BRAND GUIDELINES

OUR MISSION

We support schools and inspire families to improve children's nutrition. Given the right opportunities, kids will get excited about fresh vegetables, fruits, whole grains and other nutritious foods.

OUR VISION

Whole Kids Foundation has a passion for improving children's nutrition. We know that by educating, inspiring and empowering kids, their families and their communities, we can transform this generation's eating habits, and ignite future generations with the knowledge that kids make good choices when they have good choices.

OUR LOGO

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 sketchbox.

2-COLOR SKETCHBOX
Used only if you CANNOT use the sketchbox version due to spot color constraints and you have to place on a busy background.

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 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.

OUR VISION

Whole Kids Foundation has a passion for improving children's nutrition. We know that by educating, inspiring and empowering kids, their families and their communities, we can transform this generation's eating habits, and ignite future generations with the knowledge that kids make good choices when they have good choices.

OUR LOGO

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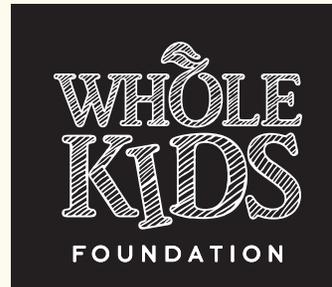
REVERSED STACKED
Used only on darker backgrounds.

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.
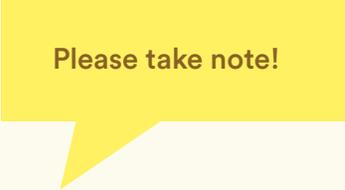
Please take note!
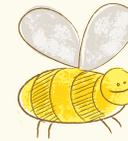
FILE USE INSTRUCTIONS

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.

OUR LOGO

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.

OUR LOGO–DON'TS

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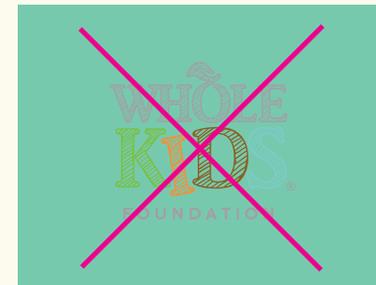
DON'T place the main logo on a background similar to any of the colors used in the logo.

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.