

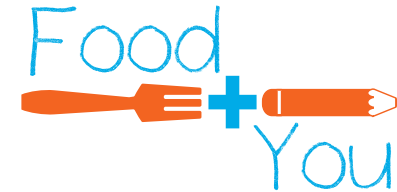
Brand Style Guide

Revised 7/13/15

Logo Usage

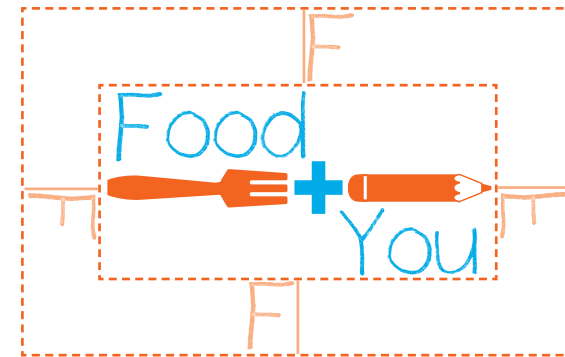
Program Logo

The Food+You logo should be used in all communications and materials promoting the program to the public. The Food+You logo and elements should never be altered in relationship or form. Only use approved, electronic artwork provided by Second Harvest Heartland.



Clear Space

The Food+You logo should be used in all communications and materials promoting the program to the public. The required space around the logo in all uses is equal to the height of the capital letter “F” from the logo of the mark at the size it will appear, and must be maintained on all sides of the mark.



Minimum Size

For proper reproduction and readability, the **minimum size for reproduction of the Food+You logo is one inch or 72 pixels wide**. There is no maximum reproduction size for the logo, but larger applications may require special digital files to ensure proper reproduction.



Contact Marie Pauley at 651.282.0861 or mpauley@2harvest.org for more information.

Second Harvest Heartland & Sponsor Recognition

Usage with Second Harvest Heartland Logo

Food+You is a Second Harvest Heartland program and therefore it is appropriate to use the Second Harvest Heartland logo along with the Food + You logo for some audiences. **Usage will be determined on a case by case basis, but follows the general rules:**

- Food + You and Second Harvest Heartland logo will never be locked.
- Promotional materials used by schools for students and families will not include the Second Harvest Heartland logo.
- Materials used to communicate the program to schools, general public, funders, etc... will include the Second Harvest Heartland logo.

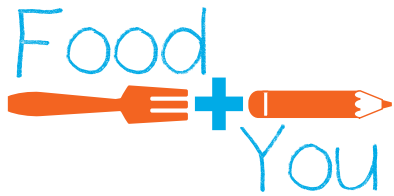
Recognition of Lead Funder - Target

Lead funding for the Food+You program was provided by Target. Per our agreement, **usage of their name and logo in program communications will be determined on a case by case basis, but follows the general rules:**

- Name and logo not required in any communications by schools to students and families.
- Any Second Harvest Heartland organizational communications (e.g. Newsletter, media, blog, annual report) will include written copy - "lead funding provided by Target"
- Materials used to communicate the program **to** schools, general public, funders, etc... may need to include the Target logo and should be reviewed by Communications.
- **Any use of the Target logo mark as required by their contract must be reviewed by Communications and approved by Target.**
- Lead funder recognition will expire June 30, 2016.

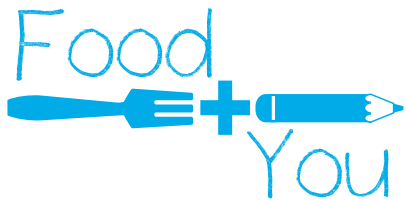
Color Variations

The Food+You logo can be used in full-color and one-color variations.

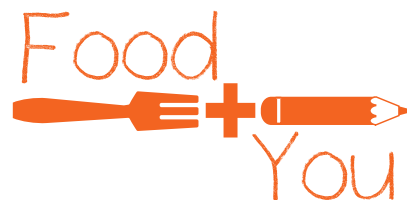


The preferred version is the full-color logo as shown above. When a full-color logo cannot be used, the following one-color versions are acceptable.

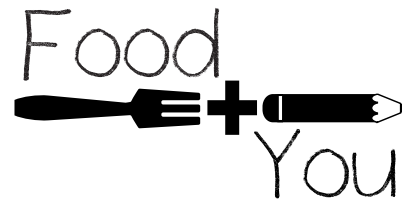
Blue



Orange



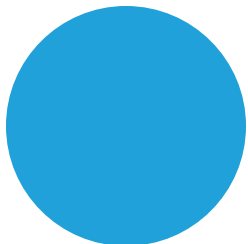
Black



White



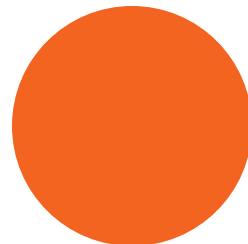
Primary Color Pallet



MED BLUE:

C86 M8 Y0 K0
R0 G163 B224

299C



ORANGE:

C0 M75 Y100 K0
R242 G101 B34

Typography

Primary fonts

Rudiment and Gotham are our program primary typefaces, and should be used whenever possible. A variety of weights are included in these fonts that allow for appropriate emphasis in communications.

RUDIMENT - (headlines)

abcdefghijklmnopqrstuvwxy z ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

GOTHAM - bold (headlines and subheadings)

abcdefghijklmnopqrstuvwxy z ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

GOTHAM - medium (subheadings)

abcdefghijklmnopqrstuvwxy z ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

GOTHAM - book (body copy)

abcdefghijklmnopqrstuvwxy z ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Secondary Fonts for Web and Second Harvest Heartland Fonts

If Rudiment and Gotham are unavailable, Veranda should be used. There will be some instances that print materials should follow Second Harvest Heartland font standards, please reference p. 10 of the Second Harvest Heartland brand guide for information.

Veranda - bold (headlines and subheadings)

abcdefghijklmnopqrstuvwxy z ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Veranda - regular (body copy)

abcdefghijklmnopqrstuvwxy z ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Personality & Voice

As a program of Second Harvest Heartland, the Food+You program brand embodies the same personality and voice.

Personality

Compassionate, smart, caring, motivated, inspirational, pioneering, can-do spirit

Voice

We speak to our audience as we would our neighbors: In a voice that's friendly, respectful and always ready to help. We understand that the people we communicate with are busy, so we are clear, concise and to the point. We're knowledgeable and professional, but we don't speak in jargon or deliver lectures. We stick to the facts, and avoid rash promises and dire predictions. We're deeply committed to people who are facing hunger, because whether they live in cities, suburbs or small towns, they're our neighbors. And above all, we know we can create positive change by working together with the communities we serve, so we're always engaged, optimistic and forward thinking.



Program Messaging

Boilerplate

Food + You aims to increase healthy food resources available to students and their families by partnering with schools to create tailored solutions. This multi-dimensional program connects students and their families with existing federal nutrition programs, direct food distributions, and community resources.

Program Promotional and Key Messages Pending

For general Child Hunger Messaging, please refer to the Child Hunger Messaging toolkit located on Second Home.