

# Teen Kitchen Project Brand Guidelines

## Logo Usage

The Teen Kitchen Project logo may be used in color or in black/grayscale as shown (A&B). No other colors are acceptable. **Please do not alter the logos in any way.**

The logos may be used on top of imagery or colored backgrounds as long as the area where the logo is positioned offers enough contrast for the logo to stand out.

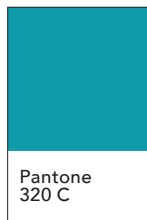
The isolated pot (C) is to be used for social media profiles only.

## Brand Colors

If the content you're creating will be viewed digitally, use the digital color codes (RGB). If you're preparing art for print production, use the four color process formulas (CMYK). Pantone color codes are provided for reference and for the production of giveaways. Note that colors may not appear consistent across platforms due to limitations in technology; chosen colors are best approximations.



**Rich Black**  
**CMYK**  
60-40-20-100  
**RGB**  
16-24-32  
**Hex**  
101820



**CMYK**  
100-0-36-1  
**RGB**  
0-156-166  
**Hex**  
009CA6



**CMYK**  
0-62-97-0  
**RGB**  
232-119-34  
**Hex**  
E87722

## Typography

Recommended fonts are shown below. If these aren't available, please use similar sans-serif fonts for a clean look.

**Acumin Variable Concept Extra Condensed Bold** . . . . Headlines, subheads

Avenir Medium . . . . . Paragraphs/body copy

A: VERTICAL



B: HORIZONTAL



C: SOCIAL PROFILE

