5-2013

Food and Community

W. K. Kellog Foundation

Follow this and additional works at: http://digitalscholarship.tsu.edu/mlcejs_info

Part of the Economic Policy Commons, Education Policy Commons, Food Security Commons, Health Policy Commons, and the Public Policy Commons

Recommended Citation


http://digitalscholarship.tsu.edu/mlcejs_info/21

This Article is brought to you for free and open access by the Mickey Leland Center for Environment Justice and Sustainability at Digital Scholarship @ Texas Southern University. It has been accepted for inclusion in Mickey Leland Center for Environment Justice and Sustainability Information Portal by an authorized administrator of Digital Scholarship @ Texas Southern University. For more information, please contact rodriguezam@TSU.EDU.
INTRODUCTION

The purpose of this guide is to present a consistent voice and set of messages for the W.K. Kellogg Foundation’s Food & Community program. These messages are catalysts that tell the story of our work together – what the work is about and, more importantly, why it matters.

This guide is for W.K. Kellogg Foundation (WKKF) grantees, partners and staff involved in Food & Community. We are all in this together, working to reach our individual, organizational and collective goals. Though we each have messages specific to our cause, we can build a stronger national voice – and increase our impact – when we advance key messages in unison.

TABLE OF CONTENTS

FOOD & COMMUNITY CORE MESSAGES ................................................. 4
THE FOOD & COMMUNITY STORY .................................................. 6
TALKING POINTS ............................................................................. 11
  Promote Early Food .................................................................. 12
  Transform School Food Systems .............................................. 13
  Improve Community Access to Good Food and Physical Activity .. 14
  Shape the National Movement for Healthy Eating and Active Living 16
KEY ISSUES & TOPICS ................................................................. 17
  Food Systems ......................................................................... 18
  Physical Activity and the Built Environment ............................ 22
GLOSSARY OF COMMUNICATIONS TERMS ................................... 24
FOOD & COMMUNITY IDENTITY GUIDELINES ................................. 26

HOW TO USE THIS MESSAGE GUIDE

This guide establishes the framework of messages for Food & Community efforts, and provides a common language so that everyone can tell a consistent story and be powerful voices of change. Use this guide for:

- A Communications Framework. Use the Food & Community messages to inform and support your communications strategy and plans.
- Key Messages. Incorporate and customize Food & Community messages in your communications materials, from brochures and newsletters to websites and presentations. Use these messages as a starting point, and then tailor them to address your specific audiences and needs.
- Movement Building. Join with WKKF staff, grantees and partners to promote common messages across the national good food and physical activity movement. This ultimately will increase the impact of the work we all do.

As you use this message guide, please share what you’re learning and we promise to do the same. These messages will evolve as we learn more about what works. For questions about using this guide, contact the Communications Department at WKKF at 206.969.2079 or communications@wkkf.org.
FOOD & COMMUNITY
CORE MESSAGES

The following vision, mission, values, personality attributes, crosswalk statement and key messages represent the foundational elements of Food & Community. They act as a frame and filter for all efforts. In this way, they serve as the program’s “DNA.”

VISION
A nation where all children thrive and have equitable access to good food and opportunities for physical activity.

MISSION
To improve the health of our nation’s most vulnerable children by transforming food systems and the places kids live, learn and play.

VALUES
- Equity: All children should have equal access to and benefit from fresh, healthy, locally grown food and the opportunity to play and be active.
- Community Determination: Communities have the wisdom and ability to create a healthy food environment and vibrant local economy.
- Youth Engagement: As tomorrow’s leaders, youth are vital partners in advancing this work.
- Sustainability: Lasting change is achieved by working at the policy and systems levels.
- Interdependence: We are responsible for and accountable to one another.

PERSONALITY ATTRIBUTES
- Warm
- Focused
- Practical
- Clear
- Bold
- Collaborative
- Determined

CROSSWALK STATEMENT
WKKF’s Food & Community program focuses on creating healthy places where all children thrive. Through Food & Community, WKKF targets investments to transform early food and school food systems, improve community access to good food and physical activity, and shape the national movement for healthy eating and active living.

FIVE KEY MESSAGES
1. Everyone, including the most vulnerable families and children, deserves access to good food and opportunities for physical activity.
2. Communities have the wisdom and ability to determine the form of their built environment and the course of their own food destiny.
3. Building values-based food systems that favor locally grown and produced food, community involvement, sustainability and fairness helps to ensure safe, healthy and affordable food for all.
4. Creating opportunities for physical activity and redesigning the built environment around active living revitalizes local economic life and improves community health and well-being.
5. Now is the time to work together to shape the national movement for healthy eating and active living.
The W.K. Kellogg Foundation supports children, families and communities as they strengthen and create conditions that propel vulnerable children to achieve success as individuals and as contributors to the larger community and society.

WKKF was founded in 1930 in Battle Creek, Mich., by breakfast cereal pioneer Will Keith Kellogg. His mandate upon establishing the foundation was simple: “Use the money as you please so long as it promotes the health, happiness and well-being of children.” Our work – everything we do – is focused on improving the lives of vulnerable children.

We define “vulnerable children” in terms of poverty first, along with race and other factors. We believe that we can’t achieve meaningful, sustainable social change in communities until and unless the plight of vulnerable children improves.

Racial equity and community and civic engagement are at the core of our work. Promoting racial equity (the eradication of structural racism and the embrace of racial healing) and vigorously encouraging community and civic engagement are essential to creating the social conditions in which vulnerable children – indeed, all children – can thrive.

WKKF has three program areas. Each represents a key success factor for vulnerable children:

- Education & Learning
- Food, Health & Well-Being
- Family Economic Security

Expressed as goals, respectively, these three are Educated Kids, Healthy Kids and Secure Families.
**FOOD, HEALTH & WELL-BEING**
Access to good food and opportunities for physical activity are critical components of improving children’s overall health. Good food is also a driver for academic success for children and economic opportunities for families and communities.

For more than 80 years, WKKF has used its voice to advocate for equitable access to good food and physical activity, and to bring meaningful change to food systems. As one of the nation’s most active supporters of improving the quality of food that people eat, the foundation has provided upwards of $300 million in funding over the years and continues to invest in the innovative ideas that communities bring to the table.

The foundation’s work in Food, Health & Well-Being addresses the conditions in communities that impact the health, economic vitality and quality of life for children and families, with a focus on good food – from birth to adulthood – and in all places – home, school and the local community. Ideas and practices are incubated in the context of communities and carried forward to seed a national movement.

**HEALTHY FOOD CONTINUUM**
WKKF believes there is a continuum for good food that starts with first food (at least six months of exclusive breastfeeding for infants) and continues with early food (good food in child care, home and pre-K settings), school food and food in the communities where families live.

**FIRST FOOD**
All children deserve a healthy start in life. Medical studies show that babies who receive exclusive access to breast milk for the first six months of their lives have better health, educational and emotional outcomes. WKKF believes that a mother’s breast milk is the optimal first food to give children the best start to a lifetime of good health. We pursue a first food strategy to help more babies benefit from breast milk as their first food experience. Our strategy builds on our support of access to good food and aligns with our focus on whole child development from the prenatal months to age 8.

**FOOD & COMMUNITY: GROWING COMMUNITIES WHERE ALL CHILDREN THRIVE**
Food & Community is a signature program within Food, Health & Well-Being. Through the Food & Community program, we are addressing some of the root causes of health inequities – access to good food and opportunities for physical activity – so that all children have the opportunity to thrive in school, work and life.

Our approach involves three broad strategies:

- **Strategy #1:** Transform early food and school food systems
- **Strategy #2:** Improve community access to good food and physical activity
- **Strategy #3:** Shape the national movement for healthy eating and active living

Food & Community is also about cultivating connections: uniting people to the land, to each other and to their own cultural heritage and traditions. Communities have the wisdom and ability to determine their own health and food destiny, but sustainable change will come about only when policies support communities in building and sustaining resilient local, regional and national systems.
HOW WE WORK: ENSURING ALL VOICES ARE AT THE TABLE
WKKF partners with communities, schools, farmers, producers, students, elders, funders and others to improve food systems, physical activity environments and eliminate policy barriers to foster healthier generations of kids. We believe youth have a vital voice in the redesign of their communities, demanding change and working alongside other community leaders to transform their neighborhoods.

THE CALL TO ACTION: WORKING TOGETHER TOWARD AN EQUITABLE AND PROMISING FUTURE FOR ALL CHILDREN
This work is urgent. Today we have an unprecedented opportunity to address the crisis of escalating chronic illnesses, many of which are preventable and linked to poor diet and physical inactivity. Heart disease, type 2 diabetes and obesity are compromising millions of lives, straining the economy and health care system and fueling health inequities by disproportionately afflicting low-income communities and many communities of color.

Creating access to healthy food and places for physical activity yields multiple benefits. Working together with philanthropies, governments, nonprofits and businesses, among others, we can strengthen communities, reinvigorate local economies, reduce health care costs and address historical inequities so that all children reach their fullest potential.
PROMOTE EARLY FOOD

Food & Community promotes early food to start our youngest children on a lifetime of healthy eating.

WHY THIS MATTERS
- Access to good food is especially important for infants and preschool-age children because quality nutrition is critical to the early stages of child development.
- Children’s relationships with food start early. Their taste buds form before they are five years old, making access to and education about fresh fruits and vegetables an important part of their early home and child care experiences.

WHAT’S NEEDED
- Because many children spend a significant amount of time in early child care settings, early child care providers play a primary role in influencing the food choices, eating habits and health and well-being of infants and young children.
- Early child care providers can help infants and young children establish healthy eating habits not only by introducing them to good food but also by engaging them in cooking and gardening projects. Early child care providers also can help by facilitating farm visits and lessons about where food comes from.

WHAT WE’RE DOING
- Just as schools across the country have adopted farm to school programs to improve school meals, early child care settings can be fertile ground for providing infants and young children with fresh, locally sourced food, benefitting local farmers and food producers in the process.
- Early child care offers an opportunity to engage parents along with their children in understanding the importance of serving and eating healthier food at home.

TRANSFORM SCHOOL FOOD SYSTEMS

Food & Community transforms school food in order to grow healthier generations of children.

WHY THIS MATTERS
- Schools are the public table at which many of our children eat two of three daily meals.
- Changing the way we feed children in school will directly impact the health and well-being of our nation’s most vulnerable children.

WHAT’S NEEDED
- School principals, administrators, parents and students need to work together to call for good school food.
- School food directors can make change happen by creating systems that serve more healthful food in school.
- School districts, food service companies, and producers and distributors of good food can work together to supply school meal programs with more regionally and locally grown food.
- Teachers, young people and community partners can integrate food system and nutrition education into school day activities.

WHAT WE’RE DOING
- Food supply networks that serve schools also strengthen communities: they benefit nearby farmers and other producers by meeting increased demand for good food, keeping jobs and money in the community.
- Everyone can help kids cultivate an enduring relationship with good food.
- Accelerating efforts to improve school food by addressing both supply and demand.
- Amplifying the voices of parents and students demanding good food in schools.
- Supporting school programs that integrate food and wellness into the school day.
- Engaging kids in growing their own food and learning about where food comes from.
- Connecting school districts with regional food producers.
- Encouraging schools’ efforts to band together and transform their food purchasing practices.
- Investing in farm-to-school efforts nationwide.
Food & Community invests in communities to increase access to good food and physical activity where children live, learn and play.

**WHY THIS MATTERS**

- All children deserve to grow up in places that support being healthy.
- Our children’s health is directly linked to the quality of their food and the environments in which they grow and play.
- Some communities are designed and built with many healthy food options, while others can be described as food deserts – meaning they don’t have access to good food.
- Left unaddressed, inequities in access to good food, opportunities for active living and availability of quality healthcare will result in the first generation of Americans who will live sicker and die younger than their parents.
- From job creation to taxes, how and where food is grown, processed and sold impacts local and national economies.

**WHAT’S NEEDED**

- For an equitable food system to become a reality, both the demand and supply of good food must increase. The demand for good food will increase when an understanding of the connection between food and health becomes clear and generalized. The supply of good food will increase with incentives for farmers and distributors to produce good food.
- An equitable food system also creates economic opportunities for communities to grow, process, distribute and market local foods.
- A regional good food system needs means of distribution that connect the local food supply with local demand in an equitable way.
- Capital is needed to finance infrastructure – including processing, manufacturing and distribution operations – that helps nurture local ownership and a vibrant local economy, ultimately bringing good local food to underserved local markets.
- Food system change generates economic vitality, benefitting communities through the creation of local food enterprises.
- Our food system will be better suited to reducing health inequities when agricultural policies become consistent with the USDA’s own healthful eating recommendations.
- Our health and well-being will improve if we adopt transportation options that emphasize walking, bicycling, public transit and other active modes of getting around.
- We can transform the quality, safety and accessibility of our community infrastructure, including sidewalks, bike lanes, parks and recreation facilities to foster healthy communities.
- Policy decisions at the local, state, tribal and federal levels should favor greater community density, smart growth and multi-mode transportation.

**WHAT WE’RE DOING**

- Transforming the systems that determine how fresh, healthy food arrives on the table and how places are built and maintained.
- Increasing access to good food, meaning food that is affordable, healthy, green, fair and locally grown when possible.
- Strengthening value chains and food hubs that connect local sources of good food with local consumers, especially children and families in underserved communities.
- Supporting procurement revisions in schools, hospitals, universities and other institutions to source locally grown food.
- Providing “fresh food financing” for retail, production, processing and distribution of good food to reach lower-income communities where access to good food is more difficult.
- Supporting alternative delivery systems that bring good food to children and families where they are.
- Cultivating connections and reuniting people to the land, to each other and to their cultural heritage and traditions.
- Improving and expanding physical activity environments so that all children have safe and accessible places to play and be active.
- Confronting structural inequities by addressing racial, social and economic disparities that affect access to good food and physical activity.
- Investing in place-based work across the country that brings together representatives from sustainable food systems, the built environment and public health with youth and residents to support community-driven solutions.
**SHAPE THE NATIONAL MOVEMENT FOR HEALTHY EATING AND ACTIVE LIVING**

*Through Food & Community, the W.K. Kellogg Foundation is continuing to shape the national healthy eating and active living movement.*

**WHY THIS MATTERS**
- We are in a unique moment in time with unprecedented support for creating healthier places – in communities nationwide and in Washington.
- This is a big job that requires partnerships for change at the local, regional and national levels. By connecting efforts at all levels, we can amplify our collective impact.

**WHAT’S NEEDED**
- Collaboration and networking can lead to broad adoption of best practices, particularly those that have proven easy to implement and are cost effective and strategic.
- Like building a puzzle, building a movement requires making intentional connections that ultimately reveal a complete picture.
- We need to raise awareness by calling attention to issues that impact healthy eating and active living.
- We need to engage in public conversations that, in turn, will inform community food and physical activity policy change.
- Grassroots and grasstops organizations must continue to help raise awareness, shape the public dialogue and inform policy discussions.

**WHAT WE’RE DOING**
- Leveraging the foundation’s more than 80 years of engagement in the national healthy eating and active living movement by sharing the knowledge of the foundation and its network.
- Supporting a number of different coalitions and organizations that help raise awareness, shape the public dialogue, inform policy discussions and increase collaboration among groups working toward a healthier future for all.
- Hosting a biennial Food & Community conference to bring together a diversity of leaders to build knowledge, share expertise, inspire each other and provide opportunity for networking and strategizing.
- Amplifying issues through the Food & Community Fellows, a cadre of change agents working to advance the good food movement through multi-media, advocacy and community engagement.

**KEY ISSUES & TOPICS**
A food system includes the who, what, where, when and why of our food, from farm to fork.

- Food systems are composed of the many interconnected steps that go into planning, producing, storing, processing, transporting, marketing, retailing, preparing and eating food.

- In a conventional food system, the relationship between each step generally is transactional and market driven. A conventional food system relies on efficiency, productivity and economies of scale to increase profits while lowering the cost of food to the final consumer. Conventional food systems tend toward industrialization, globalization and a short time horizon.

- In a values-based food system, the relationship between each step is collaborative and driven by a shared vision for the common good. A values-based food system relies on strategic partnerships, transparency and high levels of trust with the aim of providing food that is healthy, fairly and sustainably produced, affordable and available to all. Values-based food systems tend toward local production, community involvement and a long time horizon.

Our current food system is unsustainable.

- Many conventional farming, processing and distribution practices consume fossil fuels and deplete water resources.

- Conventional produce travels an average of 1,500 miles from field to fork – nearly 27 times further than the average distance traveled by locally grown produce.

- Some industrial farming methods contaminate our soil, water and air, threaten our plant and animal diversity and contribute to climate change.

- From 2002 to 2007, the United States lost more than 16 million acres of farmland to non-farm development – the equivalent of losing six acres every minute of every day.

Our current food system leaves many communities without equitable access to healthy food.

- In low-income neighborhoods known as food deserts, gas stations, ill-stocked convenience stores and fast food chains are the only sources of food. Often families must travel twice as far to get fresh fruits and vegetables as they do to get fast food.

- A USDA study estimates that 23.5 million people – including 6.5 million children – live in low-income areas that are more than a mile from a supermarket.

- Decreased access to grocery stores has been associated with increased rates of obesity and other life-shortening illnesses such as cancer, diabetes and heart disease.

Access to healthy food is an urgent issue for the next generation.

- Research shows that children need healthy food to learn and grow.

- Today’s kids are overfed and undernourished.

- It is estimated that one in three children born in the United States in 2000 will develop type 2 diabetes if they do nothing to change their diet and inactive habits.

- There are nearly twice as many overweight children and almost three times as many overweight adolescents today as there were in 1980.

- Research shows a link between childhood obesity and other chronic illnesses from type 2 diabetes to asthma.

- One in six Americans struggle with hunger, and more than 16 million children do not have enough consistent access to the good food they need to learn and grow.
Good food should be local food whenever possible.

- From increasing the number of local farms and farmers markets to building urban and school gardens, every place can produce some of its own food.
- Buying and selling locally produced food revitalizes neighborhoods by creating jobs and keeping money in the community.
- Local food systems can support access to culturally appropriate food and economic development, celebrating community diversity.
- Local food systems create deep-rooted and lasting change by strengthening connections between growers and eaters.

Innovative and equitable ways of distributing food such as value chains and food hubs play a critical role in regional good food systems.

- A food value chain, often called simply a value chain, encompasses every step between farm and table, from growing to processing and storing to wholesale aggregation and distribution to retailing and eating.
- Organizations, businesses and entrepreneurs collaborate along the value chain to connect local sources of good food with local consumers, especially those in underserved communities.
- Food hubs encompass a number of steps on the value chain by providing some or all of the following: management; facilities for aggregation, storage and distribution; marketing; education for growers and producers; and information or facilities (such as community kitchens) for community members.

WHAT IS GOOD FOOD?
By good food we mean food that is:

- Healthy. It’s fresh when possible, nutritionally dense and minimally processed.
- Green. It’s produced and distributed in a manner that is environmentally responsible, humane and sustainable.
- Fair. No one along the production and distribution chain has been exploited (from farmers and farm workers to food processing, distribution and retail workers).
- Affordable. It’s priced within the means of even the most vulnerable, with support as necessary to close the gap between available food dollars and the cost of food.

CONNECTING LOCAL FOOD TO LOCAL COMMUNITIES

CREATING A VALUES-DRIVEN LOCAL FOOD ECONOMY
We care for our communities and the environment by transforming the way smaller scale farmers connect with consumers to provide healthy, high quality and affordable food to all.

- Value chains and food hubs enable farmers, processors, wholesalers and retailers to coordinate their efforts for mutual economic benefit while advancing environmental, social and community values.

Policy change is an important lever in improving our food system.
- Nationally, we can educate policymakers about the importance of the quality of our food, including child nutrition, before- and after-school programs and school meals.
- Regionally, we can inform policymakers about opportunities to preserve farmland, encourage fruit and vegetable production and help grow a new generation of farmers.
- Locally, we can inform policymakers about the importance of helping those who receive food assistance to shop at farmers markets, encouraging area businesses to partner with local farmers and increasing the amount of locally grown food in our hospitals, schools and other public institutions.
PHYSICAL ACTIVITY AND THE BUILT ENVIRONMENT

Physical activity and play are strongly connected to children’s health, well-being and ability to learn.

- Children and adolescents need a recommended 60 minutes or more of physical activity each day to stay healthy.
- Compared with children who are active, children who are active have a better chance of a healthy adulthood. Physical activity can help prevent a range of chronic diseases; builds lean muscle; reduces fat; promotes strong bone, muscle and joint development; and decreases the risk of obesity.
- Fewer than 4 percent of elementary schools provide daily physical education classes or the recommended equivalent of daily activity to all students for the full year.
- The odds of a child being overweight or obese are 20 to 60 percent higher among children in neighborhoods without access to sidewalks, parks and recreation centers.

Physical inactivity, especially when combined with a poor diet, has dire consequences for our nation’s health.

- Today’s rise in chronic illnesses — including heart disease, type 2 diabetes and childhood obesity — is directly connected to physical inactivity.
- The economic cost of our nation’s weight gain is estimated between $98 and $117 billion, second only to tobacco-related costs.
- Physical inactivity contributes to at least 300,000 preventable deaths annually — akin to losing the population of Pittsburgh every year.
- Health care spending has skyrocketed since 1960, from 5 to 16 percent of our national income, due largely to chronic illnesses, many of which are related to diet and inactivity.

Opportunities for physical activity have been designed out of the places we live, learn, work and play.

- Many schools lack playgrounds, limiting children’s opportunities to be active at school.
- In many communities, parks, playgrounds and recreation centers are inaccessible, dilapidated and dangerous.
- Four out of five children in the United States don’t have a park or playground within a half mile of their home.
- Land use and transportation policies that favor sprawl and travel by car make it difficult for people to walk and be active.

While lack of opportunities for physical activity and play is a problem across the nation, this is particularly true for many low-income communities.

- Parks, trails and recreation centers do not exist in many underserved areas.
- Fear of crime and safety concerns add to the challenge of being physically active in many low-income communities.
- Economic status, race and zip code are more powerful predictors of health status and life expectancy than smoking.

Redesigning the built environment to encourage active living revitalizes local economic life and community health and well-being.

- Research shows that people are more physically active when there are sidewalks, bicycle lanes, mixed-use land development and planning policies that favor community health and well-being.
- Ninety percent of people in the United States believe that communities should be designed so that we can walk more, and that public transportation should be improved.
- The average resident of a walkable neighborhood weighs six to 10 pounds less than someone who lives in a sprawling neighborhood.
- Studies show that for every 10 minutes a person spends in a daily car commute, time spent in community activities falls by 10 percent.

Policy change is an important driver in creating places and opportunities for physical activity and play.

- Nationally, we can inform policymakers about the importance of federal programs like Safe Routes to School.
- Regionally, we can inform policymakers about the need for safe public spaces and policies that reward local governments for improvements that support walking, biking and public transit.
- Locally, we can inform policymakers about the importance of funding parks and recreation centers, instituting wellness policies in our workplaces and offering free or low-cost recreation services to underserved communities.
GLOSSARY OF COMMUNICATIONS TERMS

AUDIENCE:
This is your market – the key people you want your messages to reach. Remember: The general public is too broad to be an audience. Consider breaking your audience into primary, secondary and tertiary groups.

COMMUNICATIONS:
Everything you say, write and show people about your issue or cause. This includes processes and products and internal and external communications.

MARKET:
The people you want to reach.

MATERIALS:
The specific tools you use to communicate your message.

MEDIUM:
The general method you believe will best convey your message.

MESSAGE:
The point you want to communicate.

MESSENGER:
The person who delivers your message.

MISSION:
This statement quickly answers the question of what you do.

CROSSWALK STATEMENT:
Often referred to as an “elevator speech,” this short statement describes who your organization is, what it does and what is unique about it. It should grab people’s attention and be brief enough to say to someone while walking across the street, hence the name.

VALUES:
These are the principles that motivate the people in your organization and guide your organization’s work. Try to limit to your top five values.

VISION:
This answers the question of why you do what you do. It inspires and articulates your organization’s desired future reality.
AFFILIATING WITH THE W.K. KELLOGG FOUNDATION FOOD & COMMUNITY PROGRAM

Food & Community grantees are a part of the Kellogg Foundation family. To ensure your work receives the recognition it deserves as part of the foundation, and that the foundation gets to share the value of your work, we have created a protocol for this affiliation.

When communicating about your affiliation with the foundation, use the line “W.K. Kellogg Foundation Food & Community Partner” centered below your logo. The color and font choice are up to you, as we hope this affiliation becomes a seamless part of your collaborative identity. See the examples below.

Use of the Kellogg Foundation name and logo in brochures, news releases, websites, or other print and interactive materials requires permission by the foundation. Material review will ensure accurate representation of the Kellogg Foundation and proper logo usage. Please note that materials cannot include direct lobbying or any calls to action. Requests should be sent to wkkf@wkkf.org. Please allow a couple of days for review.

REFERRING TO THE W.K. KELLOGG FOUNDATION

When referring to or acknowledging the W.K. Kellogg Foundation, please use the foundation’s full name (W.K. Kellogg Foundation) on all first references. On second references, Kellogg Foundation, WKKF or the foundation may be used. It is never Kellogg’s or Kellogg.

In text documents, the name – W.K. Kellogg Foundation – may be presented in different fonts and point sizes. The article “the” when used in front of the foundation’s name is capitalized only at the beginning of a sentence.
**WORDMARK CLEAR SPACE**
As a rule of thumb, separate content or design elements from the wordmark using an amount of clear space that is, at minimum, equal to the height of the ampersand (&) as shown.

**SECONDARY LOGOS**
When using the Food & Community logo on a dark background or an image, choose from one of the secondary logos to ensure maximum legibility.

**WORDMARK MINIMUM SIZE**
Try to use the wordmark no smaller than three-fourths of an inch wide for impact and legibility.

**USE WITH THE W.K. KELLOGG FOUNDATION MASTER BRAND**
The style guide recommendations for Food & Community is derived from the W.K. Kellogg Foundation master brand; this includes visual elements from color to typography and photography. On Food & Community materials, the Food & Community logo should be dominant.
When using photography, photos should evoke authenticity and energy. This may be achieved either by capturing action or emotion. Stock photos should be avoided, keeping in mind that the main goal is to successfully create the proper tone. Exceptions are acceptable when proper assets are not available.
These messages are not set in stone. They will evolve as we—and you—learn more about what works and what doesn’t. As you use the messages, please share with us what you’re learning and we will promise to do the same.

Prepared by the W.K. Kellogg Foundation, in partnership with Pyramid Communications and Fourth Sector Consulting, LLC.