BRAND GUIDELINES

UPDATED 8/17/16

WHOLE KIDS®
FOUNDATION

CONTENTS

OUR MISSION

Whole Kids Foundation works to improve children's nutrition by supporting schools and inspiring families. Through partnerships with innovative organizations, schools and educators we work to provide children access to healthier choices. We aim to help children reach their full potential through the strength of a healthy body.

SUPPORTING SCHOOLS INSPIRING FAMILIES NOURISHING KIDS

SUPPORTING SCHOOLS. INSPIRING FAMILIES. NOURISHING KIDS.

The tagline is always stacked or typed out on a single line, like above. Periods do not need to separate the stacked version.

PRIMARY STACKED
Used most frequently.

2–COLOR STACKED
Used only if you CANNOT use
the primary stacked version due
to spot color constraints.

SKETCHBOX
Used only if you have to place the
logo on a busy background. We do
have a reversed logo that can be
used instead of the sketchbox.

2–COLOR SKETCHBOX
Used only if you CANNOT use the
sketchbox version due to spot color
constraints and you have to place
the logo on a busybackground.
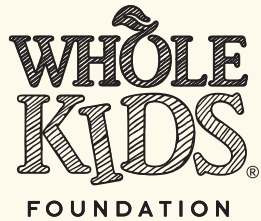
SECONDARY HORIZONTAL
Used only when space constraints
demand it.

2–COLOR HORIZONTAL
Used only if you CANNOT use the
secondary horizontal version due
to spot color constraints and
space constraints.

Our logo is our most valuable asset.
We must treat it nicely! There are
11 logo variations that cover all
possible applications.

BW STACKED
Used for better legibility and clarity in a black and white setting. Example applications: black and white newspaper ad, sponsor poster, etc.
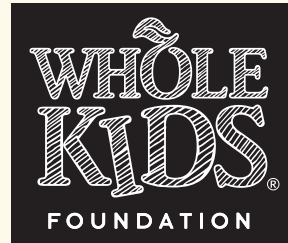
REVERSED STACKED
Used only on darker backgrounds.

REVERSED SKETCHBOX
Used only if you have to place the logo on a busy background. We do have a reversed logo that can be used instead of the sketchbox.

BW HORIZONTAL
Used for better legibility and clarity in a black and white setting, but used only when space constraints demand it. Example applications: black and white newspaper ad, sponsor poster, etc.

REVERSED HORIZONTAL
Used only on darker backgrounds when space constraints demand it.

Please take note!

FILE USE INSTRUCTIONS

CMYK For use in general purpose color printing without Spot inks. Always use positive version on a white or light neutral background for maximum impact and clarity in full color printing.

SPOT For use when printing in limited color situations with Spot Inks. Always use positive version on a white or light neutral background for maximum impact and clarity in full color printing.

BW (Black and White) Used for better legibility and clarity in a black and white setting. Example applications: black and white newspaper ad, sponsor poster, etc.

REVERSED For use only on darker backgrounds.

EPS For use when printing in color with spot inks. EPS files are highly scalable.

JPGs For use in on-screen applications.

WEBSAFE For use in on-screen applications: website, PowerPoint, online banner ads, etc.

PNGs For use in on-screen applications when a transparent background is required and for Microsoft Word and PowerPoint.

BITMAP Only use if requested by a vendor. Sometimes vendors use BMP files when embroidering logos on hats or t-shirts, for example.

CLEARSPACE

The logo should always have white space surrounding it. This will give the logo more presence on the page. Always leave space equal to the height of the letter "W" in the Whole Kids Foundation logo.

DON'T place the logo on vibrant colored backgrounds.

DON'T place the logo on busy backgrounds like photography or patterns.

DON'T apply dropshadows to the logo.

DON'T place the reversed logo on a light colored background.

DON'T place the sketchbox logo on a background similar to green.

DON'T place the main logo on a background similar to any of the colors used in the logo.

DON'T use a logo that's too small. Always double check to make sure it's clear and legible.

DON'T recreate the sketchbox shape or resize the type lockup inside the sketchbox shape.

DON'T rotate the logo.

CUBANO IS USED FOR HEADLINES.

WFM Scala Sans Bold is used for subheads.

WFM Scala Sans Regular is used for body copy.

CUBANO:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%^&*( )

WFM Scala Sans Bold:
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%^&*( )

WFM Scala Sans Bold:
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%^&*( )

SIGNATURE COLOR
(and used in the logo)
PMS 368 U
CMYK: 51/0/86/0
RGB: 123/192/73
HEX: #7BC049

PMS 165 U
CMYK: 0/53/89/0
RGB: 243/132/51
HEX: #F38433

PMS 106 U
CMYK: 0/1/74/0
RGB: 255/238/118
HEX: #FFEE76

PMS 7472 U
CMYK: 49/0/24/0
RGB: 120/203/199
HEX: #78CBC7

PMS 362 U
CMYK: 60/1/93/10
RGB: 76/169/71
HEX: #4CA947

PMS 161 U
CMYK: 21/47/90/38
RGB: 116/66/0
HEX: #744200

PMS 7499 U, 40%
CMYK: 1/1/8/0
RGB: 255/251/239
HEX: #FFFBEF

PMS 7529 U
CMYK: 6/12/19/19
RGB: 216/207/192
HEX: #D8CFC0

Illustrations are incorporated into the website background and are meant to be used sparingly in other marketing efforts. Illustrations can be used as icons and/or design elements. But, please **do not** overuse them.

KIDS AND THEIR HEALTHY FOOD

CLOSE UPS OF KIDS & HEALTHY FOOD

ENJOYING THE SALAD BAR

LEARNING IN THE GARDEN

COOKING TOGETHER

SHOWING GRATITUDE

CREATIVE GARDEN DETAILS

EATING HEALTHY LUNCHES

WKF is all about happy, healthy children! We plan to show that in every way possible. Please choose photography that aligns with our values and you *can* apply filters that help pop the details in the image.