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:

- 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.

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
**TYPE & COLOR**

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

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

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

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