



Public Service // 2025-2026

Introduction

With nearly 120 years of history, AAF Nebraska continues to support creativity, raise professional standards, and highlight how advertising can make a meaningful difference in our state. This year, our Public Service Committee chose to support a mission-driven organization that plays an important role in our community: Completely KIDS.

Completely KIDS provides education, meals, and family support to children and families in Omaha, helping ensure kids have the resources and opportunities they need to succeed. Recognizing the importance of their work and the need for clear communication, AAF Nebraska offered a full brand refresh to help support their growth and increase their impact.

PROJECT: Refreshing the Brand of Completely KIDS

AAF Nebraska partnered with Completely KIDS to modernize their brand while keeping its well-known elements and improving clarity and consistency.

Rather than creating a completely new brand, our goal was to strengthen what already worked. The original brand used bold primary colors, strong type, a unique icon, and the capitalized word “KIDS.” These elements have already made it recognizable and energetic. Our job was to clean up and organize these strengths into one consistent system that works well in print, digital, physical, and reporting materials.

I. Goals of the Project

Our main goals were to:

- **Preserve What Works:** Keep the recognizable look and energy of the Completely KIDS logo while making it easier to use.
- **Improve Usability:** Adjust the logo's layout and alignment so it works better in different sizes and formats.
- **Enhance Readability and Accessibility:** Improve color contrast (especially yellow on white), make the logo easier to read at small sizes, and create a clearer order of text.
- **Create a Consistent Look:** Make the fonts and icon feel more balanced so everything looks like it belongs together.
- **Formalize Brand Standards:** Build easy-to-follow rules so the brand stays consistent across all communication, inside and outside the organization.
- **Support Their Mission:** Provide a flexible visual system that helps Completely KIDS with fundraising, reporting, outreach, and community engagement.

II. Target Audience

The updated brand system was created to connect with:

- Donors and corporate partners
- Community leaders and organizations
- Families and youth served by Completely KIDS
- Volunteers and staff
- Grant-making organizations
- Event attendees and annual report readers

III. Strategy

Our strategy focused on improving the brand rather than replacing it.

- **Honor What Already Works:** Keep the bright colors, bold style, and the distinctive “KIDS” emphasis that make the brand recognizable.
- **Make Small Updates That Have a Big Impact:** Use subtle changes to improve clarity, readability, and ease of use.
- **Build a Flexible System:** Add supporting colors and updated layout options so the brand can work in more places and formats.
- **Design for All Sizes:** Ensure the logo and icon look strong and readable whether they appear on large signs or small digital screens.
- **Provide Clear Guidelines:** Create formal brand standards so staff and partners know how to use the brand consistently moving forward.
- **(Exhibit A) - Presentation Deck Cover**



IV. Execution / Tactics

Logo Updates

- Updated logo placement for improved usability and consistency.
- Moved the text to a standard left-aligned layout for clearer reading.
- Improved how the icon appears at smaller sizes.
- Strengthened the yellow color so it's easier to see on white backgrounds.
- Made the font and icon lines more consistent so they feel balanced.
- Updated the font from extra-heavy to bold to improve readability while keeping a strong look.

Color System Updates

- Made small improvements to the primary colors to increase impact and contrast.
- Added a secondary color palette to give more options for printed pieces and digital materials.

Brand Guidelines Development:

- Created full brand standards that explain:
 - How to use the logo
 - Color details
 - Typography styles
 - Clear space and sizing rules
 - Examples of how the brand should look in real use

(Exhibit B) - Identity Standards Brand Guide Cover



Mockups & Examples

To show how the updated brand can work in different situations, we created several examples, including:

- Annual Report layouts
- Business cards
- Name badges
- Printed materials
- Sample designs that show clear visual hierarchy and consistency

These real-world examples helped demonstrate how the refreshed brand stays consistent across different formats and platforms.

(Exhibit C) - Mockups of real-world application

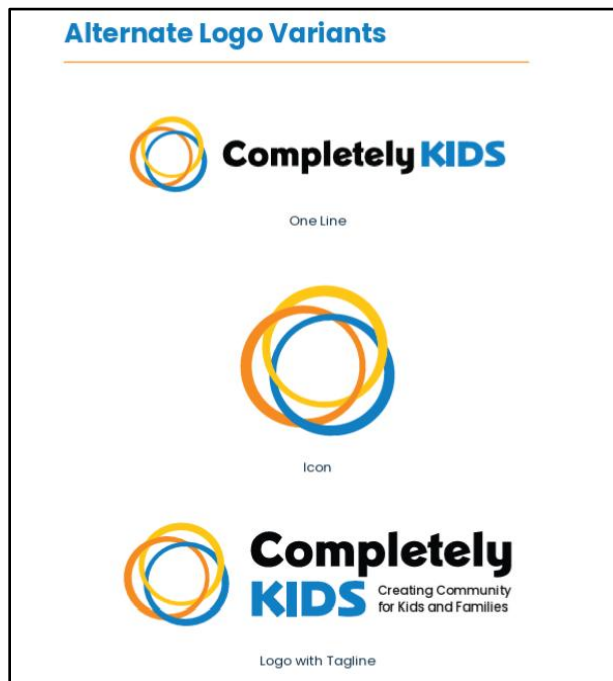
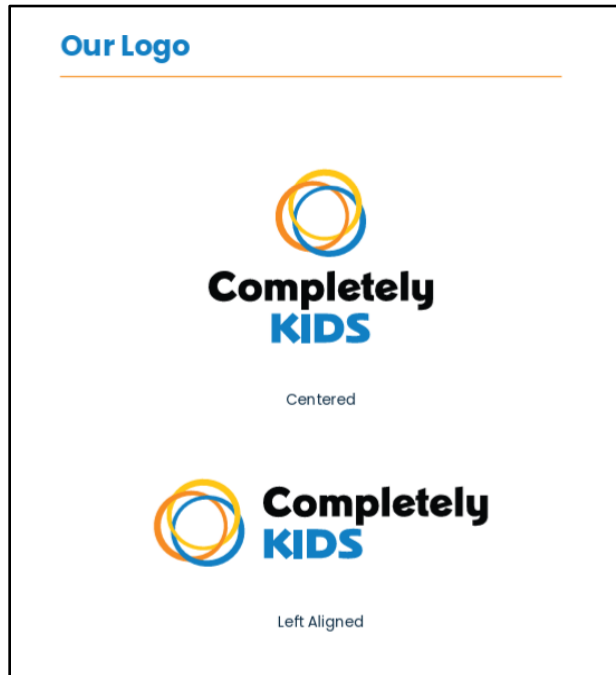


V. Media / Materials Delivered

- Updated logo versions (primary, secondary, and small-scale)
- A full brand guidelines document
- Primary and secondary color palettes
- Recommended typography styles
- Sample annual report designs

- Business card and name badge designs
- Example layouts for print and digital use

(Exhibit D) Refreshed Logo Suite



(Exhibit E) Color Palette System

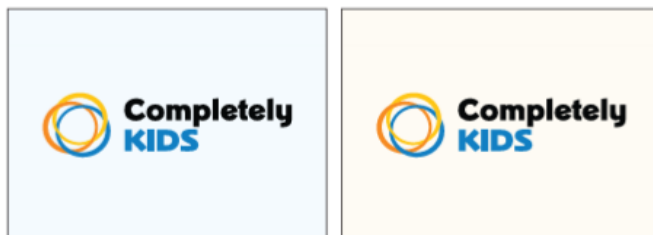
Primary Colors

HEX #087DC2	HEX #F68B1F	HEX #FDC40E	HEX #FDC40E	HEX #EFF8FF
RGB 8,125,194	RGB 246,139,31	RGB 253,196,14	RGB 253,196,14	RGB 239,248,255
CMYK 96,36,0,24	CMYK 0,43,87,4	CMYK 0,23,94,1	CMYK 0,23,94,1	CMYK 6,3,0,0

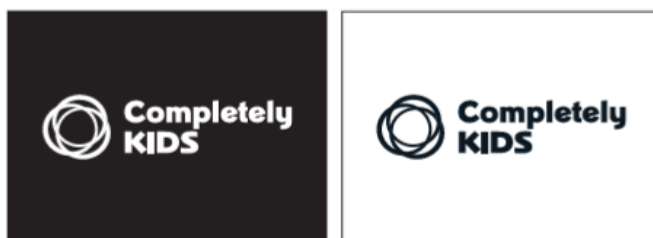
Secondary Colors

HEX #374959	HEX 90B9D4	HEX F1EBE5	HEX FDF9F1	HEX #DBDCDD
RGB 55,73,89	RGB 144,185,212	RGB 241,235,229	RGB 253,249,241	RGB 219,220,221
CMYK 38,18,0,65	CMYK 32,13,0,17	CMYK 0,2,5,5	CMYK 0,2,5,1	CMYK 1,0,0,13

Color Palette Use Examples



The color logo can be used for web, electronic or print materials.



Use these logos when the use of one color is necessary.

VI. Results Attained

- **Clearer Visuals:** The updated logo is easier to read, looks more balanced, and works well at any size, while still keeping the recognizable Completely KIDS look.
- **Better Accessibility:** Improved color contrast and alignment make the brand easier to use across different formats and for a wider range of audiences.
- **More Consistency:** The brand guidelines give the Completely KIDS team clear instructions, helping all communications look unified and professional.
- **Greater Flexibility:** The new secondary colors and layout options give the organization more ways to present its message creatively while still staying on brand.
- **Stronger Support For The Mission:** By creating a cleaner and more consistent visual system, AAF Nebraska provided tools that help Completely KIDS with fundraising, community engagement, and long-term growth.

Client Feedback

“Such a fun project to be part of! Partnering with American Advertising Federation Nebraska on Completely KIDS’ brand refresh was an incredible experience—from the early brainstorming and design sessions to seeing the final look come to life.

The new brand beautifully reflects the vibrant energy of the kids, families, and staff that Completely KIDS serves. As I get ready to close out my time here, it’s exciting to know these new assets will continue to support and elevate the mission moving forward.

Huge thanks to the Public Service Committee for your creativity, collaboration, and heart for this project—we’re so grateful!”

-Taylor McBreen, Completely KIDS Director of Marketing & Communications at the time of the project