More than another NGO

Cuddles has always been a little bit different. Our Founder, Purnota, started Cuddles from her dining table after becoming a mother and meeting another whose child was fighting cancer. Although food is at the centre of every Indian family - in sickness and health, the thought that children weren't able to fight disease because they didn't have the right nutrition didn't sit right with her. She did what she had learnt in her days as a marketing professional - inspiring her friends to join her to raise money for the cause and buy supplements for the children at the big cancer hospital close to home.

Today, we nourish thousands of children around the country to give them the strength to fight cancer. And, our circle of supporters has grown a thousand times over. What's remained constant is our focus on our children and their nutrition and, our gratitude to our supporters.
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
Our Brand Tone

We want our brand to inspire people to be a part of our mission to feed children and starve cancer.

Whether we’re talking to our biggest donors or our youngest campaigners, our goal is that every message going out should fill them with optimism. We’re transparent, genuine and warm in all our interactions.
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
Our brand framework is made up of consistent and expressive elements, which make room for creativity while maintaining visual harmony.
Consistent and memorable

Structural elements like our logo, colour palette, and typography remind our supporters of our work with nutrition and children. These core components work together to ensure our brand is recognisable wherever it appears.

Playful and expressive

The flexible elements of our brand celebrate a child’s creative expression. Our approach to illustration and photography allow us to communicate with a broader range of emotions, take more risks, and showcase the joys of childhood.
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.
Watch the details

Our logo is the most critical and recognisable element of our brand. Its consistent and thoughtful application is the cornerstone of a strong visual identity. Please use it with care.

Note:
The following mistakes must be avoided.
• Adding a shadow
• Outlining the icon
• Tilting the logo
• Skewing the proportions
• Changing the colour
Size and space

We like our logo to have breathing space. How much safe space does the logo need exactly? Half the height of the icon on every side.
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.
Our secondary palette allows us to be more flexible and dynamic. We use this palette in both functional and surprising ways to balance our visual world.
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.
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
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