



Brand Guidelines

Table of Contents

Introduction

- 1 — Purpose
- 2 — Who We Are

Logo

- 3 — Logo Introduction
- 4 — Primary Logo
- 5 — Primary Logo
Sizing & Colors
- 6 — Secondary Logo
- 7 — Secondary Logo Sizing
- 8 — Secondary Logo Colors
- 9 — Wheat Stalk Introduction
- 10 — Wheat Stalk
- 11 — Wheat Stalk
Sizing & Color

Typography

- 12 — Typography Introduction
- 13 — Brand Typography

Color Palette

- 14 — Color Palette Introduction
- 15 — Primary Brand Colors
- 16 — Compliment & Accent Colors

Purpose

The purpose of this document is to maintain brand consistency and brand aesthetic. These guidelines are put in place to ensure the correct treatment of Feeding Alabama's branding elements within different medias.



Who We Are

Feeding Alabama works to end hunger by assisting the food bank network in obtaining more food and funds, fostering public awareness of the food banks' mission, and creating partnerships to help alleviate hunger in Alabama.



Logo

Primary Logo

Below are the critical elements that make up the Feeding Alabama primary logo.

The wheat stalk is always placed to the left of the Feeding Alabama logo.

Feeding Alabama's logo is a registered trademark. The registered mark must always be placed with the logo.



Gotham Bold is the primary logo typeface.

Primary Logo Sizing

To ensure the primary logo's legibility, we have provided the recommended minimum sizes for both print and digital applications.



1" wide
4-Color Process

! The primary Feeding Alabama logo is not to be stretched vertically or horizontally.



98 px wide
Digital Application

Primary Color Variations

There are 3 variations of the primary logo.



Full Color Logo



1- Color White Logo



1- Color Black Logo

Secondary Logo

Below are the critical elements that make up the Feeding Alabama secondary logo. The secondary logo is to ensure a smooth transition into the Feeding Alabama brand.

The new primary logo is placed to the left of the former logo.

The former logo is placed to the right of Feeding Alabama's new primary logo.



The new primary logo and the former logo are separated by a singular vertical line.

! All the "Primary Logo" elements apply to the primary logo when using Feeding Alabama's secondary logo. Refer to page 4.

Secondary Logo Sizing

To ensure the secondary logo's legibility, we have provided the recommended minimum sizes for both print and digital applications.



4.5" wide
4-Color Process



432 px wide
Digital Application

! The secondary Feeding Alabama logo is not to be stretched vertically or horizontally.

Secondary Color Variations

There are 3 variations of the primary logo.



Full Color Logo



1- Color White Logo



1- Color Black Logo

Member Logo

Below are the critical elements that make up the Feeding Alabama member logo. This logo allows members to proudly display their advocacy to end hunger in Alabama.

“PROUD MEMBER OF” should always be placed above the primary logo. Type treatment should always be uppercase.

There should always be a line separating the 2 assets in the logo. The line should be the same length of the primary logo.



The primary logo should be always be placed below the separating line of the member logo.



All the “Primary Logo” elements apply to the primary logo when using Feeding Alabama’s secondary logo. Refer to page 4.

Member Logo Sizing

PROUD MEMBER OF



4.5" wide
4-Color Process

PROUD MEMBER OF



432 px wide
Digital Application

Logo

Member Logo Color Variations

PROUD MEMBER OF



PROUD MEMBER OF



PROUD MEMBER OF



PROUD MEMBER OF



PROUD MEMBER OF



PROUD MEMBER OF



Wheat Stalk

Feeding Alabama Wheat Stalk

Below are the critical elements that make up the Feeding Alabama wheat stalk symbol. The wheat stalk is used by itself as a decorative element when creating print, social media, and website designs.



The wheat stalk that is located in the Feeding Alabama logo has 9 kernels with no stem.

Wheat Stalk Sizing

Below are the recommended minimum sizes for all applications of the Feeding Alabama wheat stalk.



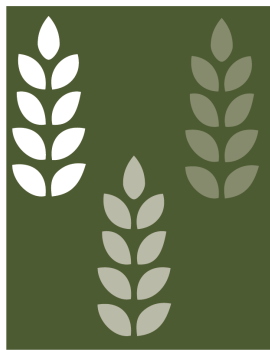
! The Feeding Alabama wheat stalk is not to be stretched vertically or horizontally.

Wheat Stalk Color Variations

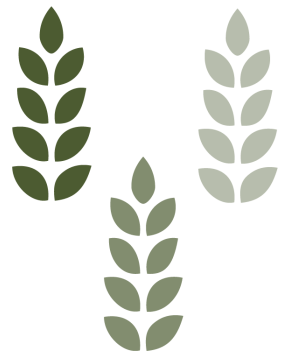
Below are color variations of the wheat stalk.



Orange (PMS 138 C) wheat stalk on white. The opacities accepted are 100%, 70%, and 40% opacity.



White wheat stalk on colored backgrounds. The opacities accepted are 100%, 70%, and 40% opacity.



Green (PMS 574 C) wheat stalk on white. The opacities accepted are 100%, 70%, and 40% opacity.

Typography

Brand Typography

Primary Typeface

Gotham

Substitute Typeface

Arial

Gotham is Feeding Alabama's primary typeface.
Gotham is used to display important messages.
When **Gotham** is unavailable, **Arial** may be used.

Accent Typeface

Sentinel

Substitute Typeface

Georgia

Sentinel is Feeding Alabama's accent typeface.
Sentinel is used for body text, as well as headlines. When **Sentinel** is unavailable, **Georgia** may be used.

Color Palette

Primary Brand Colors

Green represents renewal. Orange represents the color of the hunger movement. White is to ensure contrast while using the brand green and orange.

Brand Green

PMS 574 C

CMYK 49/22/85/58

RGB 78/91/49

HEX 4E5B31

Brand Orange

PMS 138 C

CMYK 0/54/100/1

RGB 222/124/0

HEX DE7C00

White

PMS 138 C

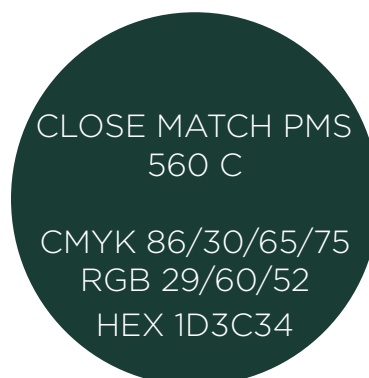
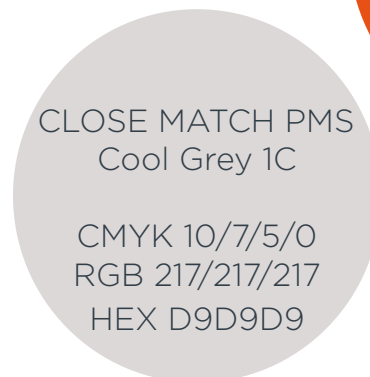
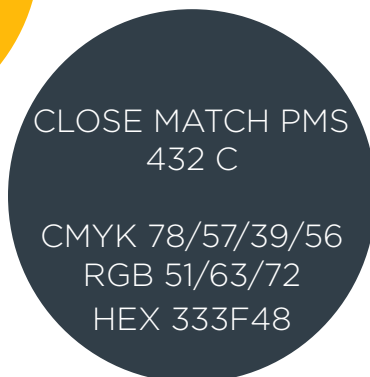
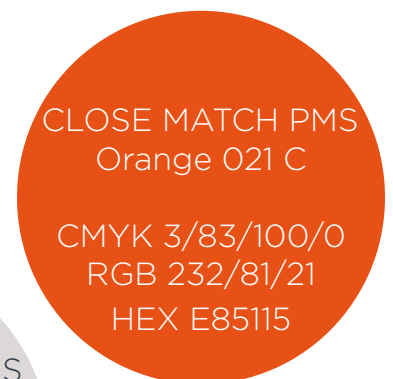
CMYK 0/0/0/0

RGB 255/255/255

HEX FFFFFFFF

Compliment & Accent Colors

Below are are colors that should be used to enhance the primary brand colors. These colors may be used as type accents, icon accents, or backgrounds.





 **FEEDING**[®]
ALABAMA