



FOOD BANK OF EASTERN OKLAHOMA
BRANDING & STYLE GUIDE

STACKED TREATMENT (PRIMARY)



HORIZONTAL TREATMENT (SECONDARY)



FULL COLOR POSITIVE

Explanation: Primary logo that should be used wherever the logo can be applied in full color. This logo should be placed on backgrounds that are white or light in color.

Recommended Application: Print collateral, stationary, web, signage, advertising, t-shirts, sponsorships, merchandise

FULL COLOR REVERSE

Explanation: One-color logo that should be used only Food Bank Primary Colors or other dark backgrounds where the full color logo cannot be reproduced.

Recommended Application: Advertising, print collateral, banners, one-color screen or plate printing

ONE-COLOR ALTERNATIVE

Explanation: Limited use to be used when the full-color logo can not be reproduced.

Recommended Application: One-color advertising, one-color screen or plate printing

STACKED TREATMENT



WHITE ON ORANGE



ONE-COLOR SPOT PMS 144



HORIZONTAL TREATMENT



WHITE ON GREEN



ONE COLOR SPOT PMS 371



WHITE ON BLACK (OR DARK COLOR)



ONE COLOR BLACK



COLOR PALETTE

COLOR	PMS PALETTE	RGB PALETTE	CMYK PALETTE	HEX PALETTE (WEB)
ORANGE	PMS 144	R239, G137, B3	C4, M55, Y100, K0	#ef8903
GREEN	PMS 371	R84, G98, B34	C64, M42, Y100, K31	#546222

TAGLINE USAGE

Explanation: The tagline “Fighting Hunger. Feeding Hope.” is set in Newake Regular with each phrase followed a period. It is not required on all materials but is recommended for regular use. The primary use of the tagline is as a unit with the logo. If used as a design element, “Fighting Hunger. Feeding Hope” should be set in upper case in Newake Regular and set in PMS 371 when used with full-color logo. When the tagline appears with the primary logo, the two elements together are called the logo and tagline lock-up. This means that they are locked into a specific relationship to one another and form a single unit. The elements may not be rearranged or the relationship altered in any way to change the logo’s graphic integrity.

When the tagline “Fighting Hunger. Feeding Hope.” is used separately without primary logo, it should be set in upper case in Newake Regular. Tagline must be set to PMS 371. When used as a reverse or one-color treatment, PMS 144, black, or white is acceptable. Please refer to page 3 of branding & style guide for color treatment.

To ensure its legibility and clarity, and to help ensure consistency, the overall width of the logo with tagline should be no smaller than 1.75” (1/3/4”) for stacked treatment and 2” with horizontal treatment. When presented separately without logo, tagline font size should be no lower than 5 pt and or 1.375” (13/8”)

STACKED TREATMENT WITH TAGLINE



FIGHTING HUNGER. FEEDING HOPE.

HORIZONTAL TREATMENT WITH TAGLINE



FIGHTING HUNGER. FEEDING HOPE.

FIGHTING HUNGER. FEEDING HOPE.

FEEDING AMERICA ENDORSEMENT USAGE

Explanation: Food Bank of Eastern Oklahoma must identify itself as a member of the network by using the Feeding America approved logo on at least six (6) of the following eight (8) items listed below. The Feeding America or the “Member of Feeding America” logo shall appear in color unless on a black or white background and shall be at least twenty percent (20%) of the primary logo.

Website: On homepage “above the fold” area and included in any “about us” section and or explanation.

Social Media: Included on any cover image when applicable

Annual Report: Prominently featured (front, back, or inside cover)

Letterhead: On same page as primary logo

Newsletters: On same page as primary logo

Lobby or entrance to building: Via signage, sticker, or cling easily visible to visitor

Vehicles: Appears on same panel as primary logo

Feeding America logo does not always have to accompany Food Bank of Oklahoma logo as long as the endorsement appears on the piece - digital and/or printed. Text only representation is acceptable in situations where display space is limited (business cards, name tags, etc.)

TREATMENT WITH FEEDING AMERICA ENDORSEMENT



FIGHTING HUNGER. FEEDING HOPE.



FIGHTING HUNGER. FEEDING HOPE.



LOGO GUIDELINES

The Food Bank of Eastern Oklahoma brand should remain consistent in every application to build brand awareness and maintain the personality of the brand. Do not modify the logo or place the logo in settings that would compromise the original design and how it is meant to be displayed. Below are a few examples of what not to do to the logo.

Logo guidelines can be altered in rare cases - such as placement on merchandise like t-shirts, giveaways items, etc.. Any alteration should preserve the integrity of the design and brand and must be submitted for approval by staff member overseeing brand management for Food Bank of Eastern Oklahoma.



DO NOT change the color of the logo.



DO NOT distort or scale the logo unproportionally.



DO NOT change the typeface of the logo



DO NOT place the logo on low-contrast backgrounds



DO NOT place the logo on distracting backgrounds



DO NOT rotate the logo.



DO NOT add effects to the logo that affects the legibility of logo.



DO NOT change the size and or placement relationship between logo elements.

EVENT BRANDING

All official Food Bank of Eastern Oklahoma should follow branding protocols and should include the Food Bank of Eastern Oklahoma logo. Branding of events can stray away from the Food Bank of Eastern Oklahoma color pallet if approved by staff member overseeing brand management.

PRINTED & DIGITAL BRANDING

All official Food Bank of Eastern Oklahoma's printed and digital collateral shall follow the color pallet and branding standards. This includes elements outside of the official logo. Branding of collateral can stray away from the Food Bank of Eastern Oklahoma color pallet if approved by staff member overseeing brand management.