

Kids Against Hunger Canada Logo Guidelines

Logo Versions

Whenever the logo is used, it should follow one of the two versions:

Kids Against Hunger® Canada

Horizontal version: *Feeding families around the world... and around the corner*

Vertical Version:

**Kids
Against
Hunger®
Canada**

Feeding families around the world... and around the corner

Colour Guidelines

RGB Chart

Red = Red- 227; Blue-24; Green-55
Blue = Red - 0; Blue-169; Green-79
Green = Red-0; Blue-84; Green-164

CMYK chart

Red =	C-10%	M-100	Y-81	K-4
Blue =	C-100%	M-73	Y-0	K-2
Green =	C-94%	M-0	Y-100	K-0

Pantone/PMS chart

Red = 485 C
Blue = 2945 C
Green = 355 C

For the tag line underneath the logo, use black.

Fonts used: "Kids Against Hunger Canada" Kristen ITC (Regular)
Tag line: Times New Roman (Normal-Italic)

The look of these colours may vary depending on your printer and type of ink, so please use the colour charts/numbers above for reference.

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