Brand Identity and Style Guide

This guide has been prepared and distributed to ensure the integrity of our brand and the success of our visual identity through consistency of use. Please read the Brand Standards and adhere to these guidelines.

For further information regarding the Blue Ridge Area Food Bank Brand Identity and Style Guide or for updates to this manual, please contact:

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Our Vision, Mission and Core Beliefs

Our **VISION** is nourishing food and good health—for everyone, every day.

Our **MISSION** is to improve food security through equitable access to good nutrition and the resources that support health and well-being.

Our **CORE BELIEFS** are that hunger is unacceptable, that everyone deserves access to enough food, that food sustains life and nourishes health, and that we are called to serve neighbors without judgment.

Brand Identity

Brand Identity

Our vision ***describes*** the world we want to create. Our mission is ***what*** we do, and our core beliefs explain ***why*** we do it. Our brand represents how we do it, a statement of what our stakeholders can expect from us:

We are committed, compassionate and above all hopeful. We celebrate the diversity and kindness of a community that comes together to make our work possible. We are servant leaders who respect those who need and help us. We strive to do our best work and steward the trust and resources invested with us. And we promise to do all we can to ensure that everyone has enough to eat.

How we express ourselves – in language, images and our logo – is a reflection of our brand.

Our Brand Story: A Brighter Tomorrow

Food banking is evolving, and so are we. We have to.

The need for food has remained well above historic norms. The people who turn to us for help are no longer looking for one-time, emergency assistance — they need help more frequently, sometimes monthly, when they just can't make ends meet. And importantly, the food available to us and what we want to distribute has changed too — think fresh, think locally-grown, think healthy options.

With all those changes comes the need to communicate with clarity our direction and focus in the communities we serve and to the people who sustain our work.

The logo we adopted in 2018 reflects the impact the Blue Ridge Area Food Bank makes in the lives of neighbors served and conveys our sense of optimism for a brighter tomorrow — one in which everyone has enough to eat. Elements come together to create a sunrise — a symbol of a bright future, warmth, and hope.

The apple makes a clear connection to health and nutrition, and our work to ensure no one goes hungry.

The layers of land and sky are a way to bring together Virginia's rolling hills, vast farmland, and the Blue Ridge Mountains — and they symbolize the numerous partnerships that make the Food Bank successful.

How To Convey Our Brand

Brand Personality

If our brand were a person, what would she be like? Consider these personality traits when selecting story topics, imagery, and language. Our brand personality informs the way we would like to be seen by our community, and how we communicate with them.

Practical*

Strategic*

Good listener

Good partner

Female

Friendly

Respectful leader

Confident*

Hopeful*

Devoted to helping others

Classic yet moderately casual

Humble

Experienced

Engaging

Knows how to stretch a dollar

*Core personality traits

How To Convey Our Brand

Voice and Tone

How do we want our brand to sound to others? Consider this when writing for external audiences. Our brand voice is how we convey our brand personality in all communication and our voice remains constant. Tone of voice can change, depending upon the audience and communication channel. We are the authority on hunger in our region, yet we are friendly and relatable in how we communicate about the issue.

Relatable*

Encouraging*

Transparent

Gentle but firm

Relevant

Serious balanced with humor

Helpful

Trustworthy*

Friendly*

Educational, but not stiff

Humble

Authentic

*Most important

Logo Variations and Usage Guide

The Food Bank's logo is available in 7 different layouts:

1. Horizontal
2. Horizontal + FANO
3. Horizontal + Tagline
4. Horizontal + Tagline + FANO (preferred)
5. Vertical
6. Vertical + FANO
7. Apple Icon only

There are 6 color variations for each logo layout:

1. CMYK
2. RGB
3. White
4. Inverted type
5. Grayscale
6. Black

With the exception of the horizontal logo, all other versions are available with or without the Feeding America logo lockup, and with or without our tagline. A lockup is a term that describes the intentional pairing of two logos.

In almost all cases, use the Food Bank logo with Feeding America lockup.

The exception to this is when sharing our logo with partner agencies. When partner agencies display our logo on their website or in print communication, etc., they do not need to incorporate the Feeding America lockup.

You may find you want to incorporate our logo multiple times in a single presentation or multi-page document. The first and last time the logo is used in this situation, use the Food Bank logo with Feeding America lockup, and include the tagline (see exceptions*, below). Use the apple icon by itself in between – on the internal pages of this type of document or presentation.

*Whenever the size requirements of the logo render the tagline to be too small to read, use the logo with the Feeding America lockup but without the tagline.

Use the apple icon whenever subtle identification is needed to avoid overpowering a presentation, such as in a video or as indicated in the Food Bank's branded PowerPoint template.

Logo Variations & Usage Guide: Horizontal Logo

Blue Ridge Area
FOOD BANK

Blue Ridge Area
FOOD BANK

Blue Ridge Area
FOOD BANK

Blue Ridge Area
FOOD BANK

Blue Ridge Area
FOOD BANK

Use caution when placing this version of the logo over images as the darker colors in the logo mark may blend into a background image. If the background image competes with the logo mark we recommend using the full white version of the logo.

Logo Variations & Usage Guide: Horizontal Logo with FANO Lockup

To create visual logic the FANO logo aligns to the top and bottom of the FOOD BANK type. “Partner Food Bank of” straddles the divider line.

Use caution when placing this version of the logo over images as the darker colors in the logo mark may blend into a background image. If the background image competes with the logo mark we recommend using the full white version of the logo.

Logo Variations & Usage Guide: Horizontal Logo with Tagline

Blue Ridge Area
FOOD BANK
Everyone should have enough to eat.

Blue Ridge Area
FOOD BANK
Everyone should have enough to eat.

Blue Ridge Area
FOOD BANK
Everyone should have enough to eat.

Blue Ridge Area
FOOD BANK
Everyone should have enough to eat.

Blue Ridge Area
FOOD BANK
Everyone should have enough to eat.

Use caution when placing this version of the logo over images as the darker colors in the logo mark may blend into a background image. If the background image competes with the logo mark we recommend using the full white version of the logo.

Logo Variations & Usage Guide: Horizontal Logo with Tagline + FANO Lockup

Blue Ridge Area
FOOD BANK
Everyone should have enough to eat.

PARTNER FOOD BANK OF FEEDING AMERICA

To create visual logic the FANO logo aligns to the bottom of the tagline. "Partner Food Bank of" straddles the crossbar of the A.

Blue Ridge Area
FOOD BANK
Everyone should have enough to eat.

PARTNER FOOD BANK OF FEEDING AMERICA

Blue Ridge Area
FOOD BANK
Everyone should have enough to eat.

PARTNER FOOD BANK OF FEEDING AMERICA

Blue Ridge Area
FOOD BANK
Everyone should have enough to eat.

PARTNER FOOD BANK OF FEEDING AMERICA

Blue Ridge Area
FOOD BANK
Everyone should have enough to eat.

PARTNER FOOD BANK OF FEEDING AMERICA

Use caution when placing this version of the logo over images as the darker colors in the logo mark may blend into a background image. If the background image competes with the logo mark we recommend using the full white version of the logo.

Blue Ridge
AREA
FOOD
BANK

Blue Ridge
AREA
FOOD
BANK

Blue Ridge
AREA
FOOD
BANK

Blue Ridge
AREA
FOOD
BANK

Blue Ridge
AREA
FOOD
BANK

Logo Variations & Usage Guide: Vertical Logo with FANO Lockup

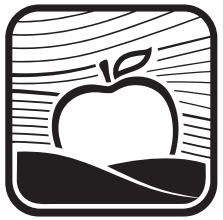
To create visual logic the left side of the FANO logo lines up with the "A" in Food Bank, and the right side is flush against the right edge of the logo.

Logo Variations & Usage Guide: Apple Icon Only

FULL COLOR

GRAYSCALE

BLACK



WHITE (reversed)

COLOR REVERSED

Logo Variations & Usage Guide

White Space

Make sure the area surrounding the logo is free from other graphics or typography. The minimum clear space on all 4 sides of the brand logo is equal to the height of the "K" in the word BANK.

Minimum Size

The smallest recommended height for the horizontal logo with FANO lockup is .5" to make sure that "Partner Food Bank of" remains readable.

The smallest recommended height for the horizontal logo with tagline and FANO lockup is 5/8" (.625) to make sure that the tagline remains readable.

Graphic Suggestions

Generally use the full-color logo in all communications. Choose either the horizontal or the vertical version, depending on which fits best.

NEVER DISTORT THE LOGO. Always resize smaller and never resize larger as it will cause the logo to look fuzzy.

When resizing smaller, always drag from a corner point and hold the Shift key. This usually preserves the aspect ratio.

Use the icon-only or text-only version when there is not room for the entire visual logo or when the logo gets reduced to icon size.

Never let text or graphic elements overlap the logo.

Make sure to use the proper file type and color mode for the appropriate application or your logo colors may become distorted.

Provided File Types

There are various file types included for each of your logo layout variations. The following describes each file and its usage:

EPS

Many printers will ask for the EPS file when printing your logo, especially for large scale print jobs, as an EPS retains its quality and clarity at any size. It can also hold the Pantone color information for offset printing.

High Resolution (CMYK) TIFF and (RGB) JPEG

You should be able to view this file in most picture-viewing software. These files are widely used for printing. They can also be inserted into Word and Publisher for your own document and projects.

Low Resolution (RGB) JPEG and Transparent PNG

These files are not the best quality for printing, but are minimal in file size so they can be easily emailed or used for website design. The colors in these files may look more accurate on your computer monitor than the CMYK TIFF files. They should be used for PowerPoint presentations.

PDF

This is a PDF document of your logo that simply shows what each version of your logos look like. This may be easily emailed and may be accepted by some printers.

Original Illustrator File

Your logo is created in Adobe Illustrator, a vector-based software best suited for logo creation. This file includes all your logos as separate pages and may be used for future editing by a professional.

Brand Colors & Fonts

Brand Colors & Fonts

Primary color palette

CMYK: 0, 18, 100, 0
RGB: 255, 207, 1
Hex: #FFCF01

CMYK: 30, 0, 62, 37
RGB: 126, 151, 93
Hex: #7E975D

CMYK: 0, 50, 100, 0
RGB: 247, 148, 29
Hex: #F7941D

CMYK: 54, 51, 0, 12
RGB: 114, 114, 170
Hex: #7272AA

CMYK: 0, 69, 100, 0
RGB: 243, 113, 33
Hex: #F37121

CMYK: 100, 88, 0, 14
RGB: 25, 57, 138
Hex: #19398A

CMYK: 53, 14, 89, 56
RGB: 67, 96, 38
Hex: #436026

CMYK: 0, 0, 0, 87
RGB: 72, 72, 74
Hex: #48484A

CMYK Colors

This formula is used for printing. It designates the amount of Cyan, Magenta, Yellow and Black in your specific color.

RGB Colors

This is a formula used for your computer screen monitor and is important for website, email and video projects. It designates the amount of Red, Green and Blue that makes up your specific color.

HEX Colors

Use this 6 digit number for creating or editing your website. WordPress and other Content Management Systems allow you to enter custom colors for text and background colors. Type this number to achieve the closest web color match. You can also use it for custom email newsletters (i.e. MailChimp) and mail signatures.

Color Suggestions

Use your main colors as header colors in printed collateral and web page designs.

Brand Colors & Fonts

Logo Fonts

Montserrat

To download Montserrat, please visit Google Fonts (https://fonts.google.com/) and download.

Montserrat Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789?!&

Montserrat Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU-
VWXYZ
123456789?!&

Montserrat Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789?!&

Roboto Slab

To download Roboto Slab, please visit Google Fonts (https://fonts.google.com/) and download.

Roboto Slab Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ
123456789?!&

Roboto Slab Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ
123456789?!&

"Blue Ridge" uses Roboto Slab font

"AREA" and "FOOD BANK" use 3 variations of Montserrat font (Medium, Regular and Alternates)

Recommended Secondary Fonts

Roboto

Roboto is a google font for web and digital purposes. It works great for digital body copy and is available in MailChimp.

Roboto
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789?!&

Arvo

Arvo Bold is a google font for web and digital purposes. It looks a lot like Roboto Slab, if Roboto Slab is not available. It is also available in MailChimp. It can be used for headlines.

Arvo
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789?!&

Arvo Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789?!&

Arial

Use Arial for Word and PowerPoint.

Arial
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789?!&

Arial Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789?!&

Collateral & Photography

Collateral & Photography

Collateral

LETTERHEAD
TYPE GUIDELINES

The example to the right is the recommended formatting for the branded letterhead.

Format text to left justify and rag-right. Set the minimum type size to10.5 point Arial.

Begin the first line of typed copy 1.75" inches from the top of the page (top aligned with the bottom edge of the logo icon.

The left margin begins 1.25 inches from the left edge of the page, and the right margin is 1 inch from the right edge of the page.

Collateral & Photography

Photo Style

Photography of people should provide a glimpse of their story. Eye contact and close cropping help the images to feel personal and emotional. Subjects should reflect the diversity of the individuals served in race, age, and gender. Photos of people should never look stiff, staged or fake.

Photography of produce can be used throughout the materials to help visually promote the Food Bank's reputation as a supplier of healthy food.

Program Logos Style Guide

This section serves as an addendum to the Blue Ridge Area Food Bank Brand Identity and Style Guide (2020) and is distributed to ensure the integrity of our brand and the success of our visual identity through consistency of use. Please adhere to these guidelines.

Blue Ridge Area FOOD BANK

The Importance of Protecting and Enhancing the Brand

The Blue Ridge Area Food Bank brand reflects the impact the Food Bank makes in the lives of neighbors served and conveys our sense of optimism for a brighter tomorrow —one in which everyone has enough to eat. The Food Bank benefits from a strong brand, which we continue to reinforce, strengthen and leverage in an ongoing effort to increase our visibility.

Some Food Bank programs may benefit from their own branding. Each situation will be assessed and determined on a case-by-case basis.

When a Food Bank program logo is developed, we use an endorser brand architecture. With this approach, each program promotes a unique identity in pursuit of its goals, yet all Food Bank programs are linked together by a common vision, mission, and visual system and are supported by the known and trusted Food Bank brand. All endorser logos align with and extend the Food Bank's brand.

Logo Variations & Usage Guide

White Space

Make sure the area surrounding the logo is free from other graphics or typography. The minimum clear space on all 4 sides of the brand logo is equal to the height of the "X" height* of the Program Logo name.

The X height is determined by measuring the height of the capital letters in the program name

Icon Use

The full endorser brand logo must be used at least once in a piece; after this requirement is met, the program icon can be used on a limited basis within that piece.

Minimum Size

The smallest recommended height for all program logos is 1.25" to make sure that the Food Bank logo and partner name remain readable.

Graphic Suggestions

Generally use the full-color logo in all communications.

NEVER DISTORT THE LOGO. Always resize smaller and never resize larger as it will cause the logo to look fuzzy.

When resizing smaller, always drag from a corner point and hold the Shift key. This usually preserves the aspect ratio.

Use the icon-only or text-only version when there is not room for the entire visual logo or when the logo gets reduced to icon size.

Never let text or graphic elements overlap the logo.

Make sure to use the proper file type and color mode for the appropriate application or your logo colors may become distorted.

Technical Specifications

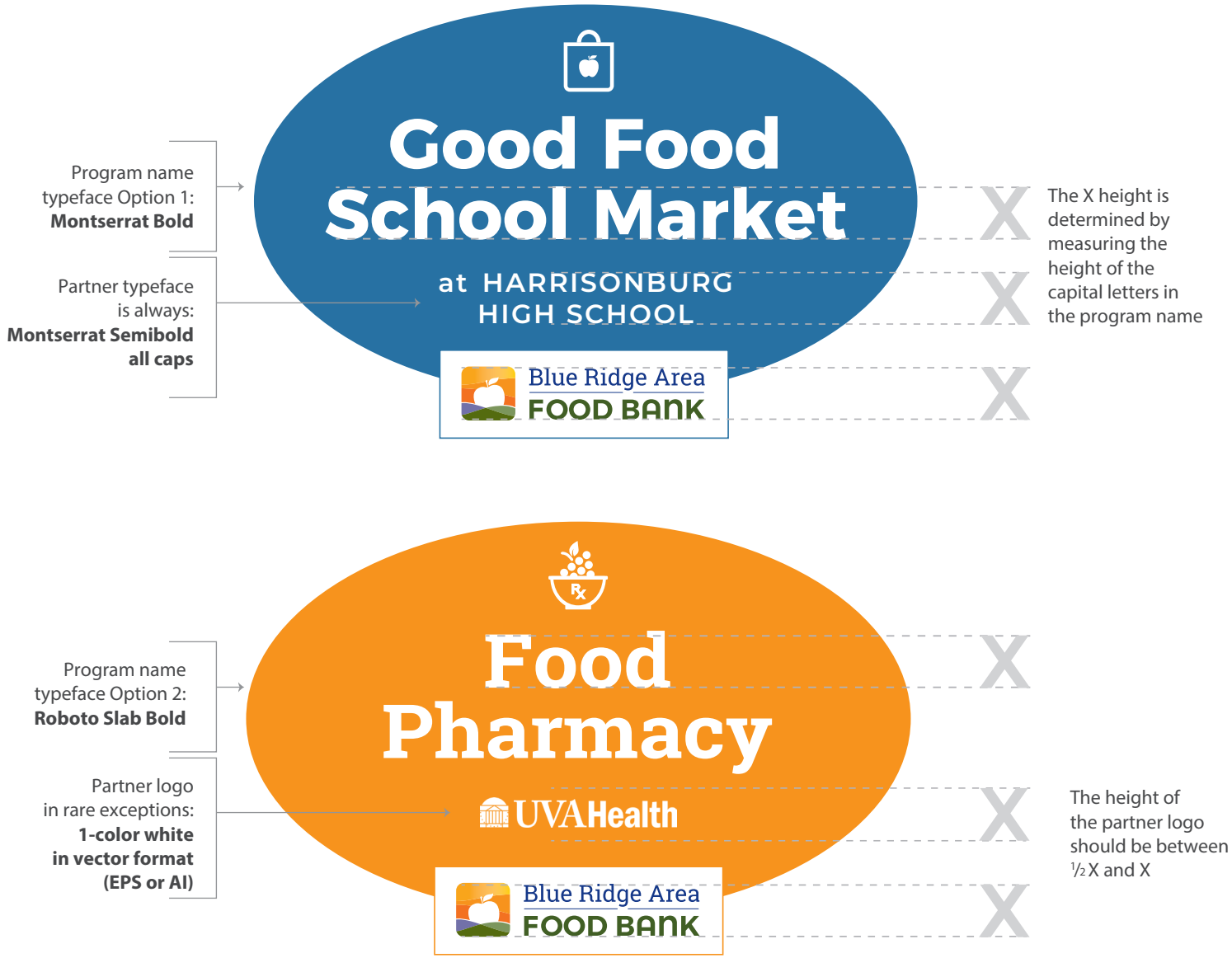
To ensure the integrity of the Food Bank's brand and the consistency of the logo treatment, the components of each logo should always maintain the proportions shown to the right, and should never be altered or resized. When updating the program logo files, always start with the original Adobe Illustrator template files which contain guides to ensure accuracy.

TYPEFACES

The Program name typeface options are **Montserrat** and **Roboto Slab**. The partner name is always Montserrat Semibold all caps. Both can be downloaded at *https://fonts.google.com/*

PARTNER LOGOS

In rare exceptions (as shown in the Food Pharmacy logo on the right), the partner's logo will be used in lieu of their name in all caps typeface. In those situations, partner logos must be supplied as a 1-color white logo in vector format. (Vector format is essential so that the logo will be able to be resized with no pixelation).



Color Palette

This palette is derived from the Food Bank's logo palette and has been refined and expanded specifically for the program logos. All program logos will be designated a color from this palette by the Food Bank. Colors will not be shared between programs, so once a color has been designated for a program it cannot be used by another program.

Here is some information to keep in mind when using color codes:

CMYK Colors

Use CMYK for printing.

RGB Colors

Use RGB for your computer screen monitor and website, email and video projects.

HEX Colors

Use this 6 digit number for creating or editing colors on the web. You can also use it for custom email newsletters (i.e. MailChimp) and mail signatures.

File Selection and Logo Use

The following logo variations should be included for each program logo:

- full color — (preferred)
- 1-color
- 1-color black

FINALIZING YOUR FILE

Once a program logo has been finalized in Adobe Illustrator, it will be important to convert all of the type to paths before exporting. Otherwise, the type will likely default to a generic font.

Select all of the logo type:
Type > Convert Outlines

EXPORTING FINAL LOGOS

When determining what file types to share and use, consider the different logo uses and the file types that are most appropriate. Some commonly used files types are:

EPS

A very versatile file type that is widely used for printing. This file type is needed especially for large-scale print jobs such as banners or signage, as an EPS retains its quality and clarity at any size.

JPEG

A very versatile file type that is widely used for printing. JPGs can also be inserted into Word and Publisher.

PNG

This file type is best used on the web or in Word and Publisher. PNG can be saved with a transparent background allowing the logo to be placed on a colored background or image.

PDF

This is a PDF document of the logo that simply shows what each version looks like. This may be easily emailed and may be accepted by some printers.

ORIGINAL ILLUSTRATOR FILE

The logo is created in Illustrator, a vector-based software best suited for logo creation. This file includes all logos as separate pages and may be used for future editing by a professional.

HIGH RESOLUTION EPS AND JPEG

This file format can be viewed in most picture-viewing software. These files are widely used for printing. They can also be inserted into Word and Publisher.

LOW RESOLUTION JPEG AND PNG

These file formats are not the best quality for printing, but are minimal in file size so they can be easily emailed or used for website design. The colors in these files may look more accurate on a computer monitor than the CMYK EPS files. They should be used for PowerPoint presentations.

FULL COLOR (preferred)

1-COLOR

1-COLOR BLACK

Blue Ridge Area Food Bank - Healthy Food Pantry

Primary Logo - Color

Reversed (white)

For use on colored backgrounds

Graphic Suggestions

Generally use the full-color logo in all communications.

NEVER DISTORT THE LOGO. Always resize smaller and never resize larger as it will cause the logo to look fuzzy.

When resizing smaller, always drag from a corner point and hold the Shift key.

Never let text or graphic elements overlap the logo.

Use the main colors as header colors in printed collateral and web page designs.

Make sure to use the proper file type and color mode for the appropriate application or ogo colors may become distorted.

One-Color Logo

Dark Green

Black

Fonts

Healthy - Montserrat (Bold)

CERTIFIED - Montserrat (Semi Bold)

Minimum Size

The smallest recommended width: 1.25"

Colors

Dark Green ....CMYK: 53, 14, 89, 56
.....RGB: 67, 96, 38
.....Hex: #436026

Light Green ....CMYK: 30, 0, 62, 37
.....RGB: 126, 151, 93
.....Hex: #7E975D