Why do we need guidelines?
The Houston Food Bank is the most loved non-profit in Houston according to recent brand research by Nielsen. Consistency and cohesion in the ways we talk about Houston Food Bank and how it’s visually represented are integral in maintaining the trust and support of the community. This applies not just to the logo but the colors, the kinds of imagery, and the types of messages we use.

Houston Food Bank’s brand is hopeful and solution oriented. We aim to amplify the voices of those who are struggling and shed light on the issues of food insecurity and hunger in our community while also presenting ways of tackling those issues.
The Houston Food Bank logo is a visual representation of the services we provide to the community. There is perhaps no single element more important to your brand standards than the consistent use of the logo. First, we should never alter or re-draw the logo. Second, its placement and sizing should remain consistent within each communication vehicle.

Primary Logos:

<table>
<thead>
<tr>
<th>Color</th>
<th>White</th>
<th>Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>Horizontal</td>
<td><img src="logo1" alt="Houston Food Bank Logo" /></td>
<td><img src="logo1" alt="Houston Food Bank Logo" /></td>
</tr>
<tr>
<td>Vertical</td>
<td><img src="logo2" alt="Houston Food Bank Logo" /></td>
<td><img src="logo2" alt="Houston Food Bank Logo" /></td>
</tr>
</tbody>
</table>

Additional Logos:

| With Tag line Horizontal | ![Houston Food Bank Logo](logo3) | ![Houston Food Bank Logo](logo3) | ![Houston Food Bank Logo](logo3) |
| With Tag line Vertical   | ![Houston Food Bank Logo](logo4) | ![Houston Food Bank Logo](logo4) | ![Houston Food Bank Logo](logo4) |

Minimum size: The Houston Food Bank logo should only be used when space allows for its size to be 1 inch wide or larger.

Please be mindful of these inappropriate logo manipulations:

Be mindful to not distort the aspect ratio (width to height ratio) of the logo. In Microsoft products, hold down shift and re-size from the corners.

Please do not place anything inside the apple.

Print quality logos can be downloaded from our website in the newsroom.
The primary typeface for Houston Food Bank is Futura. A mix of book, bold and heavy can be used to create emphasis.

**Primary Font:**
Futura Book

<table>
<thead>
<tr>
<th></th>
<th>Futura Bold</th>
<th>Futura Heavy</th>
<th>Futura Oblique</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEF</td>
<td>GHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEF</td>
<td>GHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>PQRS</td>
<td>TVWXYZ</td>
<td>PQRS</td>
<td>TVWXYZ</td>
</tr>
<tr>
<td>abcdef</td>
<td>ghijklmnopqrstuvwxyz</td>
<td>abcdef</td>
<td>ghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>pqrst</td>
<td>uvwxyz</td>
<td>pqrst</td>
<td>uvwxyz</td>
</tr>
<tr>
<td>12345</td>
<td>67890</td>
<td>12345</td>
<td>67890</td>
</tr>
</tbody>
</table>

**Alternate Font:**
In situations where Futura is not available, please use Arial regular and Arial Bold.

<table>
<thead>
<tr>
<th></th>
<th>Arial Bold</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEF</td>
<td>GHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEF</td>
</tr>
<tr>
<td>PQRS</td>
<td>TVWXYZ</td>
<td>PQRS</td>
</tr>
<tr>
<td>abcdef</td>
<td>ghijklmnopqrstuvwxyz</td>
<td>abcdef</td>
</tr>
<tr>
<td>pqrst</td>
<td>uvwxyz</td>
<td>pqrst</td>
</tr>
<tr>
<td>12345</td>
<td>67890</td>
<td>12345</td>
</tr>
</tbody>
</table>
Colors

After the logo, color is the most easily recognizable part of a brand and it is therefore very important to maintain its consistency across materials. Houston Food Bank’s color palette is intended to be bright and refreshing. The vibrant hues are meant to evoke thoughts of freshness and optimism.

When using Microsoft products, use the “more colors” option and in the custom tab, enter the corresponding Red, Green, and Blue (RGB) values.

Primary Brand Colors:

<table>
<thead>
<tr>
<th>RGB: 118, 185, 0</th>
<th>RGB: 0, 167, 212</th>
<th>RGB: 255, 206, 0</th>
<th>RGB: 253, 71, 3</th>
<th>RGB: 222, 28, 133</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK: 60, 30, 100, 0</td>
<td>CMYK: 98, 5, 12, 0</td>
<td>CMYK: 1, 18, 100, 0</td>
<td>CMYK: 0, 86, 100, 0</td>
<td>CMYK: 7, 98, 0, 0</td>
</tr>
<tr>
<td>Hex: 66cc00</td>
<td>Hex: 00a7d4</td>
<td>Hex: ffcc00</td>
<td>Hex: fd4703</td>
<td>Hex: de1c85</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK: 58, 92, 0, 0</td>
<td>CMYK: 8, 100, 73, 1</td>
<td>CMYK: 0, 0, 0, 40</td>
</tr>
<tr>
<td>Hex: 83389b</td>
<td>Hex: db60c41</td>
<td>Hex: 999999</td>
</tr>
<tr>
<td>PMS: 2593</td>
<td>PMS: 199</td>
<td>PMS: cool gray 6 c</td>
</tr>
</tbody>
</table>

For maximum readability, white text should be used on top of all colors except for the yellow. Black text should only be used on top of yellow. Colored text should be used sparingly and should not be used on top of another color.
Color Combos

Colors can be used in combination with each other for materials. Many programs have set combinations or primary colors that should be used.

Kids Cafe: orange and blue
Summer Feeding: blue and yellow
Teachers Aid: purple and blue or green
Backpack Buddy: red and yellow
School Market: pink and blue
Student Heroes: red and purple
Apple Corps: orange and white
Core specialists: green and white
Photography

People
Photographs of people used by Houston Food Bank are meant to create empathy, not evoke sorrow. Depending on the goal of the piece and the audience, expressions of people in images should either be happy and solution oriented or stoic and neutral, hinting at the issue of hunger and poverty. Images should not be overtly sad or sorrowful or show effects of abject poverty (dirty or sickly children, people crying, etc.).

Food
Photos of food should focus on freshness and nutrition. Whenever possible, use photos of produce. Avoid brands and labels in photos.
Icons

Our overall aesthetic is clean and simple. Icons and graphics should be simple, two dimensional representations of objects.
Who we are

What we do: Boilerplate
Houston Food Bank’s mission is to provide food for better lives. Last year we provided access to 104 million nutritious meals in 18 counties in southeast Texas through our 1,500 community partners which includes food pantries, soup kitchens, social service providers, and schools. We have a strong focus on healthy foods and fresh produce. In addition to distributing food, we provide services and connections to programs that address the root causes of hunger and are aimed at helping families achieve long-term stability, including nutrition education, job training, health management, and help with securing state-funded assistance. We are a resource for individuals and families in times of hardship. We are a solution to food waste, working with grocery stores and growers to rescue food before it reaches landfills. In collaboration with our community, we advocate for policy change and promote dialogue on ways to increase access to food and to improve the lives of those we serve. Houston Food Bank works alongside our partner food banks in Montgomery County, Galveston Country, and Brazos Valley. Houston Food Bank is a certified member of Feeding America, the nation’s food bank network, with a four-star rating from Charity Navigator.

Mission
Food for better lives.

Vision
A world that doesn’t need food banks.

Values
Purpose: Using our strengths passionately to contribute to our mission.
Accountability: Choosing to rise above one’s circumstances and demonstrating ownership to achieve results. See it. Own it. Solve it. Do it.
Courage: Standing up for what’s right and taking action.
Transparency: Doing things openly and honestly.
How to talk about Houston Food Bank: Key Vocabulary and Frameworks

What we do
We distribute food and supplies to our partners.
We are a logistics operation with a mission. We organize, store, and transport food and supplies with the purpose of helping communities.
We leverage our most available resource (food) in conjunction with connections to other programs and services to help people maintain healthy lives and establish long-term stability.

Who we help: People First Language
The way we talk about who we help is important in order to make sure we are allowing them recognition, dignity, and respect. Please be mindful of using “people first terminology” which separates a person’s identity from a situation, circumstance or disability they may be facing or possess. The simplest way to think about this concept is to always put the person’s name or identifier (child, senior, person) before the situation or disability.

The food bank helps people who are experiencing or at-risk of food insecurity.
Many people who are food-insecure are part of hard-working families.
We help our neighbors and the community, some of whom may have a disability or be experiencing homelessness.
1.1 Million Southeast Texans are food-insecure.

Circumstances people we help are facing:
Food insecurity
Poverty
Struggling to make ends meet
Tough choices with finances
Unexpected financial burdens
Under-employment
Social Channels
Houston Food Bank has an active and thoughtfully curated social media presence. Follow us for news, event listings, stories, and announcements. You can also find informative and shareable video assets including stories, program spotlights, data visualizations, and motion graphics on our YouTube page.

facebook.com/theHoustonFoodBank   @houstonfoodbank
@houstonfoodbank   youtube.com/HoustonFoodBank

Facts
Fact sheets on various programs, issues, and initiatives can be found on the website. Navigate to the page on the website through the “take action” menu, then go to “learn about hunger” and then “research and resources.” You can download or print these pdfs and share them as needed.

Stories
A selection of written stories about people experiencing food insecurity and hunger can be found on the website under take action -> learn about hunger -> stories of hunger. Video stories and other video resources can be found on our YouTube page.