

A woman with wet hair and sunglasses is smiling and leaning over a young boy who is wearing blue goggles and also smiling. They are in a pool, with a blue and white striped canopy in the background.

**VICTORY
JUNCTION** 
a seriousfun camp

DO IT YOURSELF **FUN** RAISER

BRANDING

Guide



2023

VICTORY JUNCTION BRAND STANDARDS

Thank you for your interest in creating a FUNraiser to support Victory Junction. We appreciate your belief in our mission to deliver life-changing camp experiences to children living with serious illnesses and chronic medical conditions. The Victory Junction brand reflects our commitment to our mission, informs what we say, and guides our look.

In this guide you will find details on how you can and should use the “To Benefit Victory Junction” logo on the materials you create to promote your fundraising efforts. The things you say and do for your FUNraiser can help strengthen the Victory Junction brand and enhance our common goal to serve some amazing kids!

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► Our Core Identity

Our core identity characterizes our essence as an organization. It's what we believe, what we stand for, why we do what we do. It's important to make sure all our communications are consistent with these guiding principles. They describe how we operate as an organization and should always be reflected in our brand. Our core identity is based upon three fundamentals:

— ● What We Do

At Victory Junction, we embrace every child and deliver fun and safe camp experiences.

— ● How We Do It

We deliver these experiences with heart, compassion, respect, and care.

— ● Why It's Important

Through these camp experiences, our campers build confidence, stronger relationships, and resiliency that supports their overall health and well-being.

► Our Story

Victory Junction was the dream of Adam Petty, a fourth-generation race car driver from the famous Petty family and a rising star in the motorsports world. Adam's passion for racing was equaled only by his compassion for others, especially children. Between races, he often visited children in pediatric hospitals. After his tragic death in a racing accident, Adam's family and friends came together to realize his dream of a camp to serve children with serious medical conditions. Adam's vision sprang to life when Victory Junction opened its gates in 2004.

Victory Junction, a 501(c)(3) nonprofit organization, is a member of SeriousFun Children's Network founded by Paul Newman and is accredited by the American Camp Association.



● Our Mission

Victory Junction enriches the lives of children with serious illnesses by providing life-changing camping experiences that are exciting, fun and empowering, at no cost to children or their families.

● Our Belief

We believe that every child, no matter their illness or diagnosis, should be able to just be a kid. That's why we provide medically-safe camp experiences filled with discovery, friendship and a lot of laughter.

● Our Programs

Victory Junction is a year-round camp for children with serious illnesses and chronic medical conditions. Our core programs are designed for children, ages 6-16.

● Summer Camp

Summers at Victory Junction are flat out fun! Kids have the chance enjoy a week filled with adventure and new friends. Each session is diagnosis-specific and accommodates up to 128 campers.

● Family Weekends

Medical conditions can impact the entire family, so our weekend sessions focus on bringing everyone together for camp adventures. Each session is diagnosis-specific and accommodates up to 32 families.

● REACH

When kids can't leave the hospital, we bring the magic of camp to them. REACH works with hospitals and community partners to provide specialized programs that enhance pediatric patient care.

● Our Care

Some of the illnesses and medical conditions we serve, including but not limited to:

Bleeding Disorders
Cancer/Oncology
Craniofacial Anomalies
Gastrointestinal Disorders
Heart/Lung/Kidney Diseases
Immunology
Muscular Dystrophy

Neurological Disorders
Neuromuscular Disorders
Physical Disabilities
Rheumatology
Sickle Cell Disease
Spina Bifida
Other Diagnoses



► Our Look

“To Benefit Victory Junction” Logo Usage

Victory Junction’s identity relies heavily on its logo. Our logo guidelines apply to all uses of the logo. Please use only the “To Benefit Victory Junction” logos provided to promote your FUNraiser. These logos indicate that your event is an independent fundraiser to support Victory Junction.



To Benefit VJ Logo Basics

The logo should be displayed in its entirety. The Tire Swing Kid and Victory Junction Wordmark elements should not stand alone.



Logo Legibility

The “To Benefit Victory Junction” logo should always be legible in its entirety. To make this possible, avoid placing the logos on very complex backgrounds. Be mindful of the brightness of the color or image the logo is being placed on. For backgrounds that are bright, use the full color version of our logo (black text and blue SeriousFun wordmark). For dark backgrounds, use the white version of our logo (white text and SeriousFun wordmark). It is also important that the Victory Junction logo is not too small to be read in its fullness. Please ensure the logo is no smaller than 2 inches.



Logo Size and Spacing Ratios

Logo legibility is important in establishing and maintaining Victory Junction’s brand recognition. The “To Benefit Victory Junction” logo should always be clearly legible in its entirety. This includes the ‘Victory Junction’ word mark, ‘Founded in honor of Adam Petty’ tagline, and the ‘a SeriousFun camp’ line. In order to ensure the logo is always easy to see, recognize, and read, we have a few ground rules:

Logo Spacing Ratios

When placed too close, words and graphics can easily be mistaken as elements of the logo. Furthermore, logos that are not given appropriate space can become lost in a layout or design. To avoid any confusion, spacing guidelines are used around logos to help visually distinguish logos from other elements and maintain its prominence. For the “To Benefit Victory Junction” logo, the best way to determine if the logo is given enough space is by using the inner circle of the letter ‘O’ within the logo as an indicator. This can be applied to all sides of the logo.



Logo Size

Our logo's size will determine its legibility and clarity. In order to ensure the logo is clear in its entirety, it should be at least 2 inches wide for print applications.



(To Benefit VJ Logo at 1.5" wide)

- The logo pictured above are below our size requirements. This results in the wording and graphics being hard to discern.

Logo Aspect Ratio

While resizing the "To Benefit Victory Junction" logo, avoid stretching, skewing, or rotating the logo. To avoid distorting the logo while resizing, hold down the Shift key while dragging any anchor point in one of the corners.



Victory Junction Imagery

Photos of kids enjoying their camp experiences is one of the best ways to illustrate Victory Junction's impact on the children we serve. Photos approved for use can be found on the resource page.

When using multiple photos, please select photos that represent a balance of gender, ethnicity, and ability level whenever possible. Avoid arranging photos into a collage.

Example 1



Example 2



Example 3



Example 4



Although Example 4 is composed of great individual photos, they should not be arranged in collage form. In addition to being collaged, the grouping of photos in this example also illustrates a lack of diversity of gender, ethnicity, photo composition (how things are arranged in the photo), and subject matter (what is in the photo).

Logo Visibility

When placing our logo on photos and solid colors, be mindful of how it contrasts with the background. Our logo shouldn't appear on extremely complex backgrounds. Also be sure to use our full color logo on light backgrounds and white logo on dark backgrounds.





► Our Voice

Victory Junction Terminology

One of the most important steps for establishing a memorable brand is to consistently use the correct terminology when talking about our organization.

● We are Victory Junction.

The legal name of our organization is "Victory Junction Gang Camp, Inc.", but since 2009 our trade name has been "Victory Junction". Always refer to the organization as "Victory Junction" in any communications other than those dealing with legal or financial matters.

● Victory Junction is a year-round camp.

As an entity, we are a camp, but the word "camp" is not part of our name. Don't refer to Victory Junction as "Victory Junction Camp" or "Camp Victory Junction." Don't capitalize the word "camp" in communications unless you're referring to our classification as a SeriousFun Camp.

● Victory Junction is a SeriousFun camp.

Victory Junction is a member of the SeriousFun Children's Network of camps. Don't identify Victory Junction as a Hole in the Wall camp, as that is an outdated classification.



● Person-First Language

As a camp serving children with serious illnesses and chronic medical conditions, we use “person-first” language to talk about the populations we serve. 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/or preposition, and then state the name of the disability.

Avoid saying:	Instead, say:
❌ “Seriously ill children”	✅ “Children with serious illnesses”
❌ “Medically fragile child”	✅ “A child with a serious illness”
❌ “Disabled child”	✅ “A child with a disability ”
❌ “Wheelchair-bound child ”	✅ “A child who uses a wheelchair ”
❌ “A [Insert medical condition here] child”	✅ “A child living with [Insert medical condition here]”

● How to Talk About Your FUNraiser

Upholding Victory Junction's reputation as an ethical and trustworthy charity is vital to our brand and to the success of your FUNraiser.

It's important that you clearly and accurately communicate the goal of your FUNraiser for Victory Junction, so that those who support your fundraising efforts feel confident that their donations will be used responsibly and effectively. Here are some facts about Victory Junction you may find useful to share when promoting your FUNraiser:

- Victory Junction delivers life-changing camp experiences to children living with serious illnesses and chronic medical conditions, **always at no cost to their families.**
- 76 cents of every dollar raised goes directly to fund Victory Junction's programs.
- The cost to cover one week of summer camp is about \$2,500 per child.
- \$20,000 covers the cost to fill a cabin with eight campers for a summer camp week
- In 2018 Victory Junction accommodated nearly 500 different diagnoses during camp programs.

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- Victory Junction has served campers from all 50 states, Washington, D.C., Puerto Rico, and four other countries.
 - The Victory Junction REACH program brings camp experiences to pediatric patients and their families at hospitals and community partner sites across the Southeast.
 - Since opening in 2004, Victory Junction has delivered more than 115,000 camp experiences.

▶ **Please note** that a child's application to attend Victory Junction or participate in one of our programs is **NEVER** contingent upon any fundraising efforts. Do not use any language in your promotional materials that suggests you are raising money on behalf of specific children or children from a geographical area to attend Victory Junction.

● Social Media Channels

Victory Junction has social media accounts on Facebook, Instagram, Twitter, LinkedIn, and TikTok:

<https://facebook.com/VictoryJunction/>

<https://instagram.com/victoryjunction/>

<https://twitter.com/victoryjunction>

<https://linkedin.com/company/victory-junction/>

<https://tiktok.com/@victoryjunction>

● VJ on Social Media

We encourage you to tag VJ's official channels (@victoryjunction) in your social media posts to promote your FUNraiser.

Any posts may also be tagged **#victoryjunction**. Do not use tags that are not brand compliant, such as **#vjc** or **#vjgc**.

No pages, groups or events may be created on social media channels under the Victory Junction name.