


# BRAND GUIDELINES

## PRIMARY IDENTITY



PRIMARY

 PANTONE P 30-7 C



FULL COLOR




BLACK (REVERSE) #000000



GRAY (K=60%) #444444




SPECIAL

 PANTONE P 118-8 C




SECONDARY

 PANTONE P 154-8 C



RESERVED

 PANTONE P 137-16 C



### ELEMENTS



FOOD • CONNECTION • HOPE  
 FOOD • CONNECTION • HOPE  
 FOOD • CONNECTION • HOPE  
 FOOD • CONNECTION • HOPE  
 FOOD • CONNECTION • HOPE  
 FOOD • CONNECTION • HOPE

### TYPESETTING

Proxima Nova (16)	Proxima Nova Condensed (16)
Thin	Thin
Thin Italic	Thin Italic
Light	Medium
Light Italic	Medium Italic
Regular	Bold
Regular Italic	Bold Italic
Medium	Extrabold
Medium Italic	Extrabold Italic
Semibold	Black
Semibold Italic	Black Italic
Bold	Light
Bold Italic	Light Italic
Extrabold	Regular
Extrabold Italic	Regular Italic
Black	Semibold
Black Italic	Semibold Italic

### CONTACTS

**NICKI ROE**

Marketing & Communications Manager  
 513-482-3732  
 nroe@FreestoreFoodbank.org

**JEFF MARSH**

Web Developer  
 513-482-4530  
 jmarsh@freestorefoodbank.org

**CANDICE JACKSON**

Digital Marketing Developer  
 513-482-4511  
 cjackson@freestorefoodbank.org