



If you are using the Kids In Need Foundation logo on branded materials, please abide by the following guidelines:

Logo

Use the Kids In Need Foundation logo at least once in its entirety on any communication coming from the foundation.

Do not alter the logo by adding or removing any text or graphic elements, or by changing the overall shape or configuration, as these primary aspects identify the Kids In Need Foundation.

Color Palette

Use KINF Blue and KINF Red for the KINF logo on a white background. Use KINF Green as an accent color for documents. We prefer using the full color logo whenever possible. However, on backgrounds where contrast is challenging, you can use the logo solid white or black (as provided in the Logo Pack). If you use the logo on a photograph, always choose the color that provides the most contrast.

Typeface

When preparing documents for the Kids In Need Foundation, use Arial Rounded MT Bold for titles and top-level headings on all pieces (digital and print). This typeface draws attention and distinguishes itself from subheadings, body copy, and footnote text.

For digital pieces, use Lato Regular for subheadings, body copy, and footnote text. We chose this typeface for its readability on screen and to provide contrast with titles and top-level headings.

For print pieces, use Rockwell Std Light for subheadings, body copy, and footnote text. We chose this typeface for its readability in print and to provide contrast with titles and top-level headings.

Primary Logo



KINF BLUE
C86 M8 Y0 K0
R0 G153 B255
#0099FF



KINF RED
C0 M90 Y60 K0
R254 G26 B14
#FE1A0D



KINF GREEN
C43 M0 Y95 K0
R155 G212 B66
#9BD442

Arial Rounded MT Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Lato Regular
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Rockwell Std Light
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890