



Sub-Brand Guidelines

Harvest of the Month

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Harvest of the Month™ Logo Background

Introduction

Since 2005, *Harvest of the Month* has been a key component of the *Network for a Healthy California's (Network)* ongoing efforts to keep Californians of all ages, especially students, eating healthy and being active. After launching the *Network Champions for Change* brand in 2007, we began a process of updating *Harvest of the Month* materials to incorporate the same look, feel, and brand personality as the *Network's* brand. As such, these *Sub-Brand Guidelines* are an extension of the *Network Branding Guidelines Manual*. All of the same general design rules and practices for the *Network's* brand apply to *Harvest of the Month* materials.

Background

Harvest of the Month has been one of the *Network's* key initiatives. Studies show that school-based nutrition education promoting healthful eating and daily physical activity can improve academic performance.

After many years in various formats of implementation by school districts in Southern California, *Harvest of the Month* elements were introduced and made available statewide in 2005. The over-arching goal of the *Network's* state-developed materials is to provide knowledge- and skills-based strategies that are standardized, replicable, affordable, convenient, and effective. Together, these strategies are intended to:

- Create more access to fruits and vegetables through school meal programs, classrooms, school gardens, farmers' markets, grocery stores, community gardens, farm-to-school programs, etc.
- Increase students' preferences for fruits and vegetables through classroom activities, taste testing, classroom cooking, school garden activities, and menu offerings in school meal programs.
- Encourage participation in daily physical activity and an understanding of why it is important for overall health.
- Educate and create familiarity with California grown fruits and vegetables and our state's rich agricultural bounty.

There are four key *Harvest of the Month* materials developed by the *Network*. These are called the "monthly elements" and include:

- *Educator newsletters* – Four-page English-language newsletters for teachers, prekindergarten through grade 12; activities support the California Department of Education academic content standards with a focus on nutrition and health education.
- *Family newsletters* – One-page newsletters for families with school-age children; available in English and Spanish; information focuses on the connection to healthy eating and learning in the classroom, produce tips, serving ideas, produce availability, nutrition facts, and physical activity ideas.

Harvest of the Month Logo Background

- *Community newsletters* – One-page newsletters for adults; available in English and Spanish; information focuses on the importance of nutrition and healthy behaviors, produce tips, recipes, produce availability, nutrition facts, and physical activity ideas. Suitable for worksites, fit clubs, retail food outlets, and newspapers.
- *School menu templates* – Two-page school menu templates for students, kindergarten through grade 5; available in English and Spanish; activities are linked to learning, sensory exploration, and nutrition education.

While the primary target audience is students, *Harvest of the Month* supports many other key audiences, including educators, school nutrition staff, families, food retailers, growers, and communities. All materials are designed to be used in conjunction with one another and/or with other *Network*-approved nutrition education materials to create the largest impact in the classroom, cafeteria, home, and community.

The purpose of these *Sub-Brand Guidelines* is to introduce and clearly explain the *Harvest of the Month* brand, the brand resources, and how and where to best use them to achieve maximum results for your nutrition education program. In order for *Harvest of the Month* to deliver the most impact, these standards must be consistently implemented and maintained. As such, these guidelines must be applied whenever the *Harvest of the Month* logo is used.

Harvest of the Month Logo Usage

Correct Logo Usage

The logo identifies *Harvest of the Month* as one of the *Network's* initiatives. The logo and other brand elements combine to create a recognizable look and feel that will contribute brand equity among partners, community members, educators, and our student target audiences.

The logo should be used on all *Harvest of the Month* materials created for statewide or local programs. These materials include, but are not limited to, State-developed monthly elements (educator newsletters, family newsletters, community newsletters, and school menus), online activities, resources, and locally developed, complementary materials such as student workbooks, lesson plans, calendars, posters, or other similar items.

Harvest of the Month logos are available in English and Spanish on the *Network's Communications Resource Library (Resource Library)* — www.cachampionsforchange.net/Library (case sensitive) — with information and recommendations on which logo is appropriate to use depending on space.



Stacked



Landscape



The logo must be displayed prominently on the front cover of all *Harvest of the Month* print materials – regardless of target audience – with the *Network* logo displayed in a subordinate position (e.g., on the bottom of the page).

In addition, the *Harvest of the Month* logo must always be presented in conjunction with a nutrition education message to provide context.

The stacked logo (with the smaller wheelbarrow) is used on most State-developed materials (e.g., monthly elements) due to space limitations. However, use the landscape logo (with the larger wheelbarrow) is recommended whenever space allows (e.g., banners, posters, large visual displays). Depending on design and space limitations, either logo may be used.

The logo must not be altered in any way. Do not stretch, place a box around it, separate the elements, or change colors. (Refer to Incorrect Logo Usage on page 43 for examples.)

Harvest of the Month Logo Usage

The logo should appear in full color against a white background. When necessary, the black and white logo (shown below) may be used.



The full color *Harvest of the Month* logo should be used on a white background whenever possible. If necessary, the full color logo may be placed on the *Network's* yellow or orange primary color background. A white background is preferred to maintain legibility and logo integrity. Do NOT place the logo on any secondary color in the *Harvest of the Month* color palette.



Spanish Logo

The Spanish-language logo must be used with all *Harvest of the Month* Spanish-language materials. As with the English logos, the Spanish logos can be found in the *Resource Library* with information on which logo is appropriate to use depending on space.



If material is translated into any other language (Russian, Hmong, Chinese, etc.), then the English-language logo must be used.

Harvest of the Month 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 remove the words from around the logo to use the wheelbarrow as a stand-alone piece.

Do not use a drop shadow on the logo.

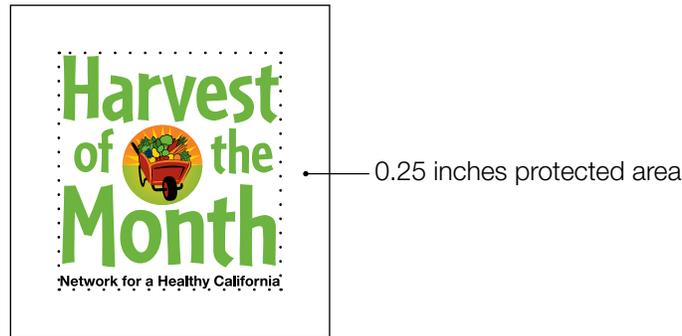
Do not remove the wheelbarrow from the logo.



Harvest of the Month Logo Usage

Protected Area

The protected area of the logo is .25 inches around all sides of the logo. Surrounding elements must never be placed less than this distance.



Maintaining Proportions

The logo proportions must always be maintained. When resizing the logo using Microsoft Word® or 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 width of the logo is 0.75 inches for all materials. The logo must NOT be smaller than this size to ensure logo integrity.



Usage Across Different Mediums

When converting the *Harvest of the Month* 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.

Harvest of the Month Logo Usage

Usage in Conjunction With Other Organizational Logos and Designs

As a *Network* initiative, the *Harvest of the Month* logo must always appear with the *Network* logo. This helps build recognition of the *Network* as the umbrella organization over *Harvest of the Month*.

The logo should appear prominently on the front cover of *Harvest of the Month* materials to act as an introduction to the piece and to establish brand recognition of the program. All subsequent logos, including the *Network* logo and local partner logos, should be placed on the bottom of the page, the back cover, inside front cover, title page, or acknowledgements page, representing a stamp of approval or co-branded partner in support.

Prominent *Harvest of the Month* logo

Front page

Harvest of the Month
Network for a Healthy California

Health and Learning Success Go Hand-in-Hand
There is no shortage of fruits and vegetables in California – even in winter. Students need at least 2½ - 6½ cups of fruits and vegetables every day. All forms count toward their daily needs – fresh, frozen, canned, dried, and 100% juice. Studies show that students who eat more fruits and vegetables perform better in school. Remind school nutrition staff, parents, and students that there are many ways to eat the recommended number of cups each day. Use *Harvest of the Month* to help students add more fruits and vegetables into meals and snacks and be more active every day.

Exploring California Grapefruit: Taste Testing
Getting Started:
Find a local citrus grower or retail store to donate fruit for taste tests. Review *Taste Testing and Classroom Cooking Tips*.

What You Will Need (per group):

- 1 pink and/or red grapefruit; 1 white/yellow grapefruit; 1 cup 100% grapefruit juice
- Small paper cups (for grapefruit juice) and napkins
- Printed Nutrition Facts labels for grapefruit and grapefruit juice*

Activity:

- Explore the look, feel, and smell of each grapefruit and juice. Make a sensory chart and record observations.
- Peel and section fruit. Pour juice evenly into cups.
- Taste and compare each. Record observations and discuss as a class.
- Review Nutrition Facts labels. Discuss similarities and differences. Is the fruit or juice an excellent source of any nutrient (provides more than 20% of Daily Value)? Complete *Student Sleuths #1* (page 3) for follow-up activity.
- Take a class poll of students' preferences for each variety. Create a graph of the results and share with school nutrition staff.

*Downloaded from www.harvestofthemoth.com.
For more ideas, visit www.cde.ca.gov/fo/fo00/fo01/fo010000.html.
Kids Cook Farm-Fresh Food. CDE, 2012.

Nutrition Facts	
Serving Size: 1 medium grapefruit (120g)	
Calories 40	
% Daily Value*	
Total Fat 1g	2%
Total Carbohydrate 10g	20%
Dietary Fiber 2g	4%
Sodium 0mg	0%
Total Protein 1g	2%
Cholesterol 0mg	0%
Sugars 9g	18%
Vitamin A 1%	Calcium 1%
Vitamin C 10%	Iron 1%

Cooking in Class: Breakfast Fruit Cup
Ingredients:

- Makes 32 tastes at ½ cup each
- 4 large pink or red grapefruit
- 4 medium bananas, peeled and sliced
- ½ cup raisins
- 1 ½ cups lowfat vanilla yogurt
- 2 teaspoons ground cinnamon
- Small paper cups and spoons

- Peel grapefruit and remove seeds. Slice into bite-size pieces.
- In large bowl, combine fruit.
- Divide fruit into cups. Top each with a spoonful of yogurt.
- Sprinkle with cinnamon and serve.

Adapted from: *Everyday Healthy Meals*, Network for a Healthy California, 2007.
For nutrition information, visit www.harvestofthemoth.com.

Reasons to Eat Grapefruit
A half of a medium grapefruit is:

- An excellent source of vitamin C.
- A source of many other nutrients, such as potassium, folate, thiamin, vitamin A, vitamins B₆ and fiber.
- Low in calories.

*Learn about calories on page 2.
For information, visit www.nutrition.gov/food/calories.
www.nutrition.gov/food/calories

Back page

Physical Activity Corner
Physical activity is a game, sport, exercise, or other action that involves moving the body, especially if it makes the heart beat faster. Have a class discussion about what counts as physical activity and why students should get at least 60 minutes of activity every day.

Activity:

- Create a physical activity journal. Make a daily chart for logging minutes before school, during school, after school, and total minutes.
- Log physical activity minutes each day for one full week and list what you did. (E.g. 15 minutes, walk to school)
- Compare results with classmates.
- Which activities did you do the most?
- Which activities would you like to try?
- If average daily physical activity time is below 60 minutes, set a goal to reach 60 minutes. Write down five ways to get more activity.
- If average daily time is at or above 60 minutes, write down five ways to maintain or increase activity.
- Propose journal tracking for three additional weeks to meet goals.

Adapted from: *Good and Beautiful: A Handbook for a Healthy Child* - Children's PowerPlay Campaign, 2009.
For more ideas, visit www.networkforahealthycalifornia.net/powerplay.
www.catchit.org

Just the Facts

- Grapefruit was named by a Jamaican farmer who noticed the way it grows in clusters – like grapes – on a tree. Grapefruit has grown in clusters with as many as 25 fruits.
- Grapefruit's flavor and juiciness are not determined by color, but by the tartness of the season when they are harvested, the specific variety, and how the fruit is handled.
- Florida grown grapefruit have a thinner rind and are typically juicier and less pulpy than California grown grapefruit, which are easier to peel and segment.
- In the 1930s, the Hollywood Diet or "Grapefruit Diet" became a popular fad that guaranteed a loss of "10 pounds in 10 days" by eating half of a grapefruit before each meal. The grapefruit was said to have fat-burning enzymes, but no such enzymes exist.

For more information, visit www.hollandgrapefruit.com/health/grapefruit.html.

California Department of Public Health logo or other partner logo

download a free copy of the *Teacher Resource Guide* from www.cde.ca.gov. Developed by California Foundation for Agriculture in the Classroom, this guide also includes field trip ideas, agricultural Web sites, resources, and grant lists.

This material was produced by the California Department of Public Health, Network for a Healthy California, with funding from the USDA Government-to-Government Agreement Program, the Food Safety Program, and the Food Safety and Inspection Service. These materials are made available to the public as a public service. For more information, visit www.cdc.gov/nczod/dpdx.
California Department of Public Health 2010.

Network logo

Harvest of the Month Color Palette

Color Palette

The *Harvest of the Month* color palette pulls from the vibrant, primary colors of the *Network's* color palette. Consistent use of the primary color palette across all materials will help build equity and recognition of the *Harvest of the Month* brand as a distinguishable part of the *Network*.

Primary Colors

			
PMS 369	PMS 2995	PMS 158	PMS 116
C:59 M:0 Y:100 K:7 R:108 G:179 B:63	C:90 M:11 Y:0 K:0 R:0 G:164 B:228	C:0 M:61 Y:97 K:0 R:245 G:128 B:37	C:0 M:16 Y:100 K:0 R:255 G:210 B:0

				
PMS 484	PMS 255	PMS 2955	PMS 364	BLACK
C:0 M:95 Y:100 K:29 R:179 G:35 B:23	C:51 M:100 Y:0 K:25 R:115 G:20 B:114	C:100 M:45 Y:0 K:37 R:0 G:82 B:136	C:65 M:0 Y:100 K:42 R:56 G:124 B:43	

Key color matches featured produce

Primary color is green



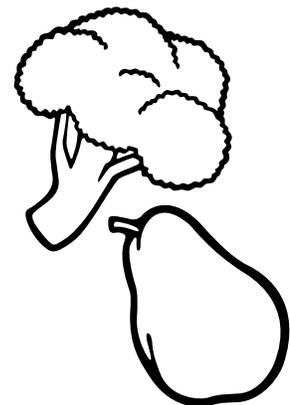
In *Harvest of the Month* materials, the design should feature green (PMS369) as the primary color and one secondary color from the full color palette. For example, if the featured produce item is berries, the dominant color used in the design would be green for main titles and headings with purple (PMS 255) as a secondary color. The secondary color should be used for sub-headlines, color blocks, tables, etc. The secondary color choices should capture key colors from the featured items (e.g., purple berries, red tomato, etc.).

Harvest of the Month Imagery

Imagery

Fruit and vegetable knockout photos and full framed images help define the *Harvest of the Month* look and feel. Each project may require a different combination of visual elements, but not all elements are required to be used at once. Collectively, the logo, colors, fonts, and visual elements create the *Harvest of the Month* look and feel, while maintaining the connection to the overarching *Network* umbrella. You may access these images on the *Resource Library* (www.cachampionsforchange.net/Library).

Fruits and vegetables are the primary imagery to include in all *Harvest of the Month* materials. Use the *Resource Library* to find acceptable imagery, including artwork, logos, photography, templates, and other resources to assist in the creation of your materials. The *Resource Library* includes images of fruits and vegetables, recipe dishes, black and white line art, students eating healthy foods, kids playing, farmers' markets, families, and more. Please use the *Resource Library* as your resource for *Harvest of the Month* design projects.



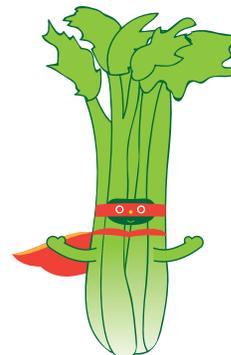
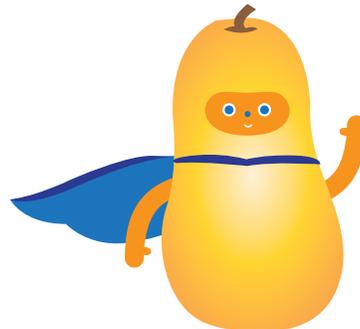
Harvest of the Month Imagery

Illustrations – Harvest Heroes Elementary Aged Children

A collection of 19 illustrations, also known as *Harvest Heroes*, has been developed by the Montebello Unified School District for material intended for a younger audience, elementary aged children. The illustrations are available on the *Resource Library* along with the other *Network* images. The use of the *Harvest Heroes* can help make fruits and vegetables more appealing to a younger audience. If the *Harvest of the Month* document is targeted to older children, teens, adults, families, or teachers, *Harvest Heroes* should not be used.

A proper attribution statement must be present on all documents with *Harvest Heroes*. Place the following attribution statement in every document that contains one or more *Harvest Hero* illustrations:

Harvest Hero illustrations are courtesy of Montebello Unified School District.



Network-provided line art and *Harvest Hero* illustrations available on the *Resource Library* are the only pre-approved cartoon illustrations available for use in *Harvest of the Month* materials. If there is a need to use something outside of the *Resource Library* because a specific produce item is unavailable, request approval from your *Network* Program Manager.

Harvest of the Month Typography

Typography

Harvest of the Month follows the *Network Branding Guidelines Manual* and uses the same fonts as other *Network*-developed materials to create consistency and a connection to the overall *Network* brand. It also instills further recognition of *Harvest of the Month* as one of the *Network*'s initiatives.

The official fonts are Officina Sans and Helvetica Neue. The Officina Sans typeface appeals to our school-age target audience while still maintaining legibility and approachability for the adult audience. Helvetica Neue is a classic font that is clean and easy to read. These typefaces bring a standard tone of professionalism and approachability.

Alternative Fonts

Officina Sans and Helvetica Neue are the official fonts that will appear in all *Harvest of the Month* materials produced by the *Network*. If you do not have access to these fonts, use of the alternative fonts below is acceptable and encouraged.

Officina Sans ➔ Tahoma

Helvetica Neue ➔ Arial

Cover Title and Headers

ITC Officina Sans Bold

Type size to be determined by project, but should not be smaller than 26pt

Sub-Headers

HELVETICA NEUE 75 BOLD

Minimum size: 10 pt. All Caps recommended

Sub-Sub Headers

Helvetica Neue 75 Bold

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

ITC Officina Sans Book or Helvetica Neue 45 Light

Minimum size: 12pt

Funding Statement

Helvetica Neue 55 Roman

Minimum size: 7pt

Acknowledgements/Funding Statements

Acknowledgements

Newly developed and reprinted *Harvest of the Month* 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.cdph.ca.gov/Library/networkbrandhome.php>.

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