



CHILDREN OF RESTAURANT EMPLOYEES

BRANDING TOOLKIT

CORE MISSION

Injury. Family Death. Natural Disaster. If you're a food and beverage service employee with children, CORE can help. CORE: Children of Restaurant Employees provides financial relief to food and beverage service employees with children when navigating a qualifying circumstance.

PRIMARY LOGO



CHILDREN OF RESTAURANT EMPLOYEES

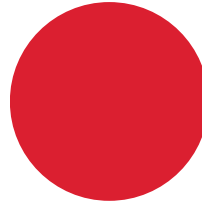
SECONDARY LOGOS



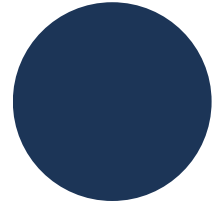
LOGO FOR ALCOHOL VENDORS



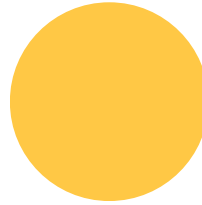
COLOR PALETTE



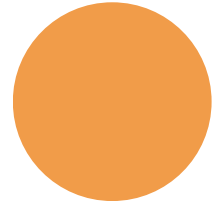
Pantone (PMS): 1795C
RGB: 219 31 48
HEX/HTML: #DB1F30
CMYK: 8 100 90 1



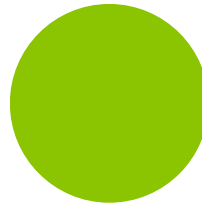
Pantone (PMS): 534 C
RGB: 28 53 87
HEX/HTML: #1C3557
CMYK: 96 81 40 33



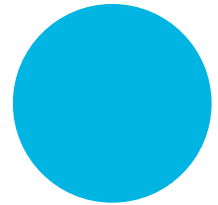
Pantone (PMS): 1225C
RGB: 255 200 69
HEX/HTML: #FFC845
CMYK: 0 16 80 0



Pantone (PMS): 4009C
RGB: 241 156 73
HEX/HTML: #F19C49
CMYK: 0 42 76 0



Pantone (PMS): 2293 C
RGB: 139 196 0
HEX/HTML: #8BC400
CMYK: 43 0 100 0



Pantone (PMS): 306 C
RGB: 0 181 226
HEX/HTML: #00B5E2
CMYK: 76 0 0 0

LOGO TYPEFACES

RAILWAY →

Black 900
All Caps



Open Sans →

Regular
All Caps

CHILDREN OF RESTAURANT EMPLOYEES

Fonts are available for free from Google Fonts:

Raleway: <https://fonts.google.com/specimen/Raleway>

Open Sans:

<https://fonts.google.com/specimen/Open+Sans>

System Font: Calibri: Should come installed on most computers

LOGO GUIDELINES

The CORE logo is not to be altered in any form. Please do not:

- Create shadows behind the logo
- Crop the logo
- Change the logo's proportions
- Deviate from the official color scheme
- Alter the contents of the logo
- Change the typeset of the logo

The secondary logo (sans tagline) is to be used

only in the following circumstances:

- When the logo is needed in partnership with brands pertaining to alcohol
- When the space is too small and the tagline cannot fit

LOGO CLEAR SPACE

The logomark should always be surrounded by a clear space at least the weight of the "E" used in CORE. Marked above as the grey E.



LOGO MINIMUM SIZES

Tagged logo:



No smaller than two inches wide

Untagged tagged logo:



No smaller than one inch wide

CORE ANNUAL CAMPAIGNS

The three annual CORE fundraising campaigns are:

- Inspiring Hope (Spring)
- Summer of Hope (July / August)
- Serving Up Hope (Giving Tuesday through December 31st)

SOCIAL MEDIA HANDLES / HASHTAGS

- Facebook: @coregives
- Instagram: @coregives
- LinkedIn: @coregives
- Website: www.coregives.org
- Hashtags: #coregives #inspiringhope #summerofhope #servinguphope

SAMPLE CAMPAIGN CAPTIONS

- Help @coregives create a Summer of Hope for F&B industry families with children needing assistance with daily expenses due to a qualifying health crisis or natural disaster. #coregives #summerofhope
- This month (BRAND NAME) is (YOUR EVENT NAME) for @coregives! Your generous donation can help CORE provide financial relief to F&B employees with children when navigating a qualifying health crisis or natural disaster. #coregives
- Only 1 in 4 Americans can afford a \$400 medical bill. which is why (BRAND NAME) is partnering with @coregives in raising funds to financially assist F&B industry families with children when navigating a qualifying health crisis or natural disaster. #coregives

PERMISSION OF USE

All printed and digital collateral using the CORE name and/or CORE logo needs to be approved by the CORE team. Please send collateral to marketing@coregives.org for approval.

CONTACT CORE

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