



Sub-Brand Guidelines

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Harvest of the Month

Guidelines Under Development

Children's Power Play! Campaign Logo Background

Introduction

The *Children's Power Play! Campaign (Power Play!)* brand and logo have been redesigned as part of the *Network for a Healthy California's (Network)* overall rebranding process. The logo has been redesigned to complement and better align with the *Network's* Champions for Change brand while maintaining the *Power Play!* brand equity and appeal to the 9- to 11-year-old target audience.

The new *Power Play!* logo design incorporates the term “Power Play,” which builds upon the equity that was established with the original *Children's 5 a Day—Power Play! Campaign*. In addition, the new logo incorporates the vibrant, primary colors from the *Network's* Champions for Change color palette and uses a complementary font to the *Network* logo with a kid-friendly twist.

The design of the new *Power Play!* logo was based on feedback from formal focus groups and subsequent informal testing with the target audience. This testing helped determine the logo's appropriateness for the age group, the “meaning” of the logo, and its overall appeal. The results of the field test yielded several additional refinements that have been incorporated into the final logo design.



Children's Power Play! Campaign

Logo Usage

Correct Logo Usage

The *Power Play!* logo should be used on materials when the state- or regional-level *Children's Power Play! Campaign* is involved in their creation. This identifies the *Children's Power Play! Campaign* as the program responsible for the creation of the piece or as a key partner in its creation. The logo and other brand elements combine to create a recognizable look and feel that will contribute to the equity of the brand among partners, community members, and the 9- to 11-year-old target audience.

The *Power Play!* logo must be displayed prominently on the front cover of all child-targeted print materials and on the front of nutrition education reinforcement items (NERI) produced and/or intended for children, ages 9- to 11-years-old as part of the *Children's Power Play! Campaign* activities. This treatment introduces *Power Play!* as the program responsible for providing the message. **In addition, the *Power Play!* logo must be presented in conjunction with fruit, vegetable, and physical activity images/line art, or used with a nutrition message to provide context to the term power play.**

For materials targeted to intermediaries or *Network* partners already familiar with *Power Play!*, the *Power Play!* logo may be used as a stand-alone program identifier without fruit, vegetable, and physical activity images. If you would like to use the logo as a program identifier, you must get prior approval from your state-level Program Manager.

Power Play! materials that are targeted to parents, teachers, and/or intermediaries must have the *Network* logo as the primary, prominent logo with the *Power Play!* logo being secondary. This treatment reinforces the connection between the *Network* as the umbrella organization, and *Power Play!* as the program under that umbrella. The guidelines found in the *Network's* Branding Guidelines Manual always apply whenever the *Network* logo is used.

Whenever possible, the *Power Play!* logo should appear in full color. When necessary, the black and white version of the logo shown below may be used.



Children's Power Play! Campaign Logo Usage

The full color *Power Play!* logo may be placed on top of any *Power Play!* primary color background as shown below. Do NOT place the *Power Play!* logo on top of any secondary color in the *Power Play!* color palette.



Spanish Logo

Spanish-language materials should use the English version of the *Power Play!* logo until further notice. A Spanish version of the *Power Play!* logo is under development and will be tested with the audience prior to its introduction.

Children's Power Play! Campaign Logo Usage

Incorrect Logo Usage

The logo should not be used in a single tone or color other than black or white.

Do not separate the elements of the logo in any way.



Do not stretch or alter the shape of the logo.

Do not place the logo on a photograph or busy background.



Do not change the colors of the logo elements.

Do not use borders, lines, or boxes around the logo.



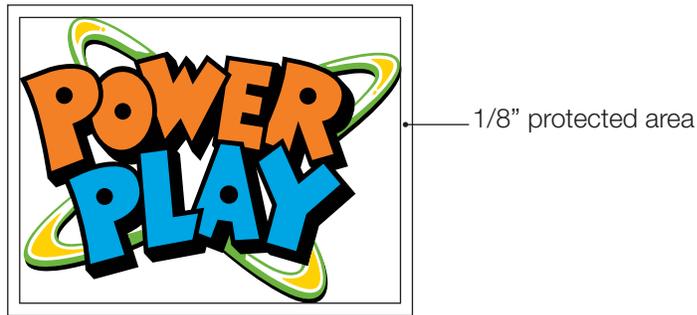
Do not use a drop shadow on the logo. If readability is an issue, use the full black or white logo.



Children's Power Play! Campaign Logo Usage

Protected Area

The protected area of the *Power Play!* logo is 1/8" around all sides of the logo. Surrounding elements must never be placed less than this distance.



Maintaining Proportions

The logo proportions must be maintained in all instances. When re-sizing the logo using Microsoft Word® and any other Microsoft® Program, click on the logo image so that the sizing handles are in view. Drag out one of the corner sizing handles to increase or decrease the size. Do NOT use the side or top and bottom handles as these will stretch the logo vertically or horizontally out of proportion.

Minimum Size

The minimum size of the *Power Play!* logo is 0.75 inches for printed materials. The logo must not be used smaller than this size in order to preserve the integrity of the logo.



For NERI items that have a very small imprint area, the *Power Play!* logo may be reduced smaller than 0.75 inches, but must always include the nutrition message, "Eat Healthy. Be Active. Have Fun!" or other approved nutrition education message. Reducing the size of the *Power Play!* logo for NERI items requires prior approval from a state-level Program Manager. This logo exception does NOT apply to print materials. For additional information regarding proper use of the "Eat Healthy. Be Active. Have Fun!" support message, please access the message guidance document found on the Communications Resource Library.

Usage Across Different Mediums

When converting the *Power Play!* logo to be used in such mediums as Web, television, and animation, the integrity of colors and shapes must be preserved. This is best achieved by using the source files (EPS or Illustrator) so that the logo can be scaled without loss of quality. The logo should be optimized for Web use in the format of .gif, .jpg, or .png.

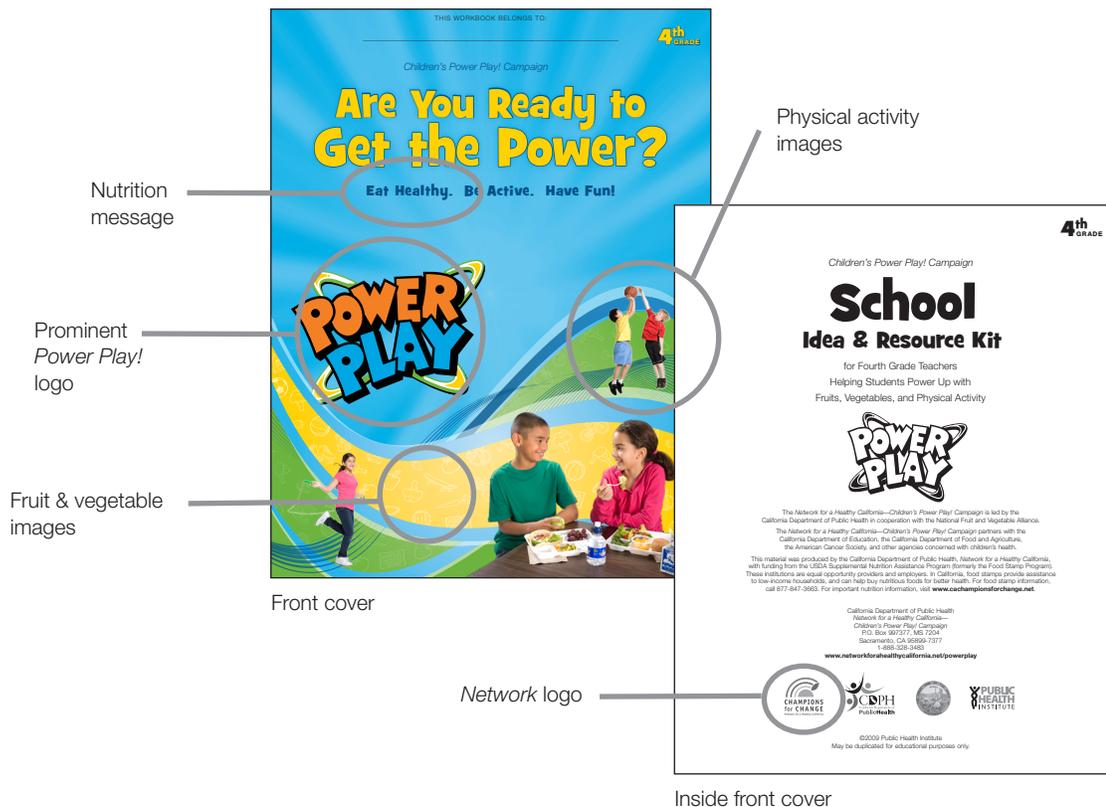
Children's Power Play! Campaign Logo Usage

Usage in Conjunction with Other Organization Logos and Designs

If the material is a publication from *Power Play!* and is targeted to children, the *Power Play!* logo must appear prominently on the front cover to act as an introduction to the piece, to build recognition in the program, and to appeal to the child audience. All subsequent logos, including the *Network* logo, must be placed on either the back cover, inside front cover, title page, or acknowledgements page, acting as a stamp of approval or co-branded partner in support. This allows for clarity in presenting which program or organization is responsible for delivering the message, while maintaining the interest and appeal of the intended audience.

All co-branded and partner logos must appear equally in weight and have appropriate spacing.

Example:
Child-targeted piece



Children's Power Play! Campaign Logo Usage

Power Play! materials targeting parents, teachers, and/or intermediaries must place the *Network* logo in a prominent position on the front cover, acting as the primary organization with the *Power Play!* logo also appearing on the front cover, but in a subordinate position. This treatment enables the adult audience to see the connection between the *Network* as the umbrella organization and the *Campaign* as the program under that umbrella. All other partner logos must be placed on the back cover, inside front cover, title page, or acknowledgements page.

All co-branded and partner logos should appear equally in weight and have appropriate spacing.

Example:
Parent-targeted piece



When the *Power Play!* logo is to be used side-by-side with other logos, it should appear equally weighted and position should be maintained. Please see previous page for active logo area.



Children's Power Play! Campaign Color Palette

The *Power Play!* color palette pulls from the vibrant, primary colors of the *Network's* color palette. Use of the primary colors complements the *Network's* Champions for Change brand while maintaining the appeal to the 9- to 11-year-old target audience. The remaining colors from the *Network* color palette are also available as support to the primary colors. At least one primary color should be used in ALL *Power Play!* materials. Consistent use of the primary color palette across all *Power Play!* materials will help build equity and recognition of the *Power Play!* brand as a distinguishable part of the *Network*.



Children's Power Play! Campaign Materials Targeted to Adults and Children

Choose one primary color as the dominant color (see note below) that will be used for cover titles and headlines for your project along with one to three complementary colors from the full palette for use in subheads and graphical elements such as color blocks, tables, and pull quote boxes. These complementary colors enhance and accent the primary color choice. The full palette can be used for other style accents as needed.

Note: Yellow (PMS116) type should not be used as a dominant color on a white background because it may be illegible.

Children's Power Play! Campaign Imagery

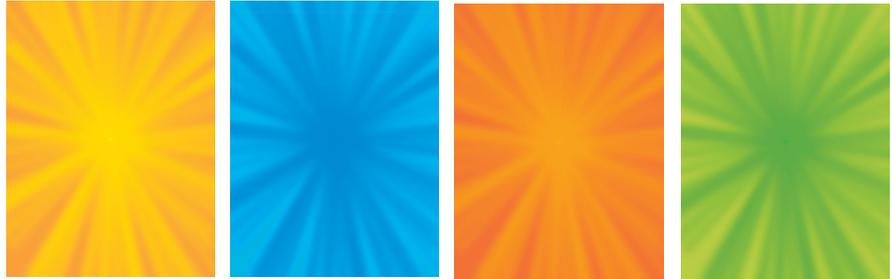
Imagery

Lifestyle photos, fruit and vegetable knock-out photos, line art, wave graphics, and “light beams” are five visual elements that help define the *Power Play!* look and feel. Each project may require a different combination of these elements, but not all elements are required to be used at once. The *Power Play!* logo, colors, fonts, and visual elements combined create the *Power Play!* look and feel, while maintaining the connection to the overarching *Network* umbrella.

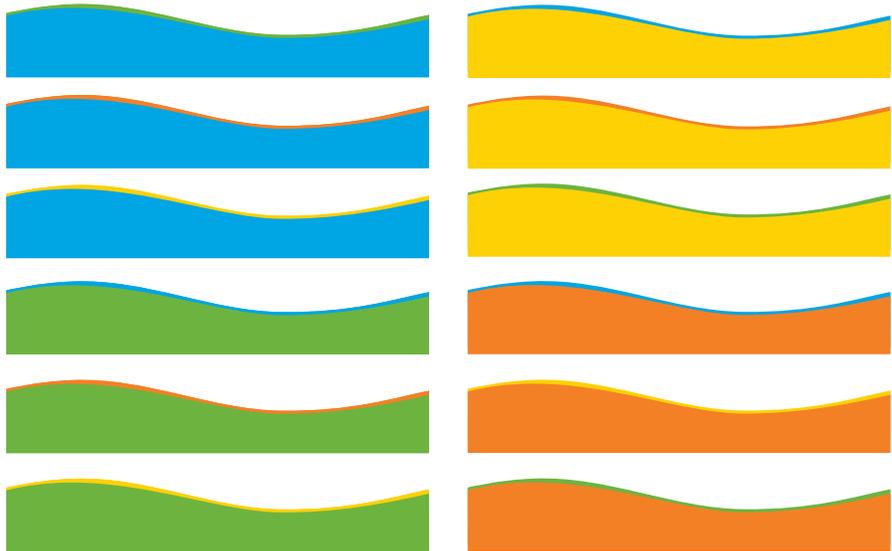


Children's Power Play! Campaign Imagery

Imagery "Light Beam"



Waves



Children's Power Play! Campaign Typography

Typography

The new *Power Play!* font is called Grilled Cheese. It was selected to complement the brand and enhance the message. Grilled Cheese is used as a fun, active, and kid-friendly font that aligns well with the *Network's* adult-targeted font (Officina). This typeface appeals to the 9- to 11-year-old target audience while maintaining legibility and approachability for the adult audience.

Alternative Fonts

Grilled Cheese and Helvetica Neue are the official fonts that will appear in all *Power Play!* materials produced by the *Network*. If you do not have access to these fonts, the use of the following alternative fonts is acceptable and encouraged.

Grilled Cheese ➔ **Comic Sans MS Bold**

Helvetica Neue ➔ Arial

Cover Title and Headers

Grilled Cheese

Choose one primary color for cover titles and headers

Type size to be determined by project, but should not be smaller than 18pt

Primary color choice

Sub-Headers

HELVETICA NEUE 75 BOLD

Use one complementary color from the 2-3 options picked

Minimum size: 10pt., All caps recommended

Sub-Sub Headers

Helvetica Neue 75 Bold

Use a different complementary color from the 2-3 options picked

Minimum size: 10pt

Body Copy

Helvetica Neue 45 Light

Minimum size: 10pt; Black

Table & Sidebar Body Copy

Helvetica Neue 45 Light

Minimum size: 9pt

Pull Quotes

Helvetica Neue 45 Light

Minimum size: 12pt

Funding Statement

Helvetica Neue 55 Roman

Minimum size: 7pt

Acknowledgements/Funding Statements

Newly developed and reprinted *Power Play!* materials must have the appropriate acknowledgements/funding statement. Please refer to the *Network's* Communications Resource Library for the most up-to-date acknowledgements/funding statements. The link below will take you directly to the appropriate location: http://www.cachampionsforchange.net/Library/download/Calfresh_Updated%20Acknowledgements_Nov2010_FINAL.doc.

The appropriate statements can be copied and pasted into your materials directly from the Word document.