



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

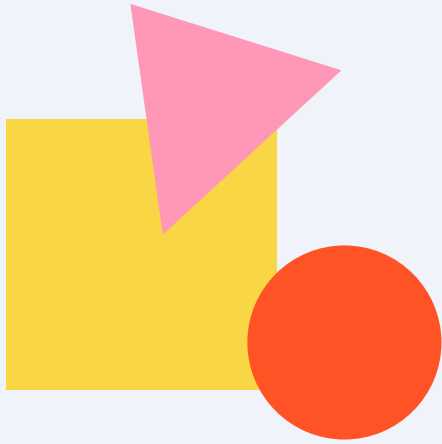
Child-centric, Learning, Accountability, Respect, Integrity

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

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.**

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



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