



## BRAND GUIDELINES

2017

## Vision

A Canada where no one goes hungry.

## Mission Statement

We provide national leadership to relieve hunger today and prevent hunger tomorrow in collaboration with the food bank network in Canada.

## Core Values

### Compassion

We see the suffering caused by hunger and are passionate about eliminating it.

### Respect

We embrace a culture of inclusiveness and mutual respect.

### Collaboration

We believe that we can accomplish more when we work collaboratively to achieve shared goals.

### Integrity

We are open, honest and transparent, holding ourselves to the highest ethical standards.

### Accountability

We hold ourselves accountable for achieving the greatest possible impact with the resources entrusted to us.

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# Food Banks Canada Logo: Primary (Bilingual)

## Primary Signature (Bilingual)



Logotype (English)

Linked Spoon and  
Fork Symbol

Logotype (French)

Food Banks Canada's visual identity is the core essence of the brand and expresses its mission. It must always be used in its approved form to maintain its identity and integrity.

The Food Banks Canada Primary Signature is composed of two elements: the linked Spoon and Fork symbol, surrounded by the Food Banks Canada logotype in English and French.

None of these elements may be altered, the symbol must never be recreated, and the logotype must never be re-typeset. The proportions as indicated on this page are to be maintained.

# Food Banks Canada Logo: Secondary Variations

## Secondary Signature (English)



## Secondary Signature (French)



The English Secondary Signature is composed of two elements: Food Banks Canada logotype in English and the linked Spoon and Fork symbol.

The French secondary version of the Food Banks Canada Signature is "Banques alimentaires Canada" and is composed of two elements: the Banques alimentaires Canada logotype in French and the linked Spoon and Fork symbol.

None of these elements may be altered; the symbol must never be recreated, and the logotype must never be re-typeset. The proportions as indicated on this page are to be maintained.

Primary Signature  
(Bilingual)



Secondary Signature  
(English)



Secondary Signature  
(French)



The Food Banks Canada identities must be free from other text and graphics. Therefore, a designated clear space exists around each identity.

“X” represents the height of the Food Banks Canada (and Banques alimentaires Canada) logotype, and is the basis on which other parts should be calculated to arrive at the correct proportions.

The clear space around the Logo should be equal to or greater than .5X.

## Print

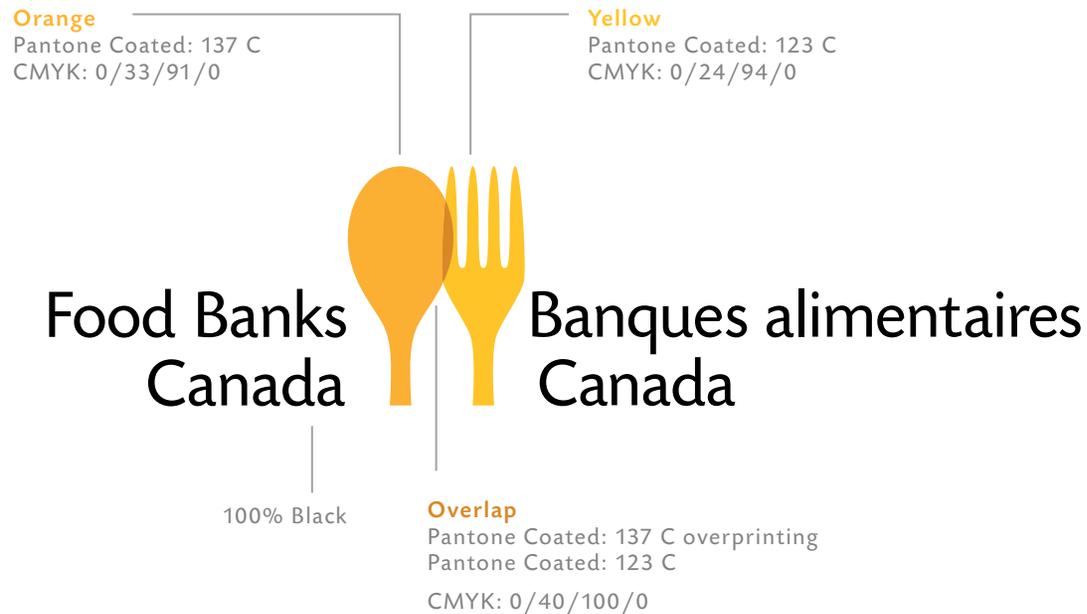
## Web

Primary Signature  
(Bilingual)Secondary Signature  
(English)Secondary Signature  
(French)

The Food Banks Canada identities must maintain appropriate sizing. Therefore, a minimum sizing for both print and web applications exist around each identity.

The identities must not appear smaller than the indicated minimum sizing in order to maintain brand quality.

Minimum sizes are determined by the overall width of the identity.



Orange and Yellow comprise the identity colour palette. These two colours reflect the warm, approachable human qualities of Food Banks Canada.

Spot colour (Pantone®) printing or the CMYK equivalents are the preferred printing option. Spot colours should be used as often as possible in order to reproduce the full impact of the identity colours most accurately.

# Identity Colours and Usage: Print and Substrate Options

## Orange



Pantone®: **Coated: 137 C**

CMYK: 0/33/91/0

RGB: 237/186/34

HEX: #edba22

Pantone®: Uncoated: 123 U

## Yellow



Pantone®: **Coated: 123 C**

CMYK: 0/24/94/0

RGB: 255/196/37

HEX: #fec325

Pantone®: Uncoated: 115 U

## Overlap



Pantone®: **Coated: 137 C**

**(overprinting)**

**Coated: 123 C**

CMYK: 0/40/100/0

RGB: 241/160/25

HEX: #f1a019

Pantone®: Uncoated: 123 U

**(overprinting)**

Uncoated: 115 U

## Black



CMYK: 0/0/0/100

RGB: 0/0/0

HEX: #000000

The identity colours have been specified based on printing on a coated substrate. Pantone® **Coated** inks or the CMYK equivalents are the preferred printing option.

When printing on an uncoated substrate, use Pantone® **Uncoated** inks or the CMYK equivalents to accurately reproduce the Linked Spoon and Fork Symbol. These are different Pantone® numbers that closely match the Pantone® **Coated** inks.

For screen and web applications, use the supplied RGB or HEX equivalents.

# Food Banks Canada Logo: Full Colour Versions

Full Colour



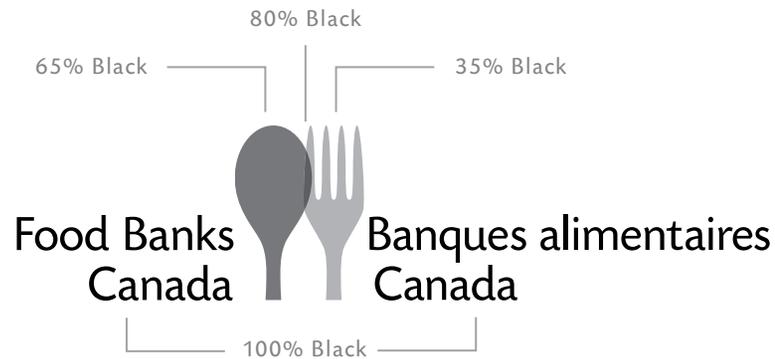
Full Colour  
Reversed



The **Full Colour** and **Full Colour Reversed** versions should be used whenever possible, when screens are available, to ensure maximum brand recognition.

# Food Banks Canada Logo: One Colour Versions

## One Colour with Screens



The **One Colour Signature with Screens** may be used when the printing process does not allow for full colour printing and screens of black are available.

**One Colour Signature Solid** may be used when the printing process does not allow for full colour printing and no screens are available.

## One Colour Solid Black



## One Colour Solid Knockout White

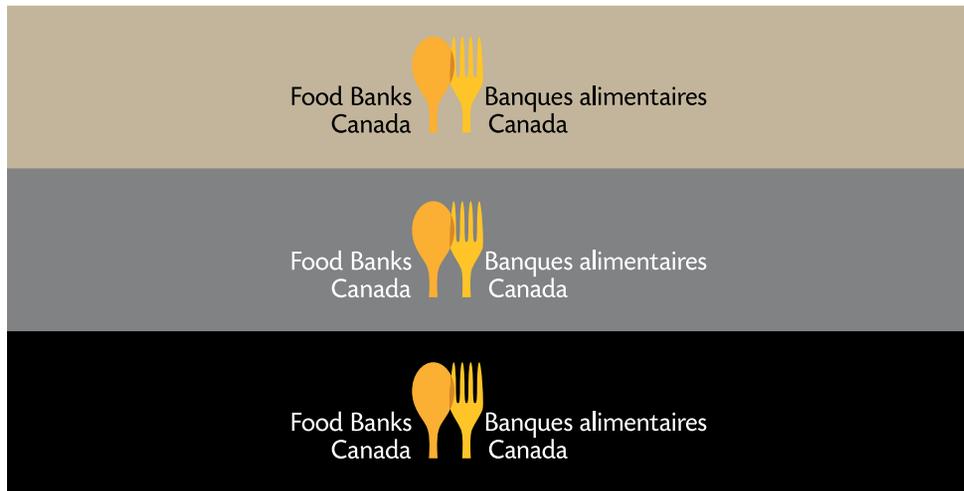


# Food Banks Canada Logo: Background Colour

## White Background



## Solid Colour Background



## Image Background



The Food Banks Canada signature is to be displayed on a white background wherever possible, as it reflects the contemporary feel of the brand and allows the orange and yellow brand colours to stand out.

However the Food Banks Canada signature may be used on a neutral solid background colour. For pale background colours, use the full-colour signature. For dark background colours, use the reversed signature. Avoid using a background colour that is orange or yellow as it will compromise the full impact of the Linked Spoon and Fork Symbol.

The Food Banks Canada signature may also be used on high contrasting image backgrounds. Place signature against the area in the image that is closest to solid colour with maximum contrast. For pale background colours, use the full-colour signature. For dark background colours, use the reversed signature.

# Incorrect Usage

1



2



3



4



The following guidelines outline unacceptable usage of all variations of the Food Banks Canada Signature.

1. Do not distort, stretch, skew, reflect or rotate the signature in any way.
2. Do not remove, displace, add, scale or alter any elements of the signature, colours or fonts.
3. Do not add filters, outlines, shadow / highlight effects, transparency or overlapping objects, to any part of the signature, within the minimum safety area.
4. Do not place the signature on patterns or complex backgrounds. Do not place the signature on backgrounds that do not offer sufficient contrast.

# Identity Typeface and Alternate Options

## Identity Typeface

Today Sans Serif  
Regular, Italic,  
Medium and  
Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## Alternate Typefaces

Verdana  
Regular, Italic, Bold  
and Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Arial  
Regular, Italic, Bold  
and Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Today Sans Serif sets an approachable and contemporary tone for Food Banks Canada. It is the typeface used in the Signature logotype. Use Today Sans Serif Regular and Medium for all printed materials.

The Today Sans Serif typeface can be purchased online at [www.myfonts.com](http://www.myfonts.com).

For websites and PowerPoint/KeyNote presentations, it is acceptable to use a font that is common across multiple platforms. Verdana or Arial are acceptable typefaces.

### Example with a Corporate Logo

Standard Bilingual



French



English



Often, the Food Banks Canada identity will be displayed with partnering agencies such as donor organizations or food bank organizations.

When using with corporate donor logos, the identities will have equal weight so that there is a 1:1 ratio.

# National Program Identity Usage

## Example with a National Program Logo

Standard Bilingual



French



English



Often, the Food Banks Canada identity will be displayed with our National Program Identities.

When using with these programs, the identities will have equal weight so that there is a 1:1 ratio.

# National Program Identity Usage

## Examples with our National Program Logos



## Identity Colours

### Orange



Pantone®: **137 C** (or 123 U)

CMYK: 0/33/91/0

RGB: 237/186/34

HEX: #edba22

### Yellow



Pantone®: **123 C** (or 115 U)

CMYK: 0/24/94/0

RGB: 255/196/37

HEX: #fec325

## Secondary Colours

### Green



Pantone®: **2276 C**

CMYK: 48/8/83/9

RGB: 137/168/79

HEX: #89a84f

### Blue



Pantone®: **7711 C**

CMYK: 98/0/28/4

RGB: 0/151/169

HEX: #0097a9

### Red



Pantone®: **1805 C**

CMYK: 5/96/80/22

RGB: 175/39/47

HEX: #af272f

### Purple



Pantone®: **7662 C**

CMYK: 60/87/5/0

RGB: 122/65/131

HEX: #7a4183

The secondary colour palette consists of additional colours that can be used in combination with the identity colours and black and white, as accent/supportive colours.

When printing limitations do not permit the use of Pantone® inks (regardless of substrate), use the CMYK equivalent.

For screen and web applications, use the supplied RGB or HEX equivalents.

# Colour Palette: Colour Tints

## Green Tints

	<b>CMYK:</b>	<b>RGB:</b>	<b>HEX:</b>
 Green 100%	48/8/83/9	137/168/79	#89a84f
 Green 80%	38/6/66/7	161/185/114	#a1b972
 Green 60%	29/5/50/5	184/203/149	#b8cb95
 Green 40%	19/3/33/4	208/220/185	#d0dcb9
 Green 20%	10/2/17/2	231/238/220	#e7eedc

## Blue Tints

	<b>CMYK:</b>	<b>RGB:</b>	<b>HEX:</b>
 Blue 100%	98/0/28/4	0/151/169	#0097a9
 Blue 80%	78/0/22/3	51/172/186	#33acba
 Blue 60%	59/0/17/2	102/193/203	#66c1cb
 Blue 40%	39/0/11/2	153/213/221	#99d5dd
 Blue 20%	20/0/6/1	204/234/238	#cceeee

Colour tints consist of the secondary colours with the addition of white to the original colour; resulting in a lighter colour.

All colour tints are available for use in secondary or decorative applications.

CMYK values should be used for print applications. RGB values should be used for PowerPoint, Word or other on-screen applications. Hex colours can be used for web applications.

# Colour Palette: Colour Tints

## Red Tints

	<b>CMYK:</b>	<b>RGB:</b>	<b>HEX:</b>
 Red 100%	5/96/80/22	175/39/47	#af272f
 Red 80%	4/77/64/8	191/82/89	#bf5259
 Red 60%	3/58/48/13	207/125/130	#bf7d82
 Red 40%	2/38/32/9	223/169/172	#dfa9ac
 Red 20%	1/19/16/4	239/212/213	#efd4d5

## Purple Tints

	<b>CMYK:</b>	<b>RGB:</b>	<b>HEX:</b>
 Purple 100%	60/87/5/0	122/65/131	#7a4183
 Purple 80%	48/70/4/0	149/103/156	#95679c
 Purple 60%	36/52/3/0	175/141/181	#af8db5
 Purple 40%	24/35/2/0	202/179/205	#cab3cd
 Purple 20%	12/17/1/0	228/217/230	#e4d9e6

Colour tints consist of the secondary colours with the addition of white to the original colour; resulting in a lighter colour.

All colour tints are available for use in secondary or decorative applications.

CMYK values should be used for print applications. RGB values should be used for PowerPoint, Word or other on-screen applications. Hex colours can be used for web applications.

# Photography: Image Content



Photography is a key element in communicating the Food Banks Canada brand. Imagery should be positive, colourful and diverse. When possible, images should show natural environments such as food banks, events, etc.

## Images of Food:

- Mix of perishable and non-perishable healthy foods
- Prepared/cooked items: wholesome meals ideally showing a number of food groups (protein, veg or fruit, dairy, grain)
- Variety of branded products
- Avoid using 'gourmet', high end foods and overly stylized or plated images.

## Images of People:

- Reflect diversity of employees, volunteers and food bank recipients (come from all walks of life)
- Expressions and emotions should reflect diverse experiences of individuals (balanced with serious and contemplative but avoid anything overly gleeful or moody/depressing)
- Avoid clothing with logos

# Photography: Quality Standards



The quality of a photograph is just as important as it's content. To maintain image quality, all images should be a minimum dpi (dots per inch) as specified below:

Images for print: 300 dpi

Image for screen and web: 72 dpi

## Images to Avoid

1. Images that are blurry or out of focus.
2. Images with washed out colour or overly yellow tints, as they look dated.
3. Images below the minimum dpi, as they will appear pixelated.
4. Images that are under or over exposed.

## Our tone and language is reflected in our mission and values:

- Compassionate
- Respectful
- Collaborative
- Integrity
- Accountable

## How we talk about people living with hunger:

- Use language that doesn't stigmatize or demean people;
- When talking about how food banks or Food Banks Canada helps people use words like assisted, helped, supported
- When talking about food: use positive words that reflect how food banks and Food Banks Canada works to provide a variety of perishable and non-perishable foods

## Food Banks Canada brand:

- Always use the Food Banks Canada name in full - avoid using the acronym (FBC) in any public communications, documents or electronic file names



## NETWORK BRAND LINKING

# Network Brand Linking: Provincial Association and Affiliate Food Banks

## Example with a Provincial Logo

Standard Bilingual		Affiliated with/ Affilié à:	 Food Banks Canada Banques alimentaires Canada
French		Affilié à:	 Banques alimentaires Canada
English		Affiliated with:	 Food Banks Canada

The primary signature of Food Banks Canada is our bilingual logo. If possible, please use this logo. If room prohibits the bilingual signature from being used, a unilingual version is acceptable.

The identities will have equal weights so that there is a 1:1 ratio.

# Network Brand Linking: Provincial Association and Affiliate Food Banks

## Examples with our Provincial Associations



Affiliated with/  
Affilié à:



Affiliated with/  
Affilié à:



Affiliated with/  
Affilié à:



Affiliated with/  
Affilié à:



Affiliated with/  
Affilié à:



Affiliated with/  
Affilié à:



Affiliated with/  
Affilié à:



Affiliated with/  
Affilié à:



Affiliated with/  
Affilié à:

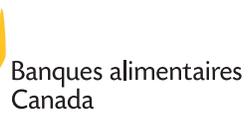


Affiliated with/  
Affilié à:



# Network Brand Linking: Provincial Association and Affiliate Food Banks

## Example with a Provincial and Affiliate Logo

Standard Bilingual		Member of / Membre de:		Affiliated with/ Affilié à:	 
French	<p>French Example Food Bank Name</p>	Membre de:	<p>Provincial Association</p>	Affilié à:	
English	<p>English Example Food Bank Name</p>	Member of:	<p>Provincial Association</p>	Affiliated with:	

## Benefits to Using Provincial Association Logo and Food Banks Canada Logo

As a Provincial Association or an Affiliate Food Bank, you are a part of a larger food bank network, including Food Banks Canada, our 10 Provincial Associations, and the over 500 food banks that are a part of a national network. The usage of local, provincial and national logos signals to donors and partners that we are a strong network and mutually endorses the work that we are all doing on various levels. Multiple logo usage indicates to the general public that the food bank community is working together to effectively respond to hunger in this country.

## When to use the Provincial Association Logo and Food Banks Canada Logo

There are many communications pieces that you may consider including your Province's logo and/or Food Banks Canada's logo moving forward, including, but not limited to:

- Annual Reports
- Backgrounders
- Boilerplate about your food bank, used on press releases
- Donation Thank You Letters
- Newsletters
- Food bank brochures
- Within your site location
- Food bank trucks or vehicles
- Food bank's website

Each time you use your Provincial Association's Logo and Food Banks Canada's logo, you are signaling your proud membership in the greater food bank network.

## Which Food Banks Canada Logo to Use

The primary signature of Food Banks Canada is our bilingual logo. If possible, please use this logo. If room prohibits the bilingual signature from being used, please use the unilingual version in the language of your publication.

 Food Banks Canada

 @foodbankscanada

 @foodbankscanada

 Food Banks Canada

 FoodBanksCanada

For logo usage questions, assets and approvals please contact:

[communications@foodbankscanada.ca](mailto:communications@foodbankscanada.ca)