PlateSmart INITIATIVE



Primary Logo

PlateSmart
INITIATIVE

Inverse Primary Logo

PlateSmart
INITIATIVE

Logo Mark - Acceptable Back Grounds



Callout/Quote Styling

> I never realized how much I was overlooking on food labels. This helped everything finally click.

> Small, **consistent choices** add up over time.

Dark Teal
Hex# **126081**

Green
Hex# **8BBF31**

Fresh
Hex# **F7FFDD**

Grey
Hex# **F2F2F2**

White
Hex# **FFFFFF**

Title Hex# **126081**

Lato Bold

Coaching

Lato

At PlateSmart Initiative, nutrition coaches tailor plans for clients based upon their health needs and goals. For example, a diabetic client may need to count carbohydrates closely, but a hypertensive one may focus on following the DASH diet.

Copy Hex# **595959**

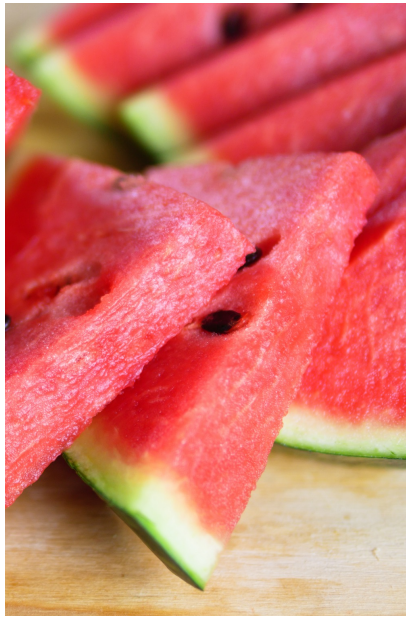


Photography

Use photography that shows **portioned meals and balanced plates**, such as bento-box–style containers or clearly divided dishes. Images should visually reinforce portion awareness, food variety, and practical meal planning without feeling clinical or prescriptive.

- Neutral backgrounds
- Natural lighting
- Minimal props
- Realistic, attainable















Photography

Choose photography that captures **food preparation in progress**, such as hands measuring, chopping, stirring, or plating. Avoid showing faces to maintain focus on the food and the actions involved in preparing balanced meals.

- No faces
- Natural light preferred
- Clean work surfaces
- Realistic kitchens