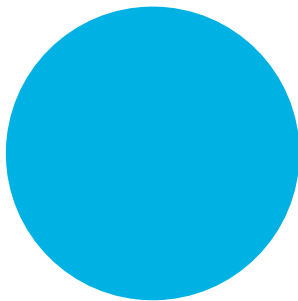


Using colour is a great way to make content pop! But we also want to maintain brand consistency. Our brand colours are listed in order of prominence. Red is our primary brand colour, followed by blue. Use these colours the most. You can use accent colours like yellow, purple and green too, but please do so sparingly.

Primary Colours

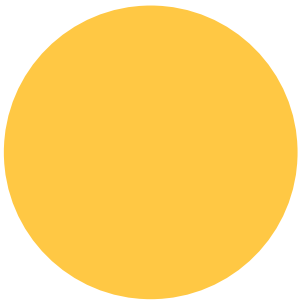


Pantone 199 C
C7 M100 Y85 K1
R220 G30 B53
Hex #db1e35

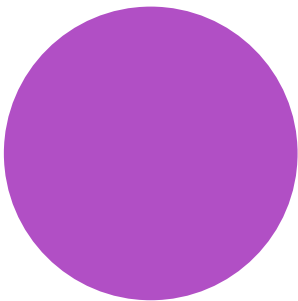


Pantone 306 C
C71 M8 Y3 K0
R0 G178 B227
Hex #00b2e3

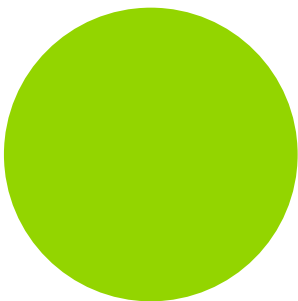
Accent Colours



Pantone 1225 C
C0 M22 Y84 K0
R255 G200 B68
Hex #ffc844

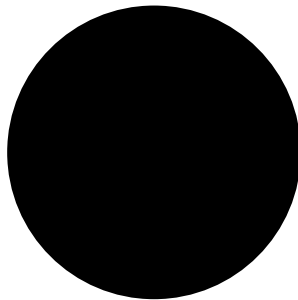


Pantone 2582 C
C42 M78 Y0 K0
R177 G79 B197
Hex #b14fc5

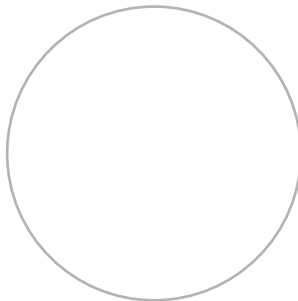


Pantone 375 C
C47 M0 Y100 K0
R147 G213 B0
Hex #93d500

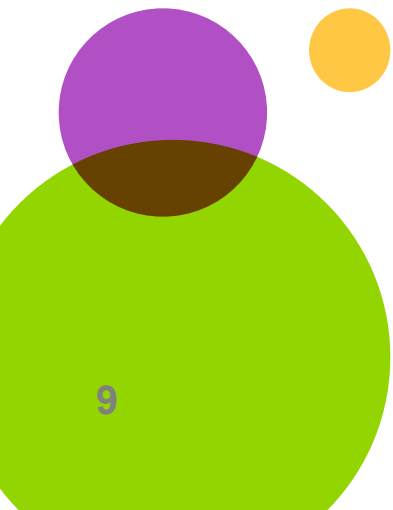
Supporting Colours



Black
C75 M68 Y67 K90
R0 G0 B0
Hex #000000



White
C0 M0 Y0 K0
R255 G255 B255
Hex #ffffff



Typography

Our main typeface is Acumin Pro (licensed from Adobe). Specific weights of Acumin Pro are used for different types of text, such as headlines, body copy and subheads. In cases where the Acumin Pro font is unavailable, the alternative font to be used is the Arial font family.

Primary Text Font: Acumin Pro

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Substitute Text Font: Arial

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Brand Voice

We want our tone to reflect the values and culture of CityKidz. This means:

- We want to be friendly, energetic and inviting in our written words, the same way we are in person.
- We want our language choices to be kid-friendly.
- We want our copy to feel personal and human.

To achieve this:

- Keep copy short and to the point.
- Use simple words and sentence structure.
- Be clear and direct in your call to action (what you want the reader to do).
- Use inviting, words like ‘discover’ ‘celebrate’ ‘help’ and ‘join’ to encourage participation.

Examples:

- Welcome to Big Red Bus Online – your online stop for CityKidz’ virtual activities, games, programs, and information about in-person programs. Buckle up and let’s get rolling!
- You’ve played the game ‘Where’s Waldo?’ but have you ever played the CityKidz edition? Tell us how many big red buses you can find in this picture.
- Fiesta time! Join Derek on a taco cooking adventure in this awesome video!



Brand Name

The logo clearly states Big Red Bus Online's name and it's as important to keep the name consistent in all content. This section aims to clear up any confusion.

While we may shorten Big Red Bus Online to BRBO in our internal communications the same way we shorten Gift of Christmas to GOC (i.e. on Teams, through email, talking in-person with one another), we must use the platform's full name in all external communications.

In all public references use:

Big Red Bus Online

Do not use:

Big Red Bus

BRB

BRB Online

BRBO



Image Guidelines

Images are an essential feature of any engaging webpage. It is therefore important that all photos and images are high-quality. Below are guidelines to help ensure that all images appear clearly across devices.

Image Quality:

Image Size: 256MB

Image Resolution: 72px

Image Colour Mode: RGB

Best practices for naming files:

- No capitals
- No spacing
- Dashes are acceptable
- Underscores are preferred
- Do not use symbols

Example: big-red-bus-online-logo.jpeg

Image Formats:

- jpeg for still images and photography
- gif for animation, graphics with flat colours and no gradients
- png for images with transparent background
- svg for graphics and logos

Best practices for Alt Text copy include:

- Description of the image
- Relatively short (less than 125 characters)
- Use descriptive keywords
- Don't include "image of..", "picture of..."

Example: "Happy Child"



Big Red Bus Online Social Media Guidelines

JULY 2021



**BIG
RED
BUS**
ONLINE





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Welcome

Big Red Bus Online's Facebook, Instagram and YouTube pages bring the CityKidz experience to social media. They are places for kids and caregivers to connect with the CityKidz community, enjoy our interactive digital content, receive programming updates, and more.

These guidelines will give you an overview of the Big Red Bus Online social media channels and how to use them in ways that move our mission forward and effectively engage our kids and caregivers in these online spaces.

If you have any questions or need help managing Big Red Bus Online's social media accounts, please contact:

Deidre Khes-Kovacs

Content Coordinator

Deidre.khes-kovacs@citykidz.ca



Big Red Bus Online on Social

Facebook @BigRedBusOnline

Instagram @BigRedBusOnline

YouTube: Big Red Bus Online

These social media channels allow us to share information and engage our community.

Big Red Bus Online's social channels are platforms where we can:

- Keep our CityKidz children, youth and families up to date with relevant information about our programs
- Interact with our kids and families in ways that are fun and build a greater sense of community
- Address questions and concerns in a timely manner
- Direct audiences to bigredbus.ca for more content, resources, information and interaction



Hootsuite

Hootsuite is our social media management platform that allows us to:

- **Publish**

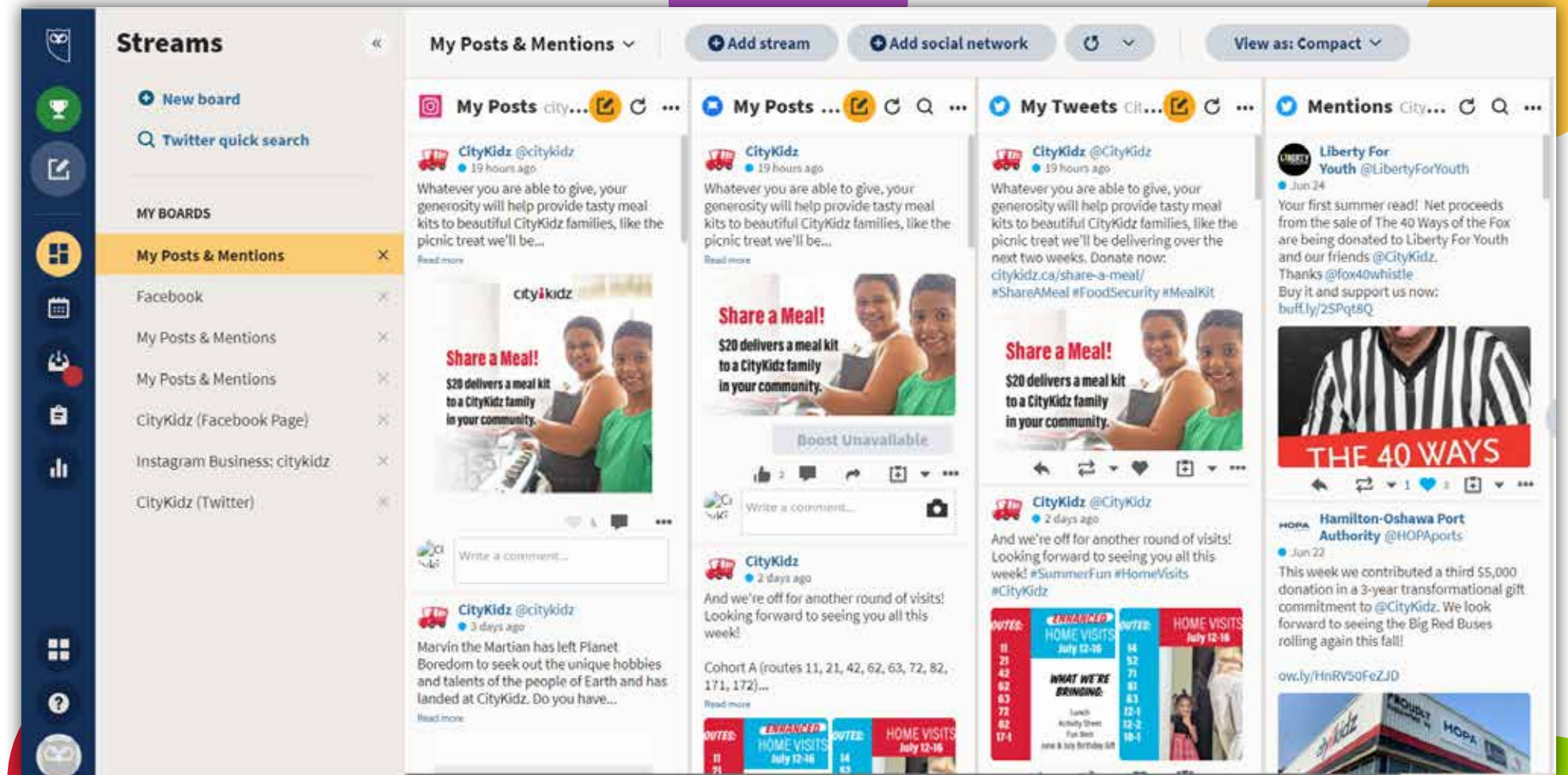
- Create and schedule posts across our social media platforms.
- Ensure all posts are properly branded and approved by appropriate team members before it's published
- Ensure consistent, on-brand content by getting insights and edits from team members before drafts go live

- **Engage**

- Manage all incoming messages easily and efficiently
- Ensure accurate, timely responses to comments and questions
- Provides an overview of our channels and allows us to monitor posts and messages

- **Analyze**

- See real-time post performance and engagement
- Access metrics to improve content



Team Members and Roles

Below is a list of roles and responsibilities CityKidz staff may be asked to take on to help maintain Big Red Bus Online's social media presence.

1. **Social Media Manager:** Oversees content creation, scheduling and posting
2. **Content Creator:** Responsible for creating the images and copy for social media posts
3. **Monitor:** Responsible for responding to audience engagements on social media platforms (comments, messages, etc.)

Editorial Process

Below is a list of steps to be taken to ensure a smooth and consistent posting workflow:

1. Outline monthly content on Content Calendar (Content Creator)
2. Create images and copy and upload to Content Calendar (Content Creator)
3. Approve posts in Content Calendar (Social Media Manager)
4. Schedule posts through Hootsuite (Content Creator)
5. Monitor and respond to post engagements (Monitor)



Post Image Specifications

Branding




To ensure brand consistency, please follow the Big Red Bus Online’s brand guidelines regarding logo usage, colours and typography as well as brand voice and tone.

Design

- Templates for different types of posts are provided to ensure both quality and consistency across posts and channels.
- Images should be bright, colourful, and of a high resolution.
- Use text minimally in images. Text should generally not account for more than 20% of an image’s visual space.

Dimensions

When designing posts for social media, please ensure that they meet the following dimension specifications.

| Social Media Image Sizes 2021 | | | |
|-------------------------------|---|---|---|
| |  |  |  |
| Cover photo: | 851 x 315 | N/A | 2560 x 1440 |
| Profile photo: | 170 x 170 | 320 x 320 | 176 x 176 |
| Square: | 1200 x 1200 | 1080 x 1080 | N/A |
| Portrait: | 630 x 1200 | 1080 x 1350 | N/A |
| Stories: | 1080 x 1920 | 1080 x 1920 | N/A |
| citykidz | | | |



Content Types

There are many different things we will want to share through Big Red Bus Online's social media channels. Below are some categories and examples of content that can be shared.

• Program Information

- Program calendars
- Program dates and themes (for CK/KK Saturdays, CY/R2D Wednesdays)
- Enhanced Home Visits (routes and dates)
- Deliveries (birthdays, meal kits)
- Special events (CY talent show, GOC deliveries)
- Contests (opening, closing, winner announcements)

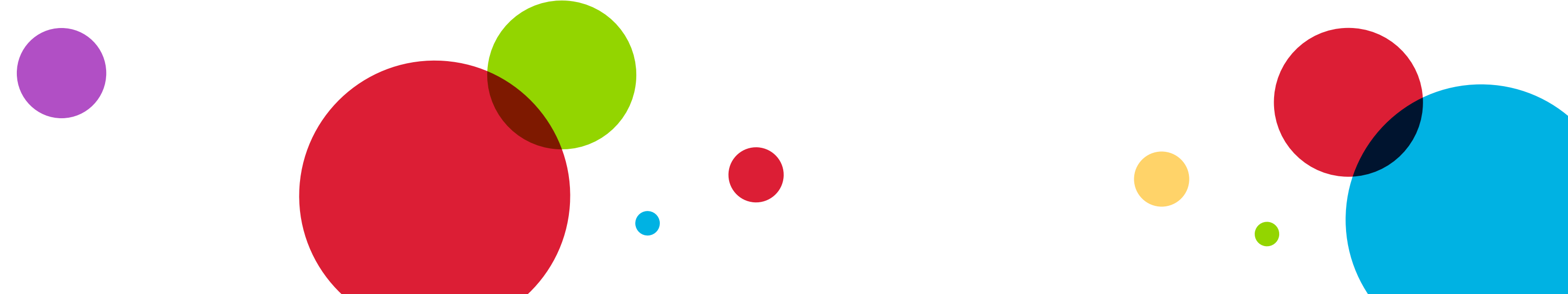
• Registration Information

- How to sign up for different programs (KK, CK, CY, R2D)
- Birthday and GOC wish lists

• Program and Community Highlights

- Kids' artwork
- Photos of children/youth participating in programs
(must have parental permission to share)
- Quotes/testimonies from children, parents and volunteers
- Festive celebrations (Christmas, Easter, International Children's Day)

• Program Content and 'Extras'

- Videos (from Saturday programs, for birthdays, special messages for graduations, etc.)
 - Visual games and questions to garner participation and engagement
(eg. What's your favourite way to spend a rainy day? Can you solve this puzzle?)
 - Behind the scenes teasers for upcoming events, projects, etc.
- 

Sample Social Media Calendar

CK Digital Content Calendar

Upgrade

HELP

Social Schedule

E-mail Schedule

BRBO Sample Calendar

Summer 2021 Photo/Story Needs

VIEWS

All Content by Section

1 hidden field

Filter

Grouped by 2 fields

Sorted by 2 fields

Color

Share view

Find a view

All Content b...

Content Assign...

Draft/Pub Deadli...

Visual Assets

Production Status

Published!

Create...

Grid

Form

Calendar

Gallery

Kanban

Ga...

Section

| | YEAR | MONTH | DAY | PUBLICATION DATE | TYPE | CONTENT | Image | Scheduled? |
|------------|------|-----------|-----|---------------------------|---------------------------------|--|-------|------------|
| | 2021 | September | | MinDate 1 September, 2021 | | | | |
| 1 | 2021 | September | WED | 1 September, 2021 | Program Info | So many fun things to look forward to in the coming month! You should have re... | | |
| 2 | 2021 | September | THU | 2 September, 2021 | Program Info | It's CONTEST TIME again! Design CityKidz' next fall button! Design your button... | | |
| 3 | 2021 | September | FRI | 3 September, 2021 | Interactive | What's all this about? Not sure what this is all about but it looks pretty ~fantasti... | | |
| 4 | 2021 | September | SAT | 4 September, 2021 | CityKidz KinderKidz | Just one more week until our first CityKidz and KinderKidz Saturday of the seas... | | |
| 5 | 2021 | September | SUN | 5 September, 2021 | Program Info | And we're off for another round of visits! Looking forward to seeing you all this ... | | |
| 6 | 2021 | September | MON | 6 September, 2021 | Festive | What an exciting summer we got to share with all of you! We loved visiting you ... | | |
| 7 | 2021 | September | TUE | 7 September, 2021 | Interactive Festive | Wishing all our wonderful kids a happy start to the school year! Whether it's yo... | | |
| 8 | 2021 | September | WED | 8 September, 2021 | CityYouth Roadmaps Program Info | Hey all you CityYouth and Roadmaps youth! We'll be having our first mentorshi... | | |
| 9 | 2021 | September | THU | 9 September, 2021 | For Caregivers | It's time for all our October birthday children to fill out their birthday wish lists! ... | | |
| 10 | 2021 | September | FRI | 10 September, 2021 | CityKidz KinderKidz | It's SPACE DAY tomorrow at CityKidz and KinderKidz! Dress up like your favouri... | | |
| 11 | 2021 | September | SAT | 11 September, 2021 | CityKidz | Marvin the Martian has left Planet Boredom to seek out the unique hobbies and... | | |
| 12 | 2021 | September | SUN | 12 September, 2021 | Program Info | Here we come! So stoked for another week of Home Visits (both regular and of ... | | |
| 13 | 2021 | September | MON | 13 September, 2021 | Interactive | Got a funny joke? Share it with us in the comments below! | | |
| + | | | | | | | | |
| 13 records | | | | MinDate 1 September, 2021 | | | | |

Engagement

While sharing information, content and highlights is an important part of Big Red Bus Online's social media presence, engaging with our community online is also a critical piece of our social media strategy.

Responses to messages and comments should:

- Be timely (done within 8 hours of receiving the message, unless it is a time-sensitive question regarding programming, in which case, a response should be given as soon as possible.)
- Be positive in tone (offer encouragement, validation)
- Feel human

Responding to Negative Comments:

Unfortunately, not every comment or message from our social media followers will be positive or even neutral. It is important that such negative engagements also receive a response and that they be brought to the attention of the relevant manager.

Responses to negative feedback should:

- Acknowledge the person's complaint
- Validate their feelings
- Offer solutions where possible
- Offer a sincere apology when appropriate and outline the steps CityKidz will take to make sure the problem doesn't happen again.

Abusive, harassing, and threatening comments and messages should be reported and deleted from the page.

They do not require a response.