

# BRAND GUIDE



## LANGUAGE

WE WILL NO LONGER USE THE TAGLINE "FEEDING THE HUNGRY THROUGHOUT THE NORTH". REFRAIN FROM USING THE PHRASE "FEEDING THE HUNGRY" IN ANY ONLINE OR PRINT MATERIALS.

NEW LANGUAGE: FOOD INSECURITY, NEIGHBORS, NEIGHBORS IN NEED, FOOD INSECURE NEIGHBORS, OR SIMILAR PHRASING.

## COLOR PALETTE



#E4CEAF



#B17B2B



#608E8E



#00625F

## LOGO FILES



FULL COLOR



WHITE LOGO



BLACK LOGO

CLICK THE IMAGE ICON TO DOWNLOAD THE LOGO, PLEASE DO NOT ALTER THE COLORS IN THE FULL COLOR LOGO.