

**Brand
Standards**
food**o**bank

Our Mission
Nourish people. **Build** solutions. **Empower** communities.

Our Vision
No one goes hungry.

TABLE OF CONTENTS

Logo Standards	4	Apparel & Collateral.....	24
Color Palettes.....	12	Templates	25
Typography.....	13	Truck Standards.....	26
Imagery Style.....	14	TV Standards	27
Language.....	18	Buildings.....	28
Emails	21	Acronyms.....	29
Social Media	22	Questions & Contact Information	30

PRIMARY LOGO: HORIZONTAL

The Food Bank of Central & Eastern North Carolina's logo is a strong brand asset in the fight against hunger in our 34-county service area. The logo should always appear as it does below.



SECONDARY LOGO: STACKED

The Food Bank's stacked logo can be used any time the horizontal logo will not work.



TERTIARY LOGO: ICON

The Food Bank's icon logo should be used as the social media profile picture and on apparel. This logo should not be used in any other way, unless accompanied by the primary or secondary logo.



LOGO STANDARDS

CLEAR SPACE

Clear space is the area surrounding our logo that must be free of text or graphic elements.

We measure clear space by the height of the "o" in Food Bank. An o-height space must exist around all four sides of the logo.



MINIMUM SIZE

Our horizontal logo should never be reproduced at a size smaller than 2" wide x .4" tall so that it can always be clear and legible.

Our stacked logo should never be reproduced at a size smaller than 1" wide x .7" tall.

Our icon logo should never be reproduced at a size smaller than .5" wide x .5" tall.



LOGO STANDARDS

BRANCH LOGOS

Branches logos should only be used when the designed piece is going to be at that branch or in that branch's counties. All clear space, minimum size, and improper usage rules apply to branch logos.



APPROVED VARIATIONS

The following logo variations can be used when circumstances require them.

The reverse version can be used on dark backgrounds.



The PMS 368 version can be used when only one color is permitted.



The black version can be used when printing only in black and white.



PROGRAM LOCKUPS

Program names will always be used in conjunction with the Food Bank logo.



COMMUNITY
HEALTH &
ENGAGEMENT



MIDDLE MILE
PROGRAM



CHILDREN'S
PROGRAMS



BACKPACK
PALS



THREE
SQUARES



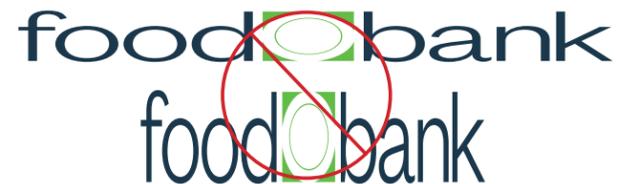
RETAIL
DONATION
PROGRAM

IMPROPER USAGE

To preserve the integrity of our brand, we must use the Food Bank logo correctly in every application. Altering, distorting, or redrawing it in a way that's prohibited weakens our brand and what it represents. The examples below illustrate incorrect usage of our logo. While some may seem small departures from the standard, all are unacceptable and dilute our brand image.



The logo should **never** be reversed so the lettering is green & the plate is navy.



The logo should **never** be horizontally or vertically skewed.



The logo should **never** be tilted.



The logo should **never** use alternative colors.



The logo should **never** be shaded or less than 100% opacity.



The logo should **never** be cut off.



The logo should **never** use a drop shadow, outer glow, or any other effect.



The logo should **never** be used without the plate icon.



The logo should **never** be rearranged.

MEMBERSHIP & RECOGNITION LOGOS

The Food Bank uses these logos throughout our collateral to show what organizations we are a member of and the levels of recognition we hold.



EVENT LOGOS

These logos are for Food Bank events.



PRIMARY COLORS

Our primary colors are used in our logo, symbolize our brand, and are consistent in all Food Bank collateral.



Pantone 7546 C
CMYK: 73, 45, 24, 66
RGB: 30, 56, 75
HTML: 1D374B



Pantone 368 C
CMYK: 65, 0, 100, 0
RGB: 98, 187, 70
HTML: 61bb46

EXTENDED COLOR PALETTE

Our extended color palette includes colors that support and highlight our primary colors.



Pantone 7666 C
CMYK: 75, 80, 50, 0
RGB: 99, 81, 109
HTML: 63516d



Pantone P 136-12 C
CMYK: 58, 0, 46, 7
RGB: 98, 183, 153
HTML: 61b798



Pantone 7697 C
CMYK: 76, 34, 21, 0
RGB: 61, 141, 174
HTML: 3d8cae



Pantone Warm Gray 4 C
CMYK: 11, 13, 15, 27
RGB: 183, 173, 165
HTML: b6ada4

PRIMARY FONT

Our primary font is Avenir.

Use Avenir Black for headlines, Avenir Medium for subheads and Avenir Book for body copy.

If italic is needed, use any of the Avenir Oblique options.

Note: You may have Avenir Next on your computer, which is also acceptable.

SECONDARY FONT

Our secondary font is Myriad Pro.

Use Myriad Pro if Avenir is unavailable. Use Myriad Pro Bold for headlines, Myriad Pro Semibold for subheads and Myriad Pro Regular for body copy.

If italic is needed, use Myriad Pro Italic.

Avenir Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Myriad Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

IMAGERY STYLE

Photography should support our mission & vision. Photos should express a hopeful message in a honest way and appear unstaged, shot in a natural environment with natural lighting. Photos should not contain any logos (sports teams, businesses, etc.) and should show the diverse population the Food Bank serves.

Photos should always be at least 5" x 7" and 300 dpi.

PORTRAITS

Models should make eye contact to engage the viewer and be shot in a respectful and dignified manner. They should have a smiling or neutral expression.

Models should never be looking down or have a sad, somber or angry look on their face. Models should never have dirty clothes or dirty faces.

Cropping should be done only to create a more compelling image. Avoid perfect symmetry. Leave enough visual information to tell the story.



IMAGERY STYLE

ACTION

Action photos should highlight a natural event or situation and not look staged. Action photos should explain what the Food Bank does and praise the efforts of partners and volunteers.

Models should never be looking down or have a sad, somber or angry look on their face. Models should never have dirty clothes or dirty faces.

Cropping should be done only to create a more compelling image. Avoid perfect symmetry. Leave enough visual information to tell the story.



IMAGERY STYLE

FOOD

Food photos should be clear and in a natural environment. Food should be properly packaged/ stored (when applicable).

Cropping should be done only to create a more compelling image. Avoid perfect symmetry. Leave enough visual information to tell the story.



WHERE TO FIND PHOTOS

Feeding America Photos:
<https://feedingamerica.sharepoint.com/sites/famedia>

Stock Photos
istockphoto.com
Contact the Creative & Brand Manager to purchase images.

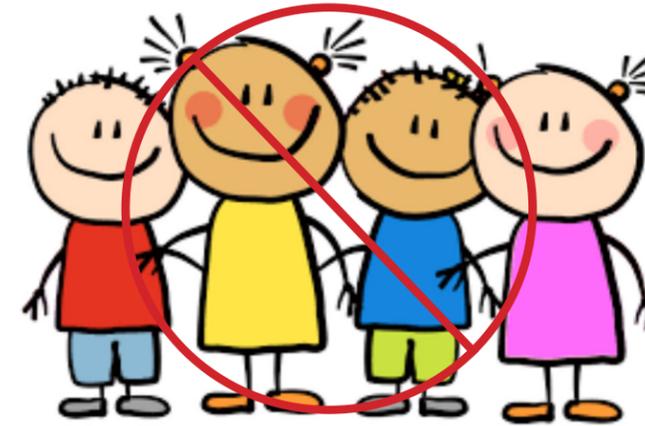
Food Bank Photos
DevPhotoAlbum -> Documents -> Photo Album
Contact the Creative & Brand Manager for specific images.



IMAGERY STYLE

IMPROPER IMAGERY

To preserve the integrity of our brand and our mission, we must use professional imagery at all times. The following imagery should never be used, as it weakens our professionalism.



Clip art should **never** be used, not even on internal presentations.



Overly staged stock images should **never** be used.



Duotones should **never** be used.



Trite, overused images that do not communicate to the audience should **never** be used.

USING THE ORGANIZATION'S NAME

In the first instance of using the organization's name, use the full name of the organization "Food Bank of Central & Eastern North Carolina."

After using the full name of the organization once, Food Bank is acceptable, both words should be capitalized.

NOTE: With the brand refresh, FBCENC, Food Bank CENC, and Food Bank of CENC are no longer brand compliant.

Example:

"The Food Bank of Central & Eastern North Carolina partners with more than 900 partner agencies across 34 counties in the state. Last year, the Food Bank distributed more than 82 million pounds of food throughout its service area."

When adding a branch to the name it should be written as follows, always using the ampersand (&) and the word "at." Never use the @ sign.

Food Bank of Central & Eastern North Carolina at Durham

Food Bank of Central & Eastern North Carolina at Sandhills

Food Bank of Central & Eastern North Carolina at Greenville

Food Bank of Central & Eastern North Carolina at Wilmington

Food Bank of Central & Eastern North Carolina at New Bern

After using the full name, it is acceptable to refer to the branches as "the Durham Branch," "the Greenville Branch," "the New Bern Branch," etc. with Branch always being capitalized when used in this way.

Example:

"The Food Bank of Central & Eastern North Carolina at Sandhills is located at 195 Sandy Avenue in Southern Pines. Last year, the Sandhills Branch distributed over 5.5 million pounds of food to partner agencies in their four county service area."

MISSION & VISION STATEMENTS

The mission statement should be written as "Nourish people. Build solutions. Empower communities."

The vision statement should be written as "No one goes hungry."

DEFINITIONS

Partners: In the context of the Food Bank's work, this word refers to our partner agencies. They are the Food Bank's front line representatives, and we could not do what we do without them. They are our partners in ending hunger.

Community: In the context of the Food Bank's work, this word refers to our donors, supporters, and those we engage with to end hunger. Community could be businesses, corporations, foundations, individuals, etc. Can also be representative of elected officials and other non-profits or education resources.

Those we serve: Recipients, friends and neighbors in need, those/people facing hunger or are food insecure, families and individuals, etc.

PROGRAMS

Always capitalize the "P" in "Program(s)" when using as the entire program name.

Children's Programs

Kids Cafe Program (Never use the accent over the "e" in "Cafe")

Weekend Power Pack Program

Kids Summer Meals Program (also known as Summer Food Service Program or SFSP)

Three Squares (Food & Nutrition Services Outreach Program) Always use the word "Three" not the number.

Retail Donation Program

Community Health & Engagement (always with the ampersand)

INITIATIVES AND EVENTS: APPROPRIATELY WRITTEN EVENT TERMINOLOGY

Evening of Appreciation (called "Hunt-Morgridge" internally only)

Chef's Feast

Sort-A-Rama

Hops Against Hunger

Stamp Out Hunger (called "Letter Carriers" internally only)

Sweet Dreams Full Plates

Stop Summer Hunger

Hunger Action Month

WEBSITE

When using the website in print materials, leave off the “www” and use a shorter link directly to the specific information when available. If you are unsure if a shorter link is available, please check with the Digital Strategy Manager. Do not capitalize any of the letters.

foodbankcenc.org

Examples of Short Links

foodbankcenc.org/donate

foodbankcenc.org/holidaymeals

foodbankcenc.org/volunteer

Examples of Domains for Specific Events

chefsfeastnc.org

stopsummerhunger.org

Branch Websites

durham.foodbankcenc.org

greenville.foodbankcenc.org

newbern.foodbankcenc.org

raleigh.foodbankcenc.org

sandhills.foodbankcenc.org

wilmington.foodbankcenc.org

WORDS AND PHRASES THAT SHOULD NOT BE USED AND THE CORRECT WAY TO PHRASE THEM

No: Free food, Food giveaway

Yes: Food Distribution, Direct Distribution

No: Charge for food

Yes: Shared Maintenance Approved Language

No: Meat Blowout

Yes: Protein Power Up

No: Potato dumps, dump trucks (in the case of Mobile Yam Jams)

Yes: Mobile Yam Jams, Open Top Trucks

FONT

Font should be Myriad Pro. Font size should be 12 pt.

COLOR

Name, phone, and fax should be PMS 368 (green). Title, Food Bank name, address, and mission should be PMS 7546 (navy). Food Bank web address should be linked and will be PMS 368.

Please see the IT Systems Specialist for help with your email signature.

Megan Weeks

Creative & Brand Manager

Food Bank of Central & Eastern North Carolina

1924 Capital Boulevard, Raleigh, NC 27604

PHONE 919.865.3075

FAX 919.875.0801

foodbankcenc.org

Nourish people. Build solutions. Empower communities.

IMPROPER USAGE

Email signatures should always follow the standards above. They should never include logos, slogans, different fonts, colors or sizes.

Megan Weeks

Creative & Brand Manager

Food Bank of Central & Eastern North Carolina

1924 Capital Boulevard, Raleigh, NC 27604

PHONE 919.865.3075

FAX 919.875.0801

foodbankcenc.org

Nourish people. Build solutions. Empower communities.

Megan Weeks

Creative & Brand Manager

Food Bank of Central & Eastern North Carolina

1924 Capital Boulevard, Raleigh, NC 27604

PHONE 919.865.3075

FAX 919.875.0801

foodbankcenc.org

Nourish people. Build solutions. Empower communities.



Megan Weeks

Creative & Brand Manager

Food Bank of Central & Eastern North Carolina

1924 Capital Boulevard, Raleigh, NC 27604

PHONE 919.865.3075

FAX 919.875.0801

foodbankcenc.org

Nourish people. Build solutions. Empower communities.

Megan Weeks

Creative & Brand Manager

Food Bank of Central & Eastern North Carolina

1924 Capital Boulevard, Raleigh, NC 27604

PHONE 919.865.3075

FAX 919.875.0801

foodbankcenc.org

Distributed 82 millions lbs. of food in 2018-2019!

SOCIAL MEDIA

SOCIAL MEDIA USERNAMES

When sharing our social media accounts on flyers, websites, emails, etc, use the following links exactly:

- facebook.com/FoodBankCENC
- twitter.com/FoodBankCENC
- instagram.com/foodbankcenc
- youtube.com/FoodBankCENC
- flickr.com/FoodBankCENC

Our social media account information may be abbreviated to @FoodBankCENC (following the capitalization rules) in place of the full social network links.

AVATAR

All Food Bank social media accounts will use the icon version of the Food Bank logo.



PHOTOS

Photos to be used on social media must:

- Be at least 240 dpi (800 pixels wide) (file size: 345 KB)
- Be clear. (Not blurry or out of focus.)
- Feature faces, not people's backs.
- Be descriptive. It should be easy to tell what is happening in the photo without a written caption.
- Be horizontal or square.

To submit a photo to social media, sent it to the Digital Strategy Manager along with a caption of who is in the photo and what they are doing.

FOOD BANK HASHTAGS

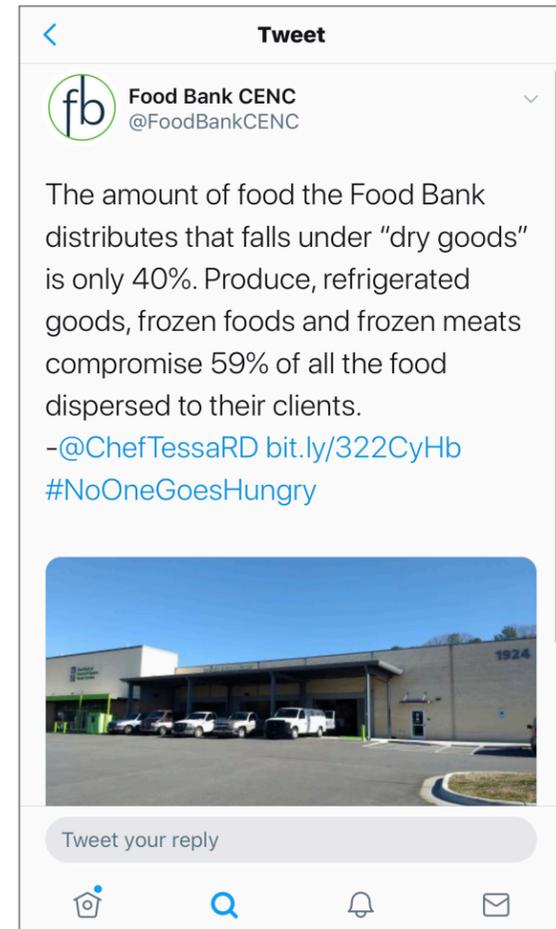
- Stop Summer Hunger: #StopSummerHunger
- Hunger Action Month: #HungerActionMonth
- Holiday Meals Drive: #HolidayMeals
- Fresh Food Friday: #FreshFoodFriday
- #NoOneGoesHungry can be used year-round with all Food Bank content

BRANCH HASHTAGS

- Durham: #Durham
- Greenville: #GreenvilleNC
- New Bern: #NewBern
- Raleigh: #Raleigh
- Sandhills: #SandhillsNC
- Wilmington: #ILM



SOCIAL MEDIA



APPAREL & COLLATERAL

UNIFORMS

Staff who wear uniforms will be issued 12 short sleeve blue polos with the Food Bank's logo. They will also be issued 12 pairs of khaki pants and a Food Bank jacket. A white, black, or gray long sleeve shirt can be wore under the navy polos.



EVENT WEAR

Navy Food Bank polos and fleeces are acceptable to wear to Food Bank events. For example: tabling events, check presentations, food drives, etc. Event wear will be distributed to you when you've completed your introductory period.

BUSINESS CARDS & NAMETAGS

Business cards & nametags will be distributed to you when you've completed your introductory period.

Amy Beros
Vice President of Development
 1924 Capital Boulevard, Raleigh, NC 27604
PHONE 919.865.3073
MOBILE 919.608.9884
FAX 919.875.0801
aberos@foodbankcenc.org
 foodbankcenc.org



NOURISH PEOPLE. BUILD SOLUTIONS. EMPOWER COMMUNITIES.

Amy Beros
 Vice President of Development



TEMPLATES

LETTERHEAD TEMPLATES

Letterhead templates for the organization and each branch are available on Sharepoint under Development -> Letterhead Templates

All correspondence that needs to be placed on Food Bank letterhead and printed should be done on actual letterhead. It should not be printed from the electronic version or copied to black and white. The electronic version is for email use only.

POWERPOINT TEMPLATES

Powerpoint templates for the organization and each branch are available on Sharepoint under Development -> Powerpoint Templates

LOGOS AND CONTACT INFORMATION

The Food Bank logo, sponsor logo, and Feeding America logo should appear on the trailer on both sides and the back. The Food Bank website and phone number should be prominently placed on both sides of the trailer and the back as well. The Food Bank will adhere to the sponsor's logo guidelines when incorporating their logo into the truck design.

SPONSORSHIP GUIDELINES

Food Bank trucks can be branded with a company sponsored truck wrap. Either side, rear panel or all sides for a company can be wrapped, depending on availability. The following benefits can be offered:

- Company logo/tagline on branded Food Bank truck circulating in service area.
- Opportunity to introduce truck at company headquarters or another public relations opportunity.
- Each truck can be renewed on an annual basis at a discounted rate.

All wraps are subject to availability. For more information contact Jenna Temple, Manager of Corporate Partnerships, at jtemple@foodbankcenc.org or 919.865.3046.



COLORS



Pantone 7546 C
CMYK: 73, 45, 24, 66
RGB: 30, 56, 75
HTML: 1D374B



Pantone 368 C
CMYK: 65, 0, 100, 0
RGB: 98, 187, 70
HTML: 61BB46

All logo, imagery, font, and color standards apply to the TVs. Please reach out to the Creative & Brand Manager to make sure your content is brand compliant and/or to have your TV content designed.



1. Stand close to the load and center yourself over it with your feet shoulder width apart.
2. Tighten your abdominal muscles.
3. Keeping your back straight, bend your knees and squat down to the floor.
4. Get a good grasp on the load with both hands.
5. Keeping the load close to your body, use your leg muscles to stand up and lift the load off the floor.
6. Your back should remain straight throughout lifting, using only the muscles in your legs to lift the load.
7. Do not twist your body when moving the load. Instead take small steps with your feet to turn until you are in the correct position.
8. To place the load down in the appropriate spot, bend at the knees and use only your leg muscles to set it down.

BUILDINGS

WALLS

Anything that needs to be hung on the wall needs to have a maintenance work order submitted via Sharepoint.

SPILLS

Any spills need to be reported to the Housekeeper to be addressed immediately.

TOBACCO-FREE CAMPUS

All Food Bank campuses are tobacco-free. No tobacco of any kind can be used on any Food Bank property.



RALEIGH BUILDING COLORS

Administrative/Visitors



Pantone 7666 C
CMYK: 75, 80, 50, 0
RGB: 99, 81, 109
HTML: 63516D
Sherwin Williams:
Purple Passage SW 6551

Partner Agencies/Warehouse



Pantone 368 C
CMYK: 65, 0, 100, 0
RGB: 98, 187, 70
HTML: 61bb46
Sherwin Williams:
Electric Lime SW 6921

Volunteer Center



Pantone 7697 C
CMYK: 76, 34, 21, 0
RGB: 61, 141, 174
HTML: 3d8cae
Sherwin Williams:
Major Blue SW 6795



Sherwin Williams:
Flyaway SW 6794



Sherwin Williams:
Bluebell SW 6793



Pantone Warm Gray 4 C
CMYK: 11, 13, 15, 27
RGB: 183, 173, 165
HTML: b6ada4
Sherwin Williams:
Fog SW PG1010-2

ACRONYMS

Acronym	Meaning
ABAWD	Able-Bodied Adults Without Dependents
AFP	Association of Fundraising Professionals
AIB	American Institute of Baking
APR	Accreditation in Public Relations
CACFP	Child & Adult Care Food Program
CSFP	Commodities Supplemental Food Program
DC	Distribution Center
DHHS	Department of Health and Human Services
DPI	Department of Public Instruction
DPS	Durham Public Schools
EBT	Electronic Benefit Transfer
EMT	Executive Management Team
EPG	Environmental Peer Group
ERP	Economic Resource Program
F2E	Foods to Encourage
FLFHRD	Food Lion Feeds Hunger Relief Day
FNS	Food and Nutrition Services
FRAC	Food Research & Action Center
KASH	Knowledge, Attitudes, Skills, Habits
KSM	Kids Summer Meals
LFF	Legal Feeding Frenzy
MPIN	Meals per Person in Need

Acronym	Meaning
MYJ	Mobile Yam Jam
NALC	National Association of Letter Carriers
NCDA	North Carolina Department of Agriculture and Consumer Services
NCOA	National Council on Aging
PPU	Protein Power Up
PRSA	Public Relations Society of America
RIPE	Recognition, Involvement, Participation and Enjoyment
SAM	State Allocated Money
SAME	So All May Eat
SAR	Sort-A-Rama
SECU	State Employees Credit Union
SFSP	Summer Food Services Program
SM	Shared Maintenance
SMA	Social Media Ambassador
SNAP	Supplemental Nutrition Assistance Program
SOH	Stamp Out Hunger
SOP	Standard Operating Procedures
SSH	Stop Summer Hunger
TANF	Temporary Aid for Needy Families
TEFAP	The Emergency Food Assistance Program
USDA	United States Department of Agriculture
WPP	Weekend Power Pack

QUESTIONS?

The Food Bank of Central & Eastern North Carolina's Brand Standards have been developed to be as comprehensive as possible. However, they may not clearly resolve every question or situation. Contact the individuals below for clarification or to answer specific questions.

Megan Weeks
Creative & Brand Manager
mweeks@foodbankcenc.org
919.865.3075

Lindsay Humbert
Digital Strategy Manager
lhumbert@foodbankcenc.org
919.865.3052

Jennifer Caslin
Marketing and Project Manager
jcaslin@foodbankcenc.org
919.865.3063

Jessica Slider Whichard
Director of Communications
jwhichard@foodbankcenc.org
919.865.3050

All collateral that will be viewed by the public must be approved by the Communications Team to ensure brand standards have been followed. This includes anything created in-house or by an outside vendor. The Food Bank of Central & Eastern North Carolina reserves the right to update standards at any time.

Version 2.0 | October 2019



food**o**bank