Introduction

As the SKILCRAFT brand evolves to meet the needs of its customers, so too must the assets to keep the brand meaningful and relevant for everyone who comes into contact with it.

With this in mind, the SKILCRAFT brand guidelines have been created to share the refreshed brandmark and assets, and provide guidance on how best to use these assets to ensure consistency across the brand and all its touchpoints.

Consistency is critically important — it will ensure that NIB and its associated nonprofit agencies present a unified SKILCRAFT brand to its customers and other stakeholders, building long-term recognition and loyalty.
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Behind every SKILCRAFT offering is a story. And that story isn’t about what a service might entail, or how a product is made.

It’s about THE WHO BEHIND IT.

Because for decades, SKILCRAFT products and services have been made possible by Americans who are blind.
SKILCRAFT Brand Equities

Brand Core

Americans who are sometimes underestimated. Americans who come to work every day and shatter expectations about what they’re capable of achieving. With a nationwide network of associated nonprofit agencies and a wide portfolio of offerings, the purpose behind SKILCRAFT is one for which we’re proud to advocate. And we hope you’ll join us.

Because whether you’re a federal employee, member of the U.S. military, or just someone looking to make a difference,

YOU TOO ARE AN ADVOCATE.
You work to improve your communities, enhance the lives of others, and serve the greater good.

Partnering with SKILCRAFT is one more way to do exactly that. No matter the product or service, our promise is always the same:

EXCEPTIONAL QUALITY.

EXTRAORDINARY IMPACT.
SKILCRAFT Brand Equities
Brand Purpose, Points of Difference, Points of Parity

Purpose

SKILCRAFT exists to create and sustain rewarding careers for Americans who are blind through the provision of quality, reliable, and purpose-driven products and services.

Points of Difference

Job Creation and Career Development for Americans Who Are Blind
U.S. based Manufacturing
Reliable Customer Service

Points of Parity

Competitive Quality and Value
Wide Range of Products and Services
SKILCRAFT Brand Equities
Archetype, Character, Functional Benefits, Emotional Benefits

Archetype

Grounded in behavioral psychology, archetypes are a system of 12 universal human constructs that transcend gender, culture, language, and time. As a strategic branding and communications tool, archetypes help us understand the purpose of the SKILCRAFT brand, define it’s personality, and create meaningful connections with our intended audiences.

Archetype: The Advocate

The Advocate archetype supports and promotes social change, with a sense of purpose that is tied to championing the rights of others and improving humanity and our institutions.

Advocates are dedicated to what is often called “compassion in action.” Advocates activate empowerment and change by bringing people to their side, inspiring them to a greater calling.

<table>
<thead>
<tr>
<th>Character</th>
<th>Tone of Voice</th>
<th>Functional Benefits</th>
<th>Emotional Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Empowering</td>
<td>Uplifting</td>
<td>Reliability</td>
<td>Confidence</td>
</tr>
<tr>
<td>Compassionate</td>
<td>Inclusive</td>
<td>Strength</td>
<td>Courage</td>
</tr>
<tr>
<td>Practical</td>
<td>Solution-Focused</td>
<td>Advocacy</td>
<td>Connection</td>
</tr>
</tbody>
</table>
The SKILCRAFT brand architecture organizes and communicates the brand's portfolio of products and services to aid in navigation.

Note: The brand architecture is not meant to be all encompassing and does not mean that new products or services can't be introduced.

### Products

<table>
<thead>
<tr>
<th>Pillar Promise</th>
<th>Office</th>
<th>Home</th>
<th>Industrial</th>
<th>Military</th>
<th>Customer-Specific</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pillar</strong></td>
<td><strong>Office</strong></td>
<td><strong>Home</strong></td>
<td><strong>Industrial</strong></td>
<td><strong>Military</strong></td>
<td><strong>Customer-Specific</strong></td>
</tr>
<tr>
<td><strong>Promise</strong></td>
<td>Office Supplies Computer Media &amp; Accessories</td>
<td>Commissary and Exchange Products (Military Resale)</td>
<td>Cleaning &amp; Janitorial Supplies</td>
<td>Military-Specific Tactical Gear</td>
<td>Customer-Specific Mandatory Items</td>
</tr>
<tr>
<td></td>
<td>Office Equipment &amp; Furniture Mailing &amp; Shipping Supplies</td>
<td>General Household Cleaning Household Supplies Personal Care Products</td>
<td>Safety Supplies Food Service Supplies Hardware</td>
<td>Textiles Uniforms</td>
<td>Personal Safety</td>
</tr>
<tr>
<td><strong>Category</strong></td>
<td><strong>Office</strong></td>
<td><strong>Home</strong></td>
<td><strong>Industrial</strong></td>
<td><strong>Military</strong></td>
<td><strong>Customer-Specific</strong></td>
</tr>
<tr>
<td><strong>Offerings</strong></td>
<td>Office Supplies Computer Media &amp; Accessories</td>
<td>Commissary and Exchange Products (Military Resale)</td>
<td>Cleaning &amp; Janitorial Supplies</td>
<td>Military-Specific Tactical Gear</td>
<td>Customer-Specific Mandatory Items</td>
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<td></td>
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<td>Safety Supplies Food Service Supplies Hardware</td>
<td>Textiles Uniforms</td>
<td>Personal Safety</td>
</tr>
<tr>
<td><strong>Product Types</strong></td>
<td><strong>Office Supplies</strong>: Writing Instruments, Binders, Tape, Paper, Calendars, File Storage, Paper Fasteners, Printer Cartridges, Badges &amp; Lanyards, Copy Paper</td>
<td>Commissary and Exchange Products (Military Resale)</td>
<td>Cleaning &amp; Janitorial Supplies</td>
<td>Military-Specific Tactical Gear</td>
<td>Customer-Specific Mandatory Items</td>
</tr>
<tr>
<td></td>
<td><strong>Computer Media &amp; Accessories</strong>: Portable Hard Drives, Laptop, Locks, Privacy Filters, Wireless Mouse, Flash Drives, CDs, DVDs, Discs</td>
<td>General Household Cleaning: All-purpose Cleaners, Sponges, Paper Towels, Toilet Paper, Trash Bags</td>
<td>Safety Supplies Food Service Supplies Hardware</td>
<td>Textiles Uniforms</td>
<td>Personal Safety</td>
</tr>
<tr>
<td></td>
<td><strong>Mailing &amp; Shipping Supplies</strong></td>
<td>Personal Care Products: Soaps &amp; Dispensers, Dental, Toiletries</td>
<td>Safety Supplies: Apparel, Equipment, Tapes &amp; Treads, First Aid Kits, Lockout Tagout, Absorbents</td>
<td>Textiles Uniforms</td>
<td>Custom Stamps</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Hardware</strong>: Hand Trucks, Utility Knives, Key Cabinets, Padlocks &amp; Door Devices, Location Markers, Lighting, Batteries</td>
<td>Customer-Specific: Gloves, Fire-line Products, Frames, Clocks, Business Cards Portfolios, Custom Lanyards</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Paints &amp; Painting Supplies</strong>: Aerosol Paints, Brushes &amp; Rollers, Tarps Tools: Hand, Digging &amp; Striking Tools, Lawn &amp; Garden</td>
<td><strong>Mandatory Items</strong>: FBI, VA, Navy, TSA, Forest Service</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Food Service Supplies</strong>: Cups, Dining Packs, Utensils, Mess Trays</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
SKILCRAFT Brand Equities

Brand Architecture: Services

The SKILCRAFT brand architecture organizes and communicates the brand’s portfolio of products and services to aid in navigation.

Note: The brand architecture is not meant to be all encompassing and does not mean that products or services can’t be introduced.

<table>
<thead>
<tr>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pillar Promise</strong></td>
</tr>
<tr>
<td><strong>Category</strong></td>
</tr>
<tr>
<td><strong>Offerings</strong></td>
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<tr>
<td><strong>Examples</strong></td>
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<td></td>
</tr>
</tbody>
</table>
The SKILCRAFT brandmark conveys a sense of strength with forward moving angles and bold letters. American pride is captured through the use of a red and blue triangular flag representation that anchors the wordmark.
Brandmark Elements

Color

The color options for the SKILCRAFT brandmark have been chosen purposefully to fit the Brand Core.

Preferred: Full Color

The full color brandmark should be used unless severely restricted due to printing constraints. The full color brandmark is PMS 2194, PMS 485, 100% K. CMYK values may be substituted, but are not preferred.

PMS 2194 C
95C 26M 0Y 0K
R:0 G:143 B:214
0086D6

PMS 485 C
0C 95M 100Y 0K
R:218 G:41 B:28
DA291C

Black
0C 0M 0Y 100K
R:0 G:0 B:0
000000
Brandmark Elements

Color

Secondary: One color version

When the full color brandmark cannot be printed, a solid black brandmark may be used.

Tertiary: Reversed or grayscale

If the background does not allow strong visibility of the full color or one color brandmark, a reversed (white) brandmark with either the red and blue flag, or a white flag, may be used. When use of color is limited, the grayscale version may be used.
Brandmark Elements

Sizes and Quiet Spaces

Adhere to minimum sizes and quiet spaces in all instances to maintain integrity.

The master brandmark should appear no smaller than 1.25” wide in color and 1” wide in black only. Note that the extra small black brandmark has wider spaces between the stripes to enable better printing or engraving at that size.

Quiet Space:
To give the brandmark prominence and strong presence, leave clear space equal to the height of the blue triangular element.
Brandmark Elements
Usage with Other Brandmarks

Use with NIB and/or AbilityOne:

- On SKILCRAFT branded materials, the SKILCRAFT brandmark should always be primary.

- On NIB-branded materials, the NIB brandmark should be primary, with the SKILCRAFT brandmark after NIB and before AbilityOne (if applicable).

- For SKILCRAFT-branded in-store BSC materials, the SKILCRAFT brandmark should be primary and the BSC brandmark secondary. Where possible, use the SKILCRAFT brandmark in the upper left hand corner as shown in the examples on the following pages.

- On some BSC-branded materials (catalog covers, outdoor signage), the BSC brandmark may be primary and the SKILCRAFT brandmark secondary.

Use with NPA brandmarks:

On materials specifically promoting a SKILCRAFT product, the SKILCRAFT brandmark should be primary and first in visual hierarchy (e.g. upper left corner of touchpoints). The NPA brandmark should be secondary, followed by any other applicable brandmarks (e.g. AbilityOne).
Brandmark Elements

Alternate Versions

Use of Wordmark only

The flag may only be removed where space is extremely restricted. For example, when printed or engraved on a pen or pen clip.

If it appears the wordmark is not feasible for engraving, please contact Catherine Schultz, Branding and Packaging Manager, at cschultz@nib.org for alternative treatment and approval.

Use of Flag only

The flag may only be used without the wordmark in instances where an icon is needed. For example, on social media.

Contact Jermaine Eubanks, Communications Design Specialist, at jeubanks@nib.org for questions about using the flag.
Brandmark Elements

Don'ts

To maintain the strength of the brand, and build continued equity, DO NOT alter the brandmark in any way, including the following:

- Changing scale of flag to letterforms
- Angling the brandmark
- Changing colors
- Adding outlines to letterforms and/or flag
- Using fonts similar to the wordmark for product descriptors or other supporting copy
- Stretching the brandmark vertically or horizontally
- Using plain text for SKILCRAFT
- Adding any embellishments such as shadows, behind the brandmark
- Adjusting transparency of brandmark
Brandmark Elements

Don’ts

Do not use any prior versions of the SKILCRAFT brandmark.
Brand Assets

Primary Colors

The brand’s primary red, white, and blue color palette reflects its strength and heritage, while vibrant accent colors drive category differentiation and convey liveliness and approachability. Colors have also been chosen to meet or exceed the WCAG 2.1 contrast ratio for both text (4.5:1 regular text/3.1 large text) and graphic elements (3:1 against adjacent color).

Use of PMS colors is preferable, CMYK values may be substituted only when necessary.

Master brand colors:

PMS 2194
PMS 485
White
Black
Brand Assets
Secondary Colors

Category colors:
Office: PMS 7717 C
Home: PMS 7662 C
Industrial: PMS 151 C
Military: PMS 2272 C
Custom: PMS 7406 C
Services: PMS 2194 C

Note: While products differentiate in color for each segment to provide additional customer/consumers navigation at shelf or online, Services are intentionally held together under the blue color for unity.

Complementary colors:
In addition to the primary colors for the brand and secondary colors for the categories, complimentary colors such as gray or dark blue may be used on brand-focused consumer touchpoints. Complimentary colors should be used sparingly, if at all, on touchpoints that are product- or service- focused.
Brand Assets

Typography

The typography for the brand, Roboto, is clear and highly legible at small sizes with a very high x-height.

Please note that when left aligning large text, some manual kerning may be necessary to achieve true alignment with some individual letterforms.

Main headlines: **Black**
Captions: **Bold**
All other copy: **Regular**

---

**Black**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,?!@#$%^&*()
```

**Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,?!@#$%^&*()
```

**Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,?!@#$%^&*()
```

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Brand Assets

Architecture

Strong diagonals reinforce the strength and forward movement established in the brandmark, while notched corners mimic the flag icon.

Capabilities

- 24/7 Support
- Inbound/Outbound Support
- Multi-Channel Centers
- Back Office Handling and Fulfillment
- Standardized Training Curriculum

makes a difference to Americans who are blind.

Explore all Offerings
Brand Assets

Pattern

Stripes reflect elements of the brandmark and speak to the dynamic and flexible nature of the new brand identity.
Brand Assets

Photography

Photography should be simple and straightforward, never overdone. Products are shot straight on with no environment and are never shown in use. People are shot in an environment with a slight depth of field.
Example Touchpoints
Packaging

Key Components of Packaging

- Brandmark anchored near upper left hand corner on any panel where it appears.
- Angled stripes anchored to the right hand corner reinforce the brand and pillar colors:
  - Blue always in the corner, followed by red. These are brand colors that do not change.
  - A third stripe in the pillar color, which changes based on the category (see page 21 for pillar colors).
- Photography follows the brand principles on page 25 and may overlap the stripes.
- No other graphics/information should interact with the photography on packaging.
- Pillar color accents: The line under the product name and the triangles that act as bullets for product features and romance copy should color code to the pillar.
- Support information, such as count, color, etc. should be contained in a black box.
  - The box can be sized as needed to hold information.
Packaging

Key Components of Packaging

Fonts
Use the brand fonts described on page 22.

UPC Use Information
UPC codes used on a package, will normally be accompanied by the NPA information and the SKILCRAFT trademark identifier. Positioning should be similar to that shown, however, positioning is flexible based on space allowance.

Country Of Origin Placement
Country of Origin information should be placed under the UPC code as shown in 7pt. Roboto Regular.

Agency Information
NPA logos may not be used.

AbilityOne Logo
The AbilityOne packaging logo is designated exclusively for items on the Procurement List. The variation shown features the AbilityOne wordmark and symbol in a horizontal lockup.

- This variation is intended exclusively for packaging applications and should never be used in place of the primary signature in any other brand communications.
- Use only approved digital art files.
- For complete AbilityOne packaging logo guidelines, contact Catherine Schultz, Branding and Packaging Manager, at cschultz@nib.org.
Packaging

Co-branding Packaging

When packaging requires co-branding, both the partner brand and SKILCRAFT should be of equal importance in location and prominence.

SKILCRAFT should lead with the partner brand immediately to the right, respecting all brandmark clear space requirements.

In a vertical setting, SKILCRAFT should be immediately above the partner brand.

Adhere to all SKILCRAFT brandmark colors, clear spaces, etc.

For questions about packaging or complete packaging guidelines contact Catherine Schultz, Branding and Packaging Manager, at cschultz@nib.org.
Sell Sheets

Key components of product and services sell sheets:

– Brandmark anchored near upper left hand corner.
– Copy left aligned to brand mark.
– Pillar color accents:
  • On product sell sheets, the line under the product and the triangles that act as bullets for product features should match the pillar color.
  • On services sell sheets, the triangles remain blue whenever used as anchors for information boxes and/or photos.
– Photography should follow the brand principles on page 25.
– No graphics or information should interact with photos of the product or employee.
Additional Touchpoints

The example to the right demonstrates how the primary and secondary colors of the brand can work with additional complementary colors such as gray or dark blue, as noted on page 21.
Tags and Copy Tips

Follow these guidelines when using the word SKILCRAFT® in headlines and body copy.

1. When SKILCRAFT® is used as a title, headline, or body copy, the name must appear in capital letters.

2. Do not use the registration mark with the word SKILCRAFT in headlines or sub-headings, except as part of an official product name. For example:

<table>
<thead>
<tr>
<th>CORRECT headline or sub-heading text:</th>
<th>INCORRECT headline or sub-heading text:</th>
</tr>
</thead>
<tbody>
<tr>
<td>New SKILCRAFT Products Now Available</td>
<td>New SKILCRAFT® Products Now Available</td>
</tr>
<tr>
<td>SKILCRAFT®/Zebra Retractable Pen</td>
<td>SKILCRAFT/Zebra Retractable Pen</td>
</tr>
</tbody>
</table>

3. In body copy, use the registration mark the first time the word SKILCRAFT is used on a page, or in a chapter or document section. Do not use the registered symbol when the word SKILCRAFT is proceeded by its use in the headline, or used again on the same, or subsequent pages within the same chapter or document section.

4. Always use the registration mark with SKILCRAFT when writing official product names, either in body copy or headlines and subheads.

SKILCRAFT Description

Established in 1952, SKILCRAFT® is the brand name for quality products and services provided by people who are blind. SKILCRAFT is a registered trademark owned and licensed by National Industries for the Blind.

Trademark Notification

SKILCRAFT® is a registered trademark owned and licensed by National Industries for the Blind.
Putting People First

Too often we are not aware of how our communications reinforce stereotypes and misconceptions about people who are blind or have significant disabilities. Remembering to always refer to the person first, before the disability, helps to avoid negative connotations and patronizing language.

The following tips will help your communications be more accurate. By adopting this language, you will further empower the SKILCRAFT® brand and its products.

More important, you will help eliminate misconceptions and negative attitudes about the skilled, hardworking people who create them.

Preferred language:
- Products are created with pride by Americans who are blind
- People with disabilities, the disability community
- People who are blind, the blindness community
- Has (specify disability)
- Born with (specify disability)
- Uses a wheelchair
- Hearing and speech impaired
- Persons/individual with a disability
- Employees
- Workplace, work environment

Outdated language:
- Quality blind-made products
- The disabled
- Blind people
- Afflicted with (specify disability), suffers from (specify disability)
- Has a birth defect
- Confined to a wheelchair
- Deaf and dumb
- Handicapped
- Workers
- Workshop
Contacts

For questions regarding these guidelines, please contact:

**Paul Best**  
Program Director, Marketing and Design  
National Industries for the Blind  
pbest@nib.org

**Catherine Schultz**  
Branding and Packaging Manager  
National Industries for the Blind  
cschultz@nib.org