



Cuddles  
Foundation

# Brand Book

2021

AKE ME





Through the work we do at Cuddles, we're creating a new kind of a nonprofit organisation. One that's breaking the stereotypes associated with charity and giving in India. One that's bold, creative and agile with a brand built around hope instead of guilt.



## Our Purpose

To give every child fighting cancer a chance at a cure through nutrition.

## Our Essence

**Food heals.**

## Our Personality

Helpful, Optimistic, Honest, Adventurous, Generous, Grateful, Creative, Respectful

## Our Values

Child-centric, Learning, Accountability, Respect, Integrity



# How to use this book

One main goal of this brand identity is to provide a consistent structure to our design language. We have many people from different backgrounds working together, from a nutritionist in Srinagar to a volunteer fundraising in Singapore. All with unique needs under one roof, which can be inspiring – and messy. To address each of their communication needs, we have introduced a broad framework of core components under which every communication piece that we share finds a home.

If you have questions as you work with our brand, never hesitate to ask: [comms@cuddlesfoundation.com](mailto:comms@cuddlesfoundation.com)

Our brand framework is made up of consistent and expressive elements, which make room for creativity while maintaining visual harmony.



**These elements  
work together to  
create a system.**

# Our logo

Our logo is made up of two elements.

## Symbol:

Our symbol is an abstract expression of a mother cradling her child. We care about the food that our children eat and the nutrition they get just as a mother would care for her children.

## Logotype:

The logotype (wordmark) has been set in Monsterrat and Roboto, modified to compliment the form of the icon and balance the visual aspect of the identity.







# Orange is the Cuddles brand color

It's natural, like the food we want our kids to eat. It is cheerful and full of energy like our interactions with them. It's creative like our approach building recognition in moments when our voice must be clear and memorable. We anchor on a single colour, used with purpose, to drive consistency across all properties.





# Poppins is our brand typeface

A geometric sans-serif typeface by Indian Type Foundry. It has character and warmth and can be used to connect to children and adults alike. You may use it for headings and subheadings both in print and digital applications. You may also use it in the full range of weights (bold, medium, light etc.) offered in the family.

**Note:**

When Poppins is not available, use Montserrat.

# A d

Thin

*Thin Italic*

Extra Light

*Extra Light Italic*

Light

*Light Italic*

Regular

*Italic*

Medium

*Medium Italic*

Semibold

*Semibold Italic*

**Bold**

***Bold Italic***

**Extrabold**

***Extrabold Italic***

**Black**

***Black Italic***

## Secondary Typeface

Roboto is our secondary typeface. It is a 'modern, yet approachable' and 'emotional' font developed by Google. We use Roboto everywhere, in our presentations, even in our app and on our website.

**Note:**

When Roboto is not available, use Arial.



Thin

*Thin Italic*

Light

*Light Italic*

Regular

*Italic*

Medium

*Medium Italic*

**Bold**

***Bold Italic***

**Black**

***Black Italic***



2021

If you have questions as you work  
with our brand, never hesitate to ask:  
 [comms@cuddlesfoundation.com](mailto:comms@cuddlesfoundation.com)

[www.cuddlesfoundation.org](http://www.cuddlesfoundation.org)