



**EHC!**  
END HUNGER CONNECTICUT!

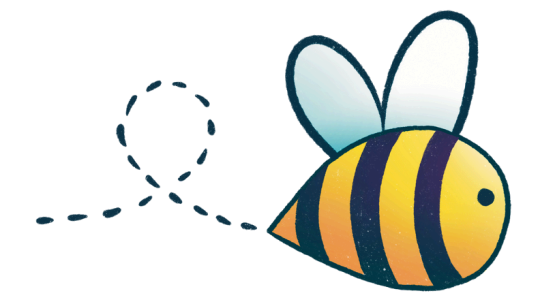
**CT**  
**SUMMER**  
**MEALS**

## BRAND GUIDE

PROMOTING THE CT SUMMER MEALS PROGRAM

ABOUT US

# ABOUT EHC! & CT SUMMER MEALS

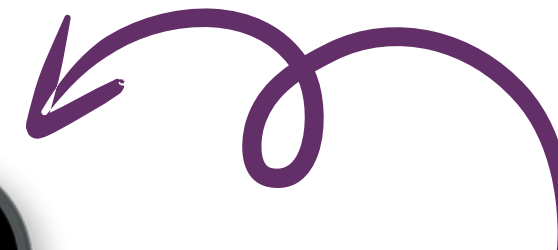


End Hunger Connecticut! is a statewide anti-hunger and food security organization. By focusing on advocacy, outreach, education, and research, EHC! serves as a comprehensive anti-hunger resource for policymakers, community organizations, and low-income families. Each year, we aim to increase awareness and participation in the statewide CT Summer Meals program.

CT Summer Meals is federally-funded and part of the USDA's SUN Programs: Summer Nutrition Programs for Kids. SUN Meals (CT Summer Meals) is administered by the Connecticut State Department of Education (CSDE) and provides no-cost, nutritious meals to all children aged 18-and-under throughout the summer. No questions asked, no ID/proof of need is required. Sites serve combinations of breakfast, lunch, supper, and snacks. The program typically distributes more than 1.75 million meals to over 37,000 children 18 and-under at over 600 locations statewide. Families can find the closest meal site near them by accessing the Meal Site Finder at [ctsummermeals.org](http://ctsummermeals.org). Powered by the U.S. Department of Agriculture (USDA), the map can show you all the sites near you serving free, healthy meals to all kids 18 and under and is updated weekly with new site information.



# MEAL SITE FINDER MAP



## SUMMER MEALS FOR KIDS SITE FINDER MAP

CT Summer Meals is a federal [SUN Program](#) of the USDA. The map below, powered by USDA, will help you find information about meal sites near you.

Please note that this is a nationwide map controlled by the USDA. [If Connecticut sites or a site in your city/town does not yet appear on the map, please check back often.](#) The USDA currently updates the site finder with new state submissions every Friday throughout the summer. Information is updated regularly during the summer months and discontinues when the program ends in late August.

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

Click on a map icon for more information. You can also turn the "Eat-On-Site" and "Meals-To-Go" buttons off/on to show where meals must be eaten at the sites, and where meals are offered to take home.

USDA SUN MEALS Summer Meals Site Finder Last Updated June 28, 2024

Map interface showing a search box and toggle buttons for "Eat-On-Site" and "Meals-To-Go". The map displays numerous blue and orange dots representing meal sites across the United States.

1

This is the Meal Site Finder Map! It shows you where your local Summer Meals sites are.

2

If you don't see a site near you yet, check back often as USDA updates the map with new information weekly.

3

Find the site locator on our website [CTSummerMeals.org](https://CTSummerMeals.org) and simply enter your address!

*Note: This is a nationwide map so be sure you are entering a Connecticut address.*



MESSAGING

# OUR NAME

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End Hunger Connecticut! can be represented in three 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

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



Learn more about resources and how to use the USDA's SUN Program logos: [fns.usda.gov/summer/promotion](https://fns.usda.gov/summer/promotion)

Contact the CT State Department of Education directly to inquire about usage of CSDE's logo.



# TONE OF VOICE

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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](http://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 USDA Summer Meals Site Finder Map at [www.CTSummerMeals.org](http://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](http://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 USDA Summer Meals Site Finder Map at [www.CTSummerMeals.org](http://www.CTSummerMeals.org)

# TONE OF VOICE

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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
- #connecticut

## Agencies to Tag

- **End Hunger CT!**  
(@endhungerct on all platforms)
- **CT Summer Meals**  
(@ctsummermeals on all platforms)
- **CT State Department of Education**  
(@Connecticut State Department of Education on FB, @EducateCT on X, & @educate.ct on Instagram)
- **USDA FNS**  
(@U.S. Department of Agriculture on FB, @USDANutrition on X, & @USDAgov on Instagram)
- **Don't forget to tag your local outreach and summer meal site location sponsors/partners!**

Visuals



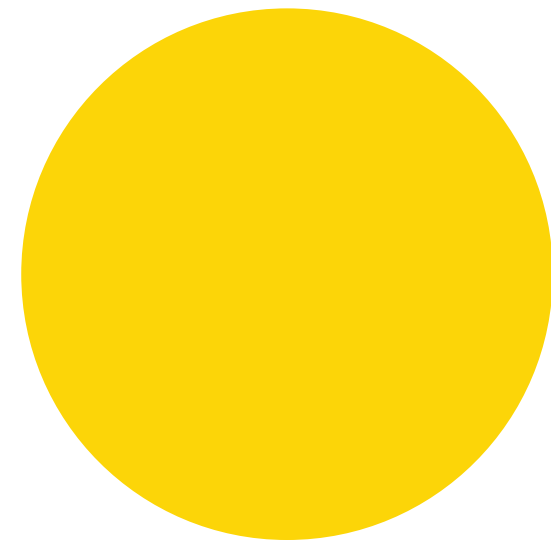
COLOR:

CT

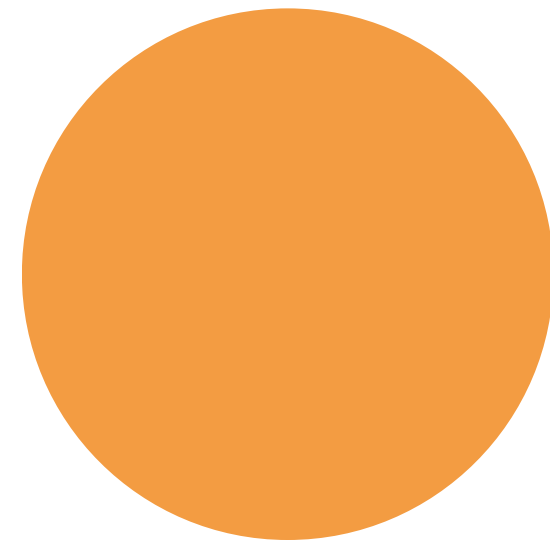
SUMMER

MEALS

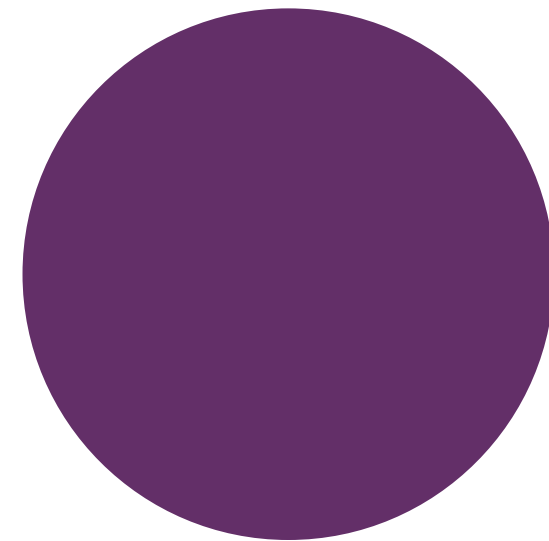
PALETTE



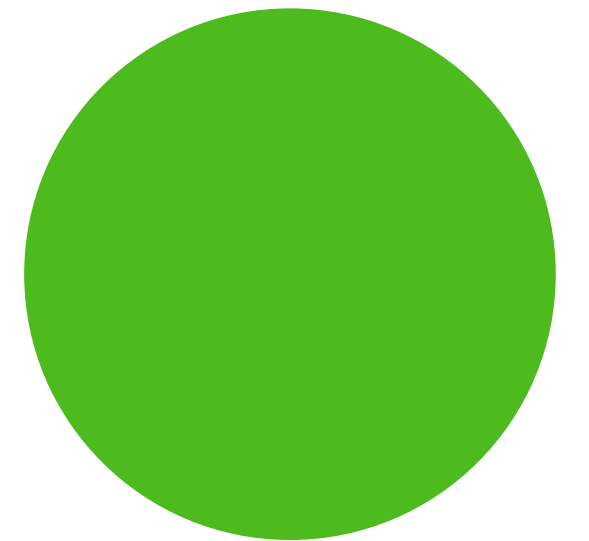
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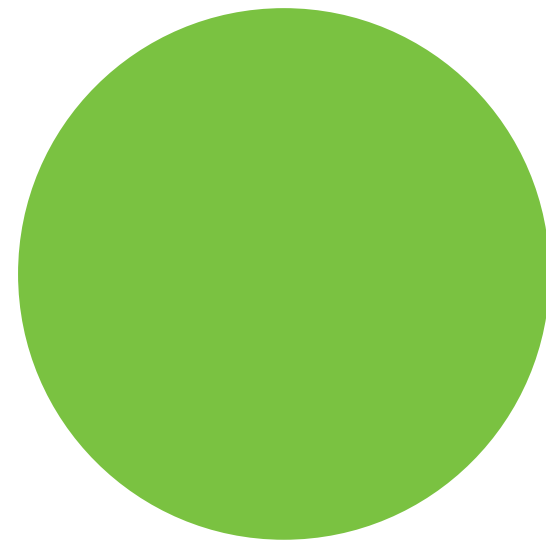
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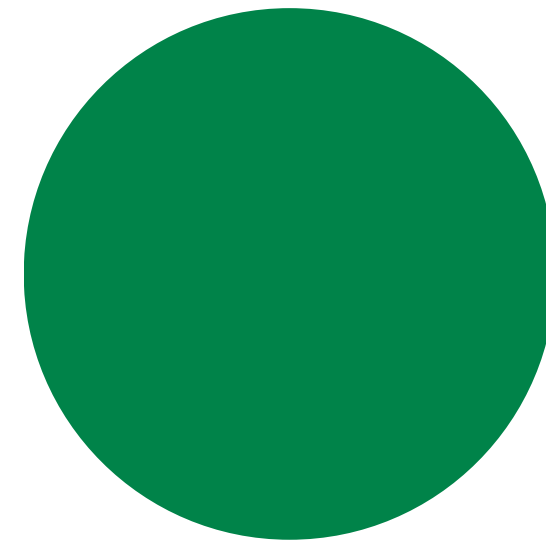
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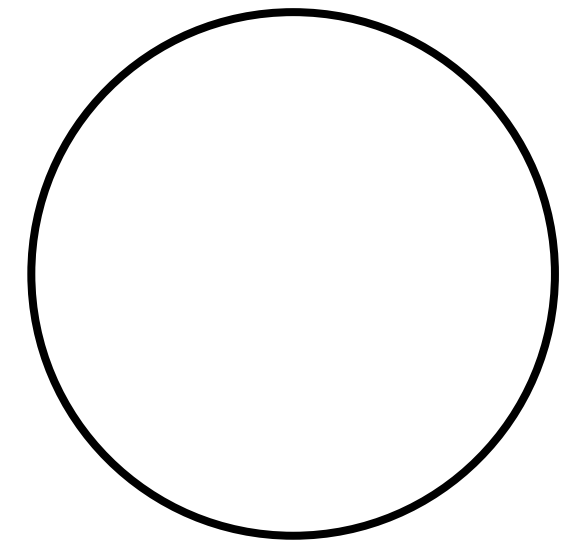
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#7AC241

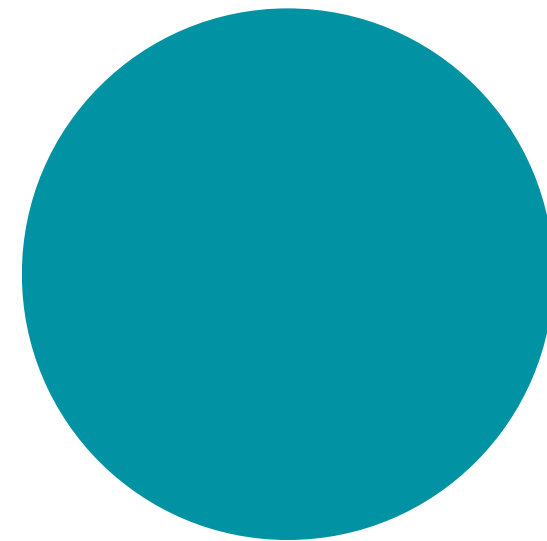


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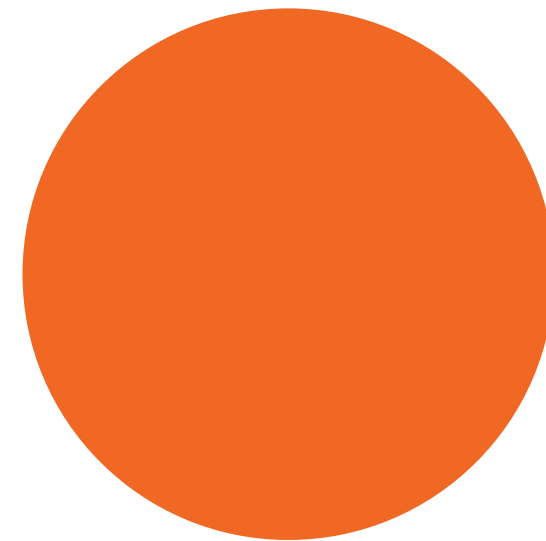


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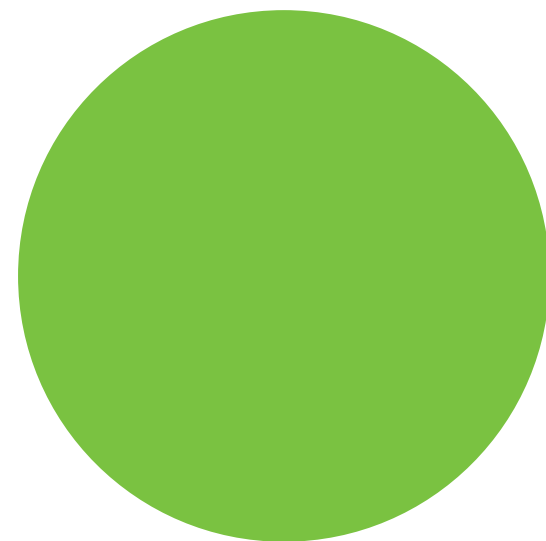
COLOR:  
EHC!  
PALETTE



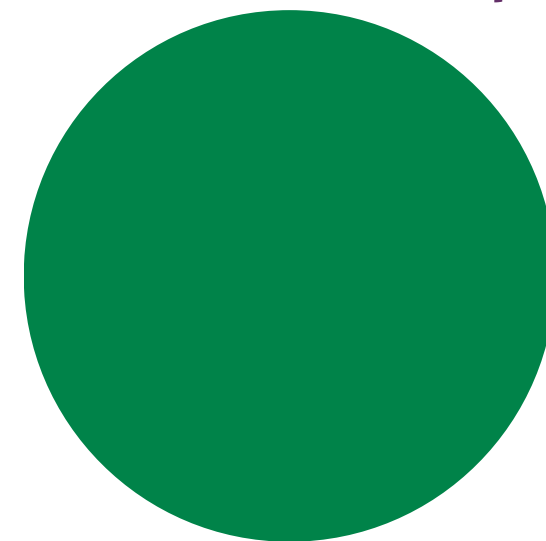
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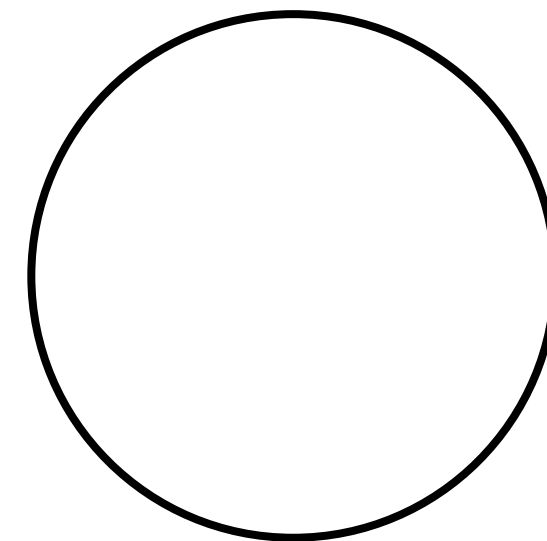
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CT

SUMMER

MEALS

Fonts to

USE

STELLA

Atma Light

Atma Medium

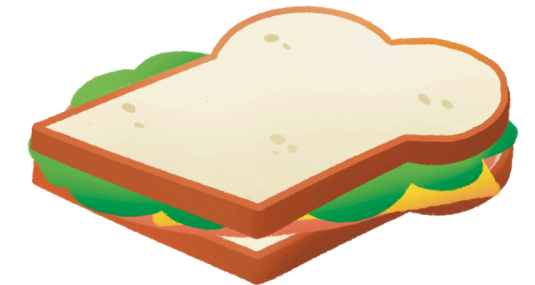
Atma Bold





# STICKERS:

Click on a sticker below to download and use in digital or print.







# PHOTOGRAPHY

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

If you are running a meal site, plan to take photos of your site in action! **Remember to always get proper, written permission from parents BEFORE you take photos that include minors, especially if you intend to post it.** TIP: When we're not sure or do not have permission, we like to highlight site staff, food, and 'strictly back of head only' photos!

The photos here are some examples of positive photos. They are all free-use stock photos collected online from Canva and Unsplash.



ADDITIONAL RESOURCES

# Activity AND Coloring PAGES



Use these links to download free activity and coloring pages!

CT SUMMER MEALS 

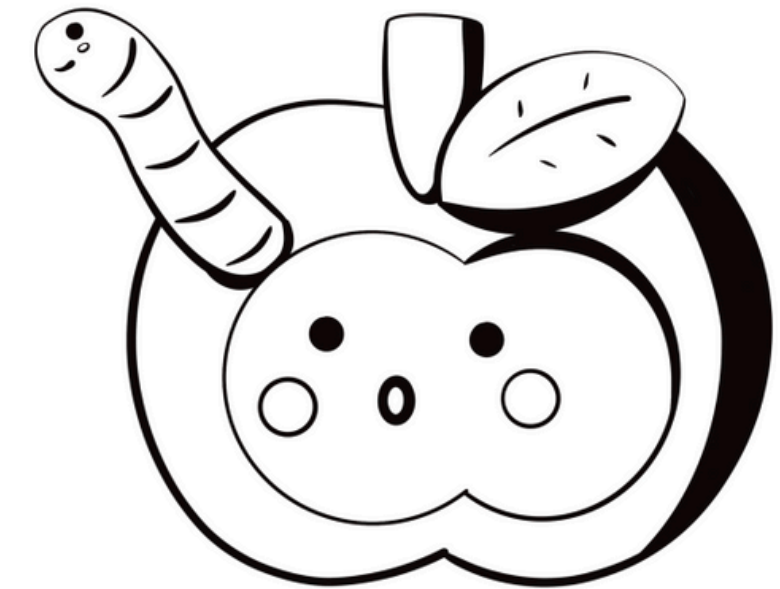
FLOWERS WORD SEARCH

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](http://CTSUMMERMEALS.ORG)

CREATED BY: [SANINIART.COM](http://SANINIART.COM)



[ctsummermeals.org](http://ctsummermeals.org)





# 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](http://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](http://www.ctsummermeals.org).
- Make sure to save your web changes and then test it out!



# OUTREACH EMAIL TEMPLATE



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

Summer is often the hungriest time for kids. Just as hungry kids cannot learn in school, hungry kids cannot play in the summer. 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 is federally-funded and part of the USDA's SUN Programs: Summer Nutrition Programs for Kids. SUN Meals (CT Summer Meals) is administered by the Connecticut State Department of Education (CSDE) and provides no-cost, nutritious meals to all children aged 18-and-under throughout the summer. No questions asked, no ID/proof of need is required. Sites serve combinations of breakfast, lunch, supper, and snacks. There are hundreds of sites across Connecticut, which can easily be found on the USDA's Meal Site Finder Map, made available at [ctsummermeals.org](http://ctsummermeals.org).

Join us in helping to spread awareness of CT Summer Meals with End Hunger CT!'s resources all summer long. You can spread the word with the Virtual Toolkit, which includes templates for social media posts (graphics and captions) by clicking [here](#). You can also download free educational activity and coloring pages for kids, as well as promotional flyers, posters, and bookmarks to use digitally or in print to easily support the program - all located at [ctsummermeals.org](http://ctsummermeals.org).

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 share these resources with others.

Thank you in advance for your support!

Best,  
[Your Name]



# EXAMPLE Post:

Looking for more online templates like this one?



Check out our Virtual Toolkit, complete with a week's worth of graphics and captions at [ctsummermeals.org](http://ctsummermeals.org)!

**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](http://www.CTSummerMeals.org)

**CT**  
**SUMMER**  
**MEALS**

THANK YOU FOR HELPING  
US SPREAD THE WORD!

Questions? Email [childnutrition@endhungerct.org](mailto:childnutrition@endhungerct.org).

Want even more resources? Visit [ctsummermeals.org](http://ctsummermeals.org).