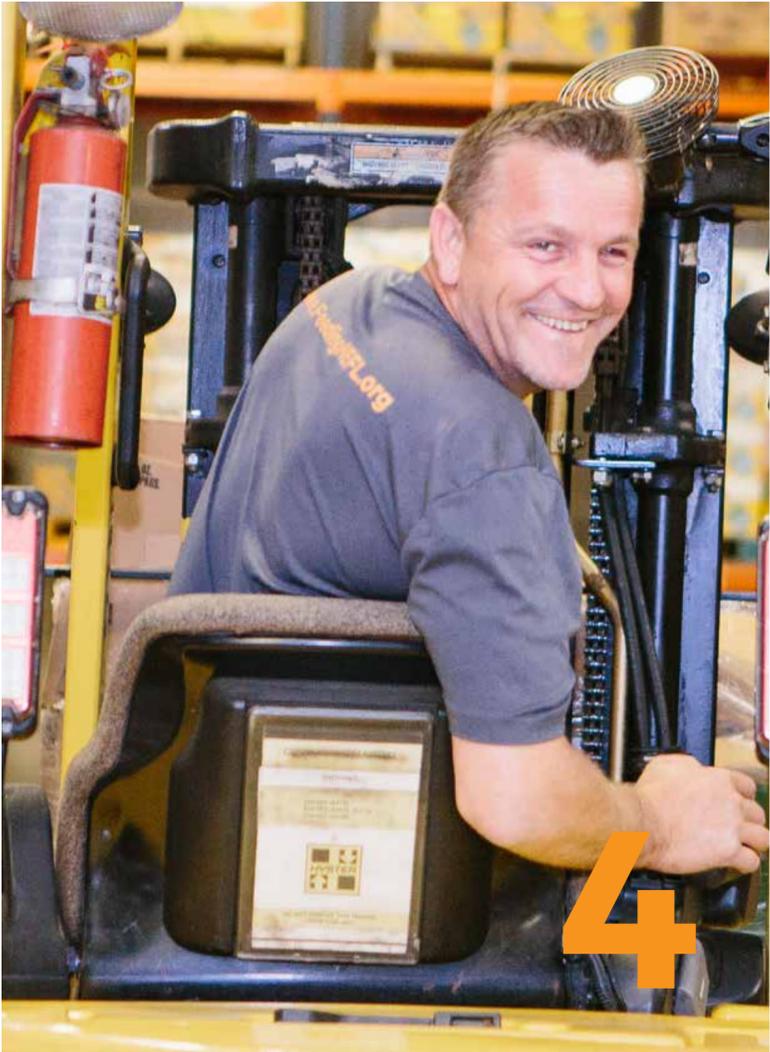


Brand Standards 2023

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About Us





FEEEDING[®]

NORTHEAST FLORIDA

About Us

We're on a mission to solve hunger in Northeast Florida. But we need your help.

Feeding Northeast Florida helps local children, families, seniors, and active and retired military members who struggle to put food on the table. Working with retail partners, manufacturers, and farms we rescue high-quality food that would normally be wasted and transform it into meals for those in need.

By connecting millions of pounds of rescued food to a network of over 300 social service agencies and programs like City Rescue Mission, The Sulzbacher Center and The Salvation Army, these hunger-relief partners can provide not only food to those in need, but services that can help Northeast Florida families and individuals end the cycle of poverty.

Feeding Northeast Florida 8-county service area includes: Baker, Bradford, Clay, Duval, Flagler, Nassau, Putnam, and St. Johns.





Asset Guidelines





[CLEAR SPACE REQUIREMENTS]

The Feeding Northeast Florida Logo

The Feeding Northeast Florida logo is a strong brand asset in the fight against hunger on the First Coast.

A key to our logo retaining its strong brand recognition is the treatment of the logo in all materials in which it is reproduced.

“Clear space” is the area surrounding our logo that must be kept free of any text or graphic elements. Leaving ample space around the logo allows the logo to stand out on all communications materials

View the diagram to the left for examples of this clear space. The “x” represents the height of the “F” in Feeding Northeast Florida that is used to measure the minimum clear space on the left, right, and bottom of the logo. Above the logo, only half of the “F” height is required, which is represented by the 0.5x.

Minimum Size

To maintain a clear and legible logo, the minimum size allowed in the use of our logo is no smaller than:

- 7/16” for CMYK Four-Color Process
- 3/8” for One-Color Spots
- 55 pixels for web or screen based media



PRIMARY LOGO



The Feeding Northeast Florida logo is available in both full color and single-color variations.

The full-color positive logo is the **primary and preferred logo** and should be used whenever possible. This version should be used on a clear white or light-colored background.

The provided **secondary** black version should only be used in materials that require single color for black and white printing.

The provided **secondary** white version of the logo should only appear when placed on materials that have a black or dark background.

SECONDARY LOGOS



[ONE COLOR | WHITE]



[ONE COLOR | BLACK]

CORPORATE PARTNER LOCK-UP

When using our logo alongside corporate partners a lock-up such as the one shown below should be used:



TRUENO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRUENO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRUENO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRUENO BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRUENO

The primary typeface for Feeding Northeast Florida is Trueno. This typeface has a fresh, clean, and friendly feel. It is extremely versatile, being able to act as bold titles as well as maintaining legibility at small sizes.

When differentiating between different weights:

- Trueno Light is used for body text (such as this)
- Trueno Regular is used for sub-headings of large body paragraphs, or used for body text when a busy or dark background may require a thicker typeface
- Trueno Bold is used for sub-titles or headings in printed or web material
- Trueno Black is used strictly for large and important title text, such as in event signage

When Trueno is not available for use Arial is an acceptable substitute.



PRIMARY BRAND COLORS

The dark green and orange are the primary brand colors for Feeding Northeast Florida. These colors derive from the FNEFL logo and are used as the main colors throughout branded materials.

DARK GREEN

The dark green color represents the fresh & healthy produce that we provide to our communities. As well, it represents the fresh possibilities to grow and provide in the community.

ORANGE

Orange is the color of hunger. Having orange as our primary color keeps our mission at the forefront of our branding, to fight hunger in our community.

R: 67
G: 96
B: 38

C: 72
M: 40
Y: 100
K: 32

HEX
#436026

Pantone
4216 C | 2427 U

R: 247
G: 148
B: 29

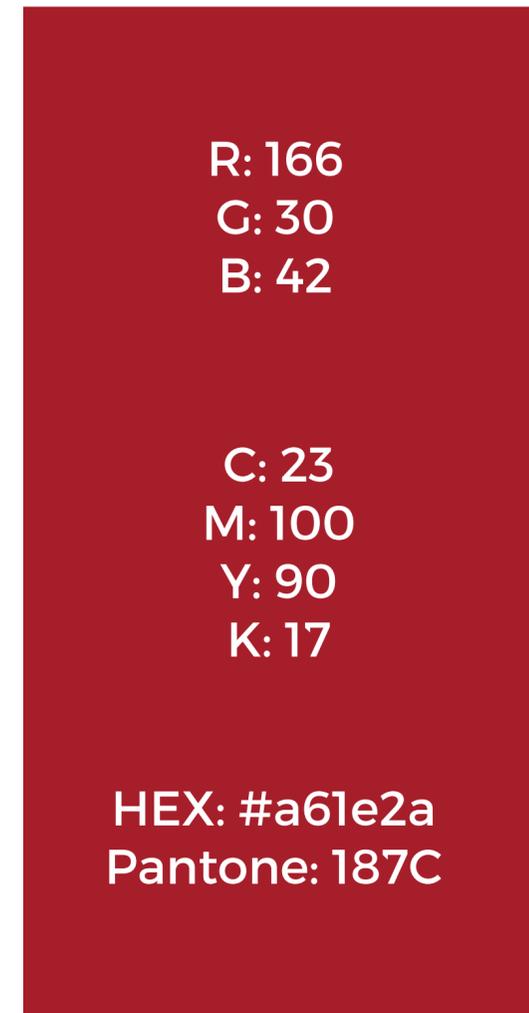
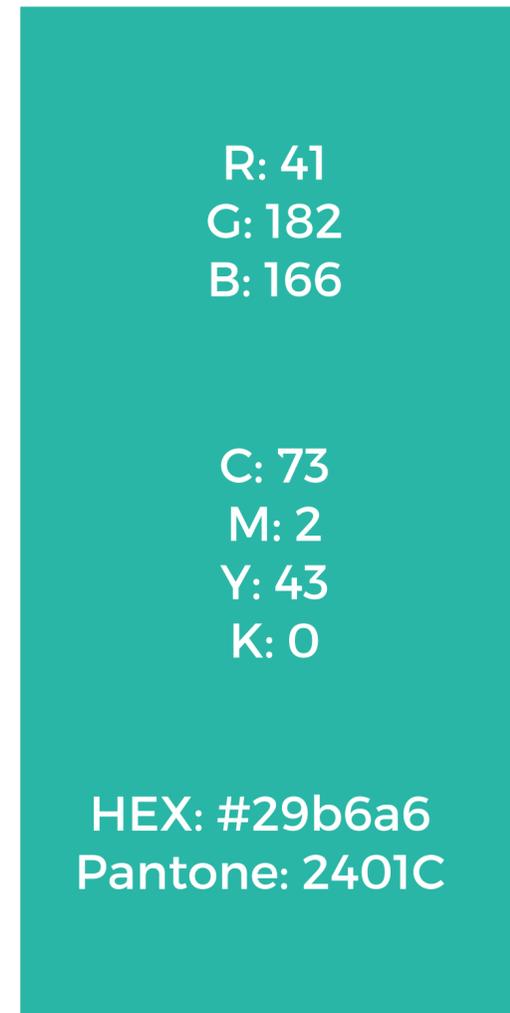
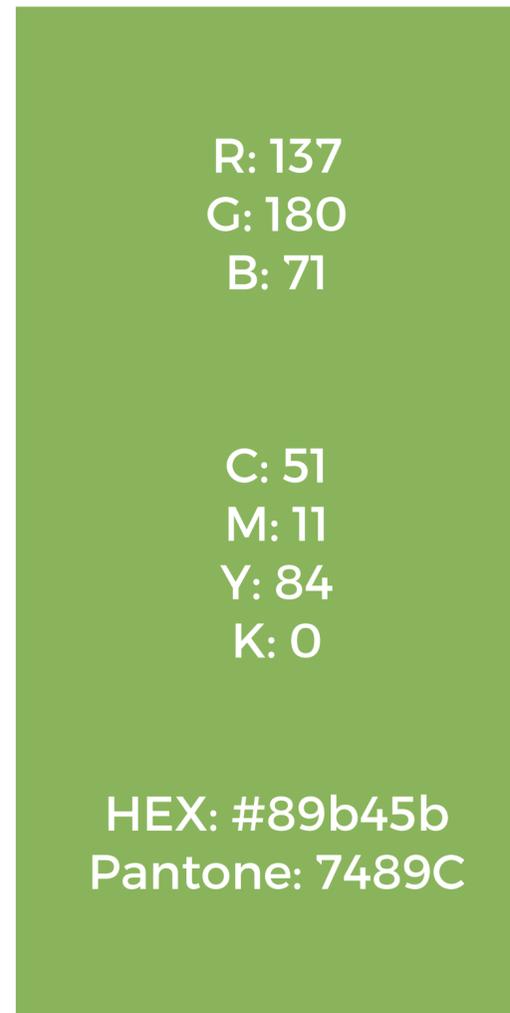
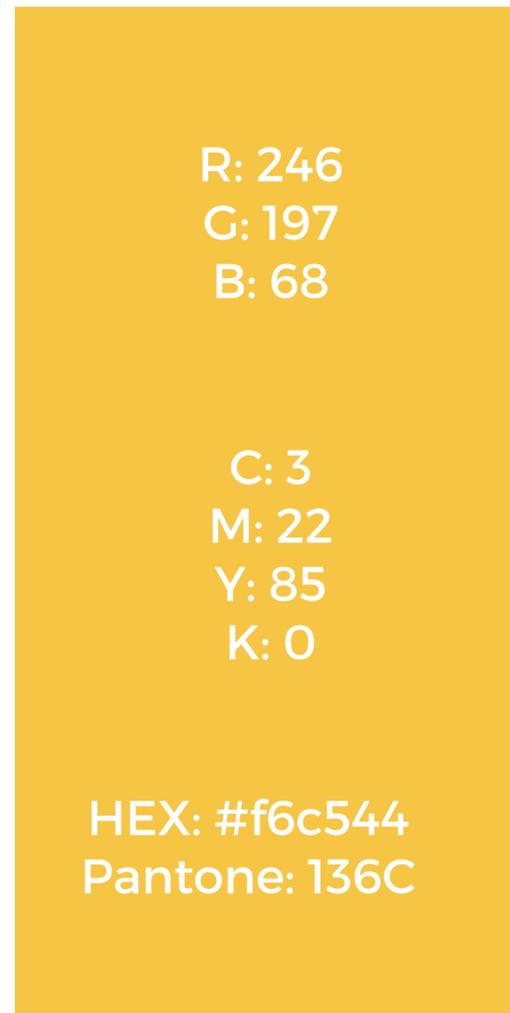
C: 0
M: 49
Y: 99
K: 0

HEX
#f7941d

Pantone
3588 C | 130 U



Secondary colors are used as accents to add a pop of color. These colors may be used solo with neutrals or in addition to the primary color palette.



Photography's Role in the Brand

The use of photography in Feeding Northeast Florida's story is imperative. It supports our mission, inspires empathy and preserves the dignity of the people we serve while sharing their story.

When choosing imagery to support our cause we aim to showcase candid and uplifting imagery. We want to show the joy and hope that we are able to spread throughout our communities by providing nourishing food. We focus on sharing real clients, real products, and real events in a documentary style.

Who We Serve

When using photographs of our clients, we want the viewer to experience the full range of emotions that are associated with a food distribution. From somber faces awaiting food, to joyful expressions after receiving their fresh and healthy food. We aim to connect the viewer with the emotions of those we serve in an authentic and honest way.

Things to consider when using photos of clients:

- portraits of clients with direct eye contact
- action shots of client shopping or picking out food items

(examples of preferred imagery on page 13)

All persons photographed for FNEFL will be required to fill out a media release form before their likeness may be used in any of our imagery.

What We Provide

When using photographs of food resources, we aim to showcase the high-quality goods that we provide to our clients. We aim to showcase high-quality produce, lean proteins, whole grain pantry staples, and dairy. In addition to food resources, we provide paper products, cleaning products, personal hygiene products and more. Highlighting those items are important in telling Feeding Northeast Florida's role in solving poverty.

Things to consider when using product photos:

- use images of food that is colorful, fresh, and clean
- showcase our volunteers sorting, moving, and preparing food
- focus on produce and healthy choices over shelf-stable items
- refrain from showcasing unappetizing or damaged products

(examples of preferred imagery on page 14)

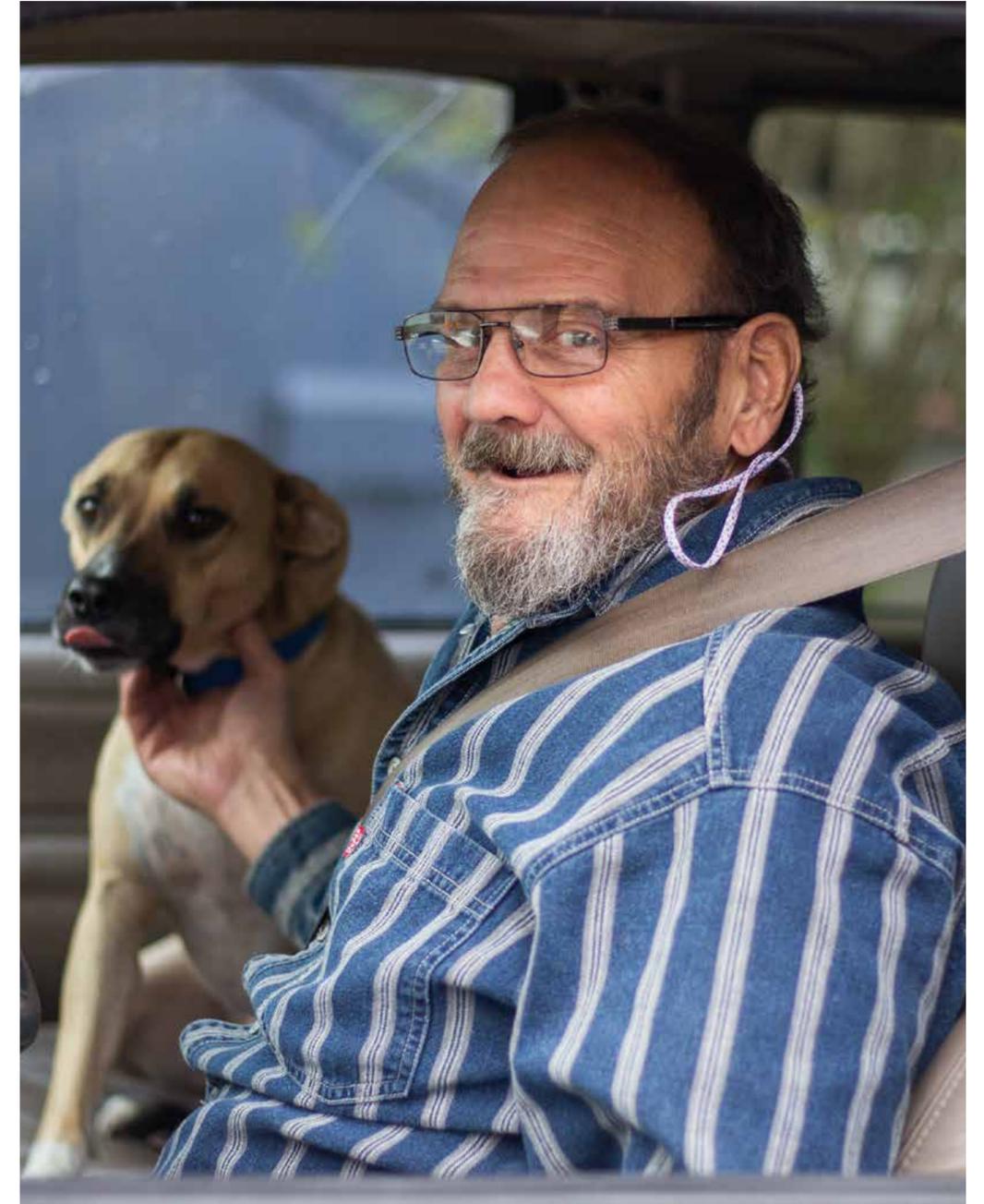
Third Parties Using Photographs

Third parties such as corporate partners or media that wish to use photographs owned by Feeding Northeast Florida must provide the following caption under all photographs provided:

"Photo courtesy of Feeding Northeast Florida."



IMAGERY | WHO WE SERVE



IMAGERY | WHAT WE PROVIDE



Language, Facts, & Ethics



VOCABULARY

HUNGER: a personal, physical sensation of discomfort.

FOOD BANK: a non-profit organization that collects and distributes food to hunger-relief charities. Food banks act as food storage and distribution depots for smaller front line agencies; and usually do not themselves give out food directly to people struggling with hunger.

FOOD PANTRY: a distribution center where families experiencing hunger can receive food. Supplied with food from a food bank, pantries feed hundreds of people per week.

CLIENT CHOICE PANTRY: a food pantry model that allows people seeking food assistance to choose foods that are culturally and nutritionally appropriate for their families.

MOBILE PANTRY: Mobile pantries allow the food bank to provide rescued food and grocery products to people more quickly and flexibly.

FOOD INSECURITY: a lack of consistent access to enough food for an active, healthy life. Food insecurity does not necessarily cause hunger, but hunger is a possible outcome of food insecurity.

AGENCY PARTNER: hunger-relief organizations such as soup kitchens, food pantries, and religious institutions. Agency partners work alongside the food bank to provide food from the food bank to families experiencing hunger.

CLIENTS VS. THE PEOPLE WE SERVE: when referring to the people we serve, in an internal discussion the term “clients” is used. This refers to the people in our 8 county service area that participate in our meal programs. In an external discussion, “the people we serve” is used to describe the people that participate in our meal programs.

RESCUED FOOD/ FOOD RECOVERY: is the practice of retrieving food from retailers, restaurants, and farmers that would otherwise go to waste and distributing it feed those in need quickly and flexibly.



HOW WE TALK ABOUT...

PEOPLE EXPERIENCING HUNGER VS. HUNGRY / NEEDY PEOPLE

We prefer to refer to the people we serve in a positive light, therefore we avoid using adjectives to describe or label our clients as “*hungry*” or “*needy*” as these describe a constant condition of need. Instead, we would use “*experiencing hunger*.”

THE POOR OR POOR PEOPLE

We prefer not to use the term “*poor*.” Instead, we would use a term such as “*low-income*” or “*experiencing poverty*” to shed a more positive and temporary light on their current economic situation.

BENEFIT RECIPIENT VS. PARTICIPANT

When referring to a specific food program or distribution in which food is provided to our clients, we prefer to use the term “*participate in*” as opposed to “*receive benefits from*” or “*use*.” We want the people we serve not to feel like they are taking from us but participating in a program to help better their economic situation and their future.

HUNGER VS. FOOD INSECURITY

“*Hunger*” is widely preferred as opposed to “*food insecurity*” when communicating with the general public. Food insecurity can be used primarily for academic audiences.

- When using “*hunger*,” it should be said that people are “*experiencing hunger*” or “*at risk of hunger*”
- “*Food insecurity*” is a state of being, therefore people cannot “*face food insecurity*” but it can be used to describe the number of people in your district that “*are food insecure*.”



COMMUNICATIONS FRAMEWORK

VISION
the future state of our work to achieve

A hunger-free Northeast Florida

BELIEF
our core conviction

Every individual in Northeast Florida deserves the food and resources to live a healthy, productive life. When our neighbors' basic needs are met, Florida's First Coast thrives.

MISSION
why we exist

To nourish hope and restore dignity for those living with food insecurity in Northeast Florida through access to nutritious food.

AUDIENCE
priority groups among the public we aim to engage

- Political audiences and decision makers
- Donors: kind hearted parents, empty-nesters and young do-gooders

INSIGHT
discovery about audiences that unlocks growth

- People shouldn't judge people for being hungry, but they do.
- All people in Northeast Florida should have their basic needs met.

BENEFIT
what people gain by supporting our mission

Supporting our neighbors in need helps ensure all Northeast Florida residents have enough food to live a healthy, productive life and supports solutions that help solve food insecurity and address.

COMMUNICATIONS PILLARS
primary public-facing content areas

Driving change to build a healthier, equitable, hunger-free Northeast Florida.	Providing tools and resources to our network of hunger relief agencies.	Protecting federal programs that feed children, families and seniors.	Raising the voices of and advocating for Northeast Floridians experiencing hunger.
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KEY TAKEAWAY
standard for Marcom work

Foster awareness and inspire action while preserving the dignity of the people experiencing hunger.

PERSONALITY
how we behave

The advocate and expert: informative, data-driven, solution-oriented, collaborative, people-centered.



FREQUENTLY USED FACTS

2,477,042 People

Estimated number
of people served.

16,828 Hours

Total number of volunteer
hours donated.

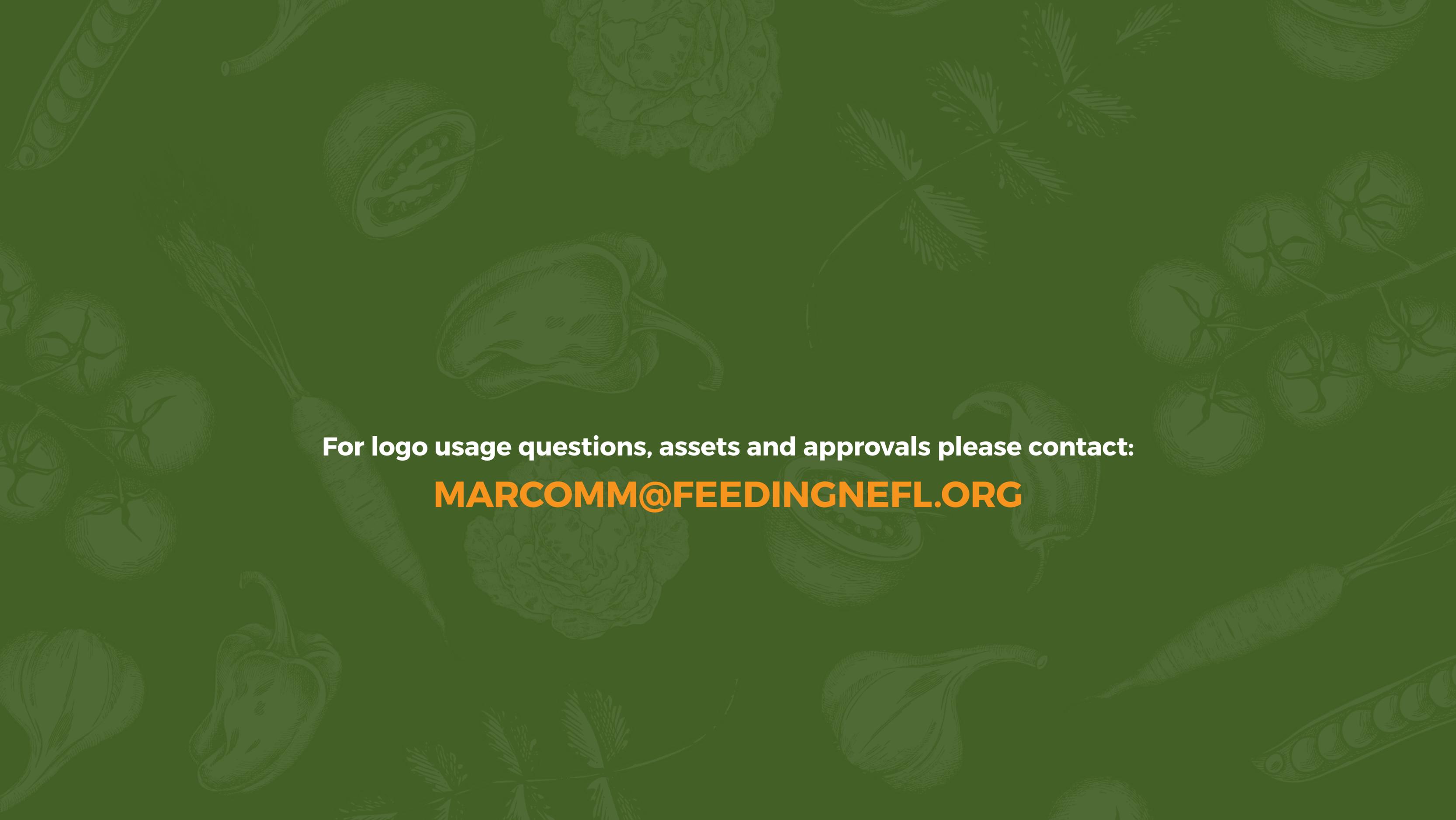
23,590,880 Meals

Provided in 2022.

308 Partners

Total number of partner
agencies and programs.





For logo usage questions, assets and approvals please contact:

MARCOMM@FEEDINGNEFL.ORG