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.
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.
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.

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.
**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.

Front page

Back page
Harvest of the Month 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.

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.).
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.
A collection of 19 illustrations, also know 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
Helvetic 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 and funding statement. For California agencies, 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_Upated%20Acknowledgements.doc.

For out-of-state agencies, please contact networkcustomerservice@cdph.ca.gov to request a Memorandum of Understanding (MOU) to use the Harvest of the Month logo and materials. Once the MOU is signed, the Network can provide a version of the Harvest of the Month logo without the “Network for a Healthy California” text at the bottom of the logo.

If an out-of-state agency intends to use content only from existing materials without use of the logo, then the following acknowledgement statements shall be used on each reprinted material.

USDA-funded agencies:

Permission to use and adapt this material is granted by the California Department of Public Health’s Network for a Healthy California. Development, adaptation, and printing of this material funded by USDA SNAP, known in California as CalFresh (formerly Food Stamps), through (insert state department). These institutions are equal opportunity providers and employers. CalFresh provides nutrition assistance to low-income households and can help buy nutritious foods for better health. To find out more, contact (insert local office or toll-free number).

Non-USDA funded agencies:

Permission to use and adapt this material is granted by the California Department of Public Health’s Network for a Healthy California. Original development funded by USDA’s SNAP, known in California as CalFresh (formerly Food Stamps). These institutions are equal opportunity providers and employers.