A letterhead is one of the most important printing collaterals in any business. More than just a means of correspondence, it is also a physical representation of your company.

Food. Connection. Hope.

Since 1971, the Freestore Foodbank has been providing food, clothing and other services to people who need help.

We distribute donated and surplus food to more than 400 non-profit agencies in 20 counties across three states. We in turn help prevent hunger in their own neighborhoods.

We provide meals to hungry children through Kid’s Cafe and weekend Power Packs.

When our neighbors lose a job, we help them sign up for Medicaid and food stamps.

But it all starts with food. Our neighbors know that the Freestore Foodbank and its member agencies provide food and make connections that lead to stability and self-reliance. That’s real hope.

This document is a handbook about the use of our brand. It is not really a new member handbook, but a collection of the attributes we’ve known all along Freestore Foodbank. It focuses very sharply on the attributes we’ve known all along.

This is the result of months of collaborative research and work, using the thoughtful contributions of Freestore Foodbank associates and outside experts. Going forward, we use food as the gateway for life transformations.

We will be faithful to the graphic and logo guidelines. You can help by using the themes contained here, whether talking to a friend or emailing a business associate.

To achieve consistency and build greater brand definition and recognition, it is critical we use these standards, in particular the graphic executions, contact an internal expert. A list of these individuals is found in the Contacts section. Please join me in celebrating and continuing the Freestore Foodbank’s heritage.

Food. Connection. Hope.

Kurt Reiber
President/CEO
Brand Essence
Highest-order benefit that creates the basis for connection with the brand.

Using **food** as the **gateway** for life transformation
Brand Positioning
Defines how we want to be perceived.

Feeding HOPE in our communities

Brand Identity Guidelines
Brand Character
Defines how our positioning should be delivered (tone, image language).

A **tireless, empathetic lifesaver**
who takes bold actions to make real change happen in the lives of real people.
Brand Promise

Before there can be a conversation on possibilities and potential, there must be food. It comes before family and jobs, health and community. It’s the single most important foundational element that links all people regardless of race, gender or income.

That’s where Freestore Foodbank begins.

One meal. One real, palpable expression of value, trust and positive solutions. Addressing hunger allows us to have conversations on other issues affecting individuals, families and communities to create stability and self-reliance for a better, attainable future.
Brand Attributes

- Trusted
- Empathetic
- Food
- Audacious
- A Vital Link
Primary Identity
Whenever possible use the primary identity as a complete mark including the tagline.
Primary Identity Color Specifications

C: 55%  M: 7%  Y: 0%  K: 0%
Pantone 158 C  #F47920

C: 75%  M: 35%  Y: 80%  K: 5%
Pantone 2408 C  #4F8258

C: 0%  M: 20%  Y: 96%  K: 0%
Pantone 123 C  #FFCB1B

C: 59%  M: 0%  Y: 100%  K: 0%
Pantone 2985 C  #72BF44

C: 75%  M: 68%  Y: 67%  K: 0%
Pantone 6 C  #000000

C: 61%  M: 53%  Y: 52%  K: 24%
Pantone 4195 C  #606161

C: 32%  M: 27%  Y: 27%  K: 0%
Pantone 421 C  #b0aeae

C: 55%  M: 7%  Y: 0%  K: 0%
Pantone 2985 C  #64BFEC

Brand Identity Guidelines
Primary Identity Color
Specifications Alternatives
Typography
Proxima Nova is the base font for Freestore Foodbank. All of these fonts should be used sparingly to add specific emphasis to the message.
These fonts can be purchased at Adobe Fonts.

Proxima Nova
- Proxima Nova Black
- Proxima Nova Extrabold
- Proxima Nova Bold
- Proxima Nova Semibold
- Proxima Nova Medium
- Proxima Nova Regular
- Proxima Nova Light
- Proxima Nova Thin
Contacts

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