The Idaho Foodbank

To help feed, educate and advocate for Idaho's hungry through collaborative partnerships to develop efficient solutions that strengthen individuals, families and communities.

Brand Guidelines

2021/2022

An Overview

This document contains The Idaho Foodbank's brand specifications to create digital and print assets that reflect the value of our brand. Storytelling assets can be found in the library at idahofoodbank.org/ifb-toolbox.

Brand Story

ELEVATOR SPEECH

We strive to be valued by the citizens of Idaho for our relentless, collaborative efforts to end food insecurity and hunger in our state.

We leverage the efficiencies of a statewide partner network, while maintaining a focus on local community solutions.

Our fact-based commitment is to serve the state, its communities, families and individuals, and to achieve and preserve nutritional health for all Idahoans.

Our service model must always demonstrate the best available practices, as well as the highest level of compassion, dignity and respect for our stakeholders and for each other.
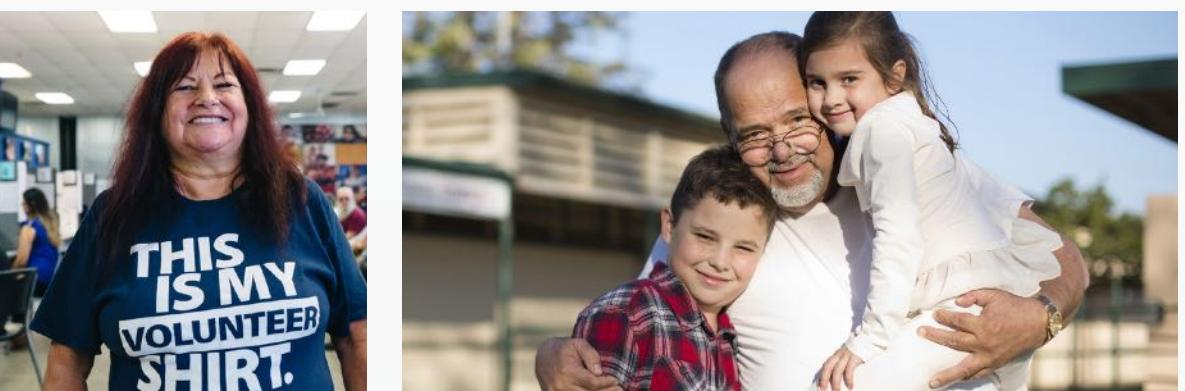
Working toward a hunger-free and healthier Idaho. Committed to feed, educate and advocate for all Idahoans in need.

Vision

A hunger-free Idaho.

Mission

To help feed, educate and advocate for Idaho's hungry through a network of community-based partners and to develop efficient solutions to strengthen individuals, families and communities.

Values

We believe in the importance of:

Integrity – We take responsibility for our words, are accountable for our actions and demonstrate honesty.

Dignity – We treat our clients, partners, volunteers, donors and coworkers with respect, empathy and compassion without bias or judgment. We welcome and value the differences in all people.

Agility – We promote an organizational culture that encourages new ideas, improvements, flexibility and innovations, and turns challenges into opportunities.

Collaboration – We promote partnerships that engage individuals and organizations focused on the common goal of a hunger-free Idaho.

Design Elements

2021/2022

Vertical Logo

Larger vertical logo for specific spacing and treatment.
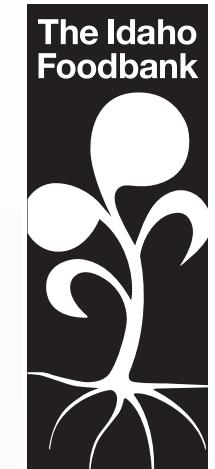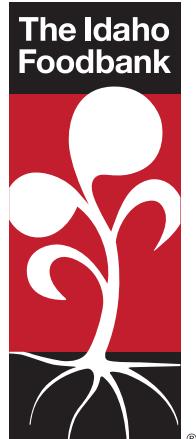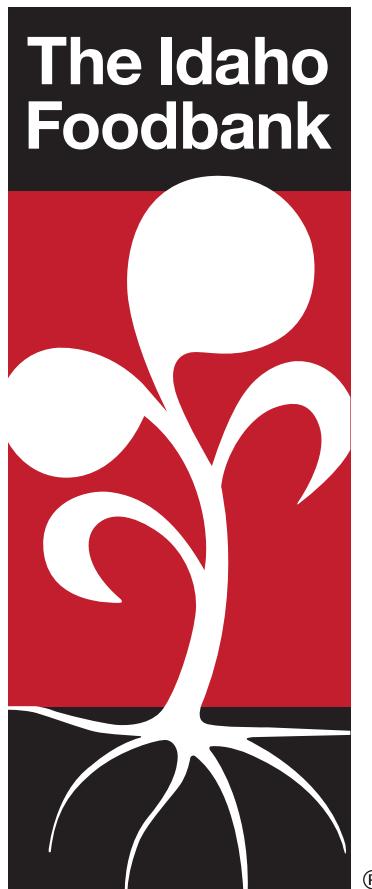
Horizontal Logo

Logo Clear Space

To maximize the impact and integrity of the logo, an area of clear space surrounding the logo — free of text and other graphic elements — must be maintained.

The clear space area is determined by the height of lowercase lettering in the word mark.

To maintain the most visible aspects of the updated logo and word mark, a minimum size has been determined for the logo.

CLEAR SPACE

MINIMUM SIZE: PRINT

Minimum Size = 1"

Minimum Size = 1" logo height
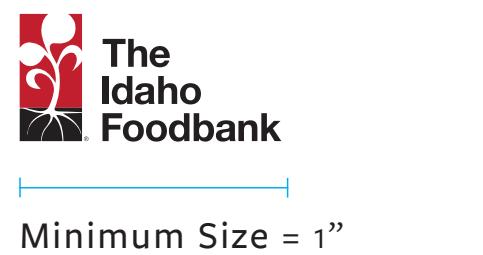
RECOMMENDED MINIMUM SIZE: DIGITAL

Minimum Size = Logo height no smaller than 24px

Minimum Size = Logo height no smaller than 65px

Correct Logo Application

HORIZONTAL USE

BLACK & WHITE

GRAYSCALE

MARK WITH BORDER

MARK WITH BORDER - REVERSE

MARK WITH BORDER - REVERSE B&W

WITH APPROVED PHOTOGRAPHY

WITH APPROVED PHOTOGRAPHY

WITH APPROVED BRANDING COLORS

Incorrect Logo Application

LOGO USAGE

Maintaining consistency in placement, size and spatial relationship of The Idaho Foodbank logo is critical to preserving our visual consistency and integrity. It is important to never alter the logo.

For any use or placement of the logo, word mark, or brand mark that is outside of The Idaho Foodbank brand standard recommendations, please contact The Idaho Foodbank Marketing Department.

ⓧ AVOID NON-BRANDED COLORS - BACK

ⓧ AVOID NON-BRANDED COLORS & LOGO

ⓧ AVOID DISTRACTING IMAGES

ⓧ AVOID NON-BRANDED COLORS

ⓧ AVOID TILTING LOGO

ⓧ AVOID SCALING LOGO

Primary
Typography

Typography

Typography is an important component of expressing our identity. Typography should be used consistently in all our communication materials, including internal and external executions. There is one primary font family used for The Idaho Foodbank communications.

The primary sans serif font family is Freight Sans. Clean, legible and contemporary, Freight Sans is available in many weights and is appropriate for headlines, subheads, captions and in some cases body text.

The secondary font family is Garamond.

FREIGHT SANS BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FREIGHT SANS BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FREIGHT SANS SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FREIGHT SANS MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FREIGHT SANS BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FREIGHT SANS LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GARAMOND REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ALTERNATIVE PC FONT

Calibri
A hunger-free Idaho.
A HUNGER-FREE IDAHO.
A hunger-free Idaho.
A HUNGER-FREE IDAHO.

DIGITAL ALTERNATIVE FONT

OPEN SANS
A hunger-free Idaho.
A hunger-free Idaho.
A hunger-free Idaho.
A hunger-free Idaho.

Typography

Headlines, subheads, and title information should utilize the primary font, Freight Sans.

The recommended body font is Garamond. For visual clarity and readability, please consider using a minimum 2.5 point ratio between font point size and leading point size. For example, if body copy is 12 points in size, use a minimum of 14.5 points for leading.

Freight Sans may also be used as body copy for special use case scenarios.

Headline

Subheading

Subheading

PRESENTATION TITLE

Uda dolendae nobist exceprovid quatur magnistemo el moditaspis adit receatem quia volesto rehendae dignimu stibus et

Uda dolendae nobist exceprovid quatur magnistemo el moditaspis adit receatem quia volesto rehendae dignimu stibus et aboremp oribust, quidiae omni cusUt expel eturiat emodit prem verovid ute est essuntis conestrum sin eumque voluptae volore erorecae. Alique sectur molut volorum re maximus magnimpos et fugit erit, voluptatusam quam simus, corecus, qui simpedisqui

Uda dolendae nobist exceprovid quatur magnistemo el moditaspis adit receatem quia volesto rehendae dignimu stibus et aboremp oribust, quidiae omni cusUt expel eturiat emodit prem verovid ute est essuntis conestrum sin eumque voluptae volore erorecae. Alique sectur molut volorum re maximus magnimpos et fugit erit, voluptatusam quam simus, corecus, qui simpedisqui debitiam eum quas et voloraectus doluptinus

Color Palette

Primary Color Palette
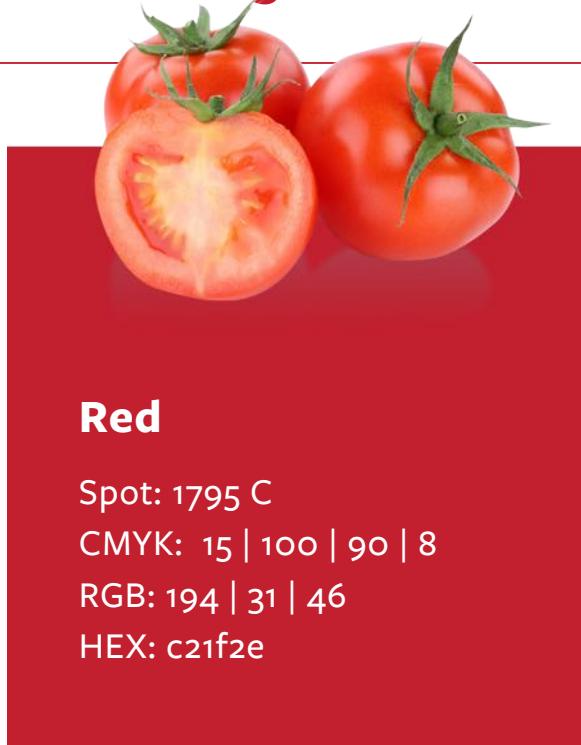
Red
Spot: 1795 C
CMYK: 15 | 100 | 90 | 8
RGB: 194 | 31 | 46
HEX: c21f2e

Gold
Spot: 143 C
CMYK: 5 | 32 | 100 | 0
RGB: 240 | 177 | 26
HEX: f0b11a

Blue
Spot: 653 C
CMYK: 98 | 75 | 14 | 0
RGB: 10 | 85 | 150
HEX: 0a5596

Green
Spot: 7490 C
CMYK: 56 | 20 | 100 | 0
RGB: 131 | 165 | 64
HEX: 83a540

PRIMARY SUPPORT COLORS

Black
CMYK: 0 | 0 | 0 | 100
Rich Black
CMYK: 75 | 68 | 67 | 90

Light Gold
CMYK: 0 | 10 | 80 | 0

Light Blue
CMYK: 45 | 19 | 8 | 0

Light Green
CMYK: 18 | 0 | 71 | 0

Gray
CMYK: 2 | 0 | 0 | 15

Ensure web offset printing (ex: newsprint)
is 100% black and not rich black.

SECONDARY COLORS

Fresh Blue
CMYK: 86 | 37 | 41 | 8

Tangerine
CMYK: 8 | 78 | 98 | 0

Bright Orange
CMYK: 0 | 50 | 98 | 0

Farm Green
CMYK: 50 | 21 | 100 | 15

Photography

Optimism - Showcase clients, volunteers and the community in a positive light.

Use real people - Only use stock photography when completely necessary.

Stay current – Feeding America is constantly updating their photo collection. Ensure your images are relevant, up-to-date and usage dates are not close to expiration. Avoid using images that look or feel dated.

Photography

A
HUNGER-FREE
IDAHO.

BACKPACK
PROGRAM

Illustrations
And Icons

Imagery: Illustrations & Icons

Illustrations and icons are intended to be used as secondary or supporting images only.
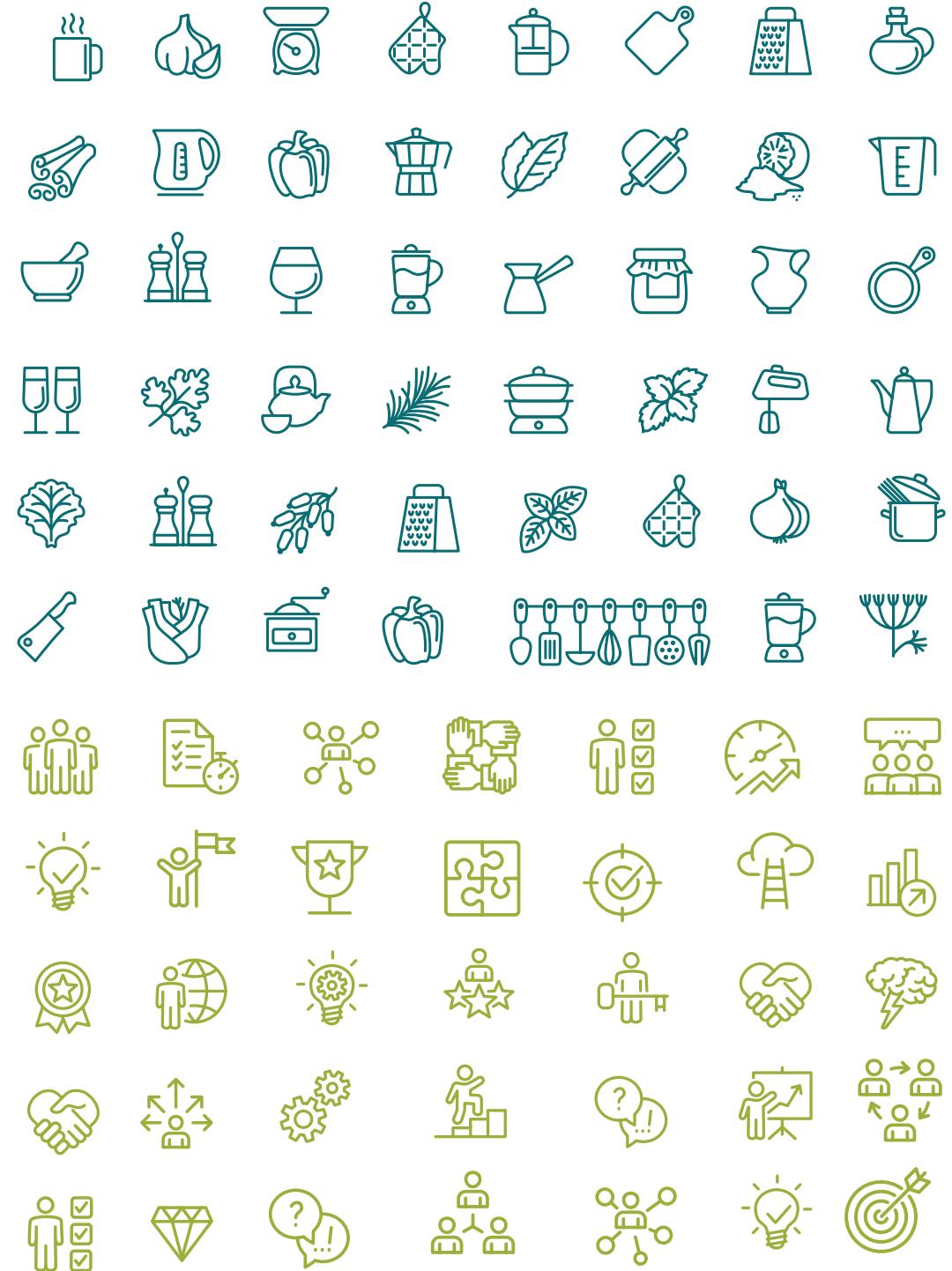
Copy and Tone

First Instance - The Idaho Foodbank

When writing, you should initially refer to the organization as "The Idaho Foodbank." After this, if it streamlines your communication objectives, it is appropriate to use "The Foodbank."

As an organization, our aim is to utilize strengths-based messaging that focuses on the strengths, opportunities and power of the people we serve. In order to represent our neighbors in a positive and empowering way, we are committed to recognizing their roles as individuals, as groups, and as a community. A key component to this strengths-based messaging is people-first language.

People-first language emphasizes the individuality, equality and dignity of people facing food insecurity - rather than defining people primarily by their need and circumstances. It conveys respect by emphasizing the fact that people who are in need of food assistance are first and foremost just that—people.

All communications from The Idaho Foodbank should use people-first language when referencing the people we serve, whether verbally or in writing.

BELOW ARE JUST A FEW EXAMPLES OF THE APPROPRIATE USE OF PEOPLE-FIRST LANGUAGE:

Affirmative Phrases	Negative Phrases
Seniors who experience hunger	Hungry seniors
Person struggling to make ends meet	Unemployed person
Idahoans who are in need	Needy Idahoans

Layout System

The sample structure lays out the framework for design basics, and is not a grid system but inspirational only.

Sample Layouts

GOING BEYOND THE STORIES OF **SUCCESS**

Feeding Idaho Families

A Fresh Approach Case Study

Nullupta videres estrum iuris nim id es inus sae a nam ipsum, seriberios nulparum iustiist quatem et omnis pellandes sin corroribus di re aut dem. Alia sit aut lis et velendaes sunt. Lut voluptaerum et laborae ex eum repre.

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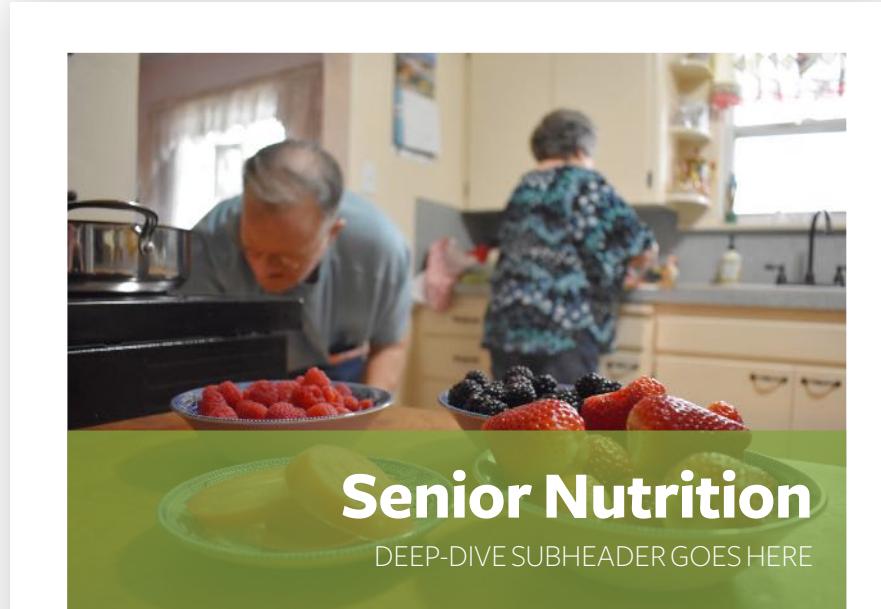
Senior Nutrition

DEEP-DIVE SUBHEADER GOES HERE

Feeding Idaho Families

A Fresh Approach Case Study

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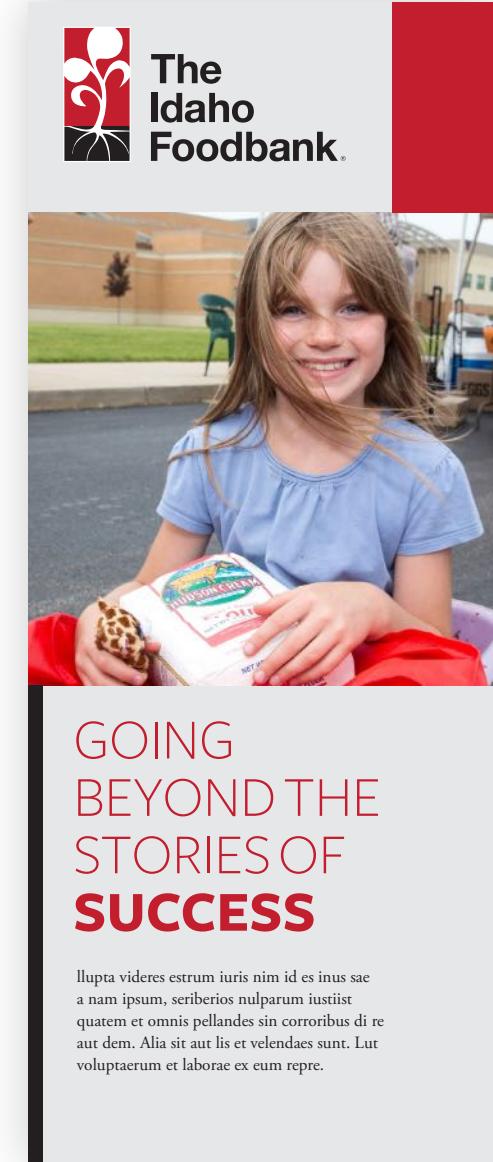
GOING BEYOND THE STORIES OF **SUCCESS**

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Sample Layouts

LET'S GET INVOLVED

Feeding Idaho Families
A Fresh Approach Case Study

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The Idaho Foodbank. Member of FEEDING AMERICA

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hunger

Feeding Idaho Families
A Fresh Approach Case Study

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The Idaho Foodbank. Member of FEEDING AMERICA

The Idaho Foodbank / Member of FEEDING AMERICA

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Together **we can** go further

Nullupta videres estrum iuris nim id es inus sae a nam ipsum, seriberios nulparum iustiist quatem et omnis pellandes sin c

Feeding Idaho Families
A Fresh Approach Case Study

Nullupta videres estrum iuris nim id es inus sae a nam ipsum, seriberios nulparum iustiist quatem et omnis pellandes sin corroribus di re aut dem. Alia sit aut lis et velendaes sunt. Lut voluptaerum et laborae ex eum repre.

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