



## Victory Junction Brand Agreement



# We're excited...

to begin our partnership with you and appreciate your support and interest in helping provide children with serious medical conditions a medically safe— but exhilarating, camp experience that encourages them to try things they never imagined possible. At Victory Junction our campers discover that they can just be kids!

Please read our brand standards guide in its entirety and indicate your acceptance of the terms and conditions by returning a signed copy to us. Our guide's purpose is to help you get to know us better and provide you with the tools you need to be part of our brand.

After we receive your agreement, we will send you our Media Release document. This document will confirm our consent of media usage as well as include the information you need to access downloadable materials. Please send your completed agreement to Emilie Mortensen at [emilie@victoryjunction.org](mailto:emilie@victoryjunction.org).

# Brand Standards

Our brand standards guide will provide you with information you need to know about Victory Junction and our brand as well as some pointers on how to talk about Victory Junction. Familiarize yourself with our background and why we are so passionate about our mission!

## Victory Junction's Mission Statement

Victory Junction enriches the lives of children with chronic medical conditions or serious illnesses by providing life-changing camp experiences that are exciting, fun and empowering; all in a safe and medically-sound environment at no cost to campers and their families.

## Victory Junction's Believe Statement

At Victory Junction, we believe that every child, no matter their illness or diagnosis, should enjoy normal childhood experiences.

## Victory Junction's Story

In 1999, a lanky, wide-smiling teenager visited Camp Boggy Creek, a SeriousFun camp in Florida, with his dad and knew it was his calling to bring a similar camp to the hills of North Carolina where he grew up.

This young man was up and coming race car driver Adam Petty, son of NASCAR driver Kyle Petty, grandson of racing legend Richard Petty and great grandson of NASCAR pioneer Lee Petty. This fourth generation driver was just starting his own racing career while still sleeping under his parents' roof—but Adam was wise beyond his years. Passion drove him both on the track and in his desire to help others. Between races, Adam was often found in pediatric hospitals visiting children with challenging medical conditions. He began saving money and developing the plans for the children's camp of his dreams.

One year after his touching experience visiting children at Florida's Camp Boggy Creek, Adam Petty tragically lost his life in a racing accident at New Hampshire Motor Speedway. He was only 19 years old. To honor Adam's memory, the Petty family gathered their strength and challenged themselves, their friends and the NASCAR community to build his inspired dream—a place where children with serious illness would be able to experience the joys of childhood and forget about being sick for a while.

With land donated by Richard and Lynda Petty, the Petty family spearheaded a capital campaign in 2002 and dollar by dollar received donations from corporations, individuals and foundations to build what would become Victory Junction, a NASCAR- themed camp located in Randleman, N.C. Adam's legacy of love was realized when Victory Junction opened its gates to its first campers in June of 2004.

Today, spread across 84 acres, Victory Junction is a safe and medically-sound environment, allowing children to do what they do best— be kids, play, imagine, make friends and enjoy the adventures and experiences of camp life. Victory Junction, a not-for-profit, is a member of SeriousFun Children's Network founded by Paul Newman and is accredited by the American Camp Association.

## How to Use the Victory Junction Name

Below is a list of appropriate ways to refer to Victory Junction as well as ways you should not use our name.

We are **Victory Junction**.

We are a camp. We are a year-round camp.

**We are Victory Junction. Do not to refer to Victory Junction in any other way.**

### **We Are Not:**

- Victory Junction Gang Camp
- Victory Junction Gang
- Victory Junction Camp
- Camp Victory Junction

**Victory Junction is a camp. We are a year-round camp.**

- 'Camp' is not part of our name. Do not capitalize 'camp' unless it is referring to our classification as a SeriousFun Camp.
- We are not just a summer camp, we serve children and their families during the spring, summer and fall months in Randleman and throughout the year in hospitals and Ronald McDonald Houses.

## Victory Junction Language

Person first language is a way to talk about a person's disability that places the focus on the child and not the disability. To use person first language, simply say the person's name or use a pronoun first, follow it with the appropriate verb, and then state the name of the disability.

Victory Junction serves children **with** chronic medical conditions or serious illnesses.

### **Do Not Say:**

- Seriously ill children
- Medically fragile child
- Disabled child
- Wheelchair-bound child
- A Diabetic\* child

\*insert medical condition here

### **Instead, Say:**

- Children with serious illnesses
- A child with a serious illness
- A child with a disability
- A child who uses a wheelchair
- A child living with Diabetes

## Victory Junction Logo Use

Victory Junction's identity relies heavily on our logo. We have several different logo variations; this guide will help you decide which logo you should use and how to properly use it. Our guidelines apply to all uses of the logo.



Vertical Primary Logo



Horizontal Primary Logo



Secondary Logo

### Primary Logo

Note, as of January 2015, the tagline 'Founded for kids in honor of Adam Petty' was updated to 'Founded in honor of Adam Petty'. Update all materials that need this correction.

- We have a horizontal and vertical version of our Primary Logo. However, the horizontal logo should be used whenever possible for better visibility of the 'Victory Junction' wordmark.
- The primary logo must be displayed in its entirety. The tire swing, sky, cloud, grass and checkered flag elements do not stand alone, they are always accompanied by all taglines and wordmarks.
- The primary logo cannot be any other color, unless prior approval.

### Secondary Logo

The secondary logo should be used when there is a need for a one-color Victory Junction logo. There is a black and a white version available.

- The secondary logo should be supplemental and does not take the place of Victory Junction's primary logo. It should not appear on major materials without the primary logo unless prior approval. If you are unsure of proper use, please reach out for clarification.
- The secondary logo must be displayed in its entirety. The 'Victory Junction' wordmark does not stand alone.
- The secondary logo cannot be any other color, unless prior approval.

## Placing Logos

- Victory Junction logos must be placed on top of a solid color, or white, background. When placing any logo onto a color background, the logo cannot have a white background when placed on top of the color.



- Logos cannot be placed on top of multicolored backgrounds unless prior approval. It is too hard to see the logo or to see what is going on in the image.



- We like to be seen! Leave space around our logos. Leave at least ¼ of an inch between a logo and document edges, content, images and basically anything else.



- Victory Junction logos cannot be altered. Do not rotate our logos or add embellishments like outlines or shadows. If you are worried about the legibility of our logo, reach out for assistance, we are happy to help.



## Resizing Logos

- All Victory Junction logos MUST be kept in their original shape (if you need to re-size, do so proportionally— do not stretch or skew. To resize while maintaining proportions: after placing the logo graphic, hold the shift key while sizing from the bottom left or right corners). Always use clear resolution logos. The logo should never appear blurry or fuzzy.



- To maintain legibility, logos should never be printed smaller than:

Horizontal versions: 1.5" wide



Vertical version: 1.5" tall



I have read and understand Victory Junction's brand standards and recognize the need, and agree, to maintain high standards in promoting Victory Junction and will follow the brand guidelines for the protection and enhancement of the Victory Junction name and mission.

I agree to submit all print and digital materials (e.g., flyers, invitations, T-shirts, web pages, social media, etc.) that contain the Victory Junction name and marks, as well as all publicity releases and advertising relating to Victory Junction, prior to production, distribution, broadcast or publication. I understand that 3-5 business days are needed for approval process.

Questions about the use of the Victory Junction name, logos and marks should be directed to Marketing Specialist Emilie Mortensen at 336.495.2018 or [emilie@victoryjunction.org](mailto:emilie@victoryjunction.org).

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_