Kids In Need Foundation

Brand Styleguide & Logo Usage

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.

**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
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 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 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.
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, and join us on Facebook, Twitter, and Instagram: @KidsInNeed

Possible CALL-TO-ACTIONS

• Visit KINF.org for more information about our programs.
• For all the latest, join us on Facebook, Twitter & Instagram: @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 to get started.

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.