FREESTORE FOODBANK
BRAND GUIDELINES
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.
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 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 Identity Guidelines
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: 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
Primary Identity Color
Specifications Alternatives

Brand Identity Guidelines
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

0123456789
abcdefgghijklmnopqrstuvwxyz
!@#$%^&*()+=
Contacts

**Trisha Rayner** (Chief Development Officer)

📞 513.482.7539 (o)
✉️ trayner@freestorefoodbank.org

**Jeff Marsh** (Web Developer)

📞 513.482.4530 (o)
✉️ jmarsh@freestorefoodbank.org

**Candice Jackson** (Digital Marketing Developer)

📞 513.482.4530 (o)
✉️ cjackson@freestorefoodbank.org

---

**Brand Identity Guidelines**