We are proud to introduce the K-12 Culinary Institute program to all the districts in North Carolina, and commend the collaboration between our culinary team and the workshop participants during the summer sessions. With that being said, we encourage you to proudly display the Institute branding with these guidelines in mind for professional looking print material and promotional projects.

- If the logo text is black, the logo should always appear on a white background
- If the logo text is white, the logo should always appear on a black background
- Keep the red, white and royal color palettes consistent
- If your design is reduced to a small scale, you may eliminate the “Listening, Learning, Leading” tagline

For practical purposes, we have not assigned PMS color matches to the red, royal and green. However, if specificity is needed in any large scale printing projects, these are our recommended color matches for the red, royal and green.

- Red: PMS #185C
- Royal: PMS #293C
- Green: PMS #368C

Our marketing team has put together recommendations for keeping our brand looking professional and prestigious by suggesting coordinating apparel options (i.e. chef jackets, polos, blouses and button downs), which can be sourced locally through your uniform suppliers.