

# Food Right

## Media Kit

As a contracted MPS vendor since 2015, our mission is to empower youth to choose foods that sustain life-long health. Through our hands-on gardening and culinary nutrition education programs, students learn about where their food comes from and how to turn whole plant-based foods into wholesome and delicious meals and snacks.



### Our Mission

Empower youth to choose foods that sustain life-long health.

### Our Programs

Food  Right  
YOUTH CHEF ACADEMY

Food  Right  
YOUTH CHEF ACADEMY  
Elementary

Food  Right  
YOUTH CHEF ACADEMY  
Primary

Food  Right  
GROWING CHEFS

Learn more about our Programs on our website or scan here



Read about our Program Impact in our Youth Chef Academy Pilot study.



2015-2023

24

Milwaukee Public Schools

230

K5-12th Grade Classrooms

3,700

In-class Meals Cooked

6,000+

Students Reached



# FoodRight

Grow Strong. Live Long. Cook.

***FoodRight empowers youth to choose foods that sustain life-long health.***



Scan to download logos & submarks

## Primary Logos



## Logos with Tagline



## Submarks



## Primary Typeface

Poppins

## FoodRight Basics

When writing out our name, please use FoodRight or FoodRight, Inc.

FoodRight is always one word.

### Why FoodRight?

We believe access to fresh, whole foods and the education to learn the skills needed to make those foods into a nutritious, wholesome, plant-based meal, is a **FOODRIGHT** that everyone deserves.

## Colors

*In addition to black and white:*



PANTONE 165C

CMYK 0 74 95 0

RGB 255 103 29

HEX ff671d



PANTONE 7482C

CMYK 96 8 99 1

RGB 0 157 79

HEX 009d4f



PANTONE Cool Gray 11C

CMYK 66 57 51 29

RGB 84 86 91

HEX 54565b