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## BRAND MAP

### Brand building blocks

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<th>DEFINITION</th>
<th>DIFFERENCE</th>
<th>RELEVANCE</th>
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| • Gather and distribute food for Central Californians in need. | • Access to a wide variety of foods and services  
• Special programs  
• Partnered with 220 agencies in the Central Valley  
• Strong professional integrity and reliability | • Observable good use of charitable donations  
• Proven track record of excellence helps bring in prospective donations  
• Stretch funding to serve a larger number of people  
• Positive local impact |

### Core Competencies

- Acquire and distribute variety of fresh produce and basic foods
- Professionalism
- Strong leadership
- Strategic approach to efficiently serving the community

### Relevance

- Observable good use of charitable donations
- Proven track record of excellence helps bring in prospective donations
- Stretch funding to serve a larger number of people
- Positive local impact

### Personality

- Caring/Compassionate
- Engaging
- Trustworthy
- Knowledgeable
- Innovative
ELEMENTS OF THE LOGO

The Central California Food Bank logo is comprised of the logo bug and the logo type.

LOGO BUG

- An orange fruit—to represent food—one of the most plentiful crops in Central California.

LOGO TYPE

- Double C’s represent Central California.
- A wheel with lugnuts represents distribution. The five lugnuts represent the five counties served.
- The semi-circle shape also connotes a coin being deposited into a slot (represented by the red line) to symbolize the concept of a bank.
COLOR PALETTES

FULL COLOR LOGO:
Central California Food Bank Palette

<table>
<thead>
<tr>
<th>Palette</th>
<th>CMYK Values</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orange</td>
<td>c0 m55 y100 k0 r246 g139 b31</td>
<td>f68b1f</td>
</tr>
<tr>
<td>Squash</td>
<td>c0 m32 y100 k0 r253 g253 b21</td>
<td>fdb515</td>
</tr>
<tr>
<td>Pepper</td>
<td>c0 m100 y100 k40 r158 g11 b15</td>
<td>940b0f</td>
</tr>
<tr>
<td>Asparagus</td>
<td>c50 m10 y100 k0 r143 g183 b62</td>
<td>8fb73e</td>
</tr>
<tr>
<td>Kale</td>
<td>c80 m40 y100 k45 r39 g81 b37</td>
<td>275125</td>
</tr>
<tr>
<td>Feeding America Orange</td>
<td>c0 m50 y100 k0 r233 g121 b0</td>
<td>e98300</td>
</tr>
<tr>
<td>Feeding America Green</td>
<td>c53 m14 y89 k56 r83 g104 b43</td>
<td>53682b</td>
</tr>
</tbody>
</table>

2-COLOR LOGO:

<table>
<thead>
<tr>
<th>Palette</th>
<th>CMYK Values</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feeding America Orange</td>
<td>c0 m50 y100 k0 r233 g121 b0</td>
<td>e98300</td>
</tr>
<tr>
<td>Feeding America Green</td>
<td>c53 m14 y89 k56 r83 g104 b43</td>
<td>53682b</td>
</tr>
</tbody>
</table>
LOGO VARIATIONS

There are four variations of the Central California Food Bank Logo.

**PREFERRED**

FILE NAME: **CCFBlogo_wFAlock.cmy**

The preferred version of the logo appears with the Feeding America logo. When using this version, there is a minimum size requirement for the Feeding America logo. It must measure horizontally at least 7/16" when used in color or grayscale, 3/8" when using it in solid black, and 55 pixels wide when used on the web or on-screen applications.

FILE NAME: **CCFBlogo.cmy**

In some instances, the logo can appear without the Feeding America logo.

FILE NAME: **CCFBlogoBug.cmy**

The logo bug may also be used by itself on a limited basis.

FILE NAME: **CCFBlogo_horiz.cmy**

When the logo must fit within a horizontal space, please use the horizontal variation.
2-COLOR LOGO VARIATIONS

The 2-color logo is defined by the Pantone Matching System (PMS). Two-color, also known as spot color, versions of the logos have been provided. The colors used are the Feeding America PMS colors.

FILE NAME: CCFBlogo_wFAlock_twoColor_spot

FILE NAME: CCFBlogo_twoColor_spot

FILE NAME: CCFBlogoBug_twoColor_spot

FILE NAME: CCFBlogo_horiz_twoColor_spot
FILE FORMATS:

COMMERCIAL PRINTING: .AI, .EPS, AND .JPG

Adobe Illustrator files are vector based and allow for unlimited scalability. They are preferred by most commercial vendors.

Encapsulated Postscript (.EPS)

EPS files are vector based graphics files that are self-contained with a preview image included. Many commercial printing applications are compatible with the EPS format.

JPEG (.JPG)

JPEG files are pixel based and should only be scaled down (smaller than provided). The JPEG logos provided are at a resolution of 300 pixels per inch which should reproduce well in most cases where a JPEG logo is required.

FOR SCREENS: .PNG AND .SVG

.PNG, .PNG_SMALL

PNG files are low resolution, screen ready graphics which have a transparent background. They are provided in two sizes which should accommodate most situations.

.SVG

SVG stands for small vector graphic and is a scalable format often used on websites and web applications.

PDF LOGOS:

PDF files are cross-platform compatible, vector based files. They should provide good results in most situations.

COLOR FORMATS:

CMYK (.CMY)

The 4-color process version of the logo uses screen mixes in cyan, magenta, yellow, and black to define the colors.

PANTONE (SPOT COLOR)

The 2-color logo is defined by the Pantone Matching System (PMS). Two-color, also known as spot color, versions of the logos have been provided. The colors used are the Feeding America PMS colors. This version is best for screen printing or embroidery where number of colors may be limited.

RGB COLOR

The .PNG and .SVG versions of the logo use RGB (red, green, and blue) to define the colors of pixels, and are appropriate for digital displays.

REVERSE

When the logo appears on a solid black or dark background, it may be advisable to use an all white, or reversed, version of the logo.
REQUIRED WHITESPACE

X-HEIGHT
The height of the capital letters in the logo type defines the x-height. The x-height is a relative unit of measurement that varies with size of the logo.

MINIMUM OPEN SPACE OR WHITE SPACE REQUIRED
There is a minimum of one and a half times the x-height of white space required all the way around the logo.

The minimum open space applies to all variations of the logo including the Feeding America lock-up, and the logo bug only versions.

Note: The pink lines are to show the spacing. The pink lines should NOT be included when reproducing the logo.
LOGO FORMAT VARIATIONS

FORMAT VARIATION: GRAYSCALE
- The grayscale version can be used when it is not possible to reproduce in color, such as one-color printing or black & white photocopying.

FORMAT VARIATION: SOLID BLACK
- The solid black version can be used when it is not possible to reproduce in color or with screens.

FORMAT VARIATION: REVERSED TO WHITE
- If the logo has to be reversed, be sure the color is dark enough to show a white logo. The logo should only be reversed out of primarily solid areas.

FORMAT VARIATION: TWO-COLOR SPOT (PANTONE)
- When limited to two spot colors, the logo will be made of the two Pantone colors in the Feeding America color palette.
BRAND ID

TYPOGRAPHY

The type used in the Central California Food Bank logo is Brandon Text Black. However, it is has been altered and kerned specifically for use as the wordmark, and thus is not recommended to use this font as an accompanying type style.

PAIRING FONTS

Please use the Gotham font. The font has a friendly, open feel to it that is legible at small sizes. When a serif face is desired, a simple clean font such as Georgia is preferred.

GOTHAM—BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GEORGIA—REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

When Gotham is not available, the secondary font Arial may be used. All varities of weights and styles that are provided with these fonts are acceptable for use.

ARIAL—REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
CENTRAL CALIFORNIA FOOD BANK BRAND IDENTITY GUIDELINES

INCORRECT USAGE

PLEASE USE THE LOGO ONLY IN THE FORMATS AND VARIATIONS PROVIDED.

**DO NOT REPOSITION THE ELEMENTS OF THE LOGO.**

**DO NOT SKEW OR DISTORT THE LOGO.**

**DO NOT CHANGE THE RELATIONSHIP OF THE ORANGE WHEEL TO THE TEXT.**

**DO NOT PLACE THE LOGO ON A BUSY OR DISTRACTING BACKGROUND.**

**DO NOT CHANGE ANY COLORS OF ELEMENTS WITHIN THE LOGO.**

**DO NOT PLACE ANY TYPE WITHIN THE MINIMUM WHITESPACE OF THE LOGO.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in
A Stationery package has been developed and includes the following items:

HORIZONTAL BUSINESS CARD
VERTICAL BUSINESS CARD
#10R ENVELOPE
A6 ENVELOPE
LETTERHEAD
NOTECARD (ASPARAGUS)
NOTECARD (ORANGE)

FILES PROVIDED
The artwork for the stationery has been created in Adobe InDesign and a package folder (.IDpkg) is included for each piece. These folders contain the InDesign document along with a folder of required fonts and a folder of linked images.

The names, titles, phone numbers, addresses, and url are all for-position-only and will need to be revised and verified before producing these pieces.

FILE & TYPE SPECS
Each file contains a non-printing layer showing the specifications for type and relevant measurements. A screenshot of each (showing the call-outs and layers) are included on the following pages:

HORIZONTAL BUSINESS CARD
VERTICAL BUSINESS CARD

Name: 9pt/8.5pt Gotham Black, color: Asparagus
Title: 8pt/8.5pt Gotham Book Italic, color: Kale
Address & Phone: 6.6pt/8.5pt Gotham Book, .0688 in. after paragraph
Url: 7.3pt Gotham Bold, white
STATIONERY PACKAGE (CONTINUED)

#10R ENVELOPE

- **Trim line**: #10R envelope 9.5" x 4.125"
- **Address**: 6.5pt/7.5pt Gotham Book

A6 ENVELOPE

- **Trim line**: A-6 envelope 4.75" x 6.5"
- **Address**: 6.5pt/7.5pt Gotham Book
LETTERHEAD

NOTE:
The letterhead artwork contains a non-printing layer to show a sample letter which is set in (the recommended font) 10pt/15pt Georgia Regular.

President's Message

At Central California Food Bank, our vision is a hunger-free Central Valley. We know this won’t happen by chance. Determination, hard work, and tremendous donor support will help us realize a community where no one has to go to sleep hungry. We thank you for investing in this important and life-changing work.

Because of the support we received in 2016, Central California Food Bank was able to distribute more food to more families than ever before. In twelve short months, 35 million pounds of food, including more than 17 million pounds of fresh produce, were distributed to families, children, and seniors right here in the Central Valley. Every month 280,000 people, including more than 90,000 children received food through our vital programs and services. Knowing that the need in our community is so great, we work diligently to stretch every donation to make the highest impact possible. In fact, during 2016 we were informed by Feeding America that we were one of only four food banks across the entire United States that distributed more than 2,000,000 pounds of food per employee. Our commitment to efficiency and community support are a big part of why every $1 we receive provides 7 meals right here in our community. On behalf of the Board of Directors, staff and clients of Central California Food Bank, thank you for continued support.

Gratefully,

Andy Souza
President and CEO,
Central California Food Bank

5403 E. Central Avenue
Fresno, CA 93725

559.237.3663 T
559.237.2527 F
www.CCFB.net
NOTECARD (ASPARAGUS)

- **Notecard**
  - Set-up to Offset: Template: 4.75" x 6.375" in.
  - Pre-Scored to Fold: 4.5" x 5.25"
BRAND ID

CENTRAL CALIFORNIA FOOD BANK BRAND IDENTITY GUIDELINES

STATIONERY PACKAGE (CONTINUED)

NOTE CARD (ORANGE)

**NOTECARD (ORANGE)**

- **Notecard**
  - Set up to Gorjana Template
  - 9” x 6.25”
  - Pre-Scored to Fold to 4.5” x 6.25”

[Diagram of notecard with Central California Food Bank logo]

3401 E. Capital Ave.
Fresno, CA 93725

559.222.3663

www.CommunityFoodBank.net