STYLE GUIDE
**COLOR**

Digital Green
[ RGB ] 0 251 151
[ HEX ] #00FB97

Digital light green
[ RGB ] 238 254 244
[ HEX ] #EEFEF4

Print 4-Color Green*
[ CMYK ] 59 0 65 0

Print Solid Pantone Green
[ PANTONE ] PMS 7479 C

For printed materials, the Pantone (PMS) color is always recommended. CMYK printing should only be used if Pantone is not available. *Do not use the CMYK colors for any materials that will be used digitally.

**PATTERN**

The signature polka dot pattern should only be used in the following ways. Do not use multiple dot colors together.
TYPEFACE GUIDELINES

Headlines & Sub-Headlines - Antonio Regular

Headlines - Steelfish Regular

Body Copy - DIN Next LT Pro Light

Body Copy - Zilla Slab Regular

The above four fonts are all acceptable for use in BBBSM marketing and promotional materials.

Do not use both headline typefaces or both body copy typefaces in the same piece. If part of a set (like an invitation package) the chosen typefaces should be used on all materials.

DIN is a more formal and sophisticated typeface, whereas Zilla is more playful.

For materials such as posters, digital banners, or anything with minimal copy, use Steelfish and Zilla for legibility purposes. **Zilla is not recommended for large paragraphs of copy.**
PRINT TYPEFACE SIZES

Headlines
ABCDEFGHJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Sub-Headlines
ABCDEFGHJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Body Copy
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Alternate Headlines
ABCDEFGHJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Limited Length Paragraph Copy
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
WATERMARK

The signature watermark should only be used per the following guidelines:

- Use over white background
- For print - set opacity to 10% using green PMS 7479 or CMYK if PMS is not an option
- For digital - use light green RGB combination

Ex. Alumni Association Flyer
GROUP ENGAGEMENT & MENTORING

To meet the growing needs of the South Florida community, Big Brothers Big Sisters of Miami (BBBSM) offers Group Engagement and Mentoring (GEM) at our headquarters, the Central Center for Excellence. Carefully designed activities follow a curriculum designed to have positive impact on program participants. The impact of each program is measured through metrics that measure mentoring goals, which are evaluated before and after each GEM program.

Youth engage in the activities with a small group and a designated BBBSM AmeriCorps Member or staff mentor, who serves as the Big for the group. Other community volunteers are also invited to serve as Bigs in the GEM programs. For working families, volunteers are matched with a Big in the same area or even mentoring program. GEM serves as adults and positive environment.

ALL PARTNERSHIP CURRICULA SERVE OUR YOUTH IN ONE OR MORE OF FIVE KEY PILLARS:

- Academic Enrichment
- Workforce Development
- Music & Arts
- Digital Literacy & Sport
- Health & Wellness

ACADEMIC ENRICHMENT

- Tutoring
- Remediation
- Test Prep
- STEM Skills

WORKFORCE DEVELOPMENT

- College Assessment
- College Readiness Education
- Job Placement Coaching
- Financial Literacy Skills
- Leadership Development

WEB

Imagery

SOUTH FLORIDA
TechHire Center

Interior Page Header Image 1600x640 px

Interior Page Image 800x500 px
**WILL YOU BE A DEFENDER OF POTENTIAL?**

There are different levels and ways to help—and every single one will have a positive impact on a young life! Even a small gesture makes a big difference.

**GIVE BE A BIG PARTNER**

Becoming a Big Brother or Big Sister is one of the most rewarding ways you can change the life of a child. Many of our bigs even say that their littles change their lives in ways they never expected.

**DO YOU KNOW A CHILD WITH POTENTIAL WORTH DEFENDING?**

A mentor can open new worlds of possibility. We are here to help build a pathway to success for that child and a support system for their entire family.

**WE CAN’T DO IT WITHOUT YOU**

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**WEB Imagery**

Home Page Partner Logo Image
Minimum: 300 x 150px
Recommended: 768 x 384px
AS A WORKPLACE

More than 60 organizations partner with BBBSM in School to Work. Through this program, high school students are transported once a month to a corporate partner’s office to meet with his or her mentor. Mentoring sessions include job shadowing, career development curricula, and one-to-one conversations.

THROUGH GROUP ENGAGEMENT & MENTORING

BBBSM offers partnership opportunities at the Carnival Center through the Group Engagement & Mentoring (GEM) programs. Partners work with Littles to achieve mentoring objectives with a defined cohort over a set period of time. Local organizations help us meet the needs of our community and the families we serve by providing curricula and activities for Littles in the GEM program, many of whom are waiting to be matched with a Big.

AS A DONOR

Financial partners are critical to ensuring BBBSM has the resources it needs for Littles to receive safe and effective mentoring. General operating funds cover the cost of screening Littles to evaluate which BBBSM programs are the best fit for the family’s needs, screening and evaluating Bigs to secure safe and logical matches, and ongoing support for the mentoring relationships.

Partnerships may also be customized to meet the organization’s mission and our community’s needs. For more information on how to become a partner, contact Shakira Francis from our Site-Based Programs Team.

Some of our current partners include:

- 11th Circuit Civil Court
- 11th Circuit Criminal Court
- Embassy Suites Miami Airport Hotel
- Florida Fish and Wildlife Conservation Commission
- Greenberg Traurig
- Hilton Bentley
- FedEx
EMPOWERING POTENTIAL

We've seen underperforming students become valedictorians, lack of direction transform to purpose, and hopelessness turn into possibility. Meet our matches below!

BIG JORGE + LITTLE JAN
BIG GARMAN + LITTLE AARON

BIG JOSH + LITTLE K'VON

BIG ELVIS + LITTLE STEPHEN

BIG MONICA + LITTLE TRINITY

Match Stories Image
Minimum: 800 x 500px
Recommended: 1600 x 1000px
TRISH AND DAN BELL
NAMING BENEFACTORS OF THE TRISH AND DAN BELL MATCHING & ENROLLMENT CENTER

"First introduced to Big Brothers Big Sisters of Miami (BBBSTM) by a couple of respected friends who were active on the organization’s boards, my husband and I were soon completely smitten. The BBBSTM approach of matching “Bigs” with “Littles” was fascinating, and we were moved by the profound life-long impact on the participants. Given the extraordinary life-changing benefits, the cost for each match seemed modest.

Our heartfelt belief is that there are many young people in our community who are inherently smart, talented, and willing to exert the effort to make the most of their lives. But unfortunately, the absence of family and financial support, or other obstacles out of their control, block their path. The proper help as provided by BBBSTM through mentoring and setting a positive example, can overcome these impediments, improving not only the lives of recipients, but of generations to follow.

It is a privilege to renew our support for BBBSTM every year, knowing that our investments in these kids will continue to pay them huge dividends for the rest of their lives! We look forward to the annual gala where the Littles perform, we hear about the past year’s accomplishments, and learn about ongoing needs for Littles waiting to be matched."

MATT GORSON
PAST CHAIR, BBBSTM AGENCY BOARD & SENIOR CHAIRMAN, GREENBERG TRAURIG, SCHOOL TO WORK PARTNER

"Following my initial fundraising involvement with Big Brothers Big Sisters of Miami, I became a Big Brother. My introduction to the organization came from my son (who was a Big before me) and my good friends, Matt Allen and Tina van der Ven, who were both very involved in fundraising for BBBSTM. I have always been a strong supporter of educational and mentoring organizations as I believe they provide the best way to improve society.

My father died when I was nine and I grew up during my pre-teen and teen years without any male guidance. I believe all of us need a mentor in life, which I finally experienced when I joined Greenberg Traurig, the international law firm where I currently work and serve as Senior Chairman. As a result, I feel strongly about doing my part to mentor others, both at work and through BBBSTM."

BONNIE CRABTREE
CHAIR, BBBSTM FOUNDATION BOARD

Donor Stories Image
500 x 688px
MENTORING MATTERS: BIG BROTHERS BIG SISTERS MIAMI MAKING A BIG DIFFERENCE FOR KIDS & MENTORS

For more than 50 years, Big Brothers Big Sisters Miami has been matching at-risk kids with caring and committed mentors.

BBBS, CORAL GABLES POLICE PARTNER IN ‘BIGS IN BLUE’ MENTORING PROGRAM

Big Brothers Big Sisters of Miami (BBBS), a youth mentoring organization, recently announced its new partnership with the City of Coral Gables Police Department for a “Bigs in Blue” mentoring program for Carver Middle School and Ponce de Leon Middle School students.

PARENTS’ EARLY CHILDHOOD TRAUMA CAN LEAD TO BEHAVIORAL HEALTH ISSUES IN THEIR OWN CHILDREN

A new study reveals that severe childhood trauma and stresses early in parents’ lives are linked to higher rates of behavioral health problems in their own children.