

2018 SUMMER EATS MINNESOTA STYLE GUIDE

SUGGESTED HASHTAGS:

#summereats, #summereatsmn, #endhungernow

SUGGESTED TAGS:

@USDANutrition, @MnDeptEd

REFERRAL RESOURCES:

- Download the FREE “Summer Eats Minnesota” app from your smartphone’s app store, and find serving sites near you!
- Visit www.fns.usda.gov/summerfoodrocks for more information!
- Text “summer meals” to 97779. Have your address ready and find the serving sites near you!

MAIN HEADLINE TYPEFACE: **TRATTATELLO** ALL CAPS
SUB HEAD TYPEFACE: **Neutra text Bold**
BODY COPY TYPEFACE: Neutra Text Book



EXAMPLE HEADLINE ABOVE COPY

Example body copy, justify with last line aligned left when possible. Beetroot water spinach okra water chestnut ricebean ea catsear courgette summer purslane. Water spinach arugula pea tatsoi aubergine spring onion bush tomato kaleradicchio turnip chicory salsify pea sprouts fava bean.

COLOR PALLET:



PMS: 305 c
CMYK
c69m15y0k0
RGB
r45g17b223
#2DABE2



PMS: 2727
CMYK
c82m40y0k0
RGB
r19g13b198
#1383c6
*Use for Sub
Heads and body
copy



PMS: 116c
CMYK
c0m27y100k0
RGB
r254g19b16
#FEBF10



PMS: 151 c
CMYK
c0m62y100k0
RGB
r245g127b32
#F57F20
gggff*Use for
Headlines



PMS: 803 c
CMYK
c2m7y99k0
RGB
r254g225b0
#FEE100



PMS: 191 c
CMYK
c0m86y55k0
RGB
r255g73b92
#FF495C

APP ICON:



LOGO:

