REDWOOD EMPIRE
FOOD BANK

Brand Guidelines

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Introduction

MISSION

To End Hunger in Our Community.

BRAND STEWARDSHIP

The Redwood Empire Food Bank brand is clear, active, confident, and respectful. It is through our leadership and accountability that we uphold our brand and the overall perception of our work.

Every interaction with the Redwood Empire Food Bank contributes to the overall identity of our brand. Each discussion, email, advertisement, poster, flyer, presentation, brochure, or newsletter shapes the way people perceive and think about the Redwood Empire Food Bank. Each and every one of us has a role in being a steward of the brand.

Though our roles will vary, it is important that everyone has a clear understanding of the contents in this guideline as well as the context in which to apply them. By maintaining a cohesive identity we protect the trust and expectations of our donors, partners, and community for generations to come.

Placement & Spacing

A key aspect to our brand is open space. The clean, strong tone of our logo is achieved by using the appropriate amount of clear space. Please observe the space around the logo to maximize visual effectiveness no matter the size at which the logo is produced. The logo-mark may be used as a reference to determine the minimum amount of necessary clear space.



Extended Logo

The preferred use of the logo does not include contact information. However, if the context in which the logo is being used warrants contact information—the phone, website, and address all need to be included.

RULE:
List the phone first, website second (top line)
Street Address, City, State Zip (bottom line)

RULE:
All contact information should be justified as much as possible to the size of the logo.



Improper Logo Usage

To maintain integrity and a consistent brand identity, the logo must not be compromised. Please do not make any of the following changes to the Redwood Empire Food Bank logo.

- Stretch, compress, distort the logo
- Tilt or angle the logo
- Change the logo's color or add additional colors
- Rearrange, resize, or reconfigure any elements of the logo
- Convert the logo or any elements of the logo to outline
- Apply gradients or fades to the logo
- Crop the logo in any way

We have an all white version of the logo for more flexible use against high-contrast backgrounds and photography.







Color Palette

The brand palette contains eight colors, which may be used throughout marketing collateral and outreach materials, in conjunction with black and white. Primarily, the Redwood Empire Food Bank uses the first four colors listed: 575C green, and our three shades of orange.

Please avoid using colors not listed below.

Pantone	575C	Pantone	715C	Pantone	7715C	Pantone	431C
CMYK	35, 0, 100, 60	CMYK	0, 52, 91, 0	CMYK	100, 0, 29, 60	CMYK	65, 48, 37, 28
RGB	85, 108, 17	RGB	247, 149, 49	RGB	0, 90, 100	RGB	83, 97, 110
HEX	#556c11	HEX	#f69031	HEX	#005a64	HEX	#53616e
Pantone	159C	Pantone	1365C	Pantone	625C	Pantone	7499C
CMYK	0, 75, 98, 13	CMYK	0, 33, 82, 0	CMYK	48, 25, 0, 12	CMYK	0, 4, 24, 4
RGB	213, 90, 31	RGB	252, 180, 71	RGB	117, 151, 195	RGB	245, 230, 193
HEX	#d5591f	HEX	#fcb447	HEX	#7597c3	HEX	#f5e6c0

Grayscale Palette

Pantone	Black	Pantone	White
CMYK	100, 100, 100, 100	CMYK	0, 0, 0, 0
RGB	0, 0, 0	RGB	255, 255, 255
HEX	#000000	HEX	#FFFFFF

Typography for Print

Typefaces and Recommended Usage

Gotham Black and Gotham Bold serve as our headline fonts. The weight and structure of these provide a consistent visual hierarchy throughout all our printed communication. Gotham is a large font-family and provides options for subheads and body copy. When space is limited, consider using Gotham Narrow fonts. Variation in weight, size, and color create visual interest while providing legibility and clarity.

Alignment: Typically, all copy should be left aligned. Please use pure white or black for body copy. Point size of body copy should never exceed 12 points when used on any U.S. letter-sized paper or smaller. Note that pull quotes can be larger in size.

Sub-brand Font: Vera Humana 95 (Redwood Empire Food Bank logo font)

Headline: **Gotham Black; Gotham Bold; Gotham Narrow Black; Gotham Narrow Bold**

Sub-headline: **Gotham Medium; Gotham Narrow Medium**

Pull Quotes: Gotham Light; *Gotham Light Italic;* Gotham Narrow Light; *Gotham Narrow Light Italic*

Body: Gotham Book; Gotham Narrow Book

Typography Readability

Spacing and Paragraph Readability

Line and character spacing are just as important as font type and size when producing consistent readable content.

The examples shown at right demonstrate cramped text, spaced text and excessive paragraph spacing.

Please minimize altering the vertical and horizontal scales of text. This creates either tight content that is difficult to read or spaced out characters that lack differentiation.

Paragraph spacing can be a great way to highlight a quote, heading, title, or bullets—but shouldn't be used in the general body. Too much space creates a visual disconnect.

Cras sapien nulla, mollis sed mi at, interdum ultricies quam. Ut mollis pharetra massa. Quisque vestibulum varius pellentesque.

Litatquam laborepratur am rerum haribus, ipit, sedi beaquis res non pelessequae vent reptam cum quae. Nonseque offi cab orionsenis dis ium hicilia corem. Aenean bibendum at augue in tempus. Suspendisse pellentesque quis odio nec sagittis. Ro inctatu sanditio maio qui aut occabo. Neque pernatem dolupta eum et lauta idusdae nonsequid mosaniQuunt.

"Quidem rerum facilis est et expedita distera et inctio. Libero tempore, cum soluta nobis es tert."

Typography Online

Montserrat and Helvetica will serve as the primary typefaces for web and digital applications.

Headline: Montserrat Extra-Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=~`!@#$%^&*()_+{}[]\|;:'"<>?/,.

Sub-headline: Montserrat Bold (Classic)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=~`!@#$%^&*()_+{}[]\|;:'"<>?/,.

Body: Montserrat Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=~`!@#$%^&*()_+{}[]\|;:'"<>?/,

Photography

Photography should support the Redwood Empire Food Bank's brand. Photos should be clean, fresh, and engaging. Imagery should be personal and convey subject matters and textures relevant to the Redwood Empire Food bank, such as food and community.

Photography may be anchored to the top, bottom, or sides of any page or piece of collateral. Photos can also be collaged together for added effect. The all-white logo or logo mark may be added to photography. This technique should be used wisely and sparingly throughout collateral.







Photography Subjects & Styles

Redwood Empire Food Bank Photography

Inspirational images to portray how the Redwood Empire Food Bank improves lives with nutritious food. Photos should be compelling, incorporate food, and when possible, should include eye contact with the camera.

Community

Our photographs provide a visual story about the work that we do in the community and the diversity of the relationships we build.

Volunteers

These images portray the “feel good” experience of giving and demonstrate productivity, camaraderie, and energy.

Donors

Pictures of donors reflect the generosity of our community through a food drive, benefit event, warehouse delivery, or check presentation.

Food & Distributions

Healthy food is at the heart of our mission and is a powerful visual. The context should be vibrant and clear. Photographs of the food itself should be close up and bright. Images of food being distributed or consumed should be family-friendly, inspiring, and action oriented.







Editorial Guidelines

Tone & Voice

The tone of the Redwood Empire Food Bank is confident and bold, straightforward and direct. Combining clear facts and figures with accessible and direct messaging, the voice supports Redwood Empire Food Bank positioning as an innovative leader in the fight against hunger in our community.

CONTEXT	AUDIENCE	VOICE	EXAMPLE
Print (Newsletter, flyers, brochures etc.)	Donors, prospective supporters, volunteers, recipients	Inspiring, informative, and compelling	The Redwood Empire Food Bank is Sonoma County's largest hunger-relief organization providing healthy and nutritious food to over 100,000 seniors, children, families, and individuals every month.
Digital	Donors, prospective supporters, volunteers, recipients	Informative, confident, straightforward, and clear	The Redwood Empire Food Bank provides food directly through three major hunger-relief initiatives and 150 parter organizations located in Sonoma County and throughout our service region.

Editorial Guidelines

Word Choice

With all brand communications, it's important to carefully choose our words to ensure we clearly communicate our ideas in a fashion that proves our claims of effectiveness and efficiency. Choose phrases like:

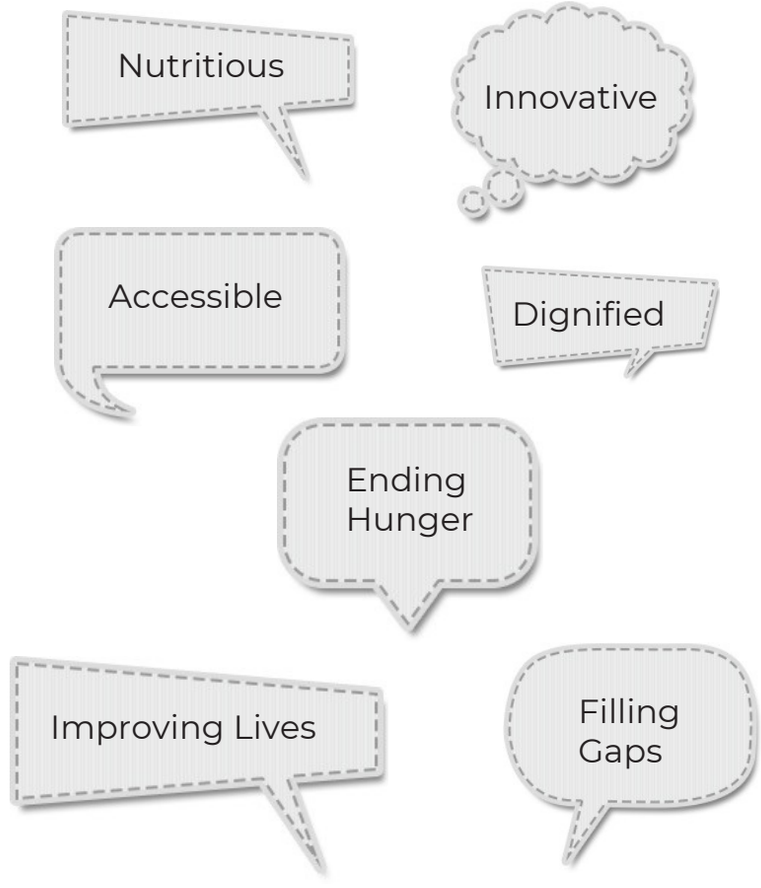
- "Filling the gaps for those in need" rather than "striving to find opportunities to help those in need"
- "Gathering and distributing food" rather than "collecting food and making it accessible"

Lead with positive verbs that are active and deliberate. For example:

- "Maximizing our resources" or "making the most of our resources"
- "Collaborating with 150 partner organizations"

Limit usage of aspirational terms, and choose stronger, active terms instead.

For example, rather than "we're striving to help those in need," use "we're helping those in need." When we do use aspirational terms, they should be coupled with a more positive phrase, such as, "we progress every day, striving to do the most good . . ."



Ensuring A Safety Net

Editorial Guidelines

Name Abbreviation

The abbreviation REFB should not be used as a secondary name for the Redwood Empire Food Bank. This rule applies to every piece of communication (e.g. advertisement, web page, collateral, etc.).

Use of "Program"

The word "program" should not accompany the names of the Redwood Empire Food Bank's 11 direct-service programs unless the definite article "the" or the possessive determiner "our" precedes the name.

Examples:

Thanks to a grant from the Walmart Foundation, the Redwood Empire Food Bank's School Pantry program will continue to provide fresh produce and healthy groceries to low-income families with young children.

This year, School Pantry will expand to two additional high-need elementary school sites in Sonoma County.

Note that program is not capitalized.

Note that in this example, "the" and "program" are not used.

The definite article "the" can precede our name – *The Redwood Empire Food Bank is grateful for the generous support of …* – when it makes grammatical sense, but is not part of our official name, and should only be capitalized when "the" is the first word of a sentence.

Stationery

Letterhead



Envelope



Business Cards

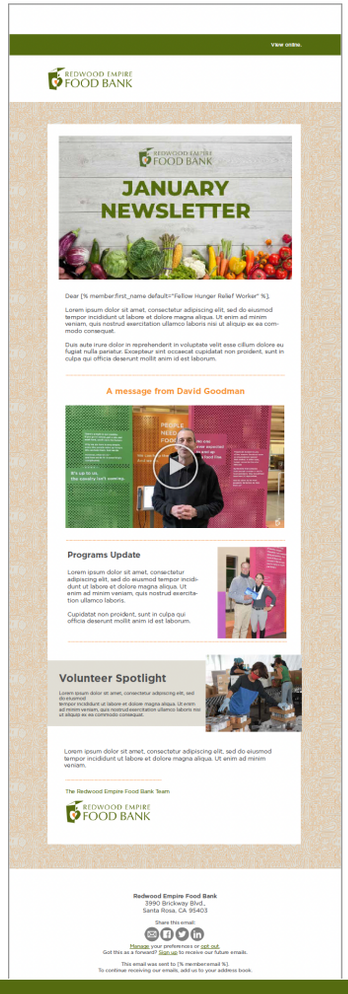




Email

Marketing Email Templates







Signature

First Name Last Name | Hunger Relief Worker & Job Title
Redwood Empire Food Bank
3990 Brickway Blvd. | Santa Rosa | CA | 95403
O: 707-523-7900 ext. ###
flname@refb.org | refb.org

Find us on Facebook | Twitter | Instagram | LinkedIn | YouTube

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