The purpose of this guide is to provide employees, member agencies, and supporters of The Foodbank an understanding of The Foodbank and its brand’s values, and ensure equity in the tone and visual perception of the brand across all touch points. The guidelines have been developed to foster continuity while protecting and growing the value of the brand. Prior approval is needed before usage of The Foodbank’s logo or its name.
The Foodbank, Inc. Logo

The Foodbank logo is a locally recognized icon and a strong brand asset in the fight against hunger. The following pages will outline guidelines for how to use it in your campaign and marketing elements.

Clear Space

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving ample space around the logo, we make sure it stands out in all of our communications.

Clear space is measured by the height of the “T” in The Foodbank logo. The minimum clear space must always be the height of the “T” on the left, right and bottom of the logo. A minimum clear space must always be one half the height of the “T” above our logo.

Minimum Size

To make sure our logo is always clear and legible, we’ve established a minimum reproduction size. The logo should never be smaller than the recommended size shown on this page.

7/16” without tagline
3/4” with tagline
Web: 55 pixels
Signature Variations
The are no signature variations unless approved by The Foodbank.

Typography
The primary typeface for The Foodbank is Arial.

Primary Font
Arial
ABCDEFGHJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

Arial Black
ABCDEFGHJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

Color Palette
The Foodbank has a simple color palette and simple design to make it easy to reproduce. The colors found in the logo are black, white, and red (Pantone 185 C).

No other colors should be used for The Foodbank’s logo.
Feeding America’s Logo
See attached for guidelines on using Feeding America’s logo

Horizontal and Vertical Usage
Here are examples of how to show you are a member of The Foodbank and have The Foodbank’s logo lock-up with your member agency logo.

At a horizontal orientation, the baseline of “The Foodbank” must align with the baseline of your logo.

At a vertical orientation, the right edge of the “k” in Foodbank must align with the right edge of your agency logo.

20% Rule: In marketing and campaign elements, we always want your logo to be the hero with The Foodbank’s logo supporting. Therefore, The Foodbank’s logo should be 20% the size of your logo.

Member/Partner Trademark Adoption
Member agencies should include The Foodbank, Inc. logo in all publications where The Foodbank is in collaboration with their program.
Foodbank Truck Branding
The following branding shall be used on all Foodbank trucks.

Sides of the Truck
DO INCLUDE:
- Foodbank Logo
- Approved wording
- Other brand’s logos
- Approved imagery
- Feeding America

Sides of the Truck
DO NOT INCLUDE:
- Wording nor imagery misaligned with The Foodbank’s mission/vision

Back of the Truck
DO INCLUDE:
- Foodbank Logo
- Foodbank contact information like phone number and website
- Foodbank vision “No one should go hungry”

Back of the Truck
DO NOT INCLUDE:
- Other brand’s logos
- Other brand’s contact information
- Wording misaligned with The Foodbank’s mission/vision
Logos Currently In Use

Below are the logos and symbols The Foodbank currently uses. To receive a copy of any of these, please contact Lora Davenport at LDavenport@thefoodbankdayton.org.
When To Use Which Logo

**Logo with Tagline:** On most publications. The tagline helps bring a sense of “why” The Foodbank exists.

**Logo without Tagline:** When using as “a member of” -or- there is not enough room for the tagline.

**Logo Black & White:** On black and white publications.

**Red Apple:** NOT to be used in place of The Foodbank logo. The red apple is an accent piece.

**Cora:** NOT to be used in place of The Foodbank logo. Cora is a “mascot” and should be used to inform and educate. Ex: Have Cora stating a hunger fact.

Questions/Comments
If you have any questions, concerns, or requests please contact Lora Davenport, Community Relations Manager.
LDavenport@thefoodbankdayton.org
(937)461-0265 ext. 17

Permission for Use
For permission to use The Foodbank’s name and/or logo contact Lora Davenport, Community Relations Manager.
LDavenport@thefoodbankdayton.org
(937)461-0265 ext. 17

Imagery Style
Photography should always support our brand and connect back to our positioning, “solving hunger in the Miami Valley.”

See Feeding America’s guidelines for best practices when photographing people, situations/events, food/still life.