Food Banks Canada

Banques alimentaires Canada

BRAND GUIDELINES

2009

Positioning and Platform

Food Banks Canada is a renewed organization that is well positioned to better meet the needs and expectations of its Members (Provincial Associations) and their member food banks (Affiliate Members) in the following areas:

- Increase support to its Members and supporters across Canada
- Increase food sharing
- Lead the national conversation on the hunger issue in Canada

Having a strong and clear brand identity that is easily recognizable with donors, the public, government social agencies and other supporters, will help to increase awareness of Food Banks Canada and ultimately help to achieve our mission: **to reduce hunger in Canada by enabling an effective food bank community that addresses the short term need for food and longer term solutions.**

Through its renewed brand, Food Banks Canada will gain a heightened national profile and will leverage this visibility to:

- Build public awareness of food banks and the hunger issue
- Increase the understanding of the role of food banks
- Provide opportunities for provincial Members and their food bank Members to achieve their (hunger-related) goals
- Develop the capacity to quickly identify and respond to issues that affect our advocacy

Working together, we will continue to reach communities quickly and efficiently, supporting approximately 85% of people using emergency food programs nation-wide.

Primary Signature – Bilingual

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Food Banks Canada's visual identity is the core essence of the brand and expresses its mission. It must always be used in its approved form to maintain its identity and integrity.

The Food Banks Canada Primary Signature is composed of two elements: the linked Spoon and Fork symbol, surrounded by the Food Banks Canada logotype in English and French.

None of these elements may be altered, the symbol must never be recreated, and the logotype must never be re-typeset.
The proportions as indicated on this page are to be maintained.

Primary Signature – English

Primary Signature - English

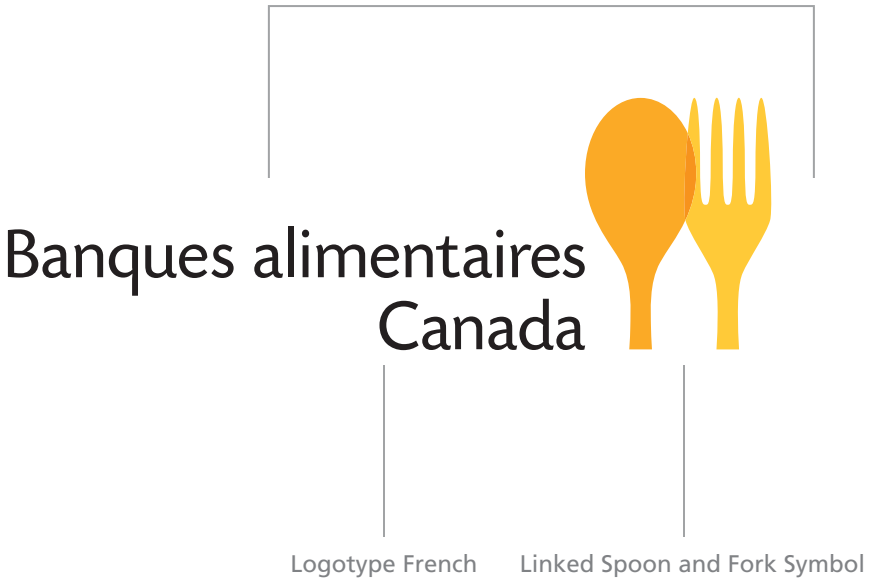
Logotype English Linked Spoon and Fork Symbol

The English Primary Signature is composed of two elements: Food Banks Canada logotype in English and the linked Spoon and Fork symbol.

None of these elements may be altered; the symbol must never be recreated, and the logotype must never be re-typeset.
The proportions as indicated on this page are to be maintained.

Primary Signature – French

Primary Signature - French



The French version of the Food Banks Canada Signature is "Banques alimentaires Canada" and is composed of two elements: the Banques alimentaires Canada logotype and the linked Spoon and Fork symbol.

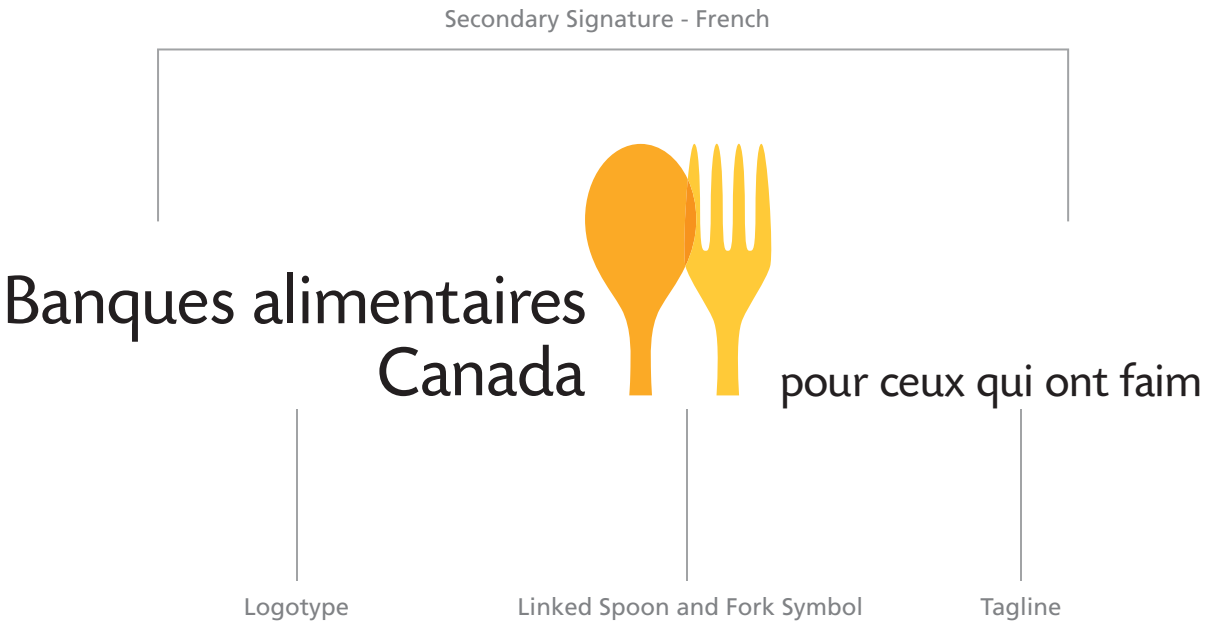
None of these elements may be altered; the symbol must never be recreated, and the logotype must never be re-typeset. The proportions as indicated on this page are to be maintained.

Secondary Signature with Tagline - English

The Food Banks Canada Signature with Tagline "for our nation's hungry" is the Secondary Signature in English.

Use the Primary Signature - Bilingual for bilingual applications.

Secondary Signature with Tagline - French



Banques alimentaires Canada with Tagline “pour ceux qui ont faim” is the Secondary Signature in French.

Use the Primary Signature – Bilingual for bilingual applications.

Identity Clear Space

The Food Banks Canada identities must be free from other text and graphics. Therefore, a designated clear space exists around each identity.

"X" represents the height of the Food Banks Canada (and Banques alimentaires Canada) logotype, and is the basis on which other parts should be calculated to arrive at the correct proportions.

The clear space around the identity should be equal to or greater than .5X.

Identity Colours

Orange
0% Cyan, 38% Magenta, 95% Yellow, 0% Black

Yellow
0% Cyan, 21% Magenta, 88% Yellow, 0% Black

100% Black

100% Black

Overlap
0% Cyan, 50% Magenta, 100% Yellow, 0% Black

Orange and Yellow comprise the identity colour palette. These two colours reflect the warm, approachable human qualities of Food Banks Canada.

CMYK printing is the preferred option and should be used as often as possible in order to reproduce the full impact of the identity colours.

Print and Substrate Options

Orange

CMYK: 0C 38M 95Y 0K

Pantone® UNCOATED 130U
Pantone® COATED 144C
RGB: 251R 170G 39B

Yellow

CMYK: 0C 21M 88Y 0K

Pantone® UNCOATED 121U
Pantone® COATED 130C
RGB: 255R 202G 56B

Overlap

CMYK: 0C 50M 100Y 0K

Pantone® UNCOATED 158U
Pantone® COATED 1595C
RGB: 247R 147G 30B

Black

CMYK: 0C 0M 0Y 100K

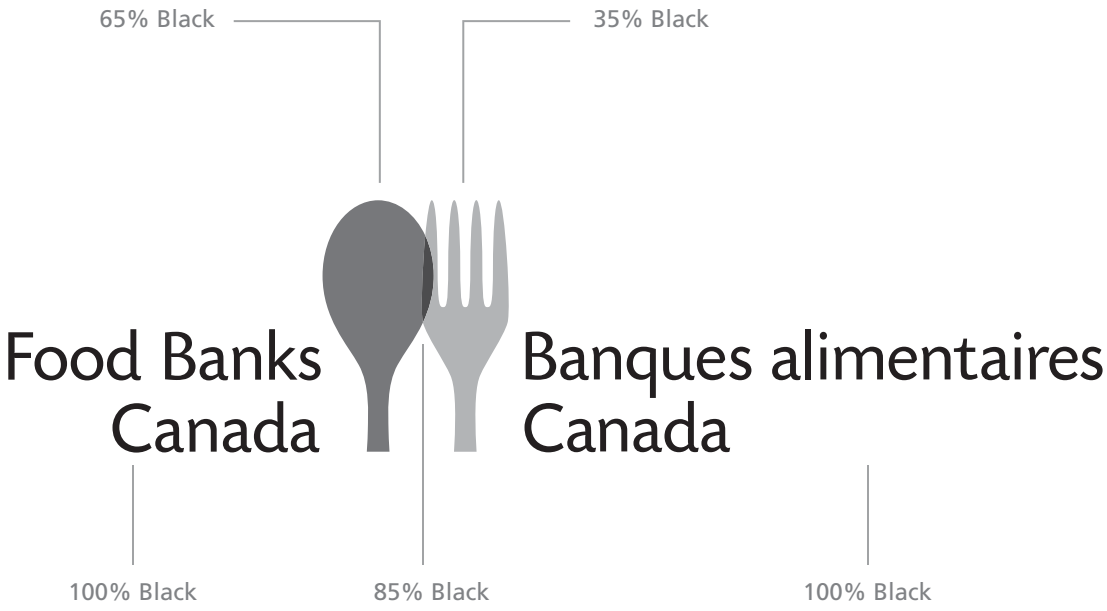
RGB: 0R 0G 0B

The identity colours have been specified with CMYK as the preferred inks.

When printing techniques do not allow for CMYK inks (for example silk screening), use the Pantone® equivalents.

For screen and web applications, use the supplied RGB equivalents.

Primary Signature
One Colour with Screens



The One Colour Signature with Screens may be used when the printing process does not allow for full colour printing and screens of black are available.

If a piece is being printed in one colour (other than black) and screens are available – e.g. if a blue with screens is being used, then the one colour signature with screens is preferred vs. printing a One Colour Solid.

Primary Signature One Colour Solid

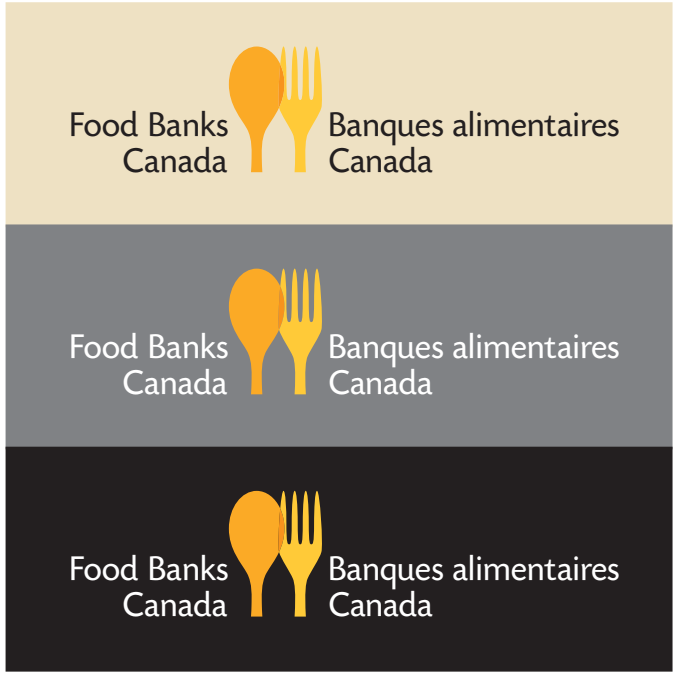
Black

White KO

The Primary Signature - One Colour Solid may be used when the printing process does not allow for full colour printing and no screens are available.

Pantone® UNCOATED 130U, or Pantone® COATED 144C, or Black are the preferred One Colour Solids.

Background Colour



The Food Banks Canada signature is to be displayed on a white background wherever possible, as it reflects the contemporary feel of the brand and allows the orange and yellow brand colours to stand out.

However the Food Banks Canada signature may be used on a neutral solid background colour. For pale background colours, use the full-colour signature. For dark background colours, use the reversed signature (white logotype and tagline).

Avoid using a background colour that is orange or yellow as it will compromise the full impact of the Linked Spoon and Fork Symbol.

Unacceptable Usage

Do not use an acronym for the Logotype

Do not put the signature "in a box"

Do not reproduce the signature on textured or complex backgrounds

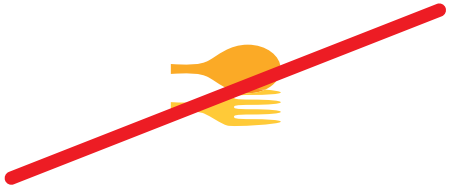
Do not create an outline around the signature

Never reproduce the signature on a background that does not offer sufficient contrast for the signature

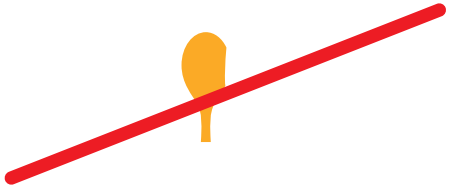
Never alter the colours of the logotype or tagline

Unacceptable Usage

Never flip the symbol



Never use the Linked Spoon and Fork Symbol in a position other than vertical



Never use only part of the Linked Spoon and Fork symbol

Never use the logotype in a position other than a horizontal position

Never horizontally flip the signature

Never reposition elements with mixed languages

Never resize elements within the signature

Never horizontally or vertically scale the identity or elements within the identity

Identity Typeface

Today Sans Serif Regular and Italic
ABCDEFGHIJKLMNOPQURSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
1234567890

Today Sans Serif Medium and Medium Italic
ABCDEFGHIJKLMNOPQURSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
1234567890

Verdana Regular
ABCDEFGHIJKLMNOPQURSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
1234567890

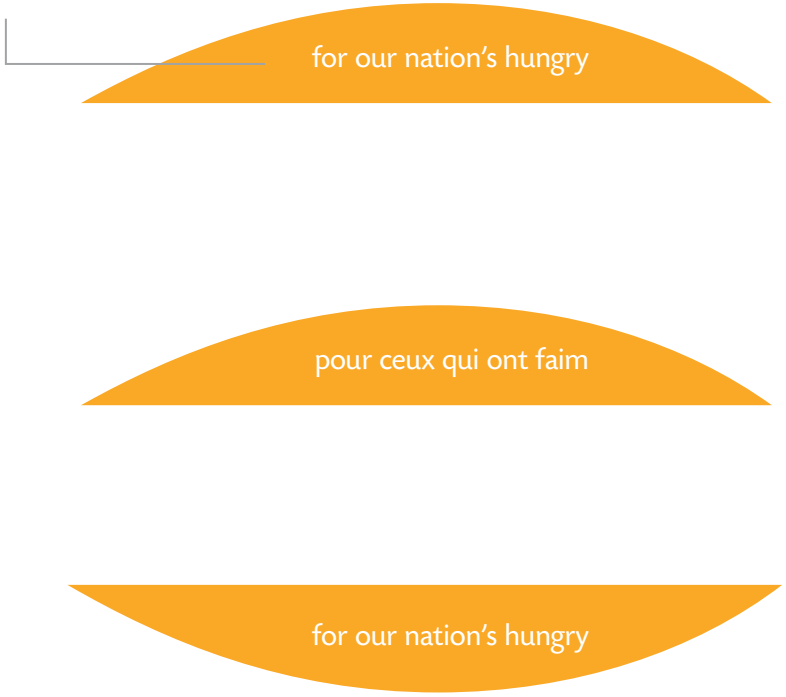
Arial Regular
ABCDEFGHIJKLMNOPQURSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
1234567890

Today Sans Serif sets an approachable and contemporary tone for Food Banks Canada. Use Today Sans Serif Regular and Medium for all printed materials.

For websites and PowerPoint/KeyNote presentations, it is acceptable to use a font that is common across multiple platforms. Verdana or Arial are acceptable typefaces.

Secondary Graphic Elements

Process Colour
0% Cyan, 38% Magenta, 95% Yellow, 0% Black



Letterhead

The orange swoosh is used to highlight the Food Banks Canada tagline, "for our nation's hungry". It is meant to complement the Food Banks Canada Signature and should always be used with the signature present. It is used to inject the brand colour and reinforce the mandate of the organization.

The swoosh can be interpreted as the edge of a spoon, plate or bowl. It will emphasize and tie into the signature and the brand message.

When the swoosh is used, it must not overpower the Primary or Secondary Signatures.

Usage Examples

Some examples of the Food Banks Canada identity.

Business Card

Powerpoint/Keynote

New Title Here