

TEAM
NO KID
HUNGRY

STYLE GUIDE

October 10, 2018

TEAM NO KID HUNGRY: HERE'S WHAT YOU CAN DO

There are kids all over America who don't know where their next meal is coming from. Sometimes that seems like a problem we can solve. But we can.

When you bring together your friends, your family, your customers and your team to support No Kid Hungry, you can make a huge difference in the lives of kids.

Maybe you're throwing a party or sharing profits from the sale of a special item (like a book or a limited edition t-shirt) or creating a one-of-a-kind pop-up store. Or something else we can't even imagine. Whatever it is, we'd love to team up with you.

Some basic rules:

**TEAM
NO KID
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- We've created a special "Team No Kid Hungry" wordmark just for partnerships like this. You can **find the different file types and color options here**, and this guide will tell you everything you need to know about how to use it.
- Be sure to be very clear with your customers or your audience about exactly how much money or exactly what percentage of proceeds is going to benefit No Kid Hungry. You can say that your event or product is "helping feed hungry kids" or "helping end childhood hunger" (that's what we do!), but we want to make sure everyone is clear on the specifics.
- To learn more about what your company or small business needs to think of when working with a nonprofit, **check out these guidelines** from the Better Business Bureau.

We created this Team No Kid Hungry idea so that people could jump right in without having to send a lot of emails and get on conference calls. If you're interested in a more robust corporate partnership including a dedicated point of contact to work with at No Kid Hungry, **drop us a line so we can get in touch**.

Otherwise, you can get started right now. From small beginnings, great things can come.

WORDMARK GUIDELINES

PRIMARY LOGO

This is the preferred full color primary logo and should appear on a white background whenever possible.

CLEAR SPACE (A)

To ensure our logo has breathing space, use the height of the "N" to determine clear space.

MINIMUM SIZE (B)

Please do not reproduce logo any smaller than 1 inch, because it loses impact and readability.



(A)



(B)

ALTERNATE LOGOS

Use these logos when full color printing is not available or for when printing against a dark or brand color background.



DO NOT

1. Do not change the color of the logo
2. Do not skew or rotate the logo
3. Do not improperly scale or stretch logo
4. Do not use unapproved logo lockups
5. Do not use full color logo on a background that doesn't provide enough contrast
6. Do not change the typeface of the logo



PRIMARY TYPEFACE

Gotham should always be used as the primary typeface for print and digital projects.

Gotham

NO CHILD SHOULD GO HUNGRY IN AMERICA

Gotham Book (Primary)

AaBbCc1234

Gotham Black (Primary)

AaBbCc1234

Gotham Light (Limited Use)

AaBbCc1234

ALTERNATE TYPEFACE

If you do not have the Gotham family available, Arial can be used as a substitute.

Arial Regular

AaBbCc1234

Arial Bold

AaBbCc1234

PRIMARY COLOR PALETTE

The primary color palette is inspired by the Share Our Strength logo. These colors should be reproduced as accurately as possible.



PMS 165C / Orange 021U
CMYK 0, 74, 100, 0
RGB 242, 103, 34
HEX #F26722



PMS 402C / 408U
CMYK 38, 34, 40, 0
RGB 163, 156, 146
HEX #A39C92



PMS 405C / Black 4U
CMYK 58, 54, 57, 28
RGB 98, 92, 88
HEX #625C58

SECONDARY COLOR PALETTE

The secondary palette is designed to compliment the No Kid Hungry color palette, through a bolder, brighter impression.



PMS 325C / 324U
CMYK 57, 0, 22, 0
RGB 99, 200, 204
HEX #63C8CC



PMS 1235C / 121U
CMYK 0, 30, 99, 0
RGB 253, 185, 23
HEX #FDB917



PMS 521C / 7440U
CMYK 32, 61, 0, 0
RGB 175, 119, 179
HEX #AF77B3



PMS 7423C / 1905U
CMYK 1, 74, 20, 0
RGB 238, 104, 142
HEX #EE688E



PMS 360C / 367U
CMYK 61, 0, 100, 0
RGB 110, 189, 68
HEX #64BD44