

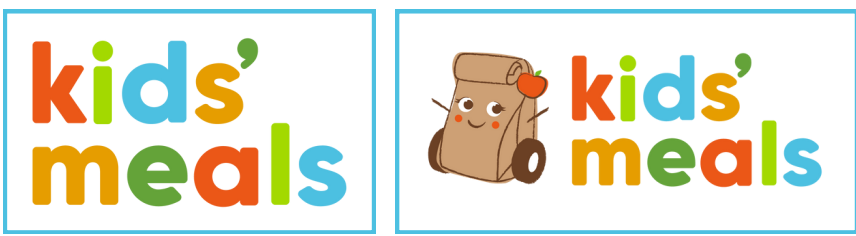
Logo Suite

The logo is used to maintain a consistent visual identity across all communications, ensuring that Kids' Meals' mission to end childhood hunger in Houston is easily recognizable and impactful to donors, volunteers, and the community.



Horizontal Logo

The horizontal logo is ideal for wide spaces such as website headers, email signatures, banners, and digital ads. It provides a clean and balanced look, ensuring visibility and legibility in contexts where horizontal space is ample and vertical space is limited.



Stacked Logo

The stacked logo is best suited for more compact or square-shaped applications like social media profiles, promotional merchandise, and print materials. Its vertical alignment maximizes visibility in confined spaces while maintaining brand recognition and impact.



Scalable Logo

Maintains brand clarity and recognition across all sizes and formats, ensuring consistency and impact from social media icons to large-scale applications.

For formal or corporate use, choose simplified versions of both logos. Avoid using them on dark backgrounds to maintain their vibrant look.

Print minimum sizes

kids' meals 1.9 inch

kids' meals 1.3 inch

Digital minimum sizes

kids' meals 200 pixels

kids' meals 300 pixels

Clear Space

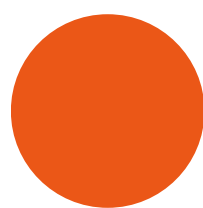
The clear space minimums (indicated by the blue lines above) are embedded in the logo files.

Separating Button Graphic and Wordmark

The button can be separated from the wordmark and scaled independently, provided the minimum size requirements are adhered to. Always ensure the wordmark is visible within the viewing area.

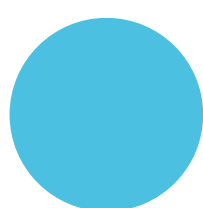
Color Breakdown

Primary



#EB5717
PANTONE 166 C

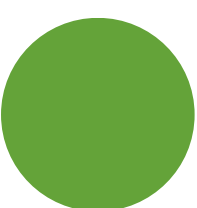
A vibrant orange representing energy and warmth



#4CC0E1
PANTONE 637 C

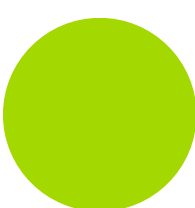
A bright blue symbolizing trust and positivity

Secondary



#64A339
PANTONE 7737 C

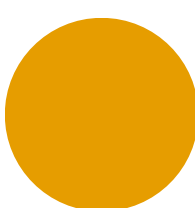
A green signifying growth and nurturing



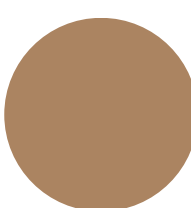
#A3D900
PANTONE 375 C

A lighter green evoking freshness and vitality.

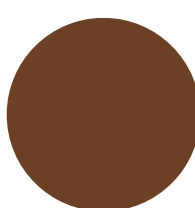
Neutrals



#E69D00
PANTONE 124 C



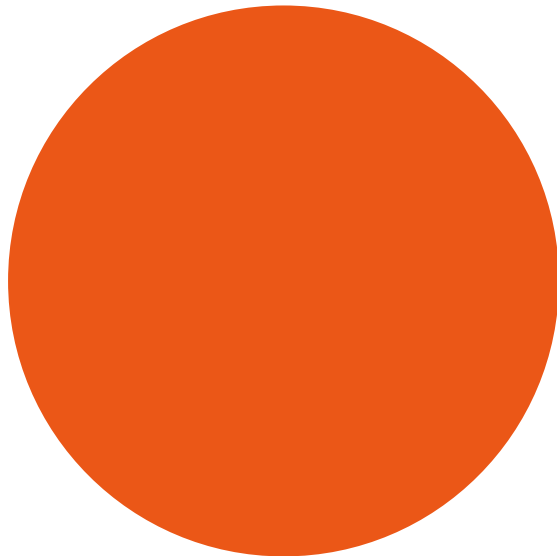
#AB8461
PANTONE 479 C



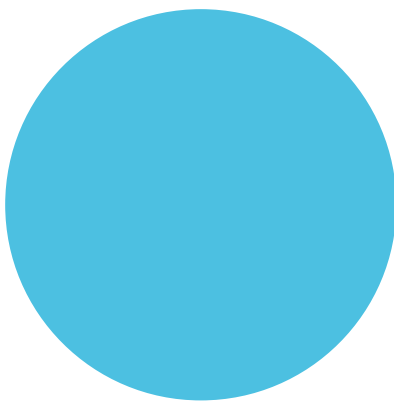
#6B4024
PANTONE 469 C

As neutral accents for depth and balance

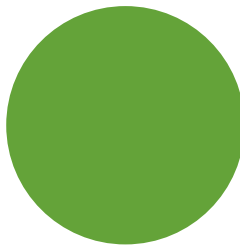
Color Proportion



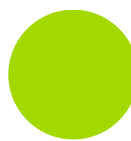
Use this as the dominant color to capture attention and convey energy.



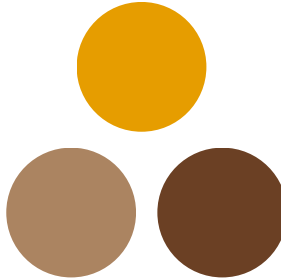
Utilize this for backgrounds, accents, and secondary elements to create a cohesive look and maintain a sense of trust.



Apply to highlight growth or natural elements, adding contrast and variety.



Use sparingly for accents or small details to add vibrancy.



Apply to support and neutralize the palette, providing depth and balance without overwhelming the primary colors.

Typography

Primary Font Family

Grold Rounded is our primary font, chosen for its modern and clean aesthetic, perfect for clear communication. It is used for all brand messaging, ensuring a consistent and approachable tone.

Weight

Regular: Use for body text and general information.

Bold: Ideal for headings and subheadings to draw attention.

Italic or Bold Italic: Use for emphasis or to highlight key information.

Cases

Upper and lowercase preferred for readability and a friendly tone. Use ALL CAPS sparingly, mainly for short labels or emphasis.

Style

Sentence case for all text, avoiding title case for a more conversational and accessible feel.

Digital Use

Grold should be used for all digital applications, maintaining visual consistency across web and mobile platforms. Ensure correct licensing for digital use. In cases where Grold is unavailable, use Arial and Playfair Display Regular as an alternative.

Colors

Preferred: Use the primary brand colors (**EB5717** and **4CC0E1**) for headings and accents.

Secondary Colors: Use supporting colors like **64A339** and **A3D900** sparingly to enhance visuals without overpowering the main text.

Avoid: Overuse of strong colors to maintain a clean and professional look.

Arial

Arial should be used for titles and body text.

Weight

Bold for heads and subheads.
Regular for body copy.

Cases

Upper and lowercase preferred for readability and a friendly tone. Use ALL CAPS sparingly, mainly for short labels or emphasis.

Arial is a system font and should be available on both Mac and PC by default.

Playfair Display Regular

Playfair Display Regular is used for storytelling, expressing opinions, and calls to action. It can be applied to subheads.

Weight

Regular for subheads.

Cases

Upper and lowercase.

Playfair Display, while not a system font, can easily be downloaded and installed on both platforms.

Voice & Tone

How we say it

Our voice is the way we use words to express our personality-how we talk to each other and to our supporters. Our tone helps us find the most appropriate spirit in which to convey our messages-from warm and friendly to clear and direct. In alignment with our brand character, our voice and tone are warm, inspirational, compassionate, positive, and direct. We use messaging to determine what we want to talk about, and we use voice and tone to create the actual copy.

Our voice is inspirational.

We motivate donors, volunteers, and partners with stories of impact and hope, showing the tangible difference they can make. Our tone is optimistic and encourages others to join our mission and create positive change.

Our voice is compassionate.

We reflect a deep understanding of the challenges faced by the children and families we serve. Our communications are heartfelt and sincere, demonstrating our commitment to supporting those in need.

Our voice is joyful.

We focus on positive outcomes and the potential for change, fostering a sense of optimism and possibility. Our tone is hopeful, highlighting the successes and the bright futures we aim to create.

Our voice is inclusive.

We celebrate and pursue diversity because everyone is needed in the fight against childhood hunger.

Our voice is empowering.

We encourage and enable the community to take action and make a difference in the fight against childhood hunger. Our tone is motivating and supportive, showing how collective efforts can lead to significant change.