

# Logotype Font

The font is always Georgia. The *because I said I would* brand is always in italics when written in Web text. When written in titles or headers in images or video, it can be bold, regular, or italics. When used as a 3 line logo or a 1 line logo, it is never in italics or bold.

## Primary Logotype

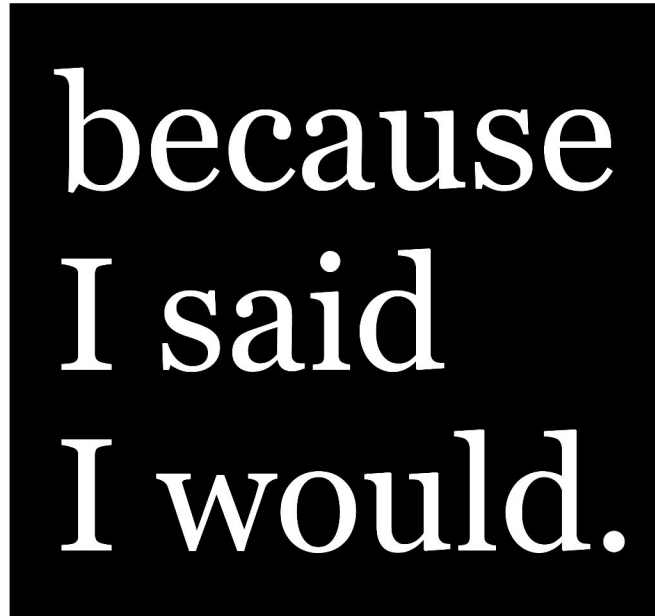
The 3 line logo is our Primary Logotype. Its base dimensions are 1032 pixels by 959 pixels, in no less than 300 pixels per inch resolution. The period at the end of the logo is part of our logo.

In Photoshop, the Georgia font size for these dimensions is 61, and the text uses a left margin alignment. The vertical “leading” (spacing) of the letters is 68. The horizontal kerning/tracking (spacing) of the letters is -5. The 3 line logo always has a period written at the end.

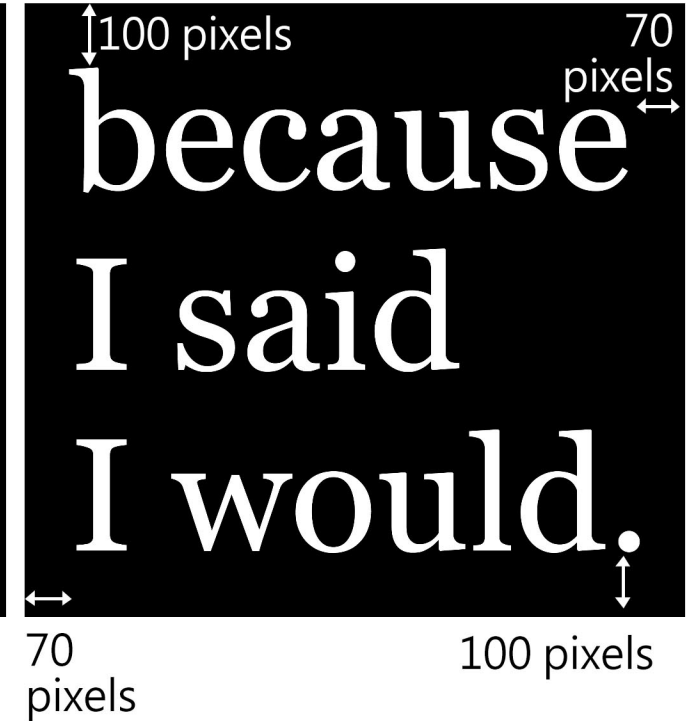
### Clearspace

In order to preserve the integrity of the Primary Logotype, it is important that no other logos, type or other graphic elements infringe on its layout space. The minimum clearspace around the logotype can be seen on the far right image.

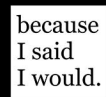
### Primary Logotype



### Clearspace



### Minimum size



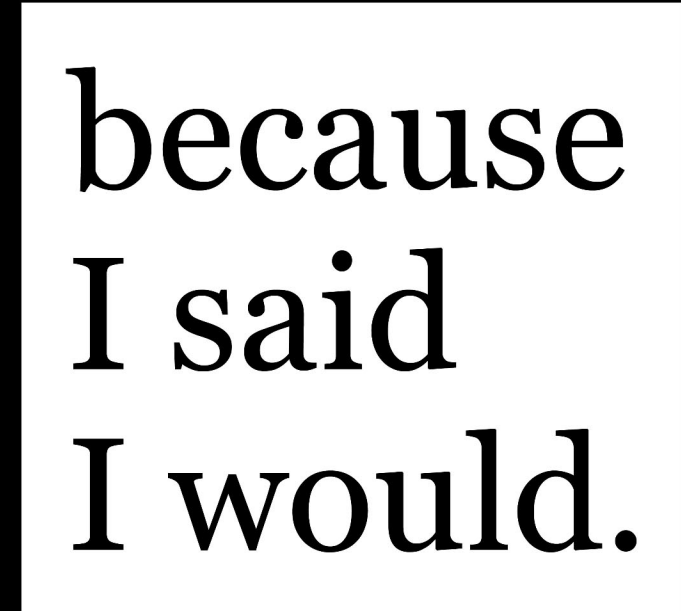
The 3 line logo may have a minimum size of 150 pixels by 150 pixels.

### Square shape

The black or white square behind the text is part of the *because I said I would* logo, and should not be removed or altered in any way.

When designing media for *because I said I would*, avoid circles or round design elements and use color extremely sparingly, with black and white colors accounting for 80% of the design layout.

### Secondary Logotype



## Secondary Logotype

The single line logo is our Secondary Logotype. It is used also as the footer for most printed material. Its base dimensions are 3300 pixels by 625 pixels, in no less than 300 pixels per inch resolution. The period at the end of the logo is part of our logo.

In Photoshop, the Georgia font size for these dimensions is 76, and the text uses a right margin alignment. The vertical “leading” (spacing) of the letters is 61. The horizontal kerning/tracking (spacing) of the letters is -5. The 1 line logo always has a period written at the end.

because I said I would.

because I said I would.

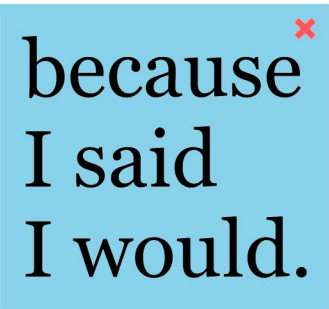
## Clearspace

In order to preserve the integrity of the Primary Logotype, it is important that no other logos, type or other graphic elements infringe on its layout space. The minimum clearspace around the logotype can be seen on the far right image.

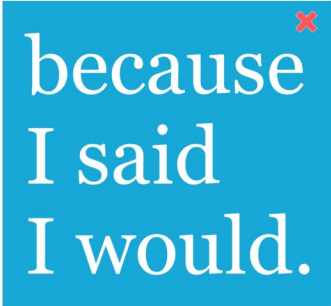


# Logotype Don'ts

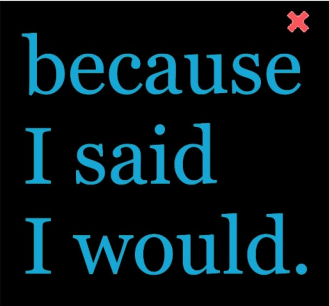
To make sure our logotype appears as consistently as possible throughout our communications, we've identified a few ways we don't want our logotype to appear.



**Do not** add other logos in, or around, our logo.



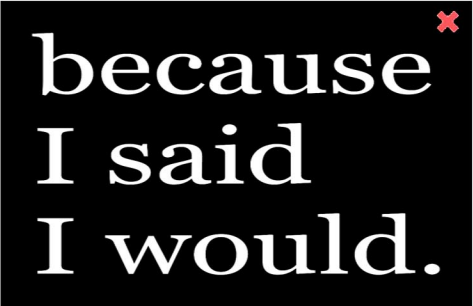
**Do not** add colors or images to our logo's background.



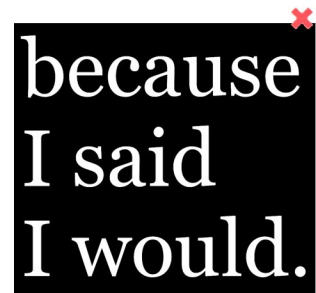
**Do not** add colors to our logo's font.



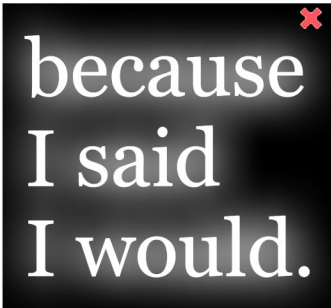
**Do not** rotate our logo.



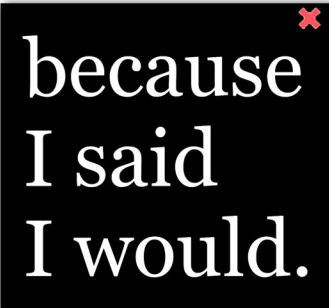
**Do not** stretch, splice, arch, bend or warp our logo.



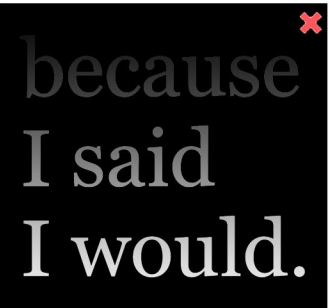
**Do not** alter our logo's background padding.



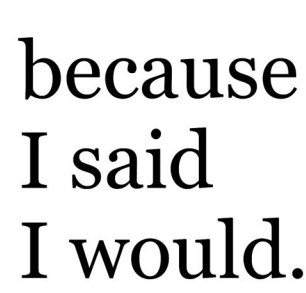
**Do not** add any glows, shadows, outlines or other effects to our logo.



**Do not** add any glows, shadows, outlines or other effects to our logo.



**Do not** add any gradients to our logo, even if they're black and white.



**Do not** place other logos within 200 pixels of our logo.



200 x 200 pixel box.

# Because I said I would font family

Georgia font is used for most video and print media. This font is used always for branding of “because I said I would.” Use bold or italic letter forms only when needed to separate or emphasize the organization’s name. Georgia font is used for branding and also inspirational concepts such as quotes.

Georgia Regular 14 pt  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

An acceptable font to use in video and print media is Microsoft JhengHei.

Microsoft JhengHei 14 pt  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Microsoft JhengHei Regular is used for most printed text that is informative in nature. Bold letter forms are used to emphasize headings, stand out words or new concepts. Light letter forms can also be used for design needs.

# Text Content Guidelines

## Goals of Content:

With every piece of content we aim to: inspire, educate, and empower. Content should be clear. Always use simple words and sentences.

Before writing or creating, always ask the following questions:

What purpose does this text serve?

Who is going to read this?

What do they need to know, and what do I want them to do next?

## Text rules:

1. Always spell out *because I said I would*,
2. Do not abbreviate (“BISIW” or any other abbreviation).
2. Always italicize *because I said I would*.
3. The only time to capitalize *because I said I would* is at the beginning of a sentence. (“*Because I said I would* is a social movement and nonprofit working towards the betterment of humanity through promises made and kept.”)
4. The word nonprofit should not contain a dash.
5. Always have text tense stay in Third Person. The only time First Person is acceptable is when you’re quoting someone who is telling a promise story.
6. Don’t capitalize promise.
7. When writing about *because I said I would* use the following copy: is a social movement and nonprofit dedicated to the betterment of humanity. We make and keep promises to end suffering, establish peace and build happiness. Our mission is to strengthen humanity’s will. We created the “promise card” to help hold people accountable to their commitments. Make and keep a promise to improve yourself, your family or your community.
8. Always try and write in active voice.  
“The letter was mailed by Marilyn.” (Passive voice).  
“Marilyn mailed the letter.” (Active voice).
9. Avoid slang and jargon when writing.
10. If it is possible to cut a word out of the text, then do so.
11. Our voice is usually informal. Always consider the voice when writing. Use everyday language.



# Color

Black and white are the primary colors for all *because I said I would* designs, and those two colors should consist of 80% of the overall design layout.

A promise is black or white; it's either kept, or it isn't. Using black and white colors helps reinforce that our organization is about making and keeping promises.

Secondary colors can be used minimally for backgrounds or text, but our logo text should always be black and white.

Our blue color works best for backgrounds, stripes or as accents. Our red color works best for header text, or for text that's sale or price related. Our green color works best for outdoor events.

*Because I said I would*  
black  
#000000

*Because I said I would*  
white  
#ffffff

*Because I said I would* blue  
#66bcda

*Because I said I would* red  
#bf2026



# Design Elements

In order to reinforce because I said I would brand identity, it is key to consistently use these design elements when appropriate. Header height can vary as per design need.

## Header

Use the 3 line logo on a black rectangle that spans the width of the page. Banner's height is same as the height of the logo.

## Blue Dividing Line

When needed for separation, a blue line four pixels wide may be used to consolidate concepts.

## Sharp Edges and Corners

Do not use round edges or corners for layout sections. Stick to squares and rectangle sections at all times.

## Headings

Use Georgia font with proper punctuation. Font will be white in a black rectangle 90 pixels high. The rectangle extends 20 pixels beyond text block on right and extend up to half the text's width on the left side. Type in Header Box is always right justified. You may place a soft drop shadow of 35% opacity behind rectangle when appropriate to design needs.

## Copy below Headings

Use Microsoft Jhengi Hei Font for informative text. Key words or thoughts can be set to bold.

## Photos

If used in a collage, photos have a 20 pixel white boader. Photo collages are an excellent way to add color to page, when appropriate or needed.

## Drop Shadows

To separate an image from the background, place a soft 35% drop shadow behind it.

## Footer

On bottom of all pages place the horizontal logo flush with paper edge. Continue black bar across the width of the page.

## Texture

Paper Texture, (6857918-paper-background.jpg) is used to separate subject matter or isolate additional concepts.

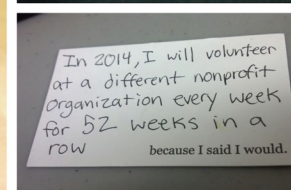
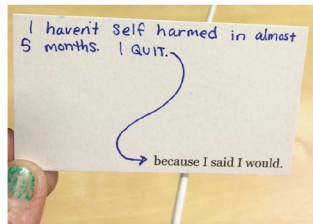
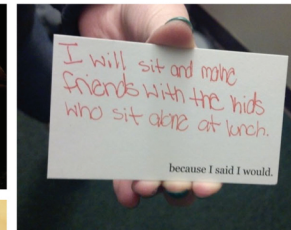
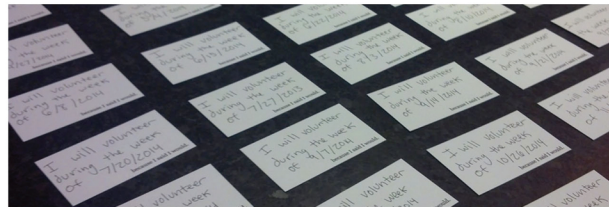
# because I said I would.

## The Mission

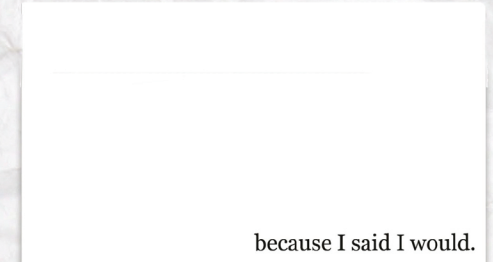
***Because I said I would*** is a social movement and nonprofit dedicated to the betterment of humanity through promises made and kept. Our mission is to strengthen humanity's will.

**We make and keep promises** to bring good into the world, establish peace and end suffering. *The Promise Card* was created to help people hold each other accountable to their commitments.

Perhaps the world has forgotten the importance of a promise...we have not.



## The Promise Card



**Promise cards help you remember** the importance of honor and they hold you accountable to the promises you make.

**They are simple to use.** Write a promise on the card and give it to the person to whom you are making the promise. Tell them you will come back for it when the promise has been kept. Keep your card as a reminder that you are a person of your word.

Instead of giving the card to someone, you can also keep it as a personal reminder. Some people post the card to social media to hold themselves accountable.

**Make a promise to improve** yourself, your family, your community or a cause. If you need a promise card, we will send 10 promise cards to you at no cost.



# because I said I would.

# Think About

## **Do They Know About Us?**

If they haven't just seen Alex speak, tell them a little bit about our nonprofit organization.

## **How Will Their Eyes Move?**

When creating the layout, consider the order in which their eyes will flow across the page.

## **What Should the Viewer do Next?**

Provide contact information for them to take the next steps and reach out to the appropriate people.