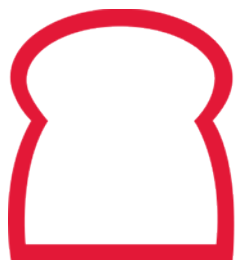


*Together We're Fighting Hunger.*



GREATER BATON ROUGE

**FOOD BANK**



# OUR MISSION

*Our mission is to feed the hungry in Baton Rouge and the surrounding parishes by providing food and educational outreach through faith-based and other community partners. With community support, we have served the hungry in our 11-parish service area for more than 35 years.*





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# BEHIND THE BRAND

The current Greater Baton Rouge Food Bank logo was redesigned in 2013 with the sole focus of preserving the history of the original bread slice that dated back to 1984.

This was done in an effort to maintain relevancy to constituents who were already engaged in the mission of the Food Bank.

The new font treatment, stacking, and color scheme offer a more modern approach to branding the Food Bank to younger generations while also offering flexibility in usage when it comes to traditional and new digital media tactics.





# TOGETHER

The tagline *Together We're Fighting Hunger* creates a sense of inclusion with the community at large by offering the realization that fighting hunger in our 11-parish service area is something that we must do together in a unified and efficient way. Through volunteering and giving back, together we can make a difference in the fight against hunger.



# USING THE LOGO

Accepted usages of the Greater Baton Rouge Food Bank logo include full color, greyscale, solid white and solid black. Solid white treatments can be used over red backgrounds or shades of background colors ranging from black to light grey. Scaling of the logo is acceptable as long as proportions are constrained to maintain the same relative horizontal and vertical ratios. The logo should never be skewed, tilted, rotated or outlined from its original designed positions and should be separated from other elements of logos by at least a quarter of an inch. If you have any questions about usage, please contact our communications team for guidance.



## PROPER LOGO APPLICATIONS



## FONT TYPES

PRIMARY FONTS | LOGO, HEADER, COPY

AVENIR NEXT LT PRO

- Regular, *Italic*, Medium, **Bold**

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SECONDARY FONTS | Digital Usage

LATO

- Light, Regular, *Italic*, **Bold**, **Black**

# COLORS THAT GROW ON YOU.

## PRIMARY COLORS

PMS: 186c  
CMYK: 13,100,90,4  
RGB: 204,9,47  
#cc092f

PMS: 425c  
CMYK: 0,0,0,80  
RGB: 88,89,91  
#58595b

PMS: Cool Grey 8c  
CMYK: 49,40,38,3  
RGB: 137,139,142  
#898b8e

## SECONDARY SUPPORT COLORS

PMS: 7547c  
CMYK: 85,71,55,62  
RGB: 26,39,50  
#1a2732

PMS: P-1-9c  
CMYK: 1,2,5,0  
RGB: 254,248,239  
#fef8ef

CIRCLE LOGO  
(reserved for special cases)





# PARTNERS USAGE

The Greater Baton Rouge Food Bank logo is to be used in its own space when paired with a sponsor or partner logo. Using a thin divider is the preferred method of separating logos in a horizontal placement. Placements of sponsor/partner logos should follow the horizontal layout guidelines below. If vertical placements of sponsor logos must occur, a minimum white space zone of a 1/2 inch should be maintained to separate logos and ensure individuality.





# BRAND SUMMARY

The purpose of this brand refresh project was to put a slightly new face on an already proven brand in the Greater Baton Rouge Food Bank's 11-parish service area. Brand usage guidelines strengthen the overall brand identity in the market when sponsors, partners, and agencies use the identity in a consistent and effective manner.

Guidelines for using the brand should be strictly adhered to and if there are any questions at all about how the brand should be used, please contact the communications team at the Greater Baton Rouge Food Bank by calling (225) 359-9940.

## CONTACT

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