

Graphic Standards

Bobby B's scrapbook



By:

Bobby B.



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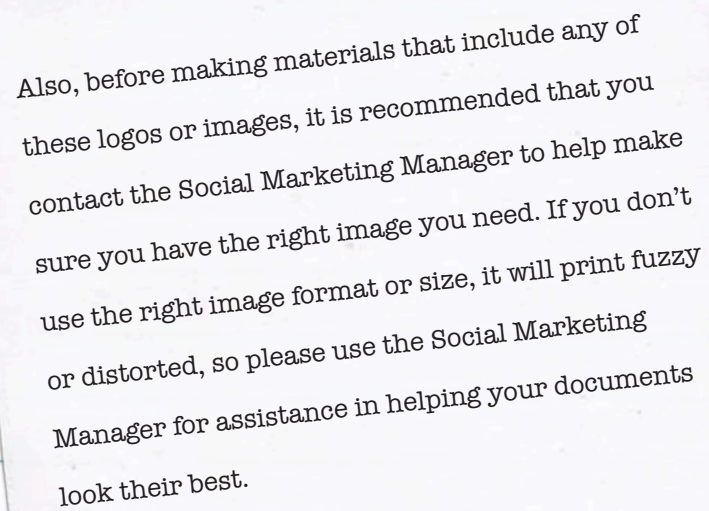
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Hey Friends!

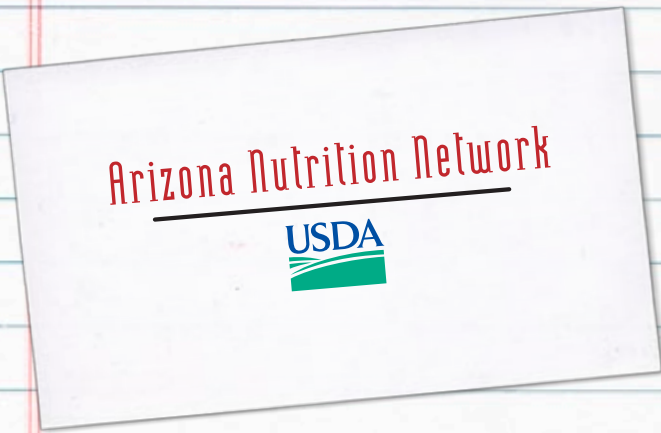
It's me, Bobby B. and this is my scrapbook! Did you know that logo and usage standards are like fruits and veggies to the Arizona Nutrition Network? They help keep the system in its best shape, just like nutritious food does for our bodies! This book has cool photos of my friends, the logo, and me! So, grab a healthy snack and start flipping.' I found the logo, images, disclaimers and more at eatwellbewell.org. You can too! Also, it is recommended you contact the Social Marketing Manager, (and one of the coolest grown-ups I know), before producing materials that include any of these logos or images.



Also, before making materials that include any of these logos or images, it is recommended that you contact the Social Marketing Manager to help make sure you have the right image you need. If you don't use the right image format or size, it will print fuzzy or distorted, so please use the Social Marketing Manager for assistance in helping your documents look their best.

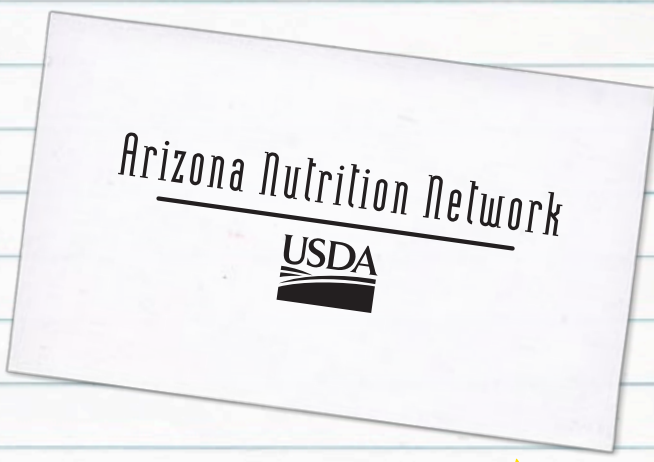
AzNN Logos

My new friend, the logo.



4 Color

Black and White



Reversed Out



The AzNN logo should never be white on a colored or darker background.

Arizona Nutrition Network Logos

Smallest Acceptable Size: 1.75" wide is suggested

Sizes depend on paper and reproduction or printing techniques.

Color Reproduction

The Arizona Nutrition Network logo is designed for 4-color or black-and-white reproduction.

CAMPAIGN LOGOS

They make great stickers for my school notebook!



Smallest Acceptable Size:

1.25" x 1.5"

Color Reproduction:

Logos are designed as 4-color artwork.



IMAGES

All about ME!



That's me and my favorite fruit-red apples!



I'm such a catch!

Haha.



My sister Brianna almost missing the school bus.




This is how I roll.

Smallest Acceptable Size: 3" x 4"

Color Reproduction: The Bobby B. character is designed as 4-color artwork.

Find more images of me on eatwellbewell.org





TYPEFACES



Typeface? Who you callin' a typeface?

Daily News Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Daily News Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Big Flirt

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Youbee

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

To maintain a consistent image through all marketing materials, it is recommended you choose one of the following typefaces. **Daily News**, **Big Flirt**, and **Youbee** are the only fonts to be used in the AZNN campaign. Even though typefaces used with logos are standard and cannot deviate, the typefaces used in published materials can vary among the following:



If you cannot access these fonts, use Times New Roman for Daily News, **Impact** for Big Flirt and **Comic Sans MS** for Youbee.

Color Palette

These five colors are for 4-color process applications only.



pms 151

r 255 c 0

g 121 m 55

b 0 y 100

k 0



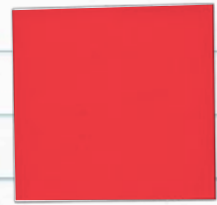
pms 115

r 250 c 0

g 220 m 7

b 65 y 80

k 0



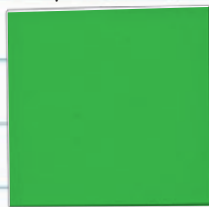
pms 185

r 224 c 0

g 0 m 92

b 52 y 76

k 0



pms 361

r 52 c 75

g 178 m 0

b 51 y 100

k 0



pms 286

r 0 c 100

g 57 m 72

b 166 y 0

k 0

Disclaimers



It ain't over 'til the fine print sings.

Required Disclaimers

English disclaimer (short)

This material was federally funded by USDA's Supplemental Nutrition Assistance Program through the Arizona Nutrition Network. The Supplemental Nutrition Assistance Program provides nutrition assistance to people with low income. It can help you buy nutritious foods for a better diet. To find out more, contact 1-800-352-8401. This institution is an equal opportunity provider and employer.

English disclaimer (long)

This material was federally funded by USDA's Supplemental Nutrition Assistance Program through the Arizona Nutrition Network. The Supplemental Nutrition Assistance Program provides nutrition assistance to people with low income. It can help you buy nutritious foods for a better diet. To find out more, contact 1-800-352-8401.

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For materials in Spanish, the following disclaimer should be used:

Este material se desarrolló con fondos proporcionados por el Programa de Cupones para Alimentos del Departamento de Agricultura de los EE.UU. (USDA para sus siglas en inglés). El Programa de Cupones para Alimentos ofrece asistencia relacionada a la nutrición para gente con bajos ingresos. Le puede ayudar a comprar comida nutritiva para una mejor dieta. Para obtener más información, comuníquese al 1-800-352-8401. Esta institución brinda igualdad de oportunidades en el empleo y en los servicios que provee.

