



MEMBER OF
FEEDING
AMERICA

BRAND GUIDELINES

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BRAND MAP

Brand building blocks

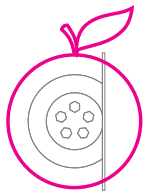
DEFINITION <ul style="list-style-type: none"> • Gather and distribute food for Central Californians in need. 	DIFFERENCE <ul style="list-style-type: none"> • Access to a wide variety of foods and services • Special programs • Partnered with 220 agencies in the Central Valley • Strong professional integrity and reliability 	RELEVANCE <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Acquire and distribute variety of fresh produce and basic foods • Professionalism • Strong leadership • Strategic approach to efficiently serving the community 	REPUTATION <ul style="list-style-type: none"> • Professional • Resourceful • Determined • Strategic • Proactive/Responsive 	PERSONALITY <ul style="list-style-type: none"> • Caring/Compassionate • Engaging • Trustworthy • Knowledgeable • Innovative

ELEMENTS OF THE LOGO

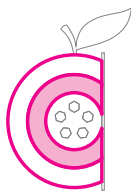
The Central California Food Bank logo is comprised of the logo bug and the logo type.



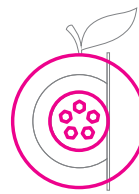
The logo is also made up of elements which subtly communicate many of the organization's key functions:



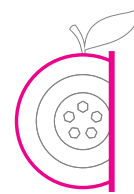
An orange fruit—to represent food—one of the most plentiful crops in Central California.



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


ORANGE

c0 m55 y100 k0

r246 g139 b31

hex f68b1f


SQUASH

c0 m32 y100 k0

r253 g253 b 21

hex fdb515


PEPPER

c0 m100 y100 k40

r158 g11 b15

hex 940b0f


ASPARAGUS

c50 m10 y100 k0

r143 g 183 b 62

hex 8fb73e


KALE

c80 m40 y100 k45

r39 g81 b37

hex 275125

Feeding America Palette


**FEEDING
AMERICA
ORANGE**
PANTONE 144

c0 m50 y100 k0

r233 g121 b0

hex e98300


**FEEDING
AMERICA GREEN
PANTONE 371**

c53 m14 y89 k56

r83 g104 b43

hex 53682b

2-COLOR LOGO:


**FEEDING
AMERICA
ORANGE
PANTONE 144**

c0 m50 y100 k0

r233 g121 b0

hex e98300


**FEEDING
AMERICA GREEN
PANTONE 371**

c53 m14 y89 k56

r83 g104 b43

hex 53682b

LOGO VARIATIONS

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

PREFERRED



FILE NAME: CCFBlogo_wFAlOCK_cmy

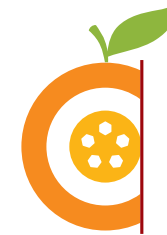
The preferred version of the logo appears with the Feeding America logo.

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.

PREFERRED



FILE NAME:
CCFBlogo_wFAlack_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 (.AI)

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.

FILENAME :

CCFBlogo_gry



SOLID BLACK

The solid black version can be used when it is not possible to reproduce in color or with screens.

CCFBlogo_K



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.

CCFBlogo_rev



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.

CCFBlogo_twoColor_spot

TYPOGRAPHY

The type used in the Central California Food Bank logo is Brandon Text Black. However, it 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 varieties of weights and styles that are provided with these fonts are acceptable for use.

ARIAL—REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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.

STATIONERY PACKAGE

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

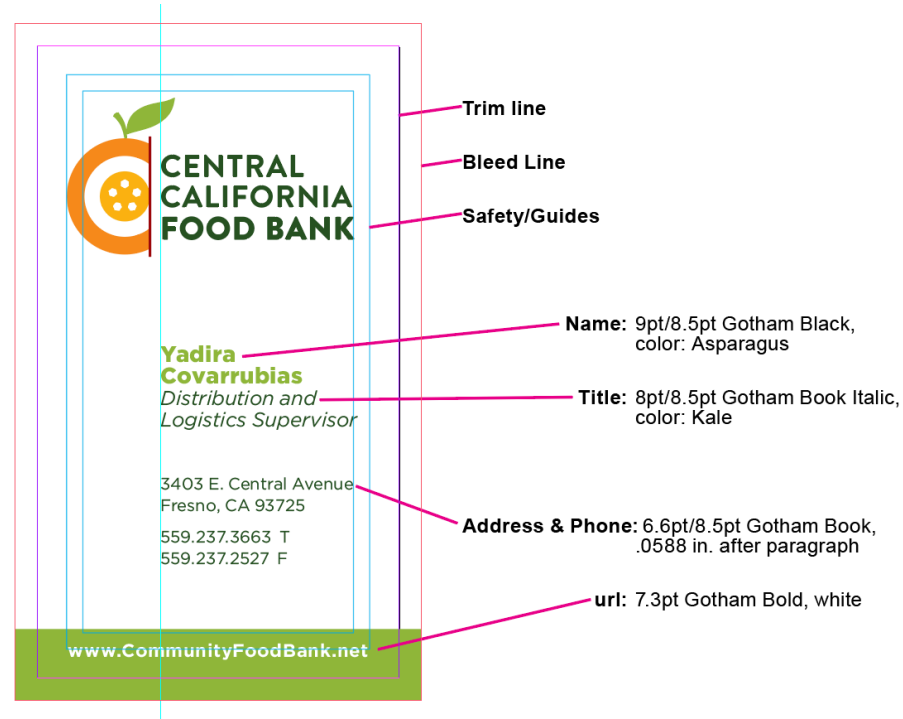
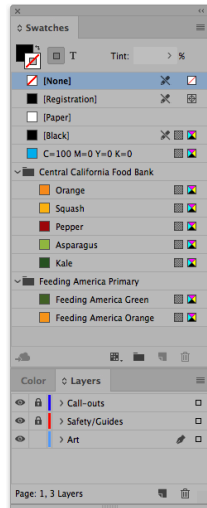
Each file contains a non-printing layer showing the specifications for type and relevant measurements. A screen-shot of each (showing the call-outs and layers) are included on the following pages:

HORIZONTAL BUSINESS CARD



STATIONERY PACKAGE (CONTINUED)

VERTICAL BUSINESS CARD



Trim line

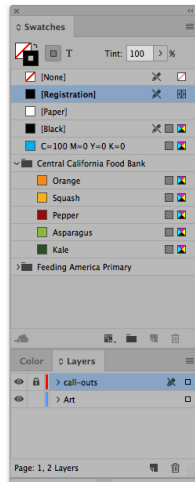
Bleed Line

Safety/Guides

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,
.0588 in. after paragraph**url:** 7.3pt Gotham Bold, white

STATIONERY PACKAGE (CONTINUED)

#10R ENVELOPE

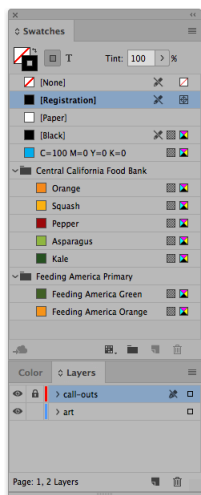


Trim line
#10R envelope
9.5" x 4.125"

Address:
6.5pt/7.5pt Gotham Book

**CENTRAL
CALIFORNIA
FOOD BANK**
3403 E. Central Avenue
Fresno, CA 93725

A6 ENVELOPE



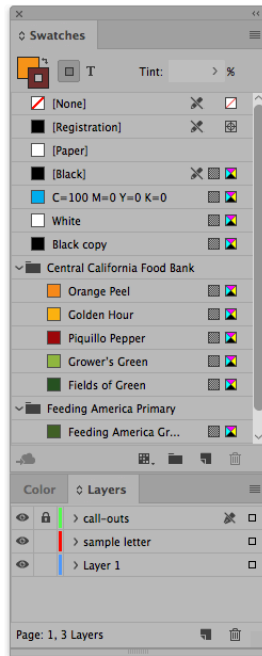
Trim line
A-6 envelope
4.75" x 6.25"

Address:
6.5pt/7.5pt Gotham Book

**CENTRAL
CALIFORNIA
FOOD BANK**
3403 E. Central Avenue
Fresno, CA 93725

STATIONERY PACKAGE (CONTINUED)

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.

Trim line
8.5" x 11"

Margins:
Left: 1.375"
Right: .5"
Top: .5"
Bottom: .5"



January 10, 2018

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, 38 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 1,000,000 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

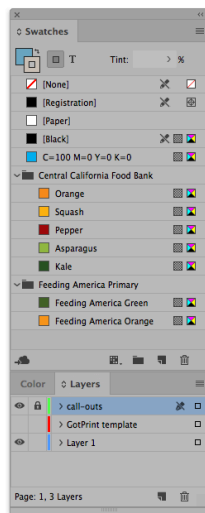
Address & Phone:
8.5pt/11pt Gotham Book,
.0625" after paragraph

URL:
8.5pt/11pt Gotham Book

3403 E. Central Avenue
Fresno, CA 93725
559.237.3663 T
559.237.2527 F
www.CC.net

STATIONERY PACKAGE (CONTINUED)

NOTECARD (ASPARAGUS)

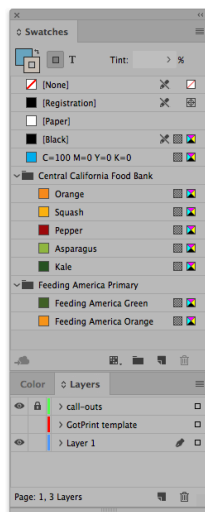


Notecard
Set-up to Gotprint Template
artwork:
9.1" x 6.35"
trim size:
9" x 6.25"
Pre-Scored to Fold to 4.5" x 6.25"



STATIONERY PACKAGE (CONTINUED)

NOTECARD (ORANGE)



Notecard
Set-up to GoPrint Template:
artwork:
9.1" x 6.35"
trim size:
9" x 6.25"
Pre-Scored to Fold to 4.5" x 6.25"

