



BRAND IDENTITY & STYLE GUIDE



GOLDEN
HARVEST **FOOD**
BANK

This guide has been prepared and distributed to ensure the integrity of our brand and the success of our visual identity through consistency of use. Please read the Brand Standards and adhere to these guidelines.

For further information regarding the Golden Harvest Food Bank Brand Identity & Style Guide or for updates to this manual, please contact:

Abby Muehlfeld | Vice President of Marketing
amuehlfeld@goldenharvest.org | Phone: 706.736.1199 x230

Primary Logo

The stacked / primary logo can be one or two of the lead brand colors, black, or white. When possible, the full 2- color version should be used.



Horizontal Logo

The primary logo can be one or two of the lead brand colors, black, or white.



Reversed Logo

A reversed logo may be used in one-color applications, such as black and white.



Clear Space

Ensure there is always enough clear space around the logo. Using the width of the icon is a good benchmark.



Incorrect Logo Usage

Do not distort, outline, or change the logo from the primary colors in its palette.

Do not use the wordmark apart from the Wheat icon.

Do not use it over a background where it would be hard to read.



Icon

The wheat icon can be used separately from the full logo. It may be used in any of the three colors in the palette, or black or white.



The Seed
Planted

The Wheat

Multiplication
Of Resources

The Volunteer
At Work

The Heart
Of Distribution

The People
We Serve



Feeding America

All logo versions are able to be used with or without the Feeding America logo lockup. A lockup is a term that describes the intentional pairing of two logos.

In most cases it is appropriate to use the Food Bank logo with Feeding America lockup.

The exception to this is when sharing our logo with partner agencies. When partner agencies display our logo on their website or in print communication, etc., they do not need to use the Feeding America lockup.

You may find you want to incorporate our logo multiple times in a single presentation or multi-page document. The first and last time the logo is used in this situation, use the Food Bank logo with Feeding America lockup.

Use the wheat icon whenever subtle identification is needed to avoid overpowering a presentation, such as in a video, PowerPoint, or as indicated in the bottom left corner of this page.



Logo Variations & Usage Guide

The Food Bank's logo is available in 5 different layouts:

1. Primary (Preferred)
2. Primary + FANO
3. Horizontal
4. Horizontal + FANO
5. Wheat Icon only

When using the full 2-color logo, it is recommended to appear on white or light background for optimal visibility. It should never be used on a dark colored background. This ensures it's always readable. Note the full 2-color logo is the preferred and primary logo.



GOLDEN
HARVEST **FOOD**
BANK



GOLDEN
HARVEST **FOOD**
BANK



GOLDEN
HARVEST **FOOD**
BANK



GOLDEN
HARVEST **FOOD**
BANK



GOLDEN
HARVEST **FOOD**
BANK

The logo is displayed on a background of green leafy vegetables. The wheat icon is white, and the text 'GOLDEN HARVEST FOOD BANK' is in white.

GOLDEN
HARVEST **FOOD**
BANK

Use caution when placing logo over images as the darker colors in the logo mark may blend into a background image. If the background image competes with the logo mark we recommend using the full white version of the logo as shown here.

Tagline

Our tagline font is “Sweet Gothic.”

EVERY MEAL MATTERS.

**EVERY MEAL
MATTERS.**

**EVERY
MEAL
MATTERS.**

Our tagline may be expanded upon to say every volunteer matters, every employee matters, every donor matters, etc. When used in this way it is important that the only word that changes is the middle word: “every [] matters.”

Hashtags- to be used together.

#everymealmatters

#goldenharvestfoodbank



Typefaces

Filson Pro was selected for its high legibility and its unexpected curves which echoed those in the logo mark. These typefaces will serve as the base for our corporate communications from Golden Harvest Food Bank.

These fonts can also be purchased without a subscription.

Filson Pro

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Regular

Bold

Heavy

Black

Trade Gothic Next LT

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Light

Light Italic

Bold

Bold Italic

Regular

Italic

Heavy

Extrabold Italic



Color

Our brand colors represent a fusion of the Food Bank’s past, present, and future. The color palette is based on natural food colorings made from fruits, vegetables, and roots. This gives us tremendous flexibility in expressing the brand and keeps our communications colorful and bright. And, to tie into the equity from our former mark, we’ve kept our familiar lead colors.

PRINT / WEB COLORS

23, 39, 98, 2 196, 150, 58 PMS 7752 C GOLD	56, 44, 100, 29 101, 100, 46 PMS 7496 C OLIVE	56, 100, 38, 30 100, 29, 79 PMS 2355 C PLUM
---	--	--

LEAD BRAND COLORS

41, 25, 100, 3 160, 160, 63 PMS 390 C JALAPENO	5, 15, 86, 0 243, 206, 65 PMS 459 C CORN	8, 61, 93, 0 225, 129, 59 PMS 157 C ORANGE	19, 100, 89, 9 182, 37, 51 PMS 193 C CHERRY	52, 69, 81, 69 59, 37, 23 PMS 476 C CINNAMON	90, 74, 33, 18 50, 75, 111 PMS 2133 C BLUEBERRY
---	---	---	--	---	--

SECONDARY BRAND COLOR

OLIVE	JALAPENO	GOLD	CORN	ORANGE	CHERRY	PLUM	BLUEBERRY	CINNAMON
-------	----------	------	------	--------	--------	------	-----------	----------

FULL BRAND COLORS

MERCHANDISE SPECIFIC PANTONE COLORS

PMS 378 C	PMS 383 C	PMS 117 C	PMS 458 C	PMS 716 C	PMS 201 C	PMS 518 C	PMS 533 C
-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------

Please be prepared for an acceptable amount of color variation between print, web and physical products. NO COLORS will ever be exact matches across print (chemical on paper), web (light), or physical products (plastic/cloth/dyes, etc).





GOLDEN
HARVEST **FOOD**
BANK