Kids In Need Foundation's logo should not be altered under any circumstances.
Please do not crop, rotate, add decorative elements to the Kids In Need Foundation logo.
Do not recolor, scale or manipulate logo proportions.
Do not add a drop shadow to the logo.
On backgrounds where contrast is challenging, you can use the logo solid white or black (as provided in the Logo Pack). If you use the logo on a photograph, always choose the color that provides the most contrast.
All use of the Kids In Need Foundation logo must be approved.

LOGO VARIATIONS

LOGO FILES

Primary Logo  Secondary Logo
**COLOR PALETTE**

- **Red**
  - PANTONE 485 C
  - C 6 M 98 Y 100 K 1
  - R 218 G 41 B 28
  - HEX #DA291C

- **Blue**
  - PANTONE 2383 C
  - C 86 M 51 Y 9 K 0
  - R 39 G 116 B 174
  - HEX #2774AE

- **Navy**
  - PANTONE 534 C
  - C 99 M 84 Y 37 K 28
  - R 27 G 59 B 93
  - HEX #1B365D

- **Green**
  - PANTONE 7730 C
  - C 74 M 21 Y 78 K 5
  - R 75 G 149 B 96
  - HEX #4B9560

- **Yellow**
  - PANTONE 2007 C
  - C 11 M 37 Y 100 K 0
  - R 224 G 165 B 38
  - HEX #E0A526

- **Grayscale**
  - PANTONE COOL GRAY 1-11 C
  - C 0 M 0 Y 0 K 99
  - WHERE ALL VALUES ARE THE SAME:
  - R G B 0-254
  - HEX #A-E

**BRAND FONTS**

- **Heading/subhead Font**
  - Quicksand
  - abcdefghijklmnopqrstuvwxyz

- **Subhead/Body Font**
  - Lato
  - abcdefghijklmnopqrstuvwxyz

- **Body Font**
  - Gordita
  - abcdefghijklmnopqrstuvwxyz

**ADDITIONAL KEY LANGUAGE GUIDELINES**

- We talk about students and teachers who lack resources as “under-resourced” and schools as “underserved.”
- We do not say “disadvantaged,” “needy,” or “at-risk.”
- Any negative adjectives describing our mission, teachers, and students is not permitted as it goes against our inherent value of dignity.
- Inclusive words we DO use:
  - When talking about communities: Under-resourced, Underserved, Low-income, People/students/teachers of color, Economically-distressed, Historically-excluded.
- Exclusive words we DO NOT use: Disadvantaged, Needy, At-risk, Colored people