



Food and Nutrition Service
U.S. DEPARTMENT OF AGRICULTURE



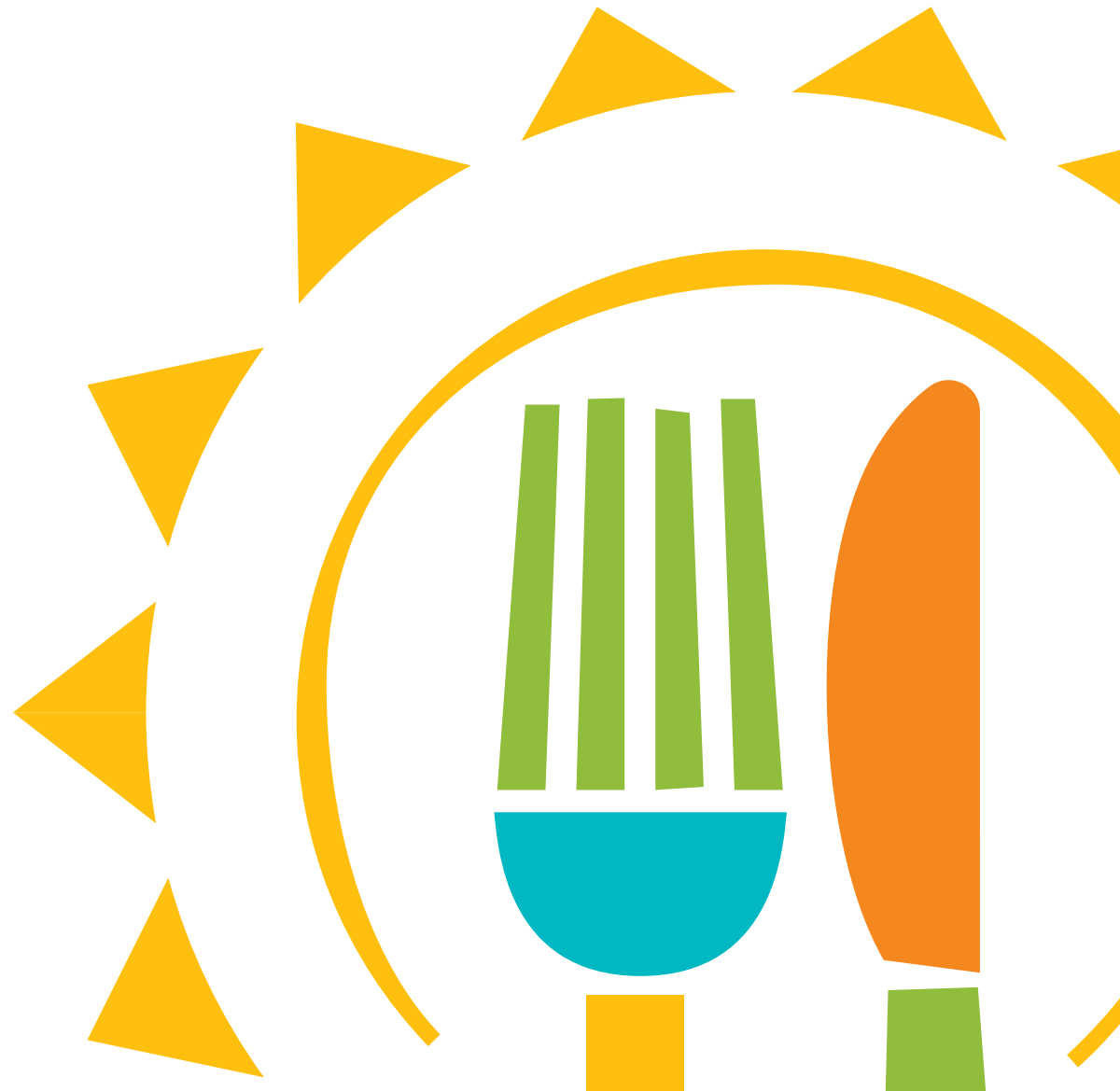
SUMMER NUTRITION PROGRAMS FOR KIDS

Brand Guidelines



Contents

- 1 **Overview**
- 2 **About the Brand Guidelines**
- 3 **The Brand Logo**
- 4 **SUN Programs Sub-brands**
- 5 **Logo Specifications**
- 6 **USDA Logo Lock-ups & Guidance**
- 7 **Clearance & Sizing**
- 8 **Logo Usage in Photography**
- 9 **Incorrect Logo Usage**
- 10 **Co-branding Guidelines**
- 11 **Brand Colors**
- 12 **Primary Color Specifications**
- 13 **Primary Color Usage for Fonts**
- 14 **Secondary Color Specifications**
- 15 **Brand Fonts**



Overview

New ways to combat summer hunger

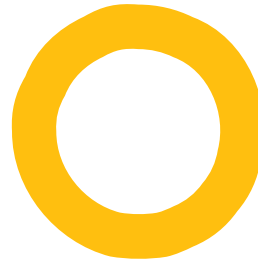
When school is out for summer, millions of kids lose access to USDA's school breakfast and lunch programs, putting them at higher risk of hunger and making it harder to get the nutrition they need to learn and grow.

The **SUN Programs: USDA's Summer Nutrition Programs for Kids** provide children with food and nutrition support in the summertime. The SUN name – derived from the words Summer and Nutrition – reflects the broader, brighter impact USDA's Summer Nutrition Programs will have on kids across the nation, helping them thrive during summer and beyond.

When using the program name for the first time, use the full name:

SUN Programs: USDA's Summer Nutrition Programs for Kids.

For subsequent mentions, use **SUN Programs.**



About the Brand Guidelines

The brand guidelines in this document are for USDA staff, contractors, implementing agencies and partners to use for developing materials and communications about the SUN Programs.

The SUN Programs brand, including program names and logos, is only allowed for use by USDA and USDA-authorized entities, and cannot be used in any other context.

The SUN Programs brand, or any imitation thereof, may not be used by third parties for commercial or fundraising purposes, or for promotion or endorsement of such third parties or their respective officers, employees, goods, or services.

For examples of SUN Programs branded materials, visit USDA's SUN Programs Communications Toolkit, which includes print, digital, and customizable resources: www.fns.usda.gov/summer/toolkit

For questions or more information, contact:
SummerPromotion@usda.gov







The Brand Logo

This is the SUN Programs brand logo. The brand is designed to embody the energy and tone of the programs. All materials created for the programs should echo the same personality described here.

Brand Personality

- Energetic
- Kid-focused
- Empowering
- Friendly
- Healthful


			
RGB 246/135/31 CMYK 0/57/99/0 Hex #f6871f	RGB 254/190/16 CMYK 0/27/100/0 Hex #febe10	RGB 0/184/193 CMYK 73/2/27/0 Hex #00b8c1	RGB 145/189/62 CMYK 49/6/99/0 Hex #91bd3e

Logotype & Icon



Descriptor

SUMMER NUTRITION PROGRAMS FOR KIDS


RGB 231/117/37 CMYK 6/66/100/0 Hex #e67525

SUN Programs Sub-brands

The SUN Programs support children during the summertime in three ways. Each of these programs has its own sub-brand logo.



Overarching Brand Logo



SUN Bucks: Grocery electronic benefit transfer (EBT) program for eligible school-aged children, sometimes referred to as Summer EBT



SUN Meals: Traditional in-person congregate/group meals and snacks provided to children at sites in eligible communities



SUN Meals To-Go: Meal service available in certain eligible rural communities for pick-up or home delivery to children

Logo Specifications

Shown here are the brand logo variations available for the SUN Programs.

Single-color versions of the logo, provided in orange and black, should only be used when full color printing of the logo is not possible.

High-resolution files for all brand logos can be easily accessed online and downloaded for usage by clicking the button below. The available file formats are eps, jpg, and png.

[Download](#)

Full Color

One Color

Reversed



USDA Logo Lock-ups & Guidance

USDA Logo

SUN Programs Logo



Full Color

Black

Reversed

In USDA communications, the brand logo should appear locked up with the USDA logo.

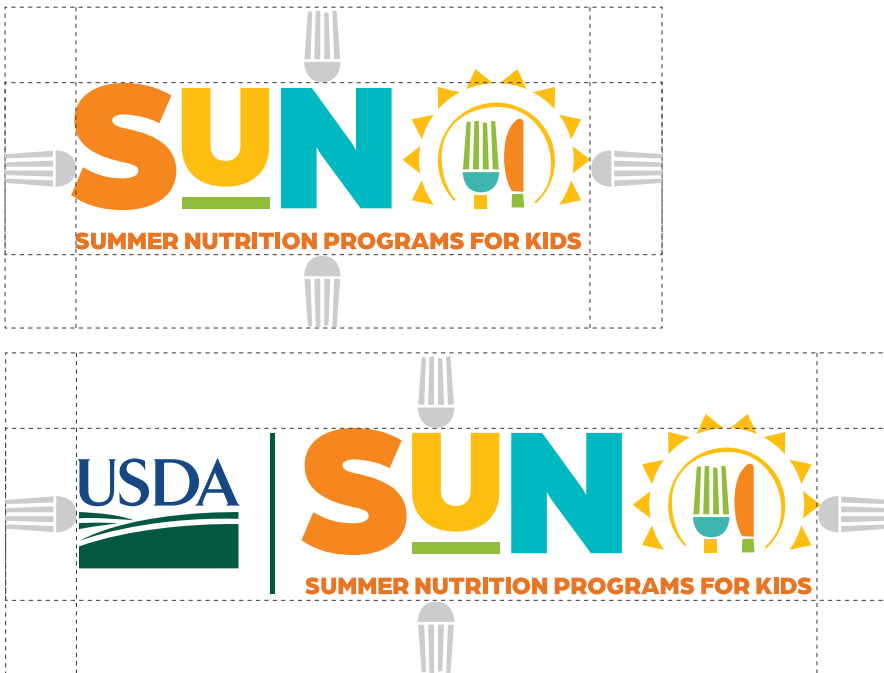
High-resolution files for all variations of the brand logo with the USDA lock-up can be easily accessed online and downloaded for usage by clicking the button below. The available file formats are eps, jpg, and png.

[Download](#)

Clearance & Sizing

Clear Space

To preserve the integrity of the logo, always present the logo artwork with minimum clear space intact. Minimum clear space on all sides of the logo is equal to the height of the "fork" in the logo.



Minimum

To protect legibility of the descriptor text, the logo should be no less than 1.3 inches wide for print applications and 124.8 pixels wide for screen applications.



1.3 Inches (124.8 pixels)

5pt. descriptor text

When using the logo at a size that is smaller than 1.3 inches, use the version of the logo without descriptor text.



.875 Inch (84 pixels)

No descriptor text

In this case, the logo can be used at a .875 inch minimum width size. This is permissible only in the context of a broader branded environment in which other design elements or text help support the brand identity.

Logo Usage in Photography

Below are recommendations for how best to use the logo with photos.

Consider the following treatments:

1. Full color logo over a white box.
2. Full color logo over a brightened area of the photo.
3. Reversed logo over a colored block using primary brand colors.
4. Reversed logo over a darkened area of the image.



1



2



3



4

Incorrect Logo Usage

To help maximize the consistency of the brand, below are examples of how not to display the logo.

✗ Do not alter colors in the brand logo



✗ Do not skew or change orientation of the brand logo



✗ Do not change fonts and graphical elements of the brand logo



✗ Do not alter logo layouts or lock-ups



✗ Do not place over busy photos or patterns



✗ Do not use logo over colors without a proper amount of contrast

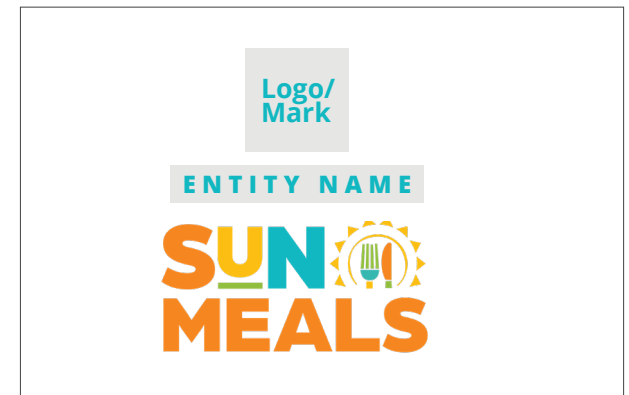


Co-branding Guidelines

States, Territories, Indian Tribal Organizations, and other entities that administer USDA-funded summer nutrition programs for kids are encouraged to use the logos for the SUN Programs and the three sub-brands in their own programs, materials, and communications. They can use the logos with or without the USDA logo lock-ups.

An entity's name and logo/mark can be added to the top, to the left, or below the SUN logo, as shown in the examples here. Importantly, the SUN logo should remain intact and its usage should adhere to the additional guidelines in this document.

Entities are encouraged to use the following funding statement within SUN Programs branded documents when practicable: "SUN Programs: USDA's Summer Nutrition Programs for Kids are supported [in part] by the U.S. Department of Agriculture, Food and Nutrition Service."



Brand Colors

The SUN Programs brand identity is very colorful. The colors are intended to feel bright, youthful, energetic, organic, and healthy.

The four primary brand colors are derived from the colors in the logo and should be the most dominant in SUN Programs materials. Orange, Ocean, and Avocado are slightly darkened versions of their counterparts in the logo.

The secondary palette of complementary colors expands the brand's look and feel. The secondary palette colors should be used sparingly, only as graphical accents or highlights.

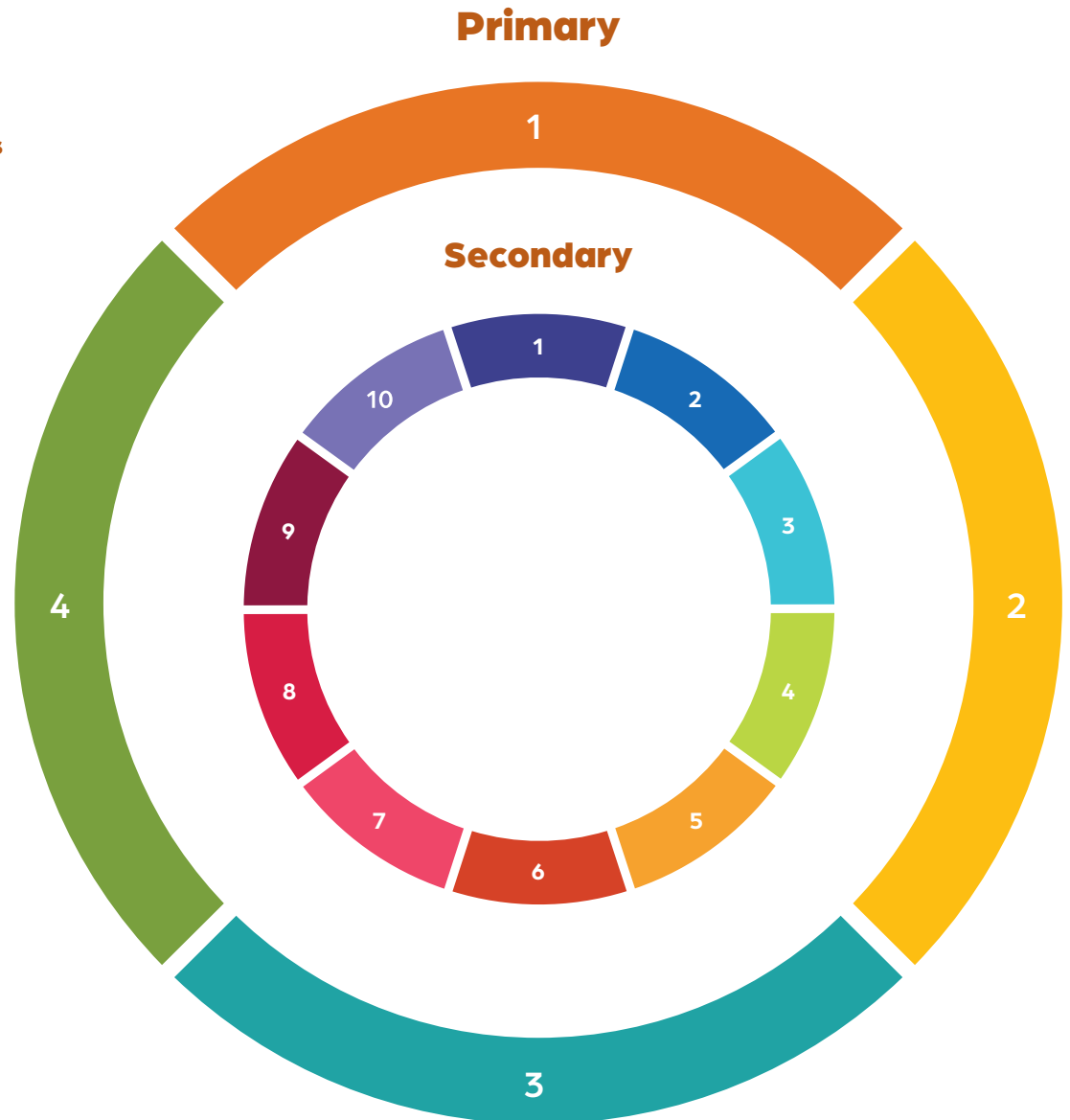
For guidance using the primary colors in text, please see page 13.

Primary Brand Colors

1. Orange
2. Banana
3. Ocean
4. Avocado

Secondary Colors

1. Plum
2. Blueberry
3. Aqua
4. Kiwi
5. Mango
6. Tomato
7. Melon
8. Raspberry
9. Fig
10. Grape



Note: The color names have been created for ease of reference. These are not universal, formal names.

Primary Color Specifications

Listed here are the specifications for the primary color palette for the following three color modes:

- **RGB** for digital materials,
- **CMYK** for printed products, and
- **Hexcode** for web development.

Orange, Ocean, and Avocado are slightly darkened versions of their counterparts in the logo. **For guidance using the primary colors in text, please see page 13.**



Orange

RGB 231/117/37
CMYK 6/66/100/0
Hex #e67525



Banana

RGB 254/190/16
CMYK 1/27/99/0
Hex #febe10



Ocean

RGB 0/164/164
CMYK 77/14/39/0
Hex #00a4a4









Avocado

RGB 122/159/62
CMYK 58/20/100/3
Hex #7a9f3e

Primary Color Usage for Fonts

These three primary brand colors are approved for Section 508 color contrast AA compliance when used at the point sizes and font weights noted here. If a smaller point size is being used, please work with the dark versions of these three colors. A dark version of "Banana" is not recommended.

Text Size	AA-Compliant Primary Brand Colors			Color Text on White	White Text on Color
<p>Large text is Regular text 18pt or above or Bold text 14pt or above.</p>	 <p>Orange RGB 231/117/37 CMYK 6/66/100/0 Hex #e67525</p>	 <p>Ocean RGB 0/164/164 CMYK 77/14/39/0 Hex #00a4a4</p>	 <p>Avocado RGB 122/159/62 CMYK 58/20/100/3 Hex #7a9f3e</p>	<p>Regular: ≥18pt Bold: ≥14pt</p>	<p>Regular: ≥18pt Bold: ≥14pt</p>
<p>Small text is Regular text below 18pt or Bold text below 14pt.</p>	 <p>Dark Orange RGB 187/91/22 CMYK 20/73/100/9 Hex #BB5B16</p>	 <p>Dark Ocean RGB 0/128/128 CMYK 86/31/49/8 Hex #008080</p>	 <p>Dark Avocado RGB 94/125/55 CMYK 66/32/100/16 Hex #5E7d31</p>	<p>Regular: <18pt Bold: <14pt</p>	<p>Regular: <18pt Bold: <14pt</p>

Note: These recommendations apply for all the three primary brand colors listed here. These color contrasts only pass AA compliance when used against white.

Secondary Color Specifications

Listed here are the specifications for the secondary color palette for the following three color modes:

- **RGB** for digital materials,
- **CMYK** for printed products, and
- **Hexcode** for web development.

These colors are for usage as design elements and accents only.



Plum
 RGB 62/64/141
 CMYK 91/89/10/1
 Hex #3e408d



Blueberry
 RGB 22/105/180
 CMYK 89/59/0/0
 Hex #1669b4



Aqua
 RGB 58/194/214
 CMYK 65/0/16/0
 Hex #3ac2d6



Kiwi
 RGB 187/214/69
 CMYK 31/0/91/0
 Hex #bbd645



Mango
 RGB 246/162/47
 CMYK 1/42/92/0
 Hex #f6a230



Tomato
 RGB 212/65/38
 CMYK 11/89/100/2
 Hex #d44126



Melon
 RGB 239/69/104
 CMYK 0/88/44/0
 Hex #ef4568



Raspberry
 RGB 215/29/67
 CMYK 10/100/73/1
 Hex #d71d43



Fig
 RGB 142/23/64
 CMYK 31/100/60/26
 Hex #8e1740



Grape
 RGB 121/115/181
 CMYK 58/58/0/0
 Hex #7973b5

Brand Fonts

The letter style used in the brand logo, also known as the font, is called **Arboria**. This is a professional type style recommended for graphic designers and/or marketing professionals working with the brand, and is available from the subscription-based service Adobe Creative Suite.

Free open source font options are available for those who may not have access to Adobe Creative Suite or are working in a setting that does not allow for it. The Google open source font called **Urbanist** is recommended as a free substitute for the paid font. If it is not possible to access either of these options, please use either of the fonts called **Montserrat** or **Arial**, which are available for free online or on any computer.

Arboria

Adobe Creative Suite Font

Regular

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

abcdefghijklmnopqr
stuvwxyz

Bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijklmnopqr
stuvwxyz**

Download

Urbanist

Google Free Open Source Font

Regular

ABCDEFGHIJKLMNOPQR
STUVWXYZ

abcdefghijklmnopqrstu
vwxyz

Bold

**ABCDEFGHIJKLMNO
PQRSTUVWXYZ**

**abcdefghijklmnopqrstu
vwxyz**

Download

Montserrat

Free Web Font

Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopqr
stuvwxyz

Bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijklmnop
qrstuvwxyz**

Download

Arial

Free Web Font

Regular

ABCDEFGHIJKLMNOP
QRSTUVWXYZ

abcdefghijklmnopqr
stuvwxyz

Bold

**ABCDEFGHIJKLMNOP
QRSTUVWXYZ**

**abcdefghijklmnopqr
stuvwxyz**

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