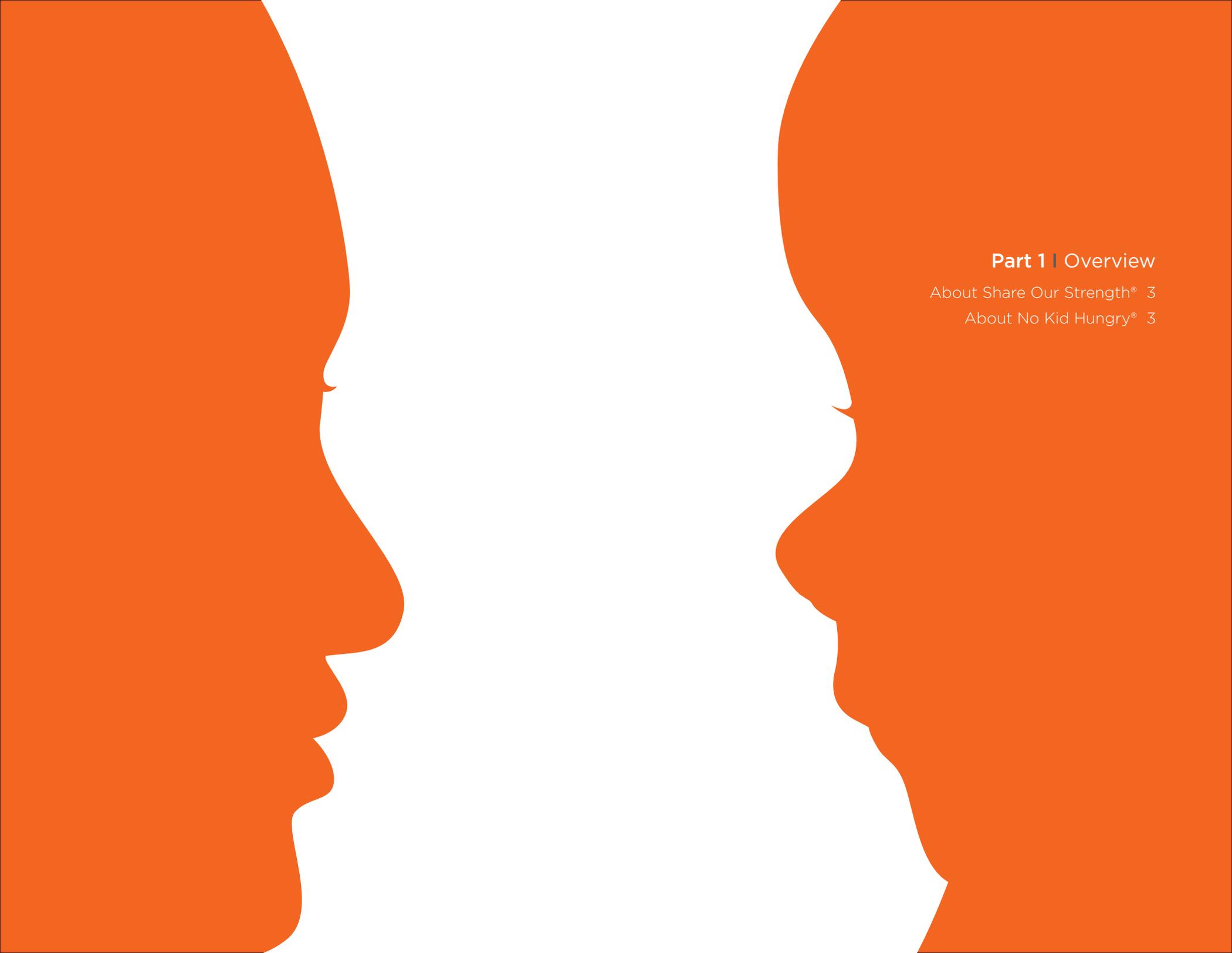




No Kid Hungry
Logo & Brand Standards





Part 1 | Overview

About Share Our Strength® 3

About No Kid Hungry® 3



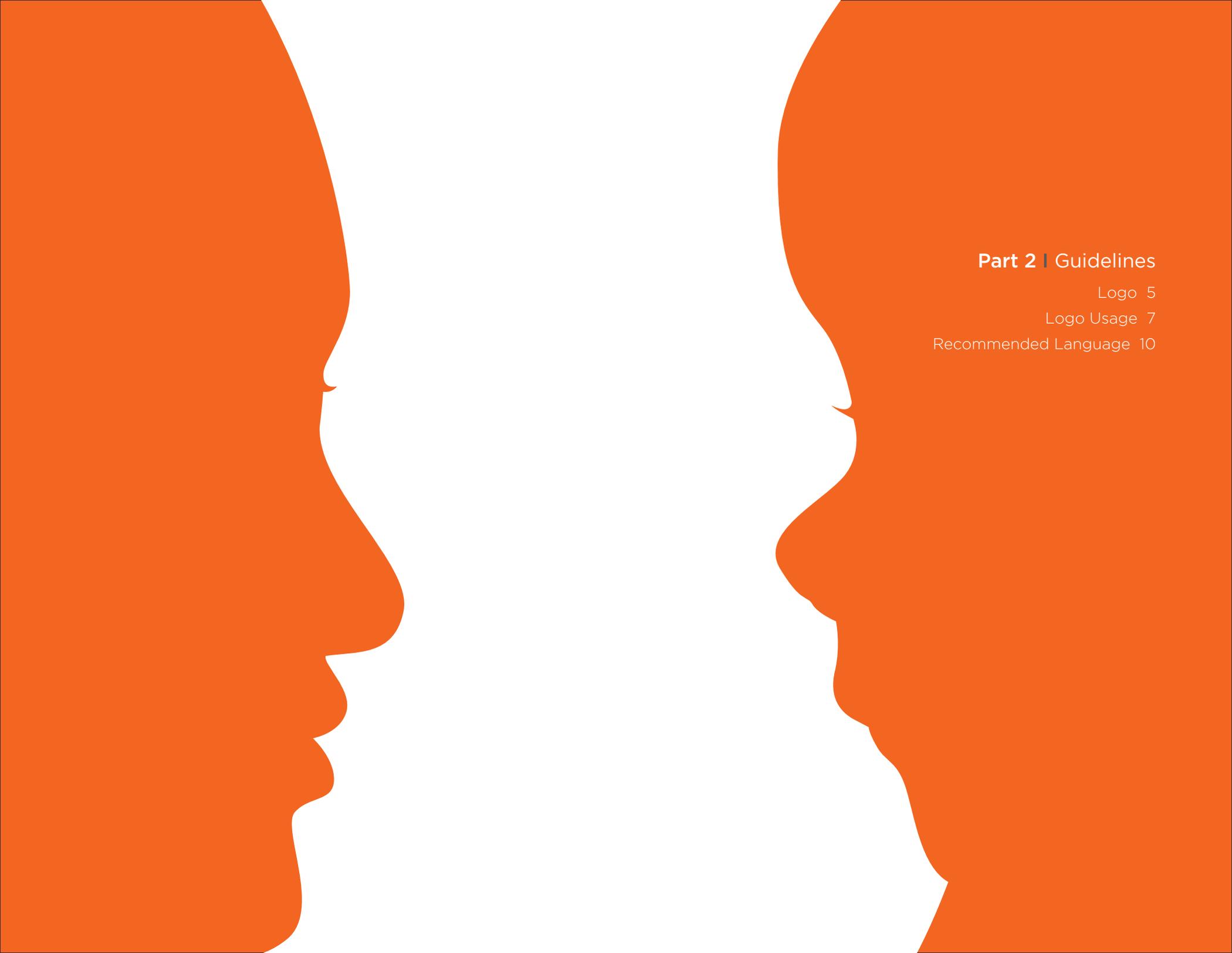
ABOUT SHARE OUR STRENGTH

Share Our Strength®, a national nonprofit, is ending childhood hunger in America by connecting children with the nutritious food they need to lead healthy, active lives. Through its No Kid Hungry® campaign—a national effort to end childhood hunger in America—Share Our Strength ensures children in need are enrolled in effective federal nutrition programs; invests in community organizations fighting hunger; teaches families how to cook healthy, affordable meals; and builds public-private partnerships to end childhood hunger, at the state and city level. Working closely with the culinary industry and relying on the strength of its volunteers, Share Our Strength hosts innovative culinary fundraising events and develops pioneering cause marketing campaigns that support No Kid Hungry. Strength.org.

ABOUT SHARE OUR STRENGTH'S NO KID HUNGRY CAMPAIGN

In the world's wealthiest nation, no child should grow up hungry. Over the course of a year, however, more than 16 million children in America cannot count on having enough nutritious food. That's one in five kids in America today who struggle with hunger.

The No Kid Hungry® campaign catalyzes innovative coalitions among governors, mayors, businesses, chefs, teachers and community leaders across the country to connect families at risk of hunger with the programs that can help them. The campaign also combines access with education through Share Our Strength's Cooking Matters® program, which teaches at-risk families how to cook healthy, affordable meals. Together, we are making No Kid Hungry a reality in America. Visit NoKidHungry.org.



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NO KID HUNGRY® LOGO

The No Kid Hungry logo features the apple core icon that is at the heart of the Share Our Strength logo. The core illustrates the issue of invisible hunger by using the power of an optical illusion of positive and negative space. The two silhouettes facing each other convey a dialogue that includes adults (face on left) and children (face on right) affected by childhood hunger. The apple core not only stands for the problem of hunger but also the approach to eliminating it, specifically, the importance of nutrition as fundamental to long-term solutions. The apple core, a symbol of knowledge, touches on the subject of education and telegraphs the brand's mission to educate communities about healthy lifestyles. It honors families, friends, partners, neighbors and strangers who are coming together as a movement to put an end to childhood hunger in our country.

By displaying the No Kid Hungry logo, you directly benefit from Share Our Strength's national promotion of the campaign through print, broadcast, online and social media; similar national and regional promotion by other No Kid Hungry campaign partners and restaurants; and the resulting consumer and customer awareness of your commitment to making No Kid Hungry a reality.

All materials must be approved by Share Our Strength. If you have any questions, please contact your Share Our Strength account manager.

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PMS 166C/1665U | CMYK 0-74-100-0 | RGB 242-103-34

100% Black

68% Black

PRIMARY LOGO

The primary logo consists of three colors: PMS 1665, Black and Gray (68% Black). These colors should be reproduced as accurately as possible in whichever medium they are used.

In print applications, the corporate colors should be reproduced using the Pantone Matching System™. Pantone™ references are given against each appropriate color. For the four color process, the specifications shown below (under CMYK) should be used. For web sites or screen graphics, the RGB colors given should be matched.

- **PMS** Orange: 166C/1665U, Black: 100% black Grey: 68% black
- **CMYK** Orange: 0-74-100-0 Black: 100% black Grey: 68% black
- **RGB** Orange: 242-103-34 Black: 135-31-31 Grey: 113-115-117

* Pantone is a registered trademark.

* Please Note: the colors in this guideline are not an exact match. Always match to written specifications.

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preferred usage:



acceptable usages:



REVERSED
100% white



REVERSED
100% white



BLACK
100% black



GRAYSCALE
68% black

LOGO COLORS

The recommended usage of the logo is full color. When color printing is not available, it can be reversed on a solid color, turned black, or set in gray as shown on the grayscale above.

The No Kid Hungry logo must always appear clearly and legibly on its backgrounds. Always observe clear space specifications and use high-quality reproduction methods. **The preferred color configuration of the logo is full color and should appear on a white background whenever possible.**

The No Kid Hungry logo may appear on black, dark-colored, and light-colored backgrounds as long as sufficient contrast is provided. In situations where the background color is black or dark-colored, please use the reversed out white logo.

When placing the logo on a background other than the ones specified in these standards, use your best judgement to determine whether the full color, one color or reversed out white logotype renders the highest contrast. Always ensure legibility by placing the logo in an area that is simple and uncluttered.

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figure a



figure b



CLEAR SPACE

A generous area of clear, open space surrounding the No Kid Hungry logo is an integral part of its design. Do not place graphics, typography, photographs, or illustrations inside the minimum clear space.

The minimum clear space area is X on all sides, where X is equal to the height of the word mark "Hungry", as shown in figure b. Whenever practical, allow additional clear space around the logo.

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figure a



The logo width (or “x” width) is determined by measuring the width of the logo (including the apple core, plus the “No Kid Hungry” and “Share Our Strength” word marks). It excludes the trademark symbol.

figure b



MINIMUM SIZE

The minimum logo size is 1” wide, excluding the trademark symbol (represented by “x width” in figure a above). Please do not reproduce the No Kid Hungry logo in any smaller size, because it loses impact and readability. When space limitations absolutely dictate the use of a reproduction size that is smaller than the recommended minimum, contact your Share Our Strength account manager for approval of those special applications.

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RECOMMENDED NO KID HUNGRY LANGUAGE

Please follow these guidelines in all written and online applications to protect Share Our Strength's No Kid Hungry trademark.

Correct First Usage

- Place the registration mark (®) as a superscript after the word "Hungry, i.e. "No Kid Hungry®".
- When "Share Our Strength's" is used in front of "No Kid Hungry," it does not require a separate mark unless it is the first usage for the brand name "Share Our Strength" in that case, the registration mark should appear as a superscript after the word "Strength's".
- The word "campaign" can be used after the word "Hungry"; however it is not part of the protected brand name.
- Capitalize the first letter of each word in the protected brand (i.e. "No Kid Hungry").
- Use the brand name "No Kid Hungry" in upper/lower case, in the same color, size and font style (Roman, bold, italic, bold-italic, etc.) as the surrounding text.
- Online usage: If the No Kid Hungry logo is used on a web page, the registration mark can be dropped from the first and subsequent uses of the brand name "No Kid Hungry" in text.
- Examples of Correct Usage:
 - No Kid Hungry®
 - No Kid Hungry® campaign
 - Share Our Strength's No Kid Hungry®
 - Share Our Strength's No Kid Hungry® campaign

After the first usage:

The registration mark is required only the first time the No Kid Hungry brand name is used in a document, marketing material or on a web page. All other usage guidelines from "Correct First Usage" still apply.

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SAMPLE PARAGRAPHS

At Share Our Strength®, we see a future in which no child in America grows up hungry. We believe it is entirely possible to make this a reality, and have launched Share Our Strength's **No Kid Hungry® campaign** to end childhood hunger in America by 2015. The time to end childhood hunger is now!

Through the **No Kid Hungry campaign**, Share Our Strength is working with state, community and private sector leaders across the country to connect families facing hunger with the programs that can help them. Nationally, **No Kid Hungry** provides leadership, raises awareness, and advocates for change that will end childhood hunger in America. Locally, **the campaign** provides funding to the most effective anti-hunger organizations and builds innovative partnerships that bring together private funders, public officials and nonprofit organizations to create a campaign plan, with measurable goals, to end childhood hunger in a particular state or city.

Better Business Bureau Guidelines

Share Our Strength adheres closely to the Better Business Bureau Guidelines (Standard 19) around cause marketing promotions and consumer fundraising. We retain the right to review all messaging related to the No Kid Hungry Campaign and must review and approve any language related to donations to our organization. A best-in-class promotional message includes all of the following information:

- Portion of product purchase price that will benefit the charity.
- Duration of the campaign.
- Any maximum or guaranteed minimum contribution amounts.

Examples of Correct Usage:

- 10 cents will go to the No Kid Hungry campaign for every can of vegetables sold in November, up to a maximum of \$250,000.
- For each t-shirt sold through June 2011, 50% of the retail price will be donated to the No Kid Hungry campaign.

Examples of Incorrect Usage:

- 50% of profits from the sale of this product will be donated to the No Kid Hungry campaign. ("Profits" is not transparent and campaign duration is missing.)
- BC Corporation will donate money to the No Kid Hungry campaign in the month of January. ("Money" is not transparent and description of product/action that triggers donation is missing.)

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Receipt information is also required on all point-of-purchase customer donation tactics.

Example of Correct Usage:

- Share Our Strength will not receive your contact information. If you require a receipt from Share Our Strength, please donate online at NoKidHungry.org or mail your donation check to Share Our Strength, 1730 M Street, NW Suite 700, Washington, DC 20036.

A non-endorsement statement must appear on all tactics.

Example of Correct Usage:

- The Share Our Strength and No Kid Hungry names and trademarks are used with Share Our Strength's permission, which in no way constitutes an endorsement, express or implied, of any product, service, company, opinion or political position by Share Our Strength, its employees or spokespersons.

Use of Celebrities

Share Our Strength will be using celebrity supporters to promote the campaign through various media. No Kid Hungry partners may only use these celebrity images and quotes in press releases, on web sites and internal and external communications about your promotion of Share Our Strength's No Kid Hungry campaign. Usage is exclusive to No Kid Hungry and does not apply to sponsors or partners of any other Share Our Strength brand (e.g. Taste of the Nation, Dine Out For No Kid Hungry, etc.), property or event (e.g. Give Me Five, etc.)

Celebrity images and quotes may not be used for on-pack, in-store, point-of-purchase, merchandise, promotional premiums, transportation fleets or other similar applications. Usage of No Kid Hungry celebrity images and quotes is not an endorsement of a product, service, company, opinion or political position, and cannot be presented as such.

All uses must be reviewed and approved by both Share Our Strength and the respective celebrity or celebrity's agent before distribution.

All materials must be approved by Share Our Strength. If you have any questions, please contact your Share Our Strength account manager.