

WIC PROGRAM BRAND GUIDELINES

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THE WIC BRAND AND LOGO



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OVERVIEW

Healthy foods, nutrition advice, breastfeeding resources, and more

WIC is the USDA's Special Supplemental Nutrition Program for Women, Infants, and Children. WIC provides healthy foods, breastfeeding support, personalized nutrition education, and referrals to other services for eligible families.

For more information on the program, please visit:
<https://www.fna.usda.gov/wic>

Resources for WIC state and local agencies can be found here:
<https://www.fna.usda.gov/wic/agency>

Resources for WIC partners can be found here:
<https://www.fna.usda.gov/wic/partner>



A decorative header featuring various colorful line-art icons related to food and health, including a carrot, a tomato, a shopping cart, a slice of bread, a baby bottle, and a heart, interspersed with small green swirls and dots.

ABOUT THE BRAND GUIDELINES

These brand guidelines are for USDA, WIC state and local agencies, for-profit and nonprofit WIC partner organizations, WIC authorized vendors, and manufacturers. This includes contractors working to develop materials for these entities. Official use of the WIC logo and acronym is restricted to purposes consistent with WIC Policy Memo #2027-2: [Use of WIC Acronym and Logo](#), as well as any relevant WIC program regulations, FNA Instructions, policy memoranda, and guidance.

The brand guidelines provide a framework for the proper use of the WIC logo and branding. When used properly, the WIC logo will provide a consistent identity for WIC and increased public awareness of WIC benefits and services.

Consistent with WIC Policy Memo #2027-2: [Use of WIC Acronym and Logo](#), materials that display the WIC branding will be used primarily for informational, identification, public notification, and education purposes.

Manufacturers, WIC authorized vendors, and both for-profit and nonprofit organizations with non-food WIC contracts, must include the statement, “WIC is a registered service mark of the U.S. Department of Agriculture for USDA’s Special Supplemental Nutrition Program for Women, Infants, and Children”, when using the WIC logo or acronym in certain contexts.

FNA reserves the right to request to view or approve any uses of the WIC logo or acronym by any entity. Additionally, any uses that are considered inappropriate shall be discontinued at FNA’s discretion.





REQUIREMENTS FOR WIC STATE AND LOCAL AGENCY MATERIALS

State and local agencies that use the logo must adhere to the WIC Program Brand and Logo [Guidelines](#) and the guidance found in this resource:

Policy Memo #2027-2: <https://www.fna.usda.gov/wic/agency/acronym-logo>

All FNA-created materials include a required nondiscrimination statement. Materials created by FNA that state and local agencies choose to utilize as-is — that is, without customization — will feature either the long or short version of the nondiscrimination statement. This statement must remain. The full nondiscrimination statement is used on long documents, such as reports and booklets. The short version is acceptable for items such as brochures, fact sheets, and single-page designs.

- Full Nondiscrimination Statement: The current version of the full nondiscrimination statement is available at: <https://www.usda.gov/non-discrimination-statement>
- Short Nondiscrimination Statement: USDA is an equal opportunity provider, employer, and lender.

In addition, state and local agencies should be aware that a financial disclaimer is required on all materials FNA creates specifically for state and local agencies to customize and use. This disclaimer must remain on the customized material. Examples of funding statements include:

- Funding provided by the U.S. Department of Agriculture.
- Funded in part by USDA Food and Nutrition Administration.
- This project is made possible with funding from USDA's Food and Nutrition Administration.

For materials that state and local agencies create entirely on their own using the WIC logo and branding elements described in the WIC Program Brand and Logo Guidelines, the FNA nondiscrimination statement and funding disclaimer statement are not necessary.



THE WIC LOGO

The national WIC logo was developed to create a cohesive and recognizable brand that makes it easier for WIC participants and those who are eligible to find WIC clinics, farmers markets that accept WIC, and healthy foods in store.

It is inspired by the program's focus on healthy outcomes. The design features a warm, unifying, and inviting feeling that helps create an emotional connection that is versatile enough for use by the U.S. Department of Agriculture (USDA), Food and Nutrition Administration (FNA), WIC state and local agencies, vendors and other partners. The shape symbolizes WIC's dedication to modernization and passion for meeting the needs of participants during critical times of growth.

FNA holds the trademark for the WIC logo and acronym, and these service marks may only be used consistent with the Use of WIC Acronym and Logo Policy memo and any other applicable guidance.





LOGO VARIATIONS

The elements of the logo are not to be broken apart and used as individual graphics.

High-resolution files for all variations of the logo can be easily accessed [online](#) and downloaded for usage. The available file formats are EPS, JPG, and PNG.



Color



One Color



Black



Reversed



LOGO VARIATIONS

The elements of the logo are not to be broken apart and used as individual graphics.

High-resolution files for all variations of the logo can be easily accessed [online](#) and downloaded for usage. The available file formats are EPS, JPG, and PNG.

Program Name Vertical



Special Supplemental
Nutrition Program for
Women, Infants, and Children

Color



Special Supplemental
Nutrition Program for
Women, Infants, and Children

One Color



Special Supplemental
Nutrition Program for
Women, Infants, and Children

Black



Special Supplemental
Nutrition Program for
Women, Infants, and Children

Reversed



LOGO VARIATIONS

The elements of the logo are not to be broken apart and used as individual graphics.

High-resolution files for all variations of the logo can be easily accessed [online](#) and downloaded for usage. The available file formats are EPS, JPG, and PNG.

Program Name Horizontal





LOGO CLEAR SPACE AND MINIMUM SIZE

Clear Space

Clear space around the logo ensures that the logo is clearly visible and helps people recognize its value in any piece of communication.

Minimum clear space on all sides of the logo is equal to the height of the “leaves” in the logo.



Minimum Size

The logo must be sized large enough to be easily read. Minimum size is 50px wide for digital and .75in for print.





INCORRECT WIC LOGO USAGE

Entities allowed to use the WIC logo must do so in accordance with this guide.

Altering Logo

To ensure brand integrity, do not alter the logo mark, colors, or fonts in any way. Below are some examples of how **not** to display or change the logo.





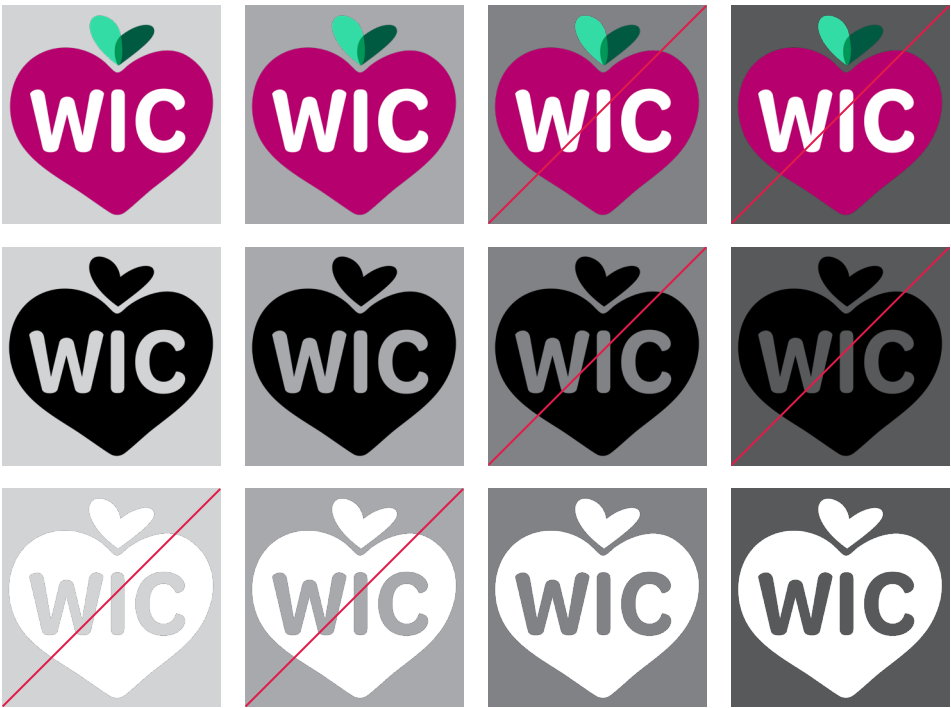
INCORRECT WIC LOGO USAGE

Entities allowed to use the WIC logo must do so in accordance with this guide.

High Visibility

Do not place the WIC logo on low-contrast background colors. Background colors must have a color contrast ratio of at least 4.5:1 for the logo to remain highly visible.

See page 20 for allowable colors.





THE USDA LOGO

The USDA logo was created and approved for use in 1995. It is the official and sole identifying mark for the Department, its mission areas, and all agency programs. The simple design positions USDA as a modern organization rooted in tradition but focused on the future of agriculture. The USDA logo is a key element of the Department's brand identity. It immediately identifies USDA to the world, making it the single, most visible asset of the Department.

The USDA logo is a graphic representation of the land — the foundation of all agriculture — and the Department's initials. The logo colors — dark green and dark blue — represent the essential elements of earth, air, and water. Together, these elements comprise the logo. The elements of the logo are not to be broken apart and used as individual graphics.

The USDA style guide provides more information about the proper use of the USDA logo — including who can use it, when and how — and is available at:

<https://www.usda.gov/about-usda/policies-and-links/digital/usda-style-guide/logo>.





USING THE WIC LOGO WITH THE USDA LOGO

In USDA communications, the WIC logo should always appear to the right of the USDA logo. Alternatively, the USDA logo and WIC logo may be separated — with one in the header and one in the footer. When locked up, the WIC logo must appear slightly shorter than the USDA logo, as seen below.

The USDA logo should not accompany the WIC logo on materials created by USDA for customization by third parties (e.g., a state agency or partner group) or on materials created by a third party without explicit approval from USDA.

High resolution files for all variations of the WIC logo with the USDA logo can be easily accessed [online](#) and downloaded. The available file formats for the lockup are EPS, JPG, and PNG.



Color



Black



Reversed



USING THE WIC LOGO WITH THE USDA LOGO

WIC Program Name Horizontal



Color



Black



Reversed

For readability, the minimum size of this mark is 2.5in.



USING THE WIC LOGO WITH STATE AND LOCAL AGENCY NAMES

State agencies may display their state agency name with the WIC logo horizontally and vertically. When displayed horizontally, the state agency name should be on the right of the logo and be no larger than the WIC logo. See examples.

When displayed vertically, the state agency name should appear centered below the logo and be no larger than the WIC logo. See examples.

Local agencies may also use the logo in this way with their names.*



*Local agency name can appear below the state agency name in place of the program name.



USING THE WIC LOGO WITH ADDITIONAL LOGOS OR THEME ART

Additional logos or theme art may be used with the WIC logo or the USDA WIC logo lockup. They must be added to the right of the WIC logo and may not be larger than the WIC and USDA logos.

The clear space between the WIC logo and additional logos or theme art should be equal to the height of the “leaves” of the WIC logo (see page 11).

The WIC logo or the USDA WIC logo lockup may be separated from the additional logos or theme art by a rule set at the same height as the largest logo. See examples.





WIC LOGO ELEMENTS

Materials developed using the WIC logo should use the elements described in this section to achieve maximum impact. The WIC color palette, color specifications, fonts, icons, frames, and other elements work together to reinforce the WIC logo and to create simple, motivating content unique to WIC. The WIC logo elements are accessible online and can be downloaded here:

<https://www.fna.usda.gov/wic/agency>



WIC COLOR PALETTE

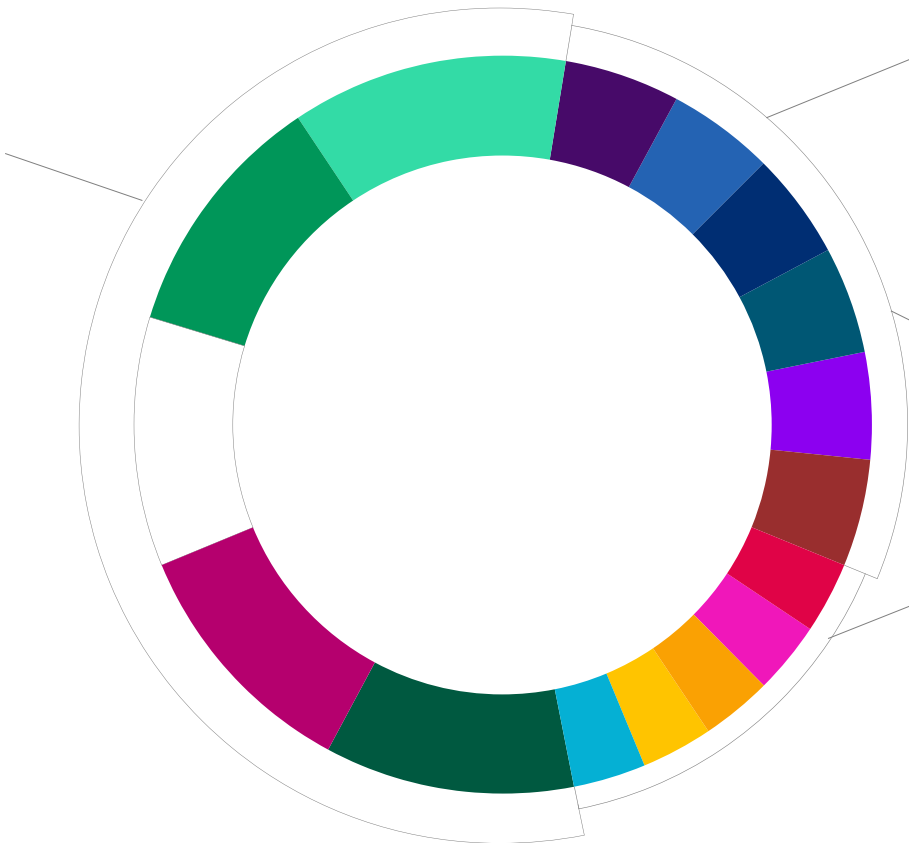
The WIC brand is very colorful and represents the array of healthy food WIC provides.

Primary Colors

The primary colors for the WIC brand should be used as predominant colors across all WIC materials. They may be used as background colors, graphic elements, and design accents.

Colors may also be used for type, but must have a color contrast ratio of at least 4.5:1 against the background to remain visible and meet Section 508 requirements.

For the WIC Light Green (see next page), up to a 20% opacity may be used as a background color, but never the full color.



Secondary Colors

The secondary colors are used as design accents and for graphic elements.

Colors may also be used for type, but must have a color contrast ratio of at least 4.5:1 against the background to remain visible and meet Section 508 requirements.

The WIC Teal may be used as a background color (see next page).

Tertiary Colors

The tertiary colors are used as design accents and for graphic elements.

Colors may also be used for type, but must have a color contrast ratio of at least 4.5:1 against the background to remain visible and meet Section 508 requirements.



WIC COLOR SPECIFICATIONS

Listed here are specifications for the color palettes for the following three color modes:

- Hexcode for web development
- RGB for digital materials
- CMYK for printed materials

Primary Colors



WIC Green

Hex #005941
RGB 0/89/65
CMYK 90/39/79/36



WIC Medium Green

Hex #009758
RGB 0/151/88
CMYK 85/15/87/3



WIC Light Green

Hex #33DCA5
RGB 51/220/165
CMYK 62/0/51/0



WIC Magenta

Hex #B6006D
RGB 182/0/109
CMYK 28/100/27/2



White

Hex #FFFFFF
RGB 255/255/255
CMYK 0/0/0/0

Secondary Colors



Blueberry

Hex #002D72
RGB 0/45/114
CMYK 100/91/28/15



WIC Teal

Hex #005774
RGB 0/87/116
CMYK 95/60/37/17



Eggplant

Hex #470A69
RGB 71/10/105
CMYK 84/100/23/20



Grape

Hex #8B00EF
RGB 139/0/239
CMYK 65/82/0/0



Berry

Hex #2463B3
RGB 36/99/179
CMYK 88/64/0/0



Tomato

Hex #9A2D2D
RGB 154/45/45
CMYK 26/93/86/22

Tertiary Colors



Aqua

Hex #06B1D4
RGB 6/177/212
CMYK 73/8/12/0



Banana

Hex #FFC500
RGB 255/197/0
CMYK 0/23/100/0



Orange

Hex #FBA102
RGB 251/161/2
CMYK 0/42/100/0



Dragonfruit

Hex #F016BA
RGB 240/22/186
CMYK 14/88/0/0



Apple

Hex #E00247
RGB 244/2/71
CMYK 6/100/68/0



WIC FONTS

To ensure a consistent visual appearance, the typefaces Asap and Open Sans should be used for all WIC materials. Asap is a bold, friendly, and warm typeface that will be used across materials for headlines, subheads, and text accents. Open Sans, which is clean, neutral and easy to read, should be used across all body copy. Both typefaces are publicly available on Google Fonts and may be downloaded for free.

Asap

Headlines, Subheads, Accents

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

- Bold
- Bold Italic
- Extra Bold
- Extra Bold Italic
- Black
- Black Italic

Open Sans

Body Copy

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p
q r s t u v w x y z

- Light
- Regular
- Italic
- Semibold
- Bold

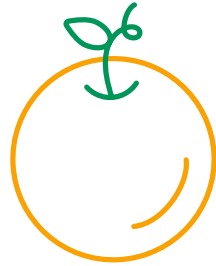


WIC ICONS

These 10 icons have been developed as part of the WIC identity to represent the array of benefits WIC offers. These icons can be used as part of a pattern (see next page) or as an accent for copy callouts. They should not be altered in any way besides as specified in this brand guideline.



Broccoli



Orange



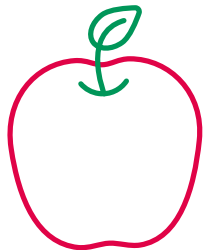
Shopping Cart



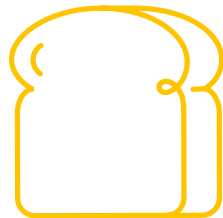
Jar



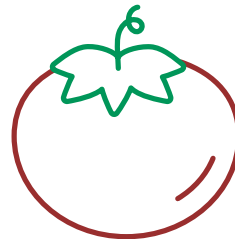
Carrot



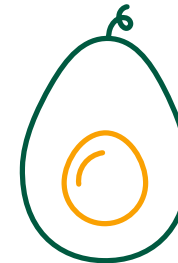
Apple



Bread



Tomato



Avocado



Breast Pump



WIC ICON PATTERNS

Patterns have been created to use on WIC materials. The colored pattern should only be used on light backgrounds. The white pattern may be used on darker backgrounds across the WIC palette. Ensure enough contrast between the background color and the pattern. The pattern may be used at varying opacities when necessary.

On light backgrounds



On colored backgrounds





WIC ICON FRAMES

Seven of the icons in the icon pattern can be used as frames for photography. These icons include the broccoli, orange, shopping cart, carrot, jar, apple, and bread. The stroke weight of the icon image frames are thicker than the stroke weight of the icons. The stroke weight can be calculated as follows: icon stroke weight (pt) x 1.3 = icon image frame stroke weight (pt). Below are examples of images in icon frames.



Broccoli



Orange



Shopping Cart



Carrot



Jar



Apple



Bread



WIC ICON FRAMES

On a White or WIC Light Green Background

The WIC icon image frames should be used as shown below. Use the colors as-is. Do not make any alterations. The WIC Light Green should only be used up to a 20% opacity.

White

WIC Light Green
(20% Opacity)



Broccoli



Orange



Shopping Cart



Carrot

White

WIC Light Green
(20% Opacity)



Jar



Apple



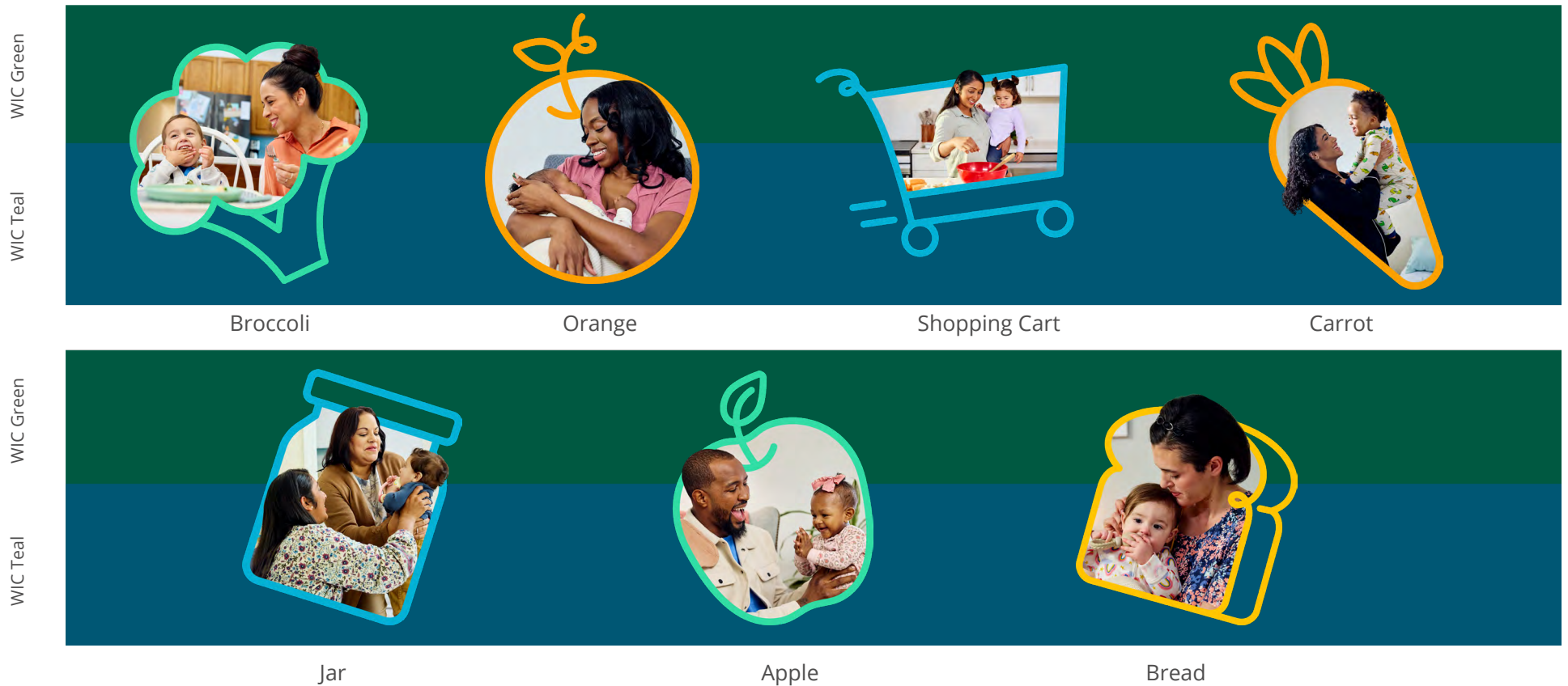
Bread



WIC ICON FRAMES

On a WIC Green and WIC Teal Background

The icon image frames should be used as shown below. Use the colors as-is. Do not make any alterations.





WIC ICON FRAMES

On a WIC Medium Green Background

The icon image frames should be used as shown below. Use the colors as-is. Do not make any alterations.

WIC Medium Green



Broccoli



Orange



Shopping Cart



Carrot

WIC Medium Green



Jar



Apple



Bread



WIC ICON FRAMES

On a WIC Magenta Background

The icon image frames should be used as shown below. Use the colors as-is. Do not make any alterations.

WIC Magenta



Broccoli



Orange



Shopping Cart



Carrot

WIC Magenta



Jar



Apple



Bread



WIC ICON FRAMES

Cropping

When creating an original icon frame, select a photo where the subject(s) will fit in the frame. Then cut out and edit the image to allow for the elements to break out of the frame (as seen below).



✓ Correct Usage



✗ Incorrect Usage



WIC ICON FRAMES

Circle

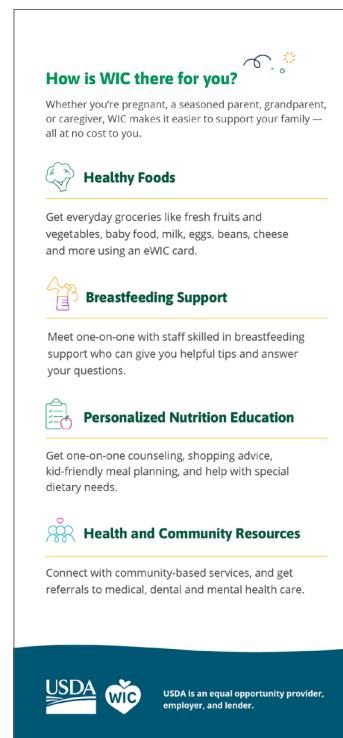
If a desired image cannot be cropped or altered to break the frame, use a circle with a colored stroke. Follow the color guidance of the icon image frames to select the stroke color based on the desired background color. See page 20 for information on selecting colors.



ADDITIONAL WIC DESIGN ELEMENTS

Wave Design Element

The wave graphic can be used to add visual interest to WIC materials. Primary and secondary colors may be used. Below are examples of how they can be used across a variety of WIC materials.

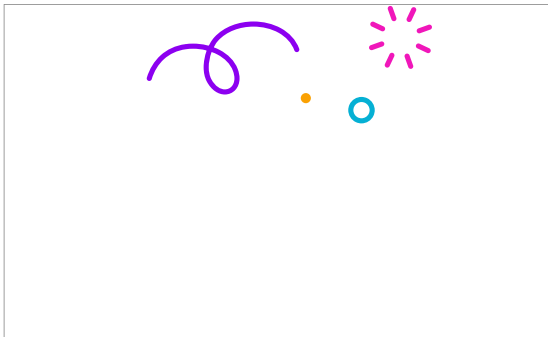
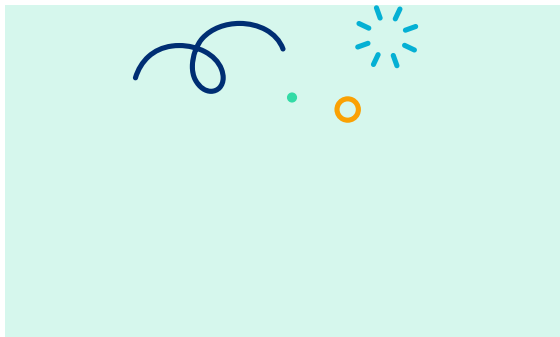
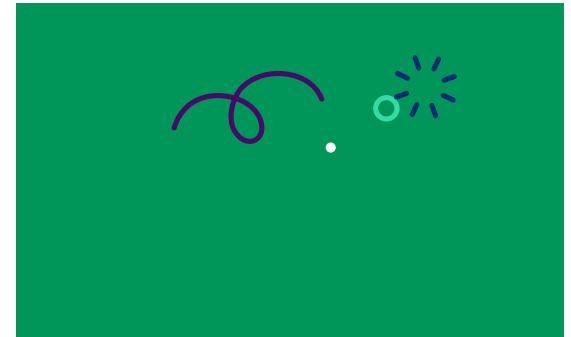




ADDITIONAL WIC DESIGN ELEMENTS

Embellishments

These embellishments may be used as accents on WIC materials where appropriate. Colors may be altered as desired, but ensure there is enough contrast between the embellishments and background color to remain visible.





WIC PHOTOGRAPHY



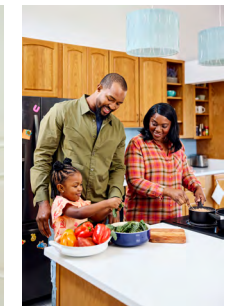
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WIC PHOTOGRAPHY

Original Photography

FNA has a library of original photography representing families in various environments. When possible, use the WIC original photography to add authenticity to materials. WIC photography is available on USDA's [Flickr](#).





WIC PHOTOGRAPHY

Stock Photography

Where WIC original photography cannot be used, stock photography can be supplemented. When selecting stock photography, ensure that it can co-exist seamlessly with any WIC photography. Photos used should feel authentic, warm, representative of the many families WIC serves and aligned with the benefits WIC provides, and be well-lit. Always abide by usage rights from the stock photography provider.





WIC MATERIALS GUIDELINES



WIC MATERIALS GUIDELINES

PowerPoint

The WIC PowerPoint template includes 27 fully WIC branded, customizable slides. A sample of the slides are shown below.

LOREM IPSUM
COVER TITLE

LOREM ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

USDA FNA.USDA.GOV/WIC

LOREM IPSUM
COVER TITLE

LOREM ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

USDA FNA.USDA.GOV/WIC

LOREM IPSUM
COVER TITLE

LOREM ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

USDA FNA.USDA.GOV/WIC

Section Divider

USDA FNA.USDA.GOV/WIC

Headline Goes Here

LOREM ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi.

USDA FNA.USDA.GOV/WIC

Headline Goes Here

- LOREM ipsum dolor sit amet, consectetur adipiscing elit.
 - Alla corper suscipit lobortis nisl ut aliquip ex ea commodo.
 - Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum.
- Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat.
- Nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue.

USDA FNA.USDA.GOV/WIC

Headline Goes Here

TIP #1
LOREM Ipsum

- Aliquip oool et amer consect adipiscing.
- Duis autem vel eum irure dolor in hendrerit in vulputate velit esse.
- Molestie at lobortis

TIP #2
LOREM Ipsum

- Aliquip oool et amer consect adipiscing.
- Duis autem vel eum irure dolor in hendrerit in vulputate velit esse.
- Molestie at lobortis

TIP #3
LOREM Ipsum

- Aliquip oool et amer consect adipiscing.
- Duis autem vel eum irure dolor in hendrerit in vulputate velit esse.
- Molestie at lobortis

TIP #4
LOREM Ipsum

- Aliquip oool et amer consect adipiscing.
- Duis autem vel eum irure dolor in hendrerit in vulputate velit esse.
- Molestie at lobortis

USDA FNA.USDA.GOV/WIC

Headline Goes Here

Chart Title Here

LOREM ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

■ Data 1 ■ Data 2 ■ Data 3 ■ Data 4 ■ Data 5

USDA FNA.USDA.GOV/WIC

WIC MATERIALS GUIDELINES

Posters

WIC posters may be developed using the general style outlined below.

Design Style

Use the WIC wave design element in the graphic area (Primary colors and WIC Teal only). Icon image frames, embellishments, and icon patterns may be used to add visual interest.

Heading Font Style

Asap Black in all caps.

Body Font

Open Sans Regular
Black (90% Opacity).



Footer

Include logos and WIC program name in the footer area under the rule. For customization, state and local agencies may use this space to add their own logos and contact information. See pages 17-18 for examples.

WIC MATERIALS GUIDELINES

Fact Sheets

WIC fact sheets should be developed using the general style outline below.

Heading Font Style

Asap Black in all caps.

Design Style

Use the WIC wave design element in the header area (Primary colors and WIC Teal only). Icon image frames, embellishments, and icon patterns may be used to add visual interest.

Subhead Font 1

Asap ExtraBold in sentence case.

Subhead Font 2

Asap ExtraBold in sentence case.



WIC SAVES LIVES AND IMPROVES HEALTH.

WIC is the Special Supplemental Nutrition Program for Women, Infants, and Children. Created in 1974, WIC provides healthy foods, personalized nutrition education, breastfeeding support, and referrals to other services.

WIC can benefit your patients

You play an important role in the care of pregnant women, infants, and children. Now, you can better care for their health easier by simply recommending WIC to them.

How WIC helps

From pregnancy until children turn 5, WIC provides extra support to help keep families healthy. Here's how WIC can help your patients:

Prenatal Care

Pregnant women on WIC have:

- Prenatal care more often and earlier
- Better dietary intake
- An increase in weight gain

Birth Outcomes

Mothers with babies born on WIC have:

- Longer pregnancies
- Fewer premature births
- Better birth weights
- Fewer infant deaths

Infant Feeding

Studies have shown:

- Mothers are more likely to breastfeed
- Breastfeeding at hospitals has increased
- Breastfeeding at 6 months of age has improved

Health and Development

Infants and children on WIC have:

- Better diet quality
- Increased preventive care
- Improved cognitive development
- Higher growth rate
- Increased likelihood of regular medical care
- Improved intellectual development

Learn more about the benefits of WIC at fns.usda.gov/wic/apply.



Who WIC helps

WIC serves many families depending on their income levels and eligibility is determined by the state they live in. WIC is available to:

- Women who are currently pregnant, postpartum (up to 6 months after the end of pregnancy), or breastfeeding (up to infant's first birthday)
- Infants
- Children (up to their fifth birthday)

Help connect your patients to WIC

Do you have patients who could benefit from WIC? There are many eligible families not yet participating in WIC, and you can help. Let patients know about the benefits WIC offers and provide a referral to their local WIC office to determine eligibility.



WIC benefits for your patients

Healthy Foods

WIC provides everyday groceries that align with the Dietary Guidelines and the infant feeding practice guidelines of the American Academy of Pediatrics.

Breastfeeding Support

WIC's skilled breastfeeding support staff provides helpful tips and additional resources throughout breastfeeding.

Personalized Nutrition Education

WIC offers one-on-one counseling and personalized tips on healthy eating, kid-friendly meal planning, and special dietary needs.

Health and Community Resources

WIC helps connect participants to medical, dental and mental health care, along with other community-based services.



DID YOU KNOW?

- WIC serves about **half of all infants** born in the U.S.
- **Nutrition education** is required for benefits.
- **All 50 states, 32 tribes, D.C., and 5 territories** participate in WIC.
- **Almost 12 million women and children** are eligible for WIC, and just under half are not participating.
- **Health care providers** are top recommenders of WIC.

USDA is an equal opportunity provider, employer, and lender.

Body Font

Open Sans
Regular Black
(90% Opacity).

Imagery

Images should be placed in a frame with rounded corners, and can break the frame.

Footer

When possible, the WIC wave design element should be used in the footer area.

WIC MATERIALS GUIDELINES

Rack Cards

Rack cards are small promotional tools that have replaced trifold brochures and are designed to be displayed in areas where there is heavy foot traffic. WIC rack cards should be developed using the general style outline below.

Heading Font Style

Asap Black in all caps.

Design Style

Use the WIC wave design element in the header area (Primary colors and WIC Teal only). Icon image frames, embellishments, and icon patterns may be used to add visual interest.

Subhead Font 1

Asap ExtraBold in sentence case.

Footer

Include USDA and WIC logos and a call-to-action if appropriate.



WIC IS BY YOUR SIDE.

Raising kids under 5?
WIC provides extra support to keep your family healthy.

What is WIC?
The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) provides healthy foods, personalized nutrition education, breastfeeding support, and referrals to other services.

Are you eligible for WIC?
WIC serves many families depending on their income levels. WIC is available to:

- Women who are currently pregnant, recently pregnant, or breastfeeding
- Infants
- Kids under 5

Use the Eligibility Tool on [WIC.gov](https://www.fns.usda.gov/wic) to see if you're likely to be eligible. It takes less than 5 minutes.

How can you apply?
Moms, dads, foster parents, and anyone else raising kids under 5 can apply for support for the kids in their care.
Connect with a WIC agency in your area by phone or online to start the application process and confirm your eligibility.

  **Apply today at**
fns.usda.gov/wic/apply

How is WIC there for you?

Whether you're pregnant, a seasoned parent, grandparent, or caregiver, WIC makes it easier to support your family—all at no cost to you.



Healthy Foods

Get everyday groceries like fresh fruits and vegetables, baby food, milk, eggs, beans, cheese and more using an eWIC card.



Breastfeeding Support

Meet one-on-one with staff skilled in breastfeeding support who can give you helpful tips and answer your questions.



Personalized Nutrition Education

Get one-on-one counseling, shopping advice, kid-friendly meal planning, and help with special dietary needs.



Health and Community Resources

Connect with community-based services, and get referrals to medical, dental and mental health care.



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Body Font

Open Sans Regular Black (90% Opacity).

Subhead Font 2

Asap ExtraBold in sentence case.



WIC MATERIALS GUIDELINES

Social Media

WIC branded state and local agency social media channels should develop content using the general style outline below. To ensure the WIC logo is visible against the background, a thick white stroke may be used along the border of the logo. The stroke weight should be equivalent to the thickness of the “I” in “WIC” of the logo.



Image with embellishments



Image with short copy on wave graphic



Image in icon frame with icon pattern background



WIC MATERIALS GUIDELINES

Digital Banners

Digital banners are visually appealing graphics that are often used to promote WIC on the internet. WIC digital banners should be developed using the general style outline below.

Heading Font Style

Asap Black in sentence case.

Subhead Font 1

Asap SemiBold in sentence case.

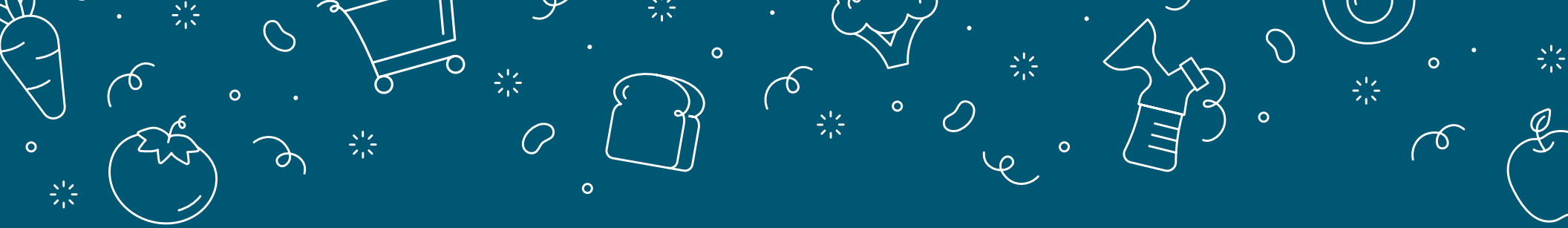


Design Style

Use the WIC wave design element in the graphic area (Primary colors and WIC Teal only). Icon image frames, embellishments, and icon patterns may be used to add visual interest.

Footer

Include USDA and WIC logos and a call-to-action button.



BY YOUR SIDE PREGNANCY TO 5



Guidance documents lack the force and effect of law, unless expressly authorized by statute or incorporated into a contract. USDA may not cite, use, or rely on any guidance that is not available through their guidance portal, except to establish historical facts.



BY YOUR SIDE PREGNANCY TO 5 THEME ART

The By Your Side Pregnancy to 5 theme art can be used by state and local agencies to further enhance a campaign or other materials.

This phrase represents WIC's strong presence in the life of families until their children turn 5. The design is playful and sophisticated. Elements of the WIC logo are pulled into the theme art, including the WIC magenta and the leaf, which helps create a cohesive look.

BY YOUR
SiDE
pregnancy to 5



THEME ART VARIATIONS

BY YOUR
SiDE
pregnancy to 5

Color

BY YOUR
SiDE
pregnancy to 5

One Color

BY YOUR
SiDE
pregnancy to 5

Black

BY YOUR
SiDE
pregnancy to 5

Reversed



THEME ART LOCKUP

Lockup with WIC Logo



Color



Black



Reversed



THEME ART CLEAR SPACE AND MINIMUM SIZE

Clear Space

Clear space around the theme art ensures that it is clearly visible and helps people recognize its value in any piece of communication.

Minimum clear space on all sides of the theme art is equal to the height of the "i" in the theme art.



Minimum Size

The theme art must be sized large enough to be easily read in every application.

Minimum size is 100px wide for digital and 1.3in for print.



100px
1.3in



INCORRECT THEME ART USAGE

Do Not Alter Theme Art

To ensure integrity of the theme art, do not alter the theme art, colors, or fonts in any way. Below are some examples of how **not** to display or change the theme art.

Color



Proportion



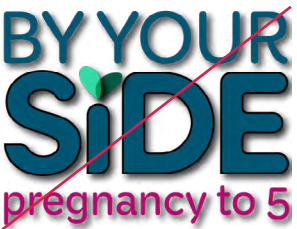
Orientation



Fonts



Graphical Elements or Effects





INCORRECT THEME ART USAGE

High Visibility

Do not place the By Your Side Pregnancy to 5 theme art on low-contrast background colors. Background colors must have a color contrast ratio of at least 4.5:1 for the theme art to remain highly visible and to meet Section 508 requirements.





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