



BRAND GUIDE

SUMMER 2023



ABOUT US

About Us



End Hunger CT! is a statewide anti-hunger and food security organization. By focusing on advocacy, outreach, education, and research, EHC! serves as a comprehensive anti-hunger resource for policymakers, community organizations, and low-income families.

We are a federally-funded program administered by the Connecticut State Department of Education (CSDE) that provides free, nutritious meals to all children 18-and-under at hundreds of meal sites across the state from June to late August, no questions asked. The program typically distributes more than 1.75 million meals to over 37,000 children 18 and-under at over 600 locations statewide.

Contact childnutrition@endhungerct.org for questions and inquiries on printed materials!

EndHungerCT.org

PARTNERS

National Partners:

- AmeriCorps VISTA
- Walmart Foundation
- Nourishing Neighborhoods
- Food Research and Action Center (FRAC)
- TUFTS Healthplan Foundation
- Newman's Own Foundation
- USDA GusNIP Grant Program
- Center for Science in the Public Interest
- Center on Budget and Policy Priorities
- Hunger Free America

State Partners:

- Connecticut Foodshare

Local Partners:

- Shop Rite
- Hispanic Federation
- Ion Bank Foundation
- American Savings Foundation
- Jewish Teen Learning Connection
- The Starbucks Foundation

THE MAP

Meal Site Locator Map

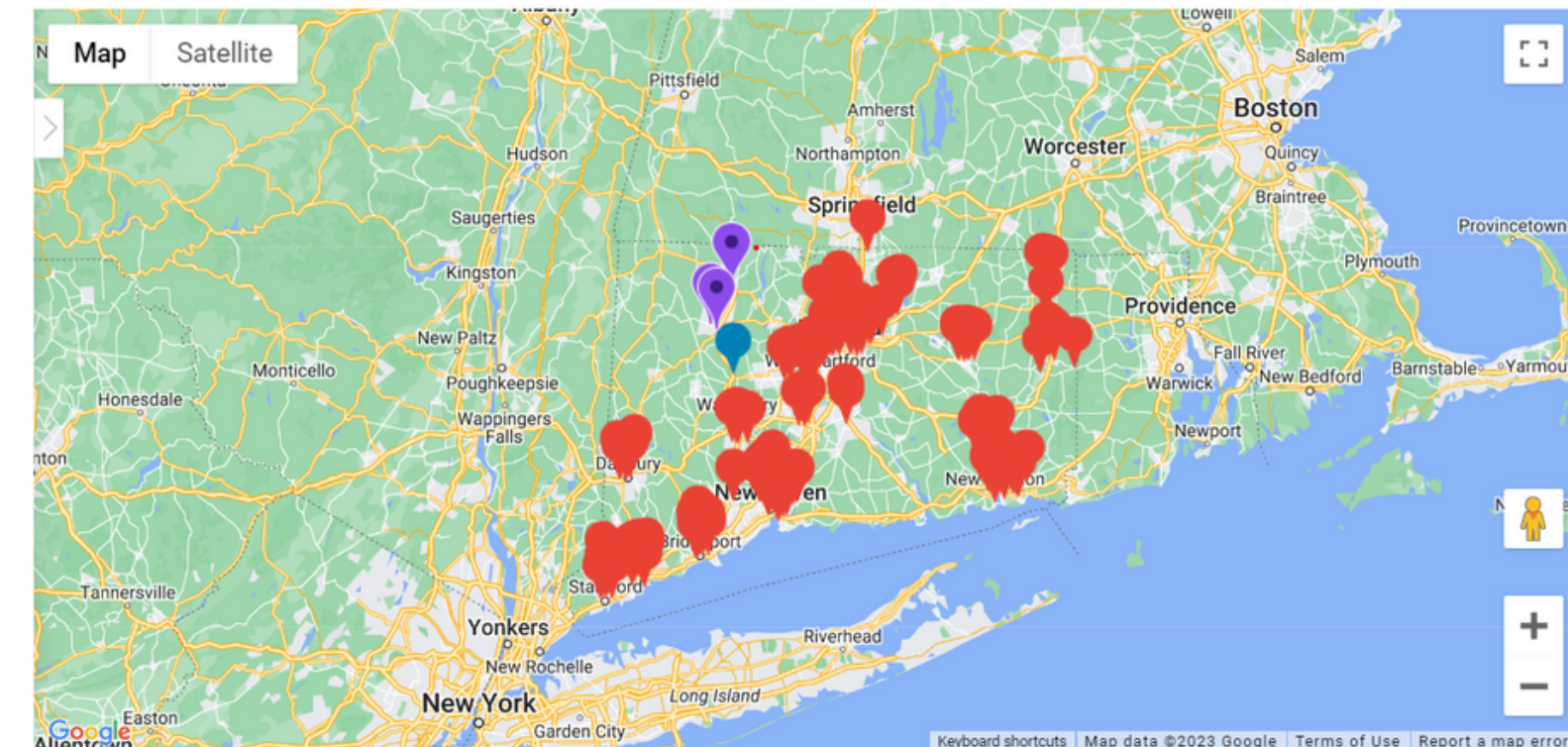
Operated in partnership with the CSDE, End Hunger CT!'s Meal Site Locator Map below will help you find information about meal sites near you. **Please note that map information is updated regularly during the summer months and discontinues when the program ends in late August.** For questions or concerns, you can reach us at any time at childnutrition@endhungerct.org.

Enter your address in the search box to find a location near you.

Click on a map icon for more information. Updated as of 6/29/2023.

ZIP / Address:

Enter a location



1

This is our site map! It shows you where your local Summer Meals site is.

2

It is regularly updated throughout the summer as sites open.

3

Find the site locator on our website CTSummerMeals.org and simply enter your address!

MEAL SITE MAP KEY



TRADITIONAL OPEN MEAL SITE
(MUST EAT ONSITE, NO GRAB N' GO OPTIONS)



RURAL NON-CONGREGATE OPEN MEAL SITE
(OFFSITE EATING AND GRAB N' GO OPTIONS ALLOWED)



YOUR LOCATION
(THE MAP USES YOUR LOCATION TO FIND SITES NEAR YOU)

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MESSAGING

Our Name

End Hunger Connecticut! can be spelt several ways. The most important thing to remember is that an exclamation point must always be placed at the end of our name regardless of its position in a sentence. Here are some examples to help you:



- End Hunger Connecticut!
- End Hunger CT!
- EHC!



- End Hunger Connecticut
- End Hunger CT
- EHC

Our Logo

Please use any of the following logos to signify the CT Summer Meals Program, End Hunger CT!, and Connecticut Foodshare:



TONE OF VOICE

At EHC! we strive to make anyone who engages with our material feel welcomed, happy, and supported. When creating messages, it is important to reflect values of positivity and inclusivity! Messaging should also be clear and to the point. Here are some captions that you may find useful:

- A healthy diet is crucial to a kid's performance in and outside of school. CT Summer Meals is a program that helps fight youth hunger through no-cost meals throughout the summer. Visit www.ctsummermeals.org to find the closest meal site!
- No child should be hungry this summer. The CT Summer Meals Program provides free nutritious meals to all children 18-and-younger. Share this post to help a family find a Summer Meals site near them! Find the Summer Meals Site Map at www.CTSummerMeals.org
- There's still time this summer to go to a CT Summer Meals site! There are over 400 meals sites throughout CT that provide FREE meals! Go to www.CTSummerMeals.org to find a meals site near you!
- Did you know that there are Summer Meal sites all over CT that offer FREE meals to children 18 and younger? Find the Summer Meals Site Map at www.CTSummerMeals.org

TONE OF VOICE

Hashtags are another important tool used in our messaging and outreach. Below are some example hashtags for you to use. And just as important as that: don't forget to tag us!

Hashtags

- #VirtualBlitzWeek
- #VirtualBlitzCT
- #ctsummermeals
 - #endhungerct
 - #food4all
- #hungerfreect
- #nokidhungry
- #summermeals
 - #mealsites
- #summer2021
- #connecticut

People to Tag

- End Hunger CT! (@endhungerct on all platforms)
- CT Summer Meals (@ctsummermeals on all platforms)
- CT Dept of Education (@Connecticut State Department of Education on FB, @EducateCT on Twitter, & @educate.ct on Instagram)
- CT Foodshare (@ctfoodshare or Connecticut Foodshare on all platforms)

Visuals

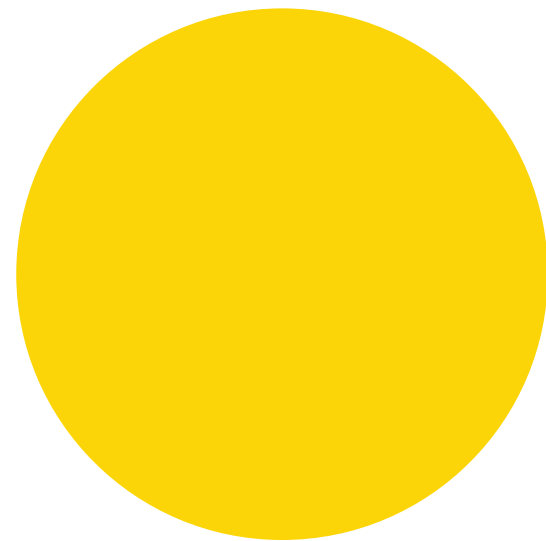
Color:

CT

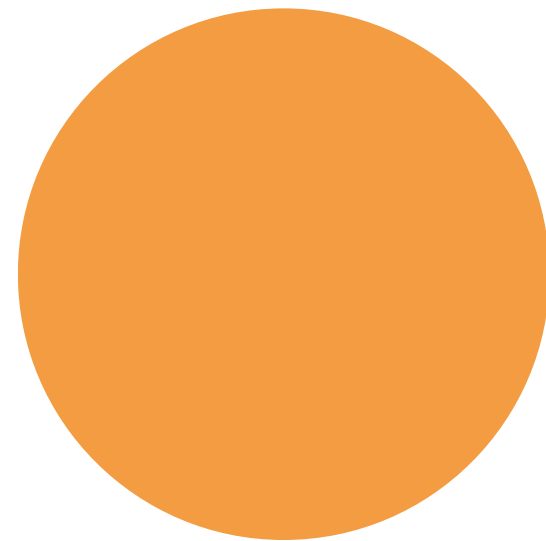
Summer

Meals

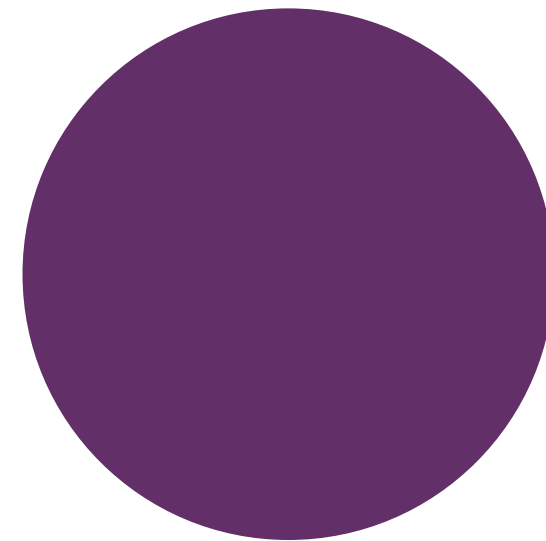
Palette



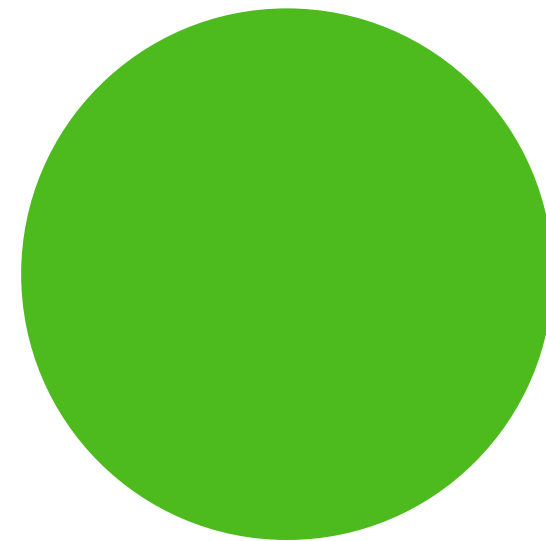
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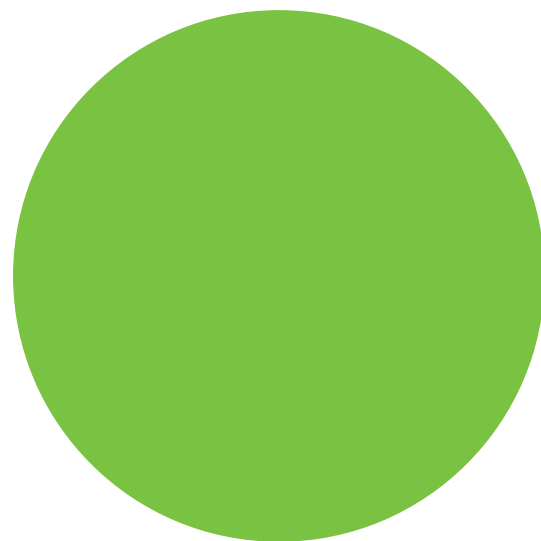
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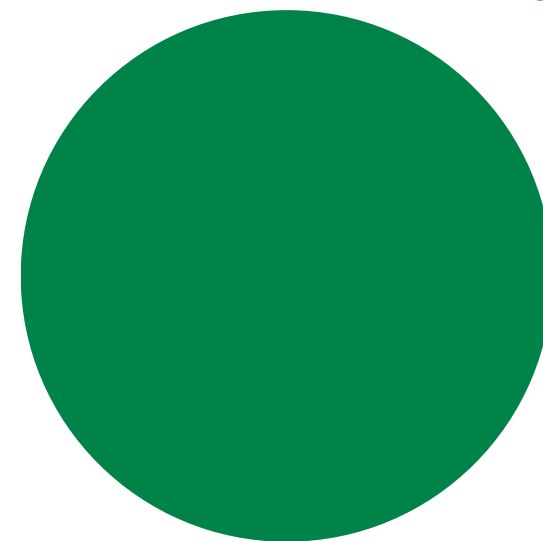
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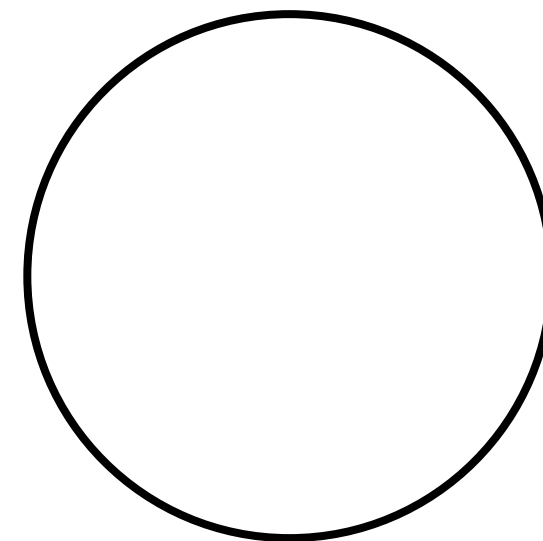
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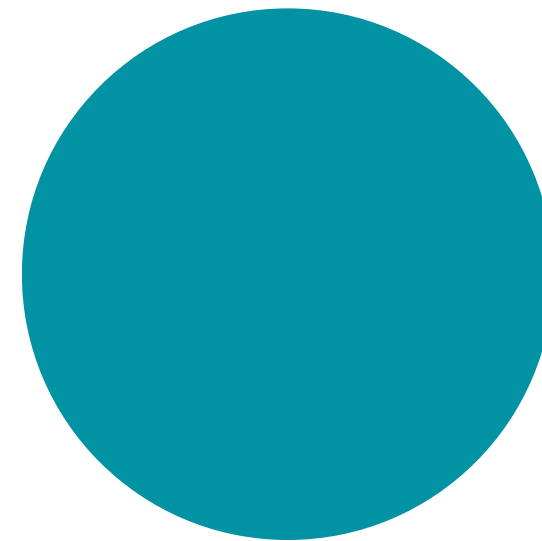


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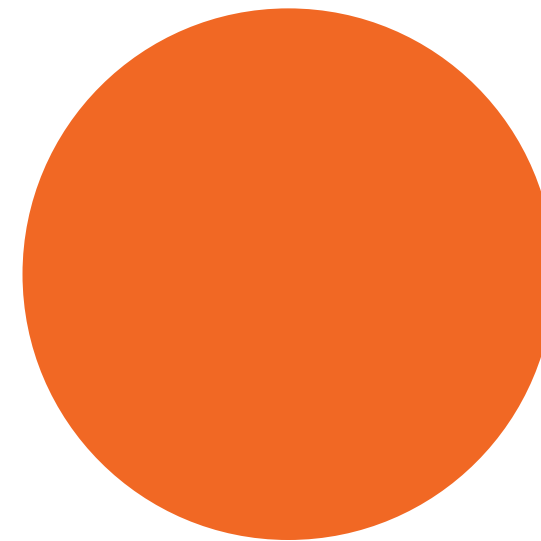


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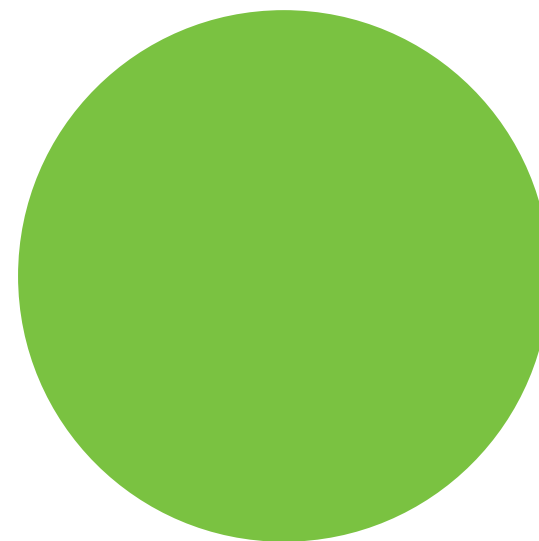
Color:
EHC!
Palette



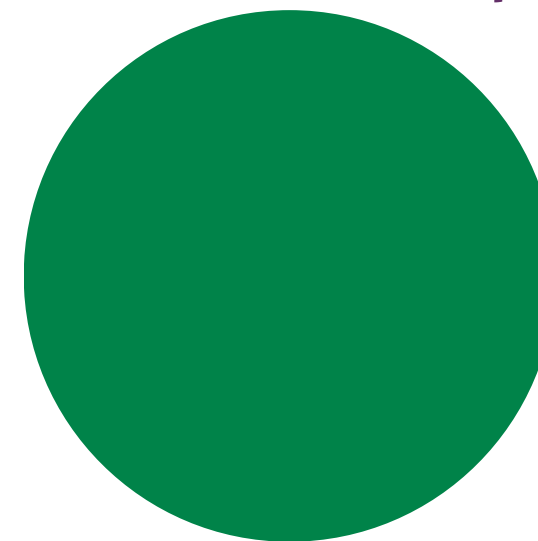
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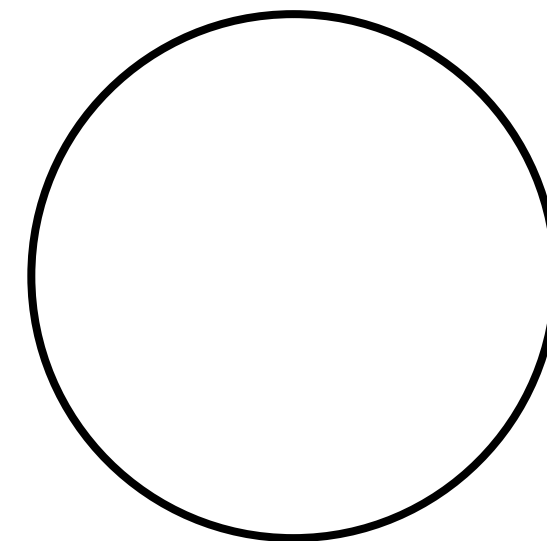
#F16824



#7AC241



#008349



#FFFFFF

CT
Summer
MEALS
Fonts to
use

Stella

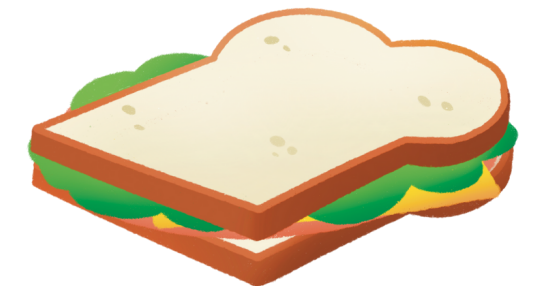
Atma Light

Atma Medium

Atma Bold



STICKERS:





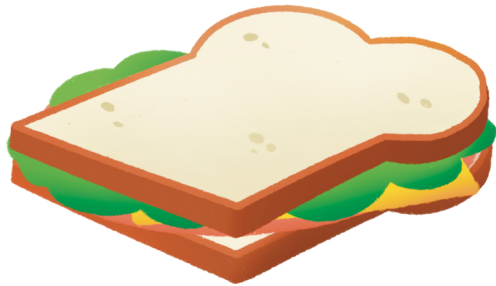
PHOTOGRAPHY

Visuals help us connect with our community members. As such, it is important to choose photos wisely so that they convey our mission and tone of voice accurately. Make sure to curate images that reach our target audience - children and parents. This includes positive images of nutritious foods/meals, children, children eating, and groups of people.

The photos here are some examples of what work for our brand. They are all free-use photos collected from Canva..

Additional Info

Activity AND Coloring PAGES



Use these links to
download free activity
and coloring pages!

 FLOWERS 

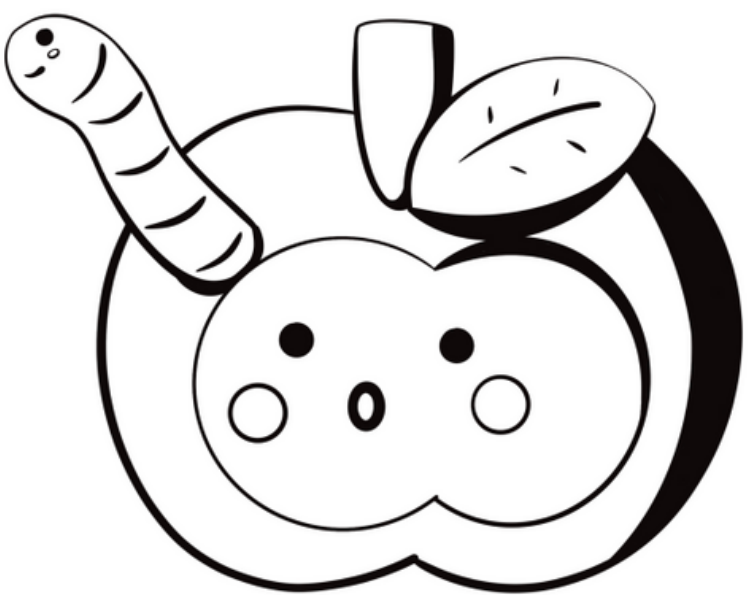
WORD SEARCH

O	Y	V	N	Y	S	R	U	L	J	D	K	J	V	R
Z	C	V	N	K	A	R	A	B	I	T	U	L	I	P
N	D	C	L	F	Z	F	X	T	E	N	Z	K	Q	Y
J	Q	Z	M	E	A	X	I	O	M	H	S	V	P	O
G	Z	T	J	F	M	V	W	C	A	K	P	Y	P	J
L	S	U	N	F	L	O	W	E	R	R	Q	L	E	A
B	I	O	C	L	O	M	C	E	I	F	Z	K	T	R
J	J	L	Y	A	O	K	F	J	G	U	I	Z	O	
A	X	C	Y	V	R	T	G	D	O	G	Z	X	Q	J
Z	V	R	B	E	L	N	D	S	L	Q	Z	U	V	E
D	J	P	I	N	U	A	A	Z	D	E	A	L	B	R
J	C	E	S	D	A	Y	B	T	Q	N	X	R	C	D
Y	Y	O	X	E	W	D	J	A	I	R	E	O	O	J
C	Z	N	H	R	T	G	P	T	S	O	G	S	V	H
H	Z	Y	Q	P	O	P	P	Y	W	A	N	E	Q	R

SUNFLOWER	CARNATION	LAVENDER
TULIP	MARIGOLD	POPPY
ROSE	PEONY	LILY

DID YOU KNOW CT KIDS EAT FOR FREE ALL SUMMER? FIND A SUMMER MEALS SITE NEAR YOU AT [CTSUMMERMEALS.ORG](https://ctsummermeals.org)

CREATED BY: [BANINIART.COM](https://www.baniniart.com)



ctsummermeals.org



Email Template



Dear [Partner, Organization, Group, etc.],

Every year, hunger is at its highest during the summer months. This summer, please join us in helping to spread the word about a critical program in our State, the CT Summer Meals Program. CT Summer Meals, a USDA federally-funded program administered by the Connecticut State Department of Education (CSDE), provides no cost, nutritious meals to all children aged 18-and-under throughout the summer. No ID or proof of need is required. Sites serve combinations of breakfast, lunch, supper, and snacks. There are over 400 sites across the State, which can easily be found on End Hunger Connecticut's Meal Site Locator Map, run in partnership with the CSDE.

We will be joining End Hunger CT! and CT Summer Meals for their 'Virtual CT Summer Meals Blitz Week' July 10th through the 15th to help promote the program online. They have put together a Blitz Kit, which includes templates for social media posts (graphics and captions) among other resources, to easily support the program.

We hope that you will join us in increasing awareness of this essential and important program, so that families know that there are no cost meals available for their children. Additionally, please feel free to use the Blitz Kit throughout the rest of the summer and share this resource with others.

Thank you in advance for your support!

Best,

[Your Name]

WEB Button

WHAT IS A CT SUMMER MEALS WEB BUTTON?

A CT Summer Meals Web Button is an image you can add to your website that promotes free, federal Summer Meals Programs for kids 18-and-under in Connecticut. The image is hyperlinked to the CT Summer Meals Site Locator Map at www.ctsummermeals.org. The Map is a searching tool that uses an address, town, or zip code to locate and show all Summer Meals locations and lists all pertinent information (hours, meals served, etc.). Families can input an address to find information about meal sites closest to them. Make sure any links and materials being shared are for this calendar year. If you have questions, [please contact us](#).

HOW DO I ADD A SUMMER MEALS BUTTON TO MY WEBSITE?

To add a CT Summer Meals button to your website:

- CLICK ON AN IMAGE and "Save As" to your computer;
- Upload the image into your website backend;
- Place the image into your website and resize if needed;
- Link the image to www.ctsummermeals.org.
- Make sure to save your web changes and then test it out!



PRESS RELEASE



Free Meal Sites Open to Connecticut's Children

End Hunger CT! Meal Site Locator is Now Available

CONNECTICUT - CT Summer Meals, a USDA federally-funded program administered by the Connecticut State Department of Education (CSDE), provides no-cost nutritious breakfasts, lunches, dinners, and snacks to children 18-years of age and younger, no questions asked. Following last year's model, many sites have the added flexibilities to improve access to meals, including: allowing parents and guardians to pick up meals; offering multiple meals (breakfast and lunch, or meals for multiple days) during one pick-up; and allowing those meals to be consumed off-site. Many sites will operate through late August.

All children age 18-and-under can receive no-cost meals at over 400 sites throughout the State. End Hunger Connecticut! (EHC!)'s Meal Locator Map, which allows residents to find a site closest to them, is now live and operated in partnership with the CSDE.

Summer meal sites can be located via EHC!'s Locator Map at www.ctsummermeals.org.

EXAMPLE Post:



CT SUMMER MEALS
FOR KIDS 18 AND UNDER

NO-COST BREAKFAST,
LUNCH, DINNER, AND
SNACKS

**400+ Meal Sites
Statewide**

Find a meal
site near
you!

www.CTSummerMeals.org

CT
SUMMER
MEALS

The poster features a large, stylized illustration of an orange with a smiling face, rosy cheeks, and a small white flower on its head. The background is split into yellow and green sections. The text is in a playful, rounded font.

THANK You!

Questions? Email childnutrition@endhungerct.org!