

# Houston Food Bank Brand Guidelines





Contents

Brand Intro..... 3

Logos ..... 4

Fonts ..... 5

Colors ..... 6

Color Combos..... 7

Photography ..... 8

Icons ..... 9

Who we are ..... 10

Language ..... 11

Resources..... 12



# Brand Intro

## 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.

**Addressing child hunger** is a top strategic priority at the Houston Food Bank, the nation's largest Feeding America food bank. We are experts in producing and distributing thousands of meals daily from our 10,000 square-foot production kitchen to sites throughout our 18 county service area. We provide healthy, nutritious, ready to serve meals year-round with built-in convenience for your child and teen-targeted efforts.

As one of the top three sponsoring agencies for the Texas Department of Agriculture child hunger programs, we are committed to quality and ready to serve you. You provide the kids and the place, we'll provide the food and supplies.

**Because of you, A child will eat today.**

"The service is convenient because the meals are delivered hot and ready to go which allows staff to focus on other program needs. The staff is able to spend more time during homework and enrichment activities with our kids."

Source: Buckner Family Home Center of Aldine

"We have seen students start to enjoy certain foods that they would never have tasted before. Our staff has seen a sharp decline in signs of food insecurity from our students."

With: San Francisco Healthy Academy

AMERICA **houstonfoodbank** This institution is an equal opportunity provider.



**Partner with houston foodbank**

Be inspired and join the Houston Food Bank to help provide food for better lives. Becoming a corporate partner enables you to play an active role in our mission by providing dollars, volunteers and the ability to supply millions of meals each year.

To learn more about how your company can partner with the Houston Food Bank, please contact: Paula McFarland, Director of Major Gifts at 713-547-4042

**Hunger At a Glance**

1.1 million people in southeast Texas are food insecure, meaning they cannot afford enough nutritious food to fuel a regularly healthy lifestyle. Hunger results from prolonged food insecurity resulting in illness, discomfort, and weakness. The Houston Food Bank's network of 1,500 community partners provides individuals with food assistance as well as additional programs and services aimed at helping people achieve long-term stability.

**FOOD INSECURE** (Texas Department of Agriculture)

- 97% of those we serve have housing
- 20% of those we serve are aged 65 or older
- 12% of those seeking food assistance have served in the military

**The Face of Hunger**

Many people must make difficult decisions between paying for groceries and paying for other necessities. Individuals have reported often having to make tough choices between basic needs and food.

**Coping Strategies**

When there is not enough food to eat, hungry families will find ways to get through hard times. Families will:

- Water down food and beverage 80%
- Eat unhealthy meals 79%

**How to fight hunger**

- \$10 =** Make a monetary donation.
- Donate food** - organize a food drive for the most needed items.
- Donate time** by coming to volunteer.
- Become an advocate.** Talk about hunger with family and friends. Help eliminate the stigma of hunger.

Visit [www.houstonfoodbank.org](http://www.houstonfoodbank.org) for more information. A gift of \$10 provides 30 meals for someone in the community.

**START THE NEW YEAR BY GIVING BACK**

The New Year is here, and you can resolve to make a difference for our neighbors every month. Join our community of Faithful Friends and become a monthly donor.

**GIVE MONTHLY**

**DONATE** Make a one-time gift or sign up to be a recurring donor. Every \$10 donated provides 30 meals.

**VOLUNTEER** Whether you're a group or individual there are many opportunities to volunteer.

**FIND HELP** If you or someone you know needs assistance, we are here to help.



# Logos

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:

	Color	White	Black
Horizontal			
Vertical			

## Additional Logos:

With Tag line Horizontal			
With Tag line Vertical			

**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.

# Fonts

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

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

**Futura Bold**

**ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890**

**Futura Heavy**

**ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890**

*Futura Oblique*

*ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890*

## Alternate Font:

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

Arial

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

**Arial Bold**

**ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890**

# 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:

RGB: 118, 185, 0

CMYK: 60, 30, 100, 0

Hex: 66cc00

PMS: 376

RGB: 0, 167, 212

CMYK: 98, 5, 12, 0

Hex: 00a7d4

PMS: 312

RGB: 255, 206, 0

CMYK: 1, 18, 100, 0

Hex: ffcc00

PMS: 116

RGB: 253, 71, 3

CMYK: 0, 86, 100, 0

Hex: fd4703

PMS: 172

RGB: 222, 28, 133

CMYK: 7, 98, 0, 0

Hex: de1c85

PMS: 219

RGB: 131, 56, 155

CMYK: 58, 92, 0, 0

Hex: 83389b

PMS: 2593

RGB: 219, 12, 65

CMYK: 8, 100, 73, 1

Hex: db60c41

PMS: 199

RGB: 153, 153, 153

CMYK: 0, 0, 0, 40

Hex: 999999

PMS: cool gray 6 c

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

## Color Combinations

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

[illegible]

# Summer Feeding:

# Teachers Aid:

Teachers  
**Aid** 

School supplies for teachers in classrooms schools  
**Donor information**

Many teachers **don't** afford the most basic school supplies. Without the proper tools to do their work, students are challenged to achieve academic success. Many compassionate teachers pay for school supplies for their own students, but their students have a more substantial need for learning supplies. The Teachers Aid program provides the supplies **needed to succeed**.

**Who is eligible?**  
Teachers in schools in which 60% of students are at free or reduced-price lunch and who participate in the Houston Food Bank's Backpack Buddies Program or School Market Program.

How to get involved:

 **Make a monetary donation:** Teachers Aid program through the Houston Food Bank, 65% of any amount are welcome. Email: [teachersaid@houstonfoodbank.org](mailto:teachersaid@houstonfoodbank.org) or [donate.houstonfoodbank.org](http://donate.houstonfoodbank.org) to make a donation.

 **Hold a School Supply Drive:** Contact [teachersaid@houstonfoodbank.org](mailto:teachersaid@houstonfoodbank.org) or call 832.409.1726.

 **Volunteer at our Teacher Aid Resource Center** studying skills or helping teachers shop. Contact: Volunteer Services/866.713.5476.800.

 **Drop off supply donations** at 535 Fairwell St, Houston, TX 77029 Monday - Saturday 9:00 am - 6:00 pm, with "Teachers' Stocking AIF" written on your donation.

**Teachers should earn an average \$1,000 or more a year in school supplies for their classroom.**

**In the 2018 financial year, the Teachers Aid Center served over 30,000 teachers.**


 

**Most needed items:**  
Pencil/colored pencils  
Crayons  
Paper (Black/White/Color)  
Markers  
Lined and Paper (wide and college ruled)  
Staplers  
Highlighters  
USB Drives

**This initiative is an equal opportunity workplace and  
teachersaid@houstonfoodbank.org is a equal opportunity website**

[houstonfoodbank.org](http://houstonfoodbank.org) 

# Backpack Buddy:



## BackpackBuddy

Many children may go about meals for breakfast and lunch during the school week just for a home to fill or go to meals at the weekends. The Houston Food Bank's Backpack Buddy program is a way for the community to help ensure that hungry children are getting nutritious, healthy, child-friendly food for school children to take home over the weekend.

On Friday, participating schools will give identified children a food sack to take home containing child-friendly, nonperishable, and easily consumed food to last through the weekend. Houston Food Bank will work with community partners for possible delivery options and individual schools for pickup schedules.

**In 4 children in 4 days**  
To learn more about food insecurity

**How to donate to Backpack Buddy:**

**Donate Food** by organizing a food drive for the most needed items:

**Make a monetary donation:** costs just \$4.16 to make one backpack. A gift of \$150 will make sure that a child will have enough to eat every weekend for the entire school year!

**Donate time** by coming to volunteer at our Potluck worksheds

Visit [houstonfoodbank.org/donate](http://houstonfoodbank.org/donate) for more information.

**In TX 18 Backpack Buddies distributed \$14,000 backpacks to 679 schools.**

This initiative is not an equal opportunity program. The new information center on backpack buddy program at 2000-2002 10th St and I-10 will be located at the same address as a gift of \$150 provides 3 meals for a hungry child, senior, or adult for 3 months. For more information, call 713-261-1100.

**houstonfoodbank**

# School Market:

School Market  

**The School Market Program** helps alleviate child hunger in our community by **providing food** to children and their families. School-based markets are **located on the grounds of a school** to provide an easily accessible source of food assistance.

School Markets are set up as a **small grocery store** at a **convenient location within a school's campus**, with **set distribution schedules**. School Markets also **may operate through a mobile market** that brings food to a high school and middle school campuses on a **truck with a large refrigerated trailer**.

**Who can participate?**  
Any Independent School District in our 18-county service area.

**How does it work?**  
School Market delivers the food, and you facilitate the distribution. School Market volunteers, high school and middle school students, PTA/admin staff will have an orientation/training at their school provided by a representative of the Houston Food Bank.

**Run by students for students!**  
Helping develop social skills, customer care skills, interact with clients, making an impact in their community

**For more information about School Market Party please email:** [schoolparty@houstonfoodbank.org](mailto:schoolparty@houstonfoodbank.org)

# Apple Corps Leader

## Get to the Core of Hunger

### Become an Apple Corps Leader

#### What is Apple Corps?

The Apple Corps leader program is a **dedicated group** of individuals committed to a **year of volunteer service** at the Houston Food Bank. **Apple Corps is essential** to the success of the Houston Food Bank. We need them.

As Apple Corps leaders, you will **coordinate** your meetings with and **build new** teams. You will **several different opportunities** and work areas within the community. You will **work together** to create a positive life in helping your community, then **Apple Corps is for you**

#### Work Areas

We have several different areas where you can serve. We work with a lot of people where you can have **maximum impact**. On top of all day-day opportunities, we run projects that **change impact on communities**.

In addition to working at the Houston Food Bank, we have **several opportunities** available in the community for food drives, public speaking and other events.

#### Interested?

- Please be at least 17 years of age
- Able to commit to one year of service with at least four hours a month with time at least four hours
- Attend our initial Orientation, Safety Training, and Building Tour
- Please be able to serve in all areas of service, including:
  - **• Potluck**: assemble bags and boxes for programs, repackaging, sorting, scanning, and writing recipient labels
  - **• Kitchen Kitchens**: be in setting
  - **• Food Drives**: recruit and mobilize volunteers for all times
  - **• Outreach**: be a dedicated ambassador and recruiter for the Apple Corps leader program
  - **• Food Bank**: be a dedicated Apple Corps leader and Recruiter for the Apple Corps leader program
  - **• Community Meetings**: lead the Apple Corps Corps program for ongoing training and providing




#### For more information:

Karenita Brown  
karenita@houstonfoodbank.org  
713.547.6624

To apply:  
houstonfoodbank.org/applications

houstonfoodbank

# 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

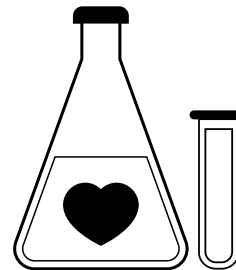
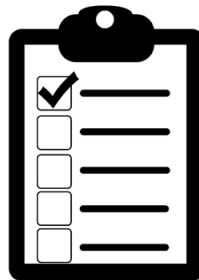
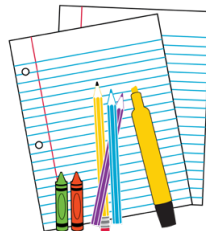
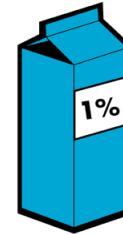
Photos of food should focus on freshness and nutrition. Whenever possible, use photos of produce. Avoid brands and labels in photos.





# 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.



## Language

### 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



# Resources

## 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](https://facebook.com/theHoustonFoodBank)



[@houstonfoodbank](https://@houstonfoodbank)



[@houstonfoodbank](https://@houstonfoodbank)



[youtube.com/HoustonFoodBank](https://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**.