



## USDA Summer Food Branding

Branding is what sticks in your mind about a product, service, or organization. A brand will encourage the community to support your feeding site and marketing activities/events that are in play. Your sites' brand reflects what it is, why it exists, and prompts others to support and recommend it to neighbors.

Nationally, USDA has used Summer Food Rocks! to brand summer meals, but this could change over time.

Most of your branding will be placed on the outreach materials you may create. There are three steps to creating effective outreach materials:

1. **Words:** Think about who you are communicating to. Write out what they need to know. Think about what type of message would be appealing to them. For example, if you're creating an activity or coloring sheet for children, include something like, "Come have lunch and play games with your friends." For parents, the message should be different, "Bring your kids for lunch and fun learning activities in a safe place."
2. **Type of material:** Think about what type of material you need. Do you need a letter with lots of information? An activity page for children? A door hanger or flier you can leave at each house? The length of the message determines what type of material you create. If you have a lot to say, you may need a letter. If you want something for children, a coloring page or stickers may work best.
3. **Visual look:** Think about how you want your material to look. Do you want to use photos or clip art? Do you want only words? Note that if you use photos of your feeding site, you need to have written permission from everyone in the photos (or permission from parents of children) to use the photos.

