Houston Food Bank External Brand and Logo usage

I.   Our logo and tag line

Color version

Black and white version

Our logo must be kept free of any text or graphic elements. By leaving ample space around the logo, we make sure it stands out on all of our communications.

To make sure our logo is always clear and legible; we've established a minimum reproduction size. The logo should never be smaller than 1 inch and should never have less than a ¼ inch of empty space around it.
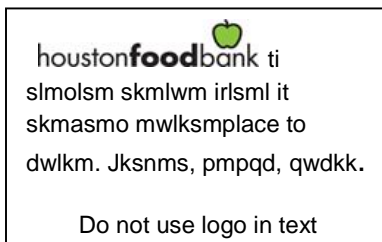
II.   Correct Usage

Invites you to
join us for a
Community Service Day
at the

III.   Incorrect usage
Please help us maintain the integrity of our brand

Do not reposition logo

houstonfoodbank ti
slmolsm skmlwm irlsml it
skmasmo mwlksmplace to
dwlkm. Jksnms, pmpqd, qwdkk.

Do not use logo in text

Do not alter logo

Do not change color of logo	Do not skew or distort	Do not change relation of apple to logo
Do not use apple alone without consulting with the Communications Department.	Do not put anything in the apple	Do not use color version when printing in black and white (it will turn apple gray). Please use black and white version.

IV. Typography

The primary typeface for the Houston Food Bank is Futura. If you do not have Futura, please use Arial. Font: Futura (book) and **Futura** (bold) or Arial (regular) **Arial** (bold).

Website

Please see our website for logos to download and save for use,
http://www.houstonfoodbank.org/about-us/graphics-and-logos/

Questions and Review

We kindly ask that the Houston Food Bank can review the use of our logo.
Please e-mail artwork, requests and/or questions to:
Maggi Massad at mmassad@houstonfoodbank.org
or
Adele Brady at abrady@houstonfoodbank.org

If you have any question and would like to call, please contact the Houston Food Bank Communications Department by the Food Bank's helpline, **832-369-9390**.

Thank you.