

Miracles **FOR KIDS**

BRAND GUIDE

Rev. 5 - 07.2025

MISSION

The mission anchors all communication and should guide the tone and intent of every message. It is included here to ensure consistency with the organization's purpose and direction.

Miracles for Kids is a 501(c)3 nonprofit organization with the mission to improve the lives of critically-ill children and their families in need.

Founded in 2002, Miracles for Kids helps families with a critically-ill child battle bankruptcy, homelessness, hunger, and depression - so they can concentrate on fighting for their child's life.

Learn more at www.miraclesforkids.org.

PROGRAMS

These descriptions define Miracles for Kids five Core Programs and should be used in all public-facing materials.

Always capitalize program names and refer to specific services within each (e.g., Bill Pay Assistance under the Lifeline Program or Surf & Paddle Summer Camp in the Balance Program).

Do not rename or abbreviate programs without approval from the Miracles for Kids Marketing Department at marketing@miraclesforkids.org.

Lifeline Program: Expenses don't stop when tragedy hits. Lifeline helps keep the lights on, the water running and so much more through **Bill Pay Assistance**.

Safe Haven Program: No family fighting for their child's life should wonder where they will sleep. Safe Haven provides housing through **Miracle Manor on Flower Street** and **Miracle Manor on Vermont Street**.

Balance Program: We take a holistic approach to healing. Balance supports families with **Counseling Sessions**, **Wellness Services**, and outdoor experiences like **Surf & Paddle Summer Camp**.

Boost Program: Getting basic necessities can be a challenge for families in crisis. Boost provides these items, and more, through **Basket of Miracles** and **Box of Miracles** deliveries throughout the year.

Pillars Program: Long-term success starts here. Pillars provides **Financial Literacy Workshops**, **Education Support**, and **Employment Resources** to help families build lasting stability for the road ahead.

LOGO

Only the approved stacked and horizontal logo formats may be used. No other configurations are permitted.

An official icon and bubble logo exist but may only be used with approval from the Miracles for Kids Marketing Department at marketing@miraclesforkids.org.

It is not a replacement for the full logo.

Click the links to access downloadable logo files.

STACKED LOGO [🔗](#)



HORIZONTAL LOGO [🔗](#)



ICON [🔗](#)



BUBBLE LOGO [🔗](#)



SPACING

To ensure visibility and impact, always maintain clear space around the Miracles for Kids logo. The minimum clear space on all sides must equal the height of the word “for” within the logo.

This area must remain free of text, graphics, or other elements. Additional space is encouraged whenever possible.

STACKED LOGO



LONG LOGO



VARIATIONS

The Miracles for Kids logo may only be used in these three approved color options:

Full Color:
Primary version, for light backgrounds

White:
For dark backgrounds

Black;
For black-and-white use only

All other color variations require approval from the Miracles for Kids Marketing Department at marketing@miraclesforkids.org.

FULL COLOR



BLACK



WHITE



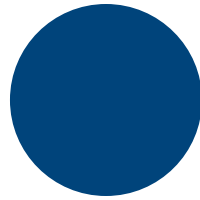
BRAND COLORS

The Miracles for Kids brand colors are designed to reflect the organization's warmth, hope, and commitment to uplifting families in crisis.

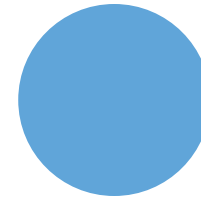
Consistent use of these colors helps build recognition and ensures a unified visual presence across all communications.

This section outlines the primary and secondary color palette. Approved color values should be used at all times. Unapproved variations should be avoided to maintain brand integrity.

PRIMARY COLOR PALETTE

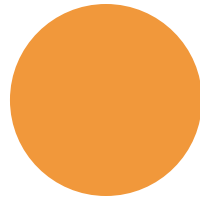


Pantone 295C
R0 G68 B124
C100 M57 Y0 K40
#00447C

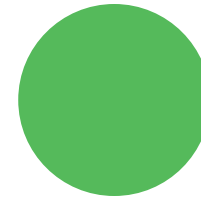


Pantone 292U
R121 G189 B232
C49 M11 Y0 K0
#79BDE8

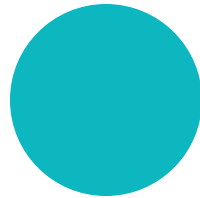
SECONDARY COLOR PALETTE



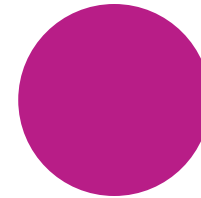
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R240 G151 B59
C3 M47 Y87 K0
#F0973B



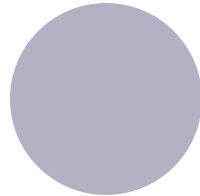
Pantone 360C
R85 G189 B90
C67 M0 Y87 K0
#55BD5A



Pantone 3262C
R1 G183 B192
C74 M2 Y27 K0
#01B7C0



Pantone 241C
R185 G22 B133
C28 M100 Y6 K0
#B91685



Pantone 663C
R237 G236 B236
C6 M5 Y4 K0
#EDECEC

BRAND FONTS

Typography plays a key role in maintaining a consistent and recognizable brand identity.

Miracles for Kids brand fonts should be used across all print and digital materials to ensure clarity, cohesion, and professionalism.

If the brand fonts are not available for use, a similar alternative may be substituted with approval from the Marketing Department at marketing@miraclesforkids.org.

PRIMARY FONT ⓘ

GOTHAM Light

GOTHAM Book

GOTHAM Medium

GOTHAM Bold

SECONDARY FONT ⓘ

Jenna Sue

SOCIAL MEDIA ACCOUNTS

The Miracles for Kids brand should always be represented with respect, compassion, and a focus on our mission to support critically-ill children and their families in need.

Please use official handles and hashtags to help maintain consistency and help grow our community.



facebook.com/miraclesforkids
[@miraclesforkids](#)



www.instagram.com/miraclesforkids
[@miraclesforkids](#)



x.com/miraclesforkids
[@miraclesforkids](#)



linkedin.com/company/miracles-for-kids
[@miraclesforkids](#)



youtube.com/user/miraclesforkids
[@miraclesforkids](#)



#MiraclesForKids #Miracles #BeTheMiracle
#MakeAMiracle #MakeADifference

ADDITIONAL ASSET REQUESTS

Please contact the
Miracles for Kids
Marketing Department at
marketing@miraclesforkids.org.

To request information on Miracles for Kids CEO & Founder, Board Members, patient families, or staff - including bios, photos, and interview opportunities- please contact the Miracles for Kids Marketing Department.

This also applies to requests for press materials, event access, and additional marketing assets. All inquiries are reviewed on a case-by-case basis to ensure proper use, privacy protection, and brand alignment.

marketing@miraclesforkids.org