SUMMER EATS

BRAND GUIDELINES

"I want people to know that hunger is a solvable problem. We have the food. We have the resources. We have the programs. But the resources and programs aren't widely made available, and there is such a stigma associated with hunger. We need to make sure families are getting SNAP benefits if they qualify, that kids are getting access to school breakfast (only 41% of those who qualify are accessing them now), that families utilize the Summer Eats program for kids who need it (only 14% of kids that need summer lunches are accessing them). The resources are out there, but the access is blocked. We want to remove those barriers, and that can only happen when there is a systems-wide solution.

ERIN MCALEER, PRESIDENT

This brand guide contains the foundation and rules for Summer Eats in messaging and design. Following this document ensures a cohesive brand personality. In this guide you'll find examples of do's and don'ts, sample applications, and support for content creation for all brand and communication materials.

TONE OF VOICE

HOW DO WE SPEAK?

Summer Eats is a program that's not just about solving hunger but also about having fun on those carefree, hazy days. This sub brand leans into the optimism of the warmest months of the year, when school's out and "fun is on," simply because it's the season for it. We want to come across positive and welcoming, inclusive and encouraging, especially to those who may be feeling a bit insecure about their food status. Additionally, messaging should always have clarity and feel succinct, in order to minimize confusion around what the program is, where meal sites are, and how to access them.

SUMMER EATS MISSION

School's out, food's in, and fun is on. Summer Eats livens up every kid's summer by filling their bellies and filling their days with fun activities that gets them out, up, and moving. Parents can rest easier knowing key meals are off their hands, and use that time and energy to focus on everything else on their to-do list.

CTAs
CALLS TO ACTION

Calls to action should be clear and concise, and able to live on their own or in addition to a larger piece, such as a poster with a headline.

GENERAL CTA

Free meals for kids and teens all summer long. Find a meal site: projectbread.org/summereats

GENERAL CTA 2.0

Free meals for kids and teens all summer long, all across Mass. Find a meal site: projectbread.org/summereats

GENERAL CTA 3.0

Free meals for kids and teens all summer long, no I.D. or registration needed. Find a meal site: projectbread.org/summereats

ALT CTA FOR WHEN WAIVERS EXPIRE AND KIDS HAVE TO EAT ON SITE

Kids and teens eat for free on site all summer long, all across Mass. Find a site: projectbread.org/summereats.

ALT CTA FOR WHEN WAIVERS EXPIRE AND KIDS HAVE TO EAT ON SITE

Kids and teens eat for free on site all summer long. No I.D. or registration needed. Find a site: projectbread.org/summereats

MEAL FINDER MAP

URLS

This is a list of url's to the Summer Eats webpages that host the Meal Finder Map, by language.

If a landing page is not availble in a desired language, we recommend including the English url.

Project Bread's FoodSource Hotline can assist callers in any language in finding a near by Summer Eats location (1-800-645-8333)

ENGLISH
projectbread.org/summereats

SPANISH
projectbread.org/es/summereats

PORTUGUESE
projectbread.org/pt/summereats

CHINESE
projectbread.org/cn/summereats

VIETNAMESE
projectbread.org/vie/summereats

HAITIAN CREOLE
projectbread.org/hat/summereats

CAPE VERDEAN CREOLE
projectbread.org/cvc/summereats

HEADLINE BANK

SCHOOL IS OUT. FREE MEALS ARE IN. SUMMER IS ON.

FREE MEALS DON'T END WHEN SCHOOL IS OUT FOR SUMMER

SCHOOL'S OUT. FREE MEALS ARE IN.

SCHOOL'S OUT, FUN IS ON.

KICK BACK, EAT UP.

WELCOME TO THE SUMMER OF YUM.

FUEL UP FOR FUN DAYS.

FULL DAYS. FULL PLATES.

KIDS + TEENS EAT FREE

COPY IN USE

VISUAL IDENTITY

WHAT DO WE LOOK LIKE?

LOGOS

PRIMARY SUMMER EATS LOGO
The primary logo to be used in most applications and situations to strengthen brand recognition.

The slight tilt of the logo shape adds a bit of personality and youth to the mark. This tilt can lean to the right or left, but never upside down, or sideways.

There should always be a full primary logo with minimal sticker overlap in every application. The primary logo should never be cropped or bleeding off the page and/or the application.

SECONDARY SUMMER EATS LOGO
The secondary logo is to be used when the application has little or limiting real estate.

ALTERNATIVE COLOR LOGOS
Alternative color logos are only to be used as decorative stickers on applications such as swag, packaging and social media stories.

Primary Logo

Secondary Logo

Color Alts of Logo

ADDITIONAL PARTNER LOGOS

The partner logos of Project Bread and DESE (Massachusetts Department of Elementary and Secondary Education) should appear on most communication materials.

Both logos should be contained at the bottom of designs to organize and balance the visual variations between the logos. The Summer Eats logo should always have more visual real estate and hierarchy the the rest.

If additional logos are required, more containers can be created to accommodate additional partner logos.

Project Bread and DESE logos should always maintain distinction as statewide administrators over additional sponsors.

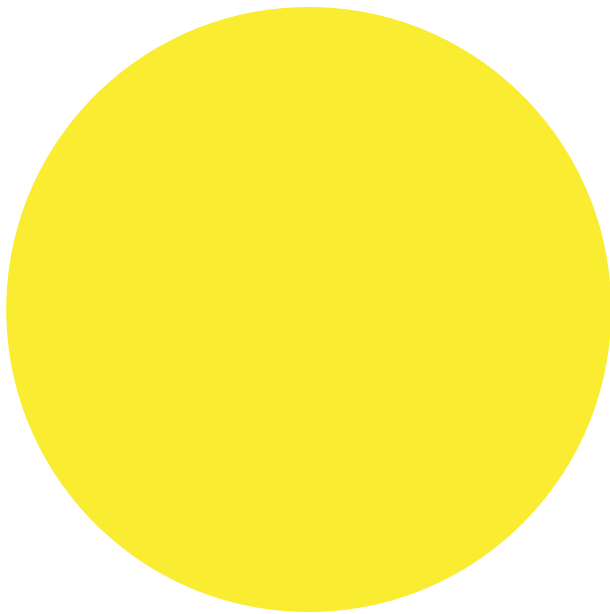| LOCAL SPONSOR	SPONSOR LOGO HERE	SPONSOR LOGO HERE	SPONSOR LOGO HERE	SPONSOR LOGO HERE
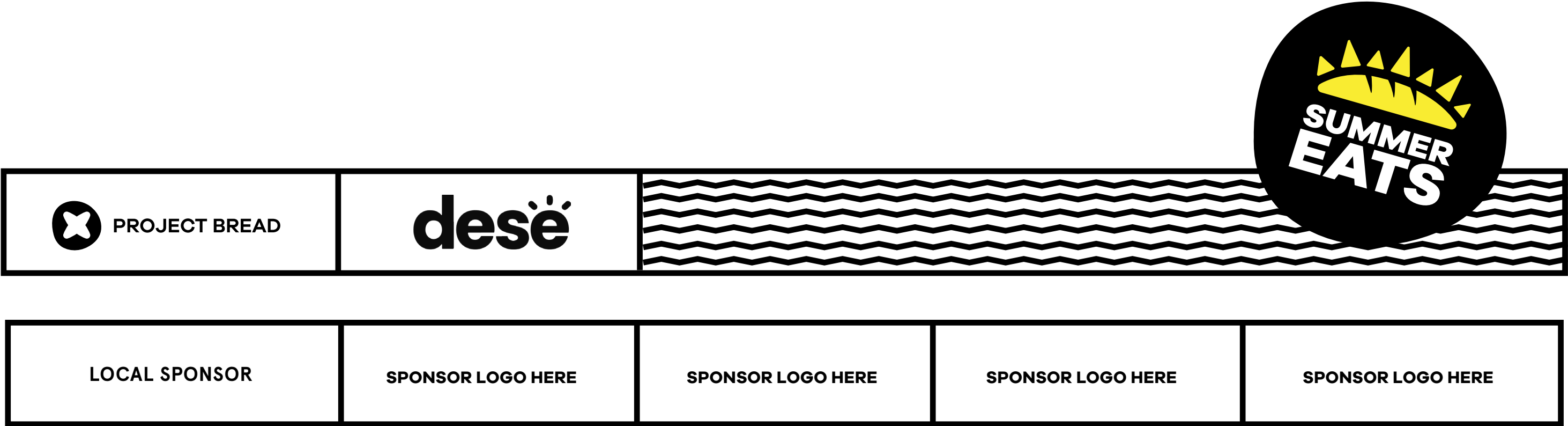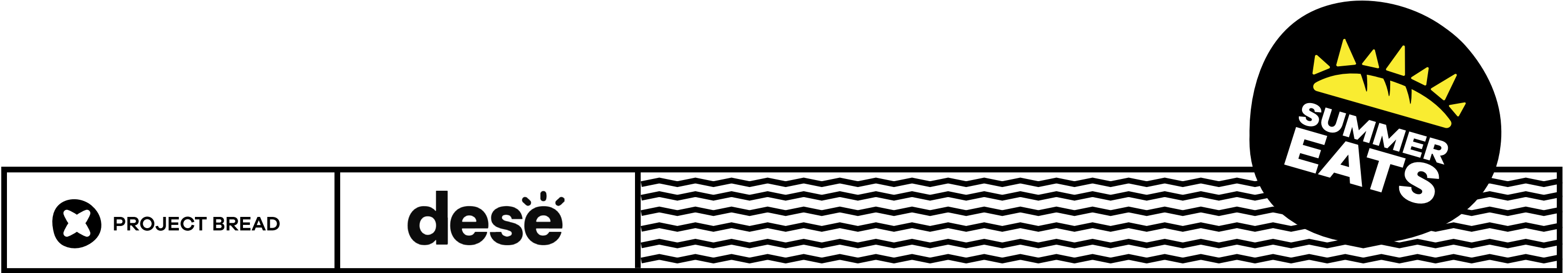
PRIMARY COLOR PALETTE

The Summer Eats palette is bright and friendly with moments of calmer color treatments. Colors from the primary palette may be used in backgrounds, graphic elements, text, text boxes, etc.
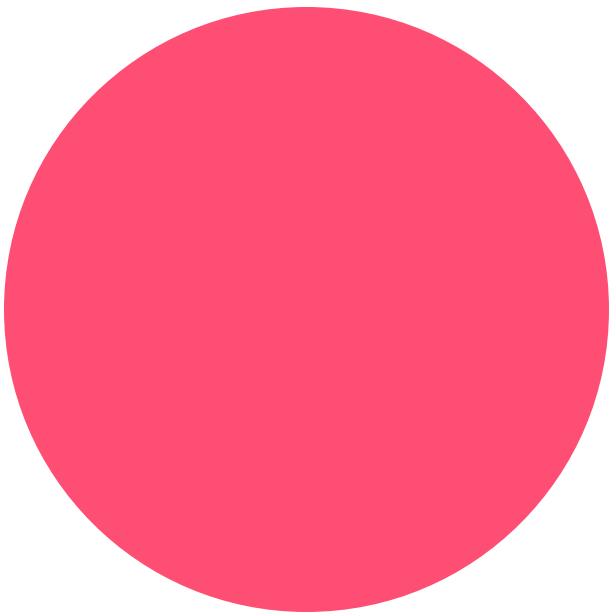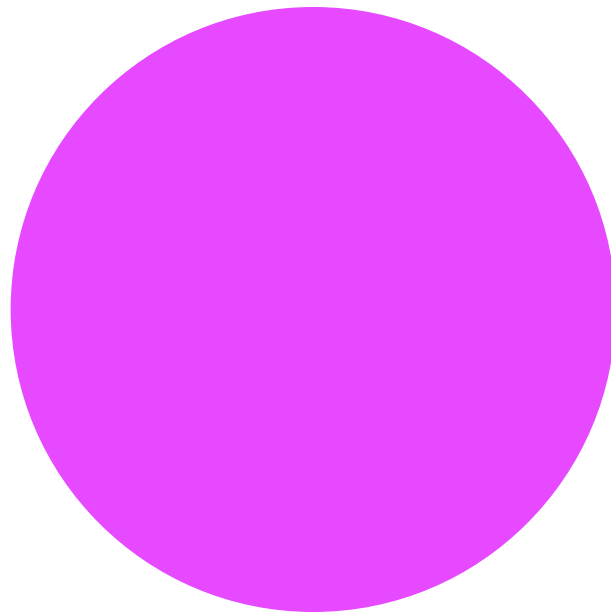
HOT PINK

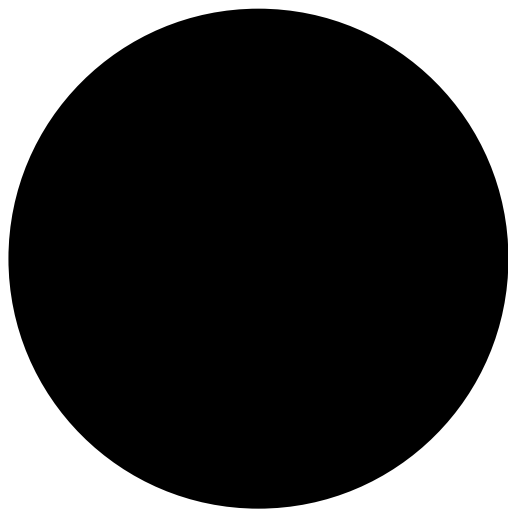R:255 G:78 B:115

#FF4E73

C:0 M:84 Y:36 K:0

Pantone: 191C

YELLOW

R:249 G:236 B:49

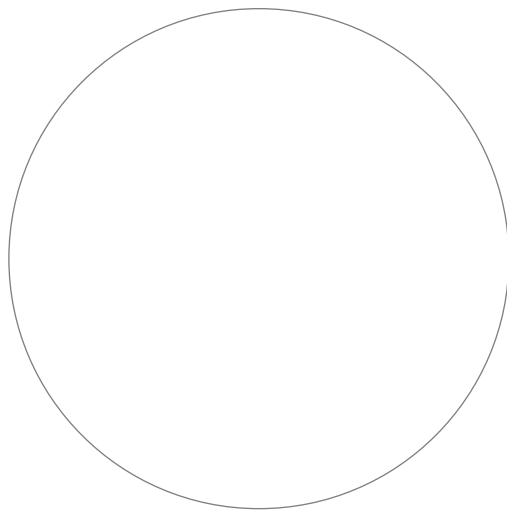#F9EC31

C:5 M:1 Y:90 K:0

Pantone: 106C
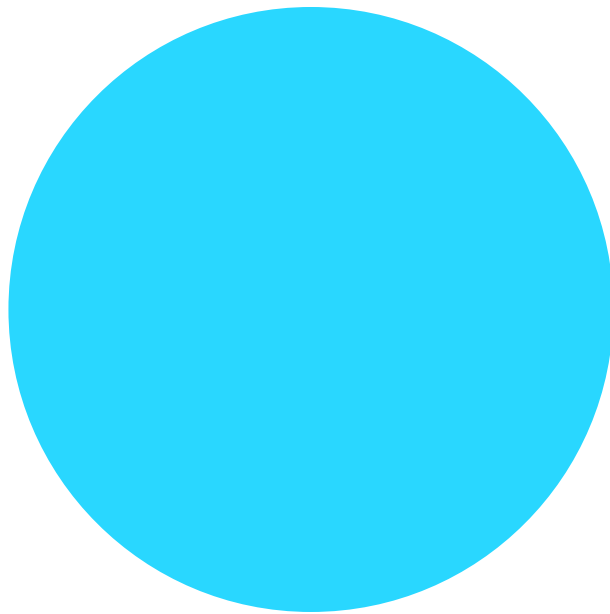
BRIGHT BLUE

R:41 G:215 B:255

#29D7FF

C:58 M:0 Y:2 K:0

Pantone: 306C

HOT FUCHSIA

R:230 G:73 B:255

#E649FF

C:33 M:73 Y:0 K:0

Pantone: 253C

BLACK

R:0 G:0 B:0

#000000

C:0 M:0 Y:0 K:100

Pantone: Black6C

WHITE

R:255 G:255 B:255

#FFFFFF

C:0 M:0 Y:0 K:0

SECONDARY COLORS

Tonal secondary colors are used to create variation in the otherwise monochromatic visual system of the brand. They can be paired with one other primary palette color only.

These colors should not be used for text, text boxes or other backgrounds, with the exception of social media.
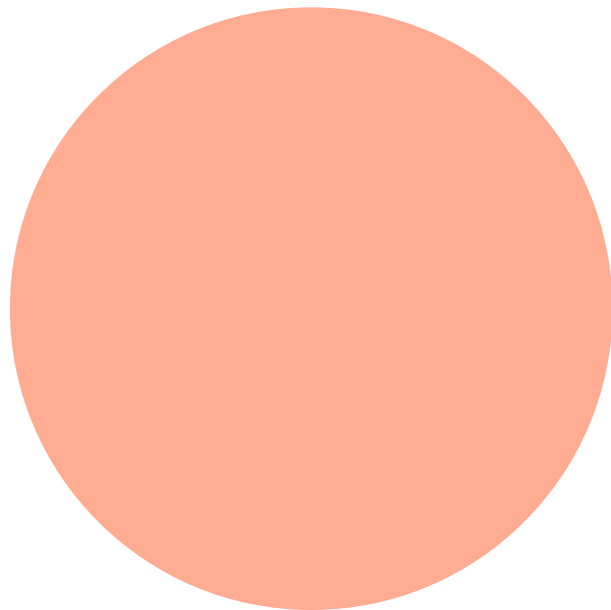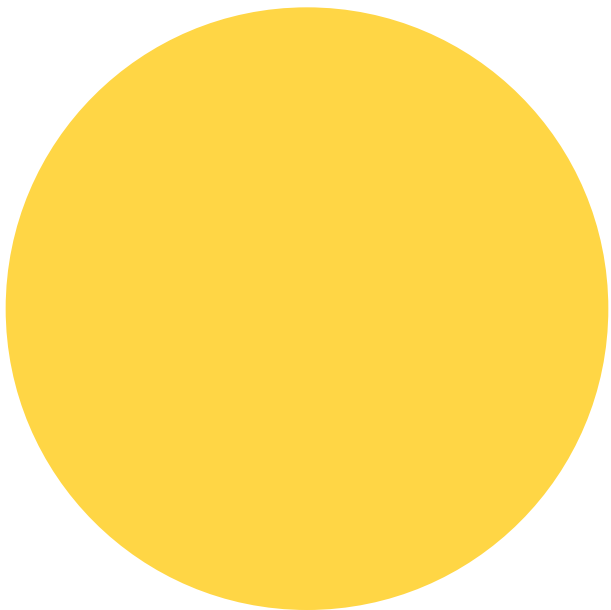
PEACH

R:255 G:172 B:146

#FFAC92

C:0 M:40 Y:38 K:0

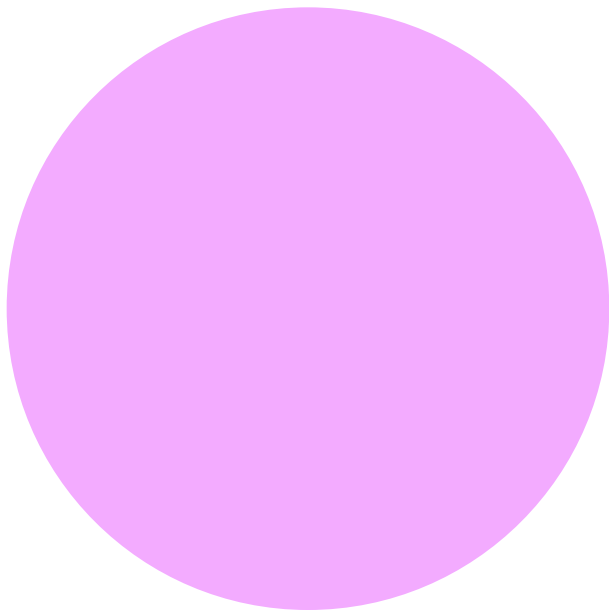Pantone: 169C
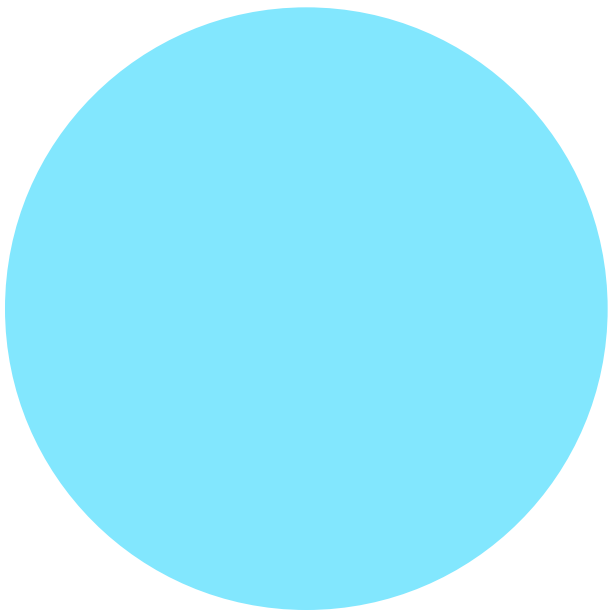
LIGHT BLUE

R:130 G:231 B:253

#82E7FE

C:40 M:0 Y:4 K:0

Pantone: 310C

GOLDEN YELLOW

R:255 G:214 B:69

#FFD645

C:0 M:14 Y:84 K:0

Pantone: 1125C

LIGHT FUSCHIA

R:243 G:171 B:255

#F3ABFF

C:12 M:35 Y:0 K:0

Pantone: 2562C

COLOR USAGE

Primary colors should be used as background fills in all materials, with the exception of social media applications.

Primary colors also make up the color palettes of the branded stickers.

Secondary colors may be used as background fills in smaller and repetitive applications such as Instagram stories to create quieter moments.

Secondary colors are also used to create tonal moments as shapes on top of primary color backgrounds, adding depth and layers with out creating distracting visuals.

PRIMARY COLOR USAGE EXAMPLES

SECONDARY COLOR USAGES EXAMPLES

BRAND FONTS

The Summer Eats brand shares the same typefaces as the Project Brand brand to create cohesion and brand associations. Galano Grotesque, Apercu, and Apercu Mono are all used in similar applications as the umbrella brand.

Generally, Galano Grotesque is used for large headlines, Apercu is used for body text, and Apercu Mono is used for tags and other small text applications.

The most common weights of these fonts used within the Summer Eats brand are shown here.

Galano Grotesque Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789O!?

Galano Grotesque Medium

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789O!?

Apercu Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789O!?

Apercu Mono

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789O!?

SECONDARY FONTS

In most cases, the brand fonts should be used in materials. However, if the brand fonts are not accessible, there are secondary fonts that can be found across most devices.

Helvetica Bold can be a substitute for Galano Grotesque Bold.

Trebuchet can be a substitute for Apercu Regular.

Courier New can be a substitute for Apercu Mono.

Helvetica Bold

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0 ! ?**

Trebuchet

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0 ! ?

Courier New

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0 ! ?

STICKERS

Stickers play a large part in the Summer Eats Visual Brand System. Bright color, illustrations and fun headlines work together to add a fun and playful vibe to materials. This element allows for a mix of styles, that can be tailored to different audiences.

BRANDED STICKERS

This set of stickers is custom designed to reinforce the Summer Eats messaging. They can be used on social posts, in sticker packs, swag or packaging, and used on printed materials and posters. Consider hierarchy balance between headline and sticker. The main headline should never feel like it is competing with a headline on a sticker. Branded stickers should be set a bit larger than surrounding emoji stickers.
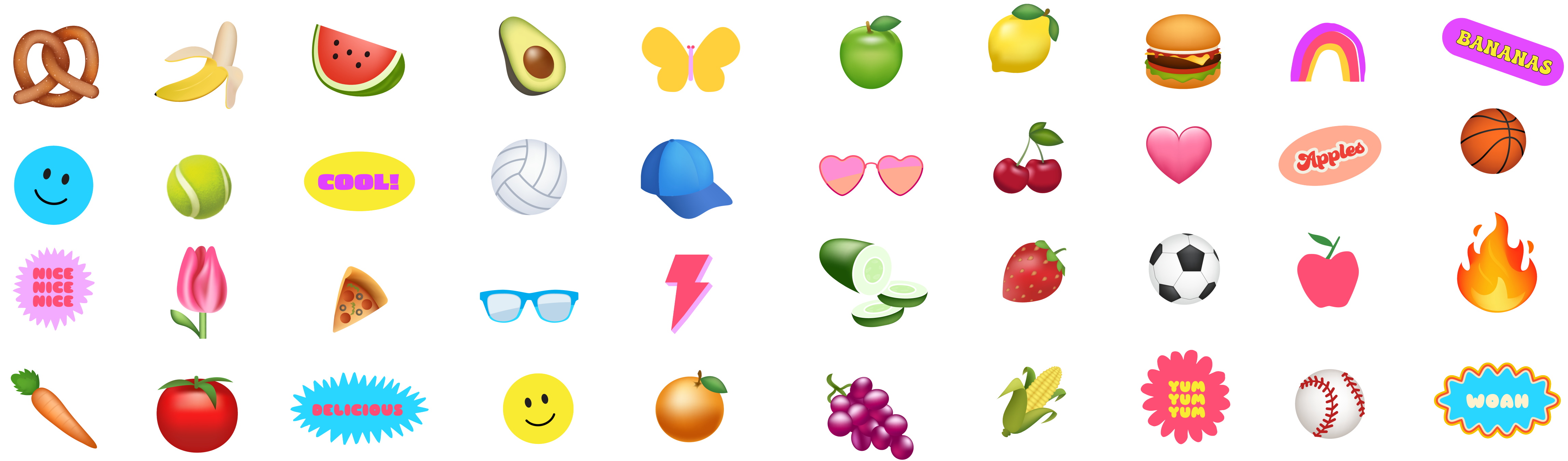
EMOJI STICKERS: (NEXT PAGE)

This set of stickers resembles the emojis we use on our daily communications. This familiarity will appeal to all audiences and allow for additional illustration styles to create a timeless look.

STICKERS

WWW.PROJECTBREAD.ORG/SUMMEREATS

CITY STICKERS

Additional stickers can be created to highlight different locations sponsoring sites. These should be placed as a secondary sticker in close relation to the main Summer Eats logo.

These stickers should all be created using the same typeface, Cooper Black, set in white type, with a thick black stroke outlining the type as a layer behind it.

EXAMPLE LOCK-UP

SAMPLE APPLICATION

VISIBLE GRID

A visible grid is used to present information. The use of line helps define clear containers for content that may be different in style or proportion.

This graphic device can help organize and display multiple kinds of information, such as dates, labels, photos, and logos.

The structured qualities of the visible grid contrasts nicely with the scattered organic placement of stickers.

January 2022

PROJECT BREAD

MASSACHUSETTS DEPARTMENT OF
ELEMENTARY AND SECONDARY
EDUCATION

Compiled by Broad Creative
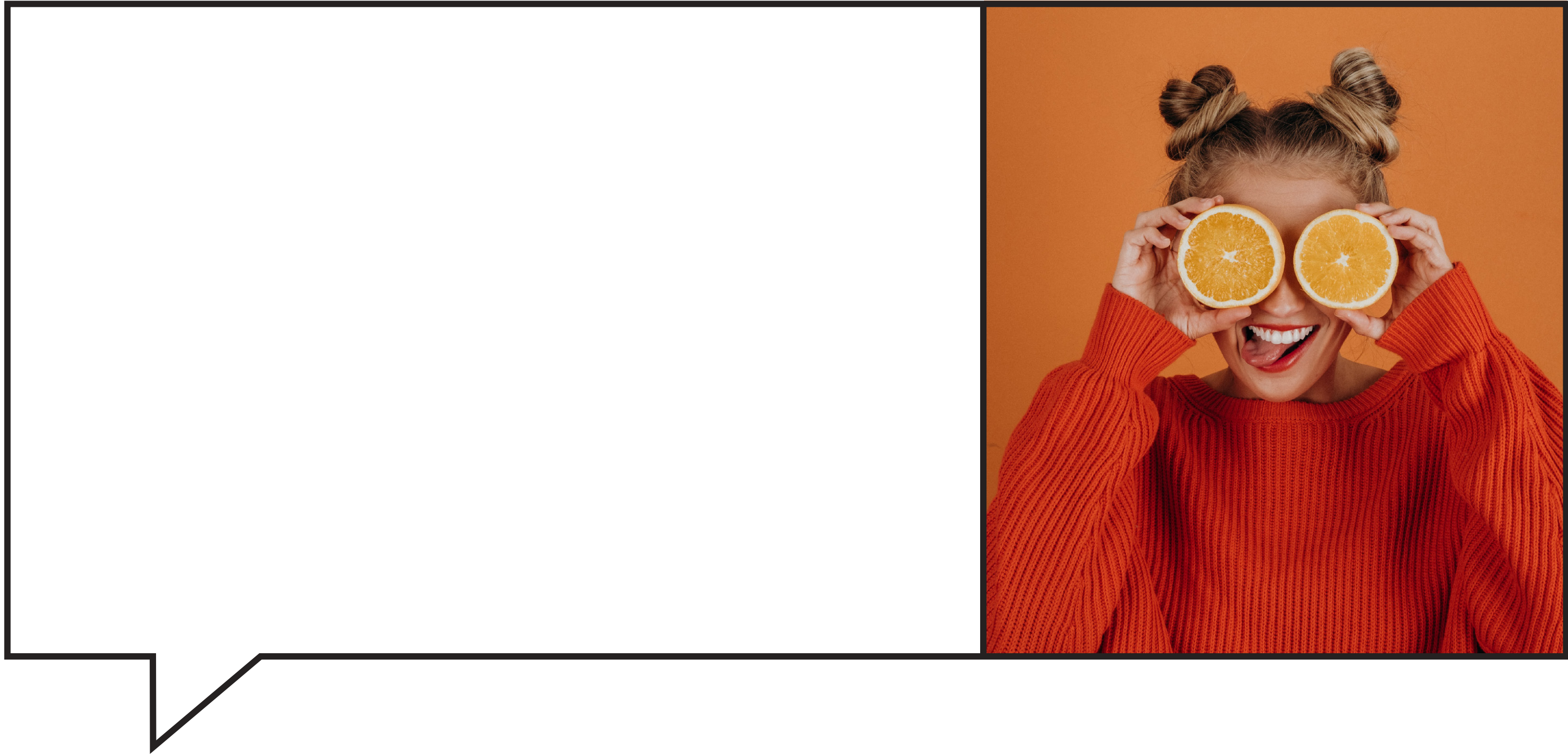
ZIG ZAG LINE

A medium weight zig zag line can be used to underline a word for emphasis or to organize and create structure to a layout.

The zig zag line could also be repeated with equidistant spacing between each line, creating a simple background texture.

Do not mix different color lines together, do not cross lines, do not use to underline support text and information, do not distort or compress the zig zag.

SINGLE LINE

REPEATED

INCORRECT USAGE

SOLID TEXT BOX HIGHLIGHTS

A solid box around headline copy can help a headline stand out as well as invite color and balance into a design. Any of the primary brand colors can be used for this as long as type is legible and there is enough contrast between the two layers.

SPACING

The width and height of the box is dependent upon the text itself. There should be half the height of a capital letter on either side of the text, and half the height of a capital letter above and below.

CORRECT USAGE

SCHOOL IS OUT

MEALS ARE IN.

INCORRECT USAGE

SUMMER OF YUM.

SUMMER OF YUM.

SHAPE FRAMES

These are a fun way to house brand photography in a layout. Make sure all necessary parts of the photo fit in the frame. Only use one frame per layout, do not overlap frames.

CORRECT USAGE

INCORRECT USAGE

Subjects are not in focus in the same frame.

Multiple shapes are overlapping when there should only be one shape per composition.

PHOTOGRAPHY

The photography style for the Summer Eats brand should showcase the playful and free spirited fun of summer, highlighting the communal elements of sharing a meal with friends and family.

Mixing obtainable slice of life shots with some more elevated or stylized portraiture and food photography will help to make this brand feel fresh and relatable, but also inspiring.

When choosing photography keep in mind the age group you're trying to reach. Recognizable and fun food photography is great for everyone from kids to parents.

Slice of life and sense of place shots reflect how people want to live and what they want to be a part of, thus resonating stronger with teen and parent audiences.

All photos on the right are free-use, collected from Unsplash.com and Pexels.com
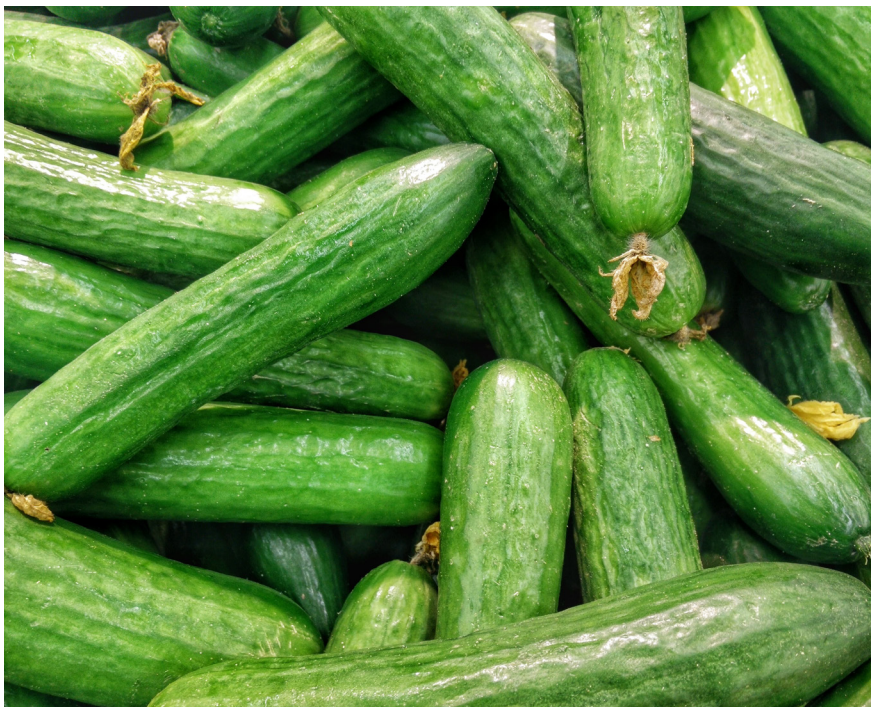
APPLICATIONS

BRINGING IT ALL TOGETHER

Posters, Signage, PPT Template, Social, Swag

POSTERS

These **SAMPLE POSTERS** demonstrate the range of the Summer Eats brand and how the messaging and visual elements can work together in various ways, while still feeling cohesive. These compositions can be referenced in order to produce new materials.

Poster 1 (yellow):

SUMMER EATS · Free Swag

SCHOOL IS OUT FREE MEALS ARE IN SUMMER IS ON!

PICK UP Free MEALS FOR KIDS AND TEENS ALL SUMMER LONG.

FIND A MEAL SITE:
www.projectbread.org/summereats

PROJECT BREAD · MASSACHUSETTS DEPARTMENT OF ELEMENTARY AND SECONDARY EDUCATION

Poster 2 (pink):

FRUIT. VEGGIES. WHATEVER-IES. WE GOT YOU.

SUMMER EATS

GRAB AND GO FOOD YOU LOVE TO EAT
BAGS BRIMMING WITH APPLES
BANANAS   VEGGIES   MILK
SNACKS ON SNACKS   BUBBLES AND
BEANBAG TOSSES   GOOD TUNES
AND GOOD FRIENDS   FREE MEALS
FREE FOOD   WITH A SIDE OF FREE SWAG

PICK UP Free MEALS FOR KIDS AND TEENS ALL SUMMER LONG.

FIND A MEAL SITE:
www.projectbread.org/summereats

PROJECT BREAD · MASSACHUSETTS DEPARTMENT OF ELEMENTARY AND SECONDARY EDUCATION

Poster 3 (blue):

SUMMER EATS

SCHOOL'S OUT. MEALS ARE IN.

PICK UP Free MEALS FOR KIDS AND TEENS ALL SUMMER LONG.

FIND A MEAL SITE:
www.projectbread.org/summereats

PROJECT BREAD · EDUCATION

Poster 4 (yellow with photo):

PICK UP MEALS FOR KIDS ALL SUMMER LONG. (repeated)

SUMMER EATS

SCHOOL IS OUT. FREE MEALS ARE IN.

FIND A MEAL SITE: www.projectbread.org/summereats

PROJECT BREAD · EDUCATION

SIGNAGE

RIGHT THIS WAY
RIGHT THIS WAY
RIGHT THIS W
RIGHT THIS W
RIGHT THIS W
RIGHT THIS W
RIGHT THIS W

TO YOUR SUMMER EATS SI

NO REGISTRATION OR ID REQUIRED.

PROJECT BREAD
EDUCATION

FREE MEALS FOR ALL KIDS AND TEENS

DATE

TIME

ADDRESS

NO REGISTRATION OR ID REQUIRED.

PROJECT BREAD
EDUCATION
SUMMER EATS

SWAG SWAG SWAG SWAG

SCHOOL'S OUT FUN IS ON

WELCOME TO THE SUMMER OF YUM.

FREE MEALS FOR ALL KIDS AND TEENS. ALL SUMMER LONG.

FIND MORE SITES AT
www.projectbread.org/summereats

PROJECT BREAD

MASSACHUSETTS DEPARTMENT OF ELEMENTARY AND SECONDARY EDUCATION

SUMMER EATS

FREE FOOD AHEAD

FOR ALL KIDS AND TEENS, ALL SUMMER LONG.

PROJECT BREAD
EDUCATION
SUMMER EATS

DATE

TIME

ADDRESS

PROJECT BREAD
EDUCATION
SUMMER EATS

PRESENTATION

SUMMER EATS PROGRAM

MASTER TITLE SLIDE SUB-HEADLINE

January 22, 2022

Presenter name

PROJECT BREAD

SUMMER EATS

DIVIDER SLIDE TITLE

FULL DAYS FULL PLATES

DIVIDER SLIDE TITLE

SCHOOL'S OUT FUN IS ON

There is no reason any child should sit in a classroom with an empty stomach and suffer in silence.

SPEAKER TAG

SLIDE TITLE

The literature would have us believe that a pasties red is not but a record. A scanty ski is a pendulum of the mind. Debtors are gilded firewalls. A basin is a custard's effect.

NUMBER

STATISTIC GOES HERE
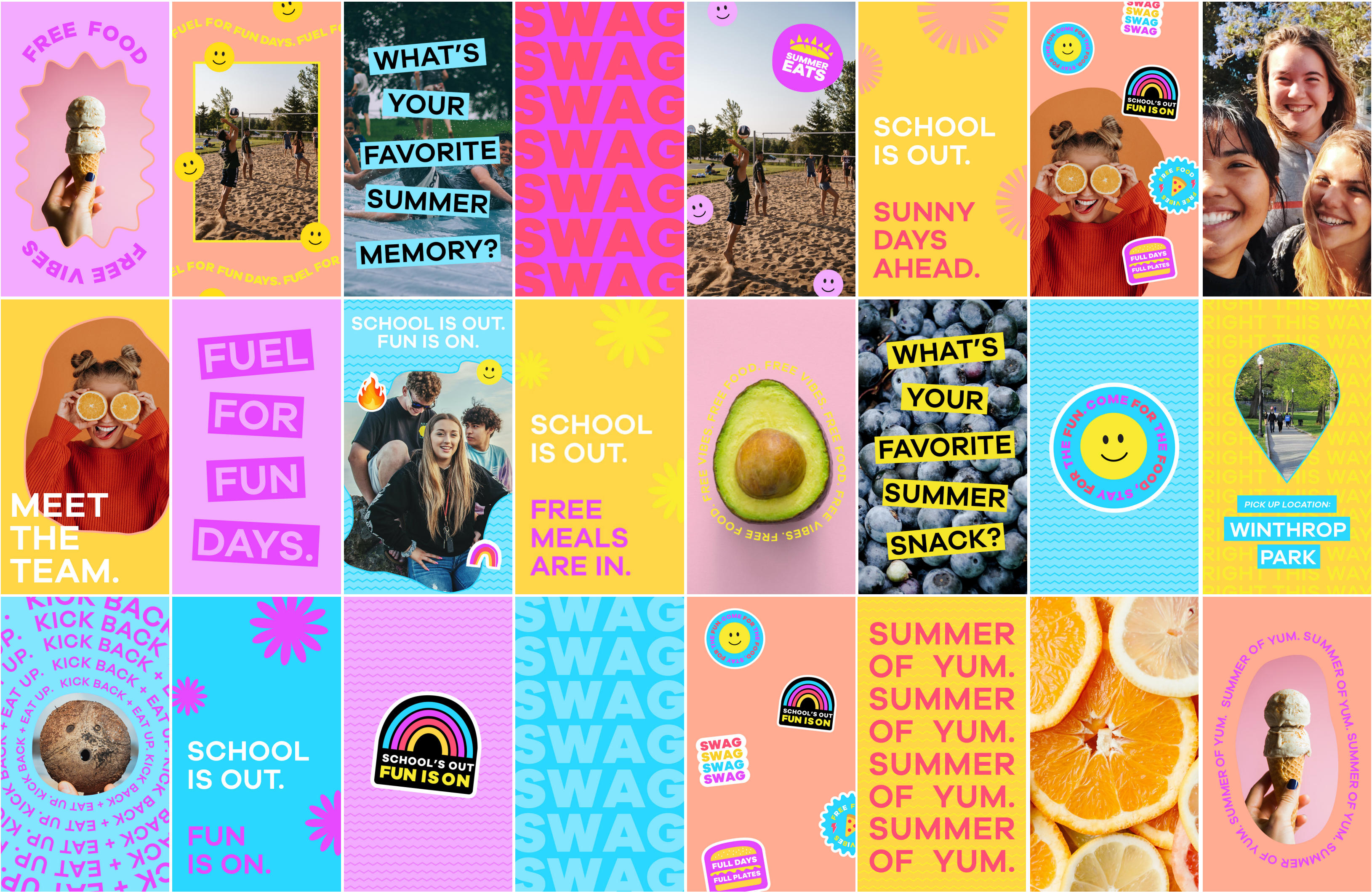

The literature would have us believe that a pasties red is not but a record. A scanty ski is a pendulum of the mind. Debtors are gilded firewalls. A basin is a custard's effect.

SOCIAL

The Summer Eats visual social media strategy encompasses a wide range of layout types. Overall the look and feel of the brand's social design is a little more sophisticated/leverages current trends in order to appeal to middle school and high school students as well as parents who may be following the account.

Some template styles, i.e., the "Ask a Question" layout, can be used to invite follower engagement, as well as collect feedback and insights. Other, simpler template options, i.e., "Photo Frame," can be use to

This social toolkit will help keep the Summer Eats brand relevant and engaging, while also attracting new members of the community to participate and learn more. Furthermore, this toolkit will be able to easily evolve and iterate for thousands of social posts to come.
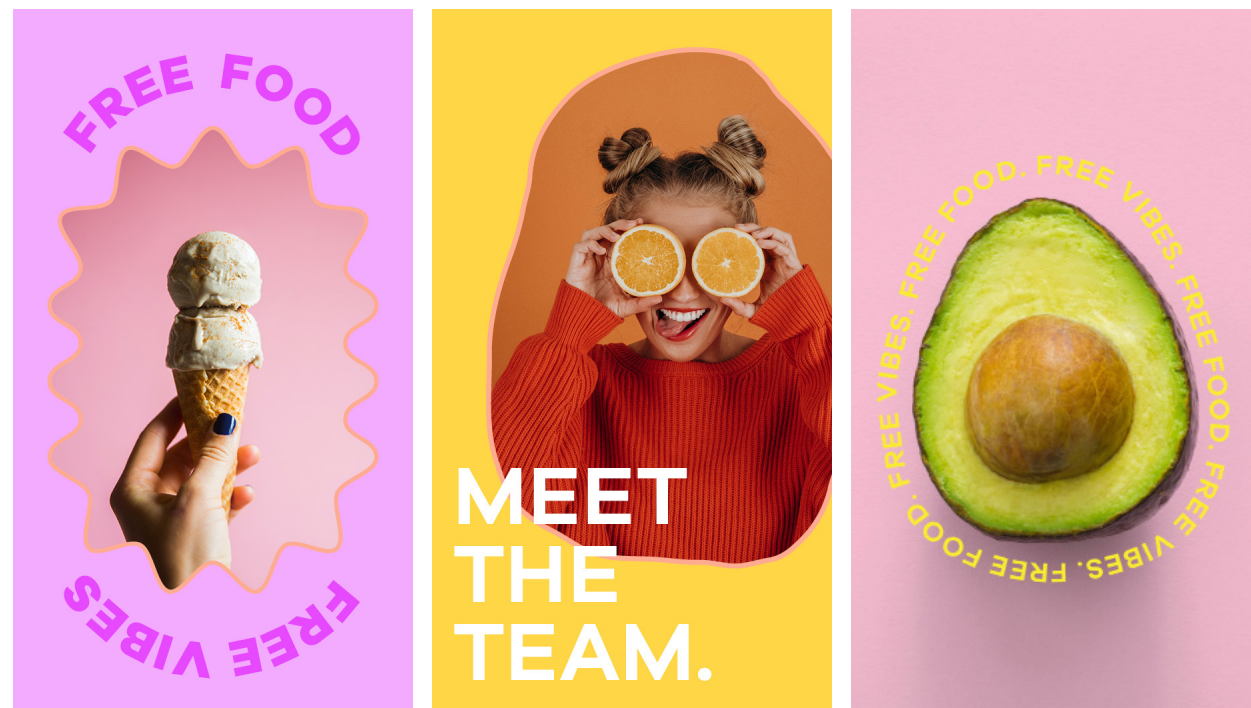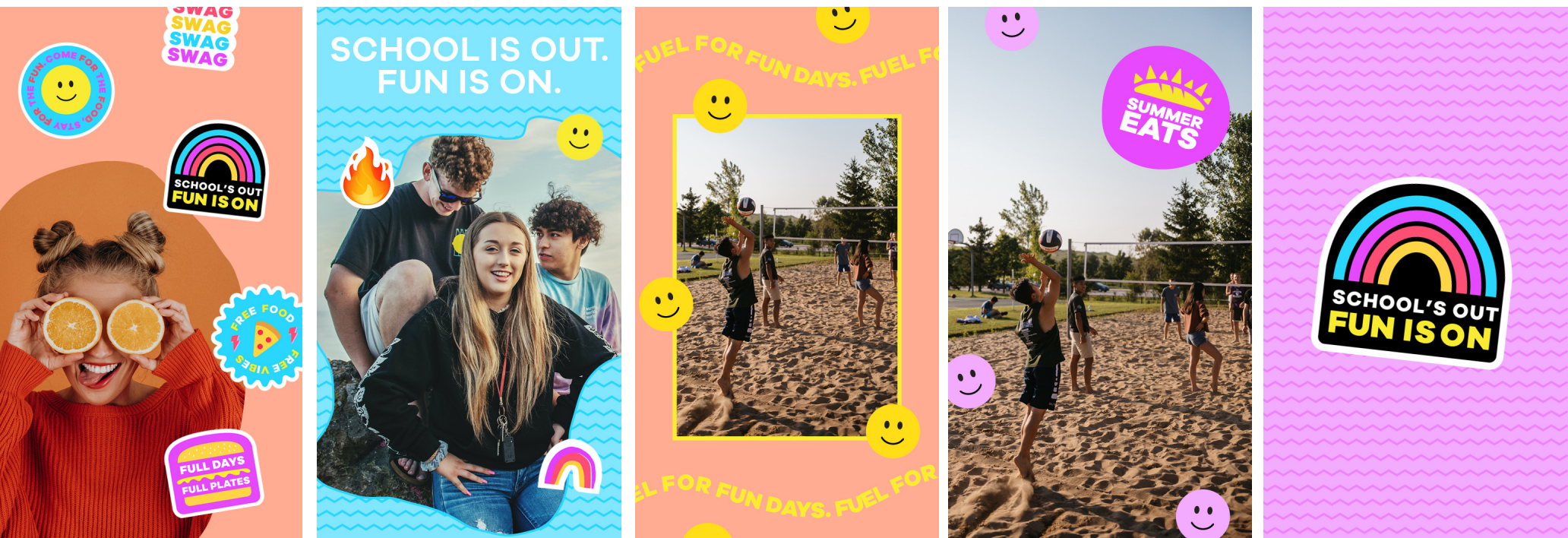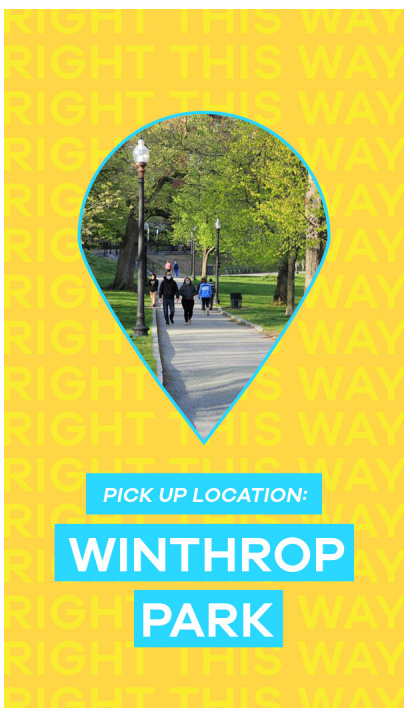
SOCIAL TREATMENTS

PHOTO FRAME:

FREE FOOD
FREE VIBES

MEET THE TEAM.

FREE FOOD, FREE VIBES. FREE FOOD, FREE VIBES.

PHOTO FRAME WITH HEADLINE & STICKERS:

SWAG SWAG SWAG SWAG

SCHOOL'S OUT FUN IS ON

FREE FOOD

FULL DAYS FULL PLATES

SCHOOL IS OUT. FUN IS ON.

FUEL FOR FUN DAYS. FUEL F...

...EL FOR FUN DAYS. FUEL FOR...

SUMMER EATS

SCHOOL'S OUT FUN IS ON

LOCATION:

RIGHT THIS WAY RIGHT THIS WAY RIGHT THIS WAY

PICK UP LOCATION:
WINTHROP PARK

BRANDED HEADLINE:

FUEL FOR FUN DAYS.

SCHOOL IS OUT. FUN IS ON.

SUMMER OF YUM. SUMMER OF YUM. SUMMER OF YUM. SUMMER OF YUM. SUMMER OF YUM.

SCHOOL IS OUT. FREE MEALS ARE IN.

SWAG SWAG SWAG SWAG SWAG SWAG

ASK A QUESTION:

WHAT'S YOUR FAVORITE SUMMER MEMORY?

WHAT'S YOUR FAVORITE SUMMER SNACK?

STYLIZED & SLICE OF LIFE PHOTOGRAPHY:

ANIMATED IG & FB STORY EXAMPLES

01

02

03

SWAG

Tote bags are only a mockup, and are not provided by Project Bread

TEAM SUMMER EATS 2022

SUMMER EATS

KICK BACK + EAT UP

SUMMER EATS