

BRAND GUIDELINES
for
Galveston County Food Bank



Galveston County
FOOD BANK

houston food bank
Partner

Brand Guidelines

As Galveston County Food Bank partners, you will or already do play a primary role in the brand execution, as you socialize the brand and its elements in your local communities.

Our brand system is joining together, into one voice, the many stakeholders, partners, funders and supporters of our vision to engage a community of thousands in the transformative act of service.

As a singular look and feel, this new brand language includes a unique graphic, common typography and color palette. A brand is more than a logo, it is the whole of the organization. A great brand inspires a clear direction and incisive action.

You Are The Brand

You are the most important media to deliver the Galveston County Food Bank brand. As visible centers of engagement in local communities, the Galveston County Food Bank partners are the primary channels to bring the brand to life in meaningful ways. With your consistent use of the brand, combined with localized application, the Galveston County Food Bank brand promise becomes a powerful voice to inspire and mobilize people into action.

Building Brand Ambassadorship

As ambassadors of the Galveston County Food Bank brand, we have developed simple, yet effective tools to communicate our brand promise and primary messages. The Brand Guidelines contains elements designed to help you develop:

Brand Fluency

Understanding of the value proposition embodied in our brand and how to make it relevant in your world.

Brand Ambassadorship

Inspiration to maintain consistent brand usage and understanding the meaning of the brand language and core messages and how they help you communicate to your audiences.

Brand Ownership

Collaboration tools for sharing best practices, brand evolution processes to keep the language fresh and relevant in your community and to assure local meaning.



Galveston County FOOD BANK



The Identity

The imagery of the wheat shaft encompassed by the circle symbolizes the collaborative efforts of our partners in feeding those in need, you become an integral part of the whole, the network. This visualization is the harnessing of human energy that translates into impact.

The Cambria typeface portrays a friendly, legible and open tone of communication.

Typography

Cambria Regular

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Cambria Bold

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Futura Book

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Futura Bold

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Color Palette



Pantone 355 C
Pantone 355 U
C=82 M=4 Y=97 K=0
R=80 G=164 B=70
HEX# 00a94f



Pantone 355 C
Pantone 355 U
C=0 M=79 Y=94 K=0
R=201 G=90 B=46
HEX# e36f1e



Black



Dark Grey

Galveston County Food Bank Identity Architecture



Galveston County FOOD BANK

houston**foodbank**
Partner

Minimal Brand Adoption

Adopts GCFB logo: keeps identity



Minimal Brand Adoption

This alignment represents the identity relationship between Galveston County Food Bank and partnering organizations that choose to keep their existing name, and represent the relationship through some proximity of Partner Logo and GCFB Logo rather than adopt a new logo.

Full Brand Adoption

Adopts GCFB logo into organizations logo

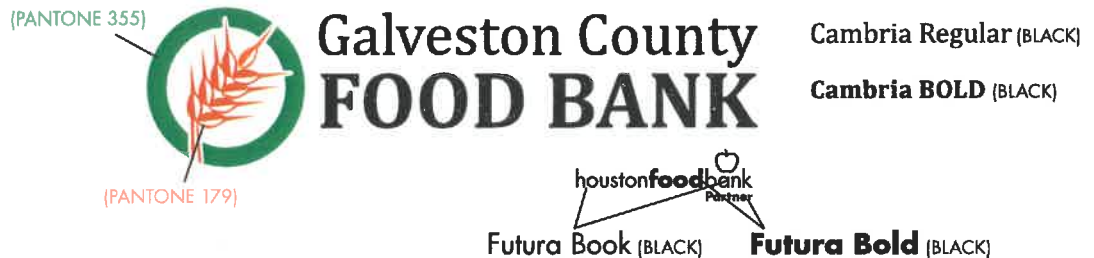


Full Brand Adoption

This alignment represents the identity relationship between Galveston County Food Bank and partnering organizations that allows for total identity alignment.

Galveston County Food Bank

Instructions to Adopt the Brand Identity



Assets

The Galveston County Food Bank logo is available with fonts, colors and tracking in position for easy brand adoption.

The font Cambria Regular is required for partnering organizations to adopt the Galveston County Food Bank brand. No other font may be substituted.

Alternate Typefaces:

Cambria and Futura are the only fonts acceptable for creating a logo. In email and written correspondence, you may substitute Times New Roman and Arial Narrow.

Proportions

Do not alter the proportions of the wheat icon, the point size of the nomenclature or the distance between them. Follow the exact proportions shown here.

Colors

Do not alter the colors of the wheat shaft or circle or the nomenclature as shown.

Minimal Brand Adoption and/or Full Brand Adoption should be included on all partnering organizations printed materials, social media outlets and organizations web site. Galveston County Food Bank allows 3 months from agency/MOU agreement date for changes to occur.

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