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Introduction

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.
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

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
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.

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

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

FEEDING®
ALABAMA

4.5” wide
4-Color Process

PROUD MEMBER OF

FEEDING®
ALABAMA

432 px wide
Digital Application
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.

![0.5” high](image) ![75 px high](image)

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

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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
**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 FFFFFF
Compliment & Accent Colors

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

CLOSE MATCH PMS
Yellow 012C
CMYK 0/30/100/0
RGB 255/186/10
HEX FFBA0A

CLOSE MATCH PMS
Orange 021 C
CMYK 3/83/100/0
RGB 232/81/21
HEX E85115

CLOSE MATCH PMS
432 C
CMYK 78/57/39/56
RGB 51/63/72
HEX 33F48

CLOSE MATCH PMS
Cool Grey 1C
CMYK 10/7/5/0
RGB 217/217/217
HEX D9D9D9

CLOSE MATCH PMS
560 C
CMYK 86/30/65/75
RGB 29/60/52
HEX 1D3C34