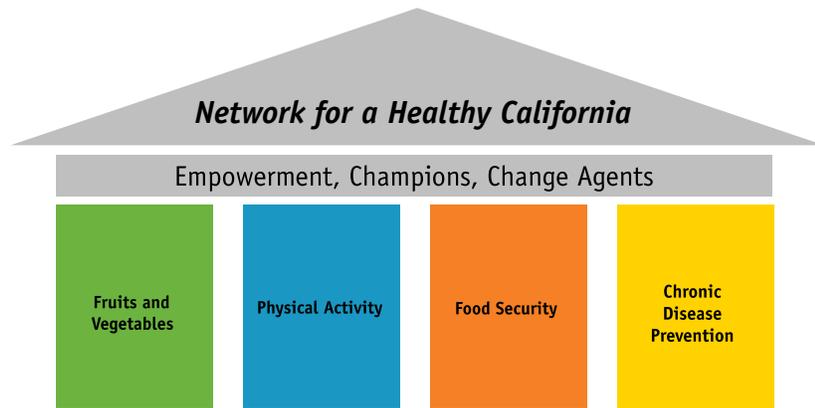


Our Brand Architecture

A well-constructed brand is built upon a solid foundation, supported by pillars, and holds aloft an over-arching roof. Our brand is built the same way.

Ultimately, our foundation is the people we serve every day. We help them become their own champions for change to live healthier, more fulfilling lives.



Primary Targets: Internal Culture, Intermediaries, Consumers

Secondary: Policy Makers, Executive Branch, Advocates, Media, Government Partners

Tools & Disciplines: Community Development, Systems Change, Policy, Research and Evaluation, Environmental, Industry Practices, Communications

Our pillars represent the four essential goals the *Network* is striving toward. They are:

- Increasing Fruit and Vegetable Consumption
- Increasing Physical Activity Levels
- Increasing Food Security
- Preventing Diet-related Chronic Diseases

Our roof is in two parts – Our Name and our Brand Character.