



**School  
Supplies.  
Changing  
Lives.**

# KIDS IN NEED FOUNDATION

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BRAND STYLEGUIDE &  
LOGO USAGE





Color



**Kids In Need Red**  
Pantone- 1795C  
CMYK- 9C 98M 93Y 1K  
RGB- 217R 39G 46B  
HEX- #D9272E

**Kids In Need Orange**  
Pantone- 151C  
CMYK- 0C 60M 100Y 0K  
RGB- 255R 131G 0B  
HEX- #FF8300

**Kids In Need Grey**  
Pantone- 70% Black  
CMYK- 0C 0M 0Y 70K  
RGB- 109R 110G 113B  
HEX- #6D6E71



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## Logo Color Standards

Color plays an important role in defining the Kids In Need Foundation brand. Our signature colors are orange, red, and grey. These colors are an integral part of our brand's visual identity, and should be used prominently in all communication materials.



# Logo Variations

Primary 3-color logo



1-color logo



1-color logo knock-out



Use the "IN" as a guide for clearances around the logo



School Supplies. Changing Lives.

## Logo Options

The horizontal logo is our primary mark, but in some instances a vertical format can work better. These options outline the best ways to use a single color and the minimum clearance space required.



Co-Branding  
Logos



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## Co-Branding Logo Guidelines

When we work with partners, sponsors or affiliate Resource Centers, visual branding of partnering organizations:

- Should be consistent and straightforward; use a 60% Black stroke between marks
- Both logos should feel visually equal and balanced
- Depending on the POV, the lead organization's logo should be placed on the left



## Typography

GOTHAM ROUNDED - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
abcdefghijklmnopqrstuvwxyz 1234567890

GOTHAM ROUNDED - Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
abcdefghijklmnopqrstuvwxyz 1234567890

GOTHAM ROUNDED - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
abcdefghijklmnopqrstuvwxyz 1234567890

GOTHAM ROUNDED - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
abcdefghijklmnopqrstuvwxyz 1234567890



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## Typography

Typography is another tool we use to identify our brand visually. Our typeface is a sans-serif font called GOTHAM ROUNDED and should be used whenever possible. It has a few different lineweights in its family. It is best used with BOLD for headlines paired with LIGHT or BOOK for subheads and body copy.



**Boilerplate**

**About Kids In Need Foundation** - The Kids In Need Foundation's mission is to ensure that every child is prepared to learn and succeed in the classroom by providing free school supplies nationally to students most in need. The Kids In Need Foundation, a national 501(c)(3) charitable organization founded in 1995, has distributed \$1 billion in school supplies, directly benefiting 6.2 million students and more than 320,000 teachers annually. For more information, visit [KINF.org](http://KINF.org), and join us on Facebook, Twitter, and Instagram: [@KidsInNeed](https://www.instagram.com/KidsInNeed)

### **Possible CALL-TO-ACTIONS**

- Visit [KINF.org](http://KINF.org) for more information about our programs.
- For all the latest, join us on Facebook, Twitter & Instagram: [@KidsInNeed](https://www.instagram.com/KidsInNeed)
- During the course of a year, a monthly gift of just \$5 or \$10 can help kids with all the supplies they need for the school year. Visit [KINF.org/monthly](http://KINF.org/monthly) to get started.



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### **Core Messaging - Our Boilerplate**

We want our partners to share a consistent message about who we are and what we do. Always include the boiler-plate description of our mission and accomplishments. Also, always remember to include our URL and a call-to-action. To avoid confusion, please be sure the first reference is to our full name, The Kids In Need Foundation; subsequent references can then be shortened to Kids In Need or KINF.

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