

Houston Food Bank Brand Guidelines





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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 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.

Kids' meals are made fresh daily and delivered directly to your site. The meals are created by a collaboration between chefs and dietitians with a passion to produce high quality, appealing meals. Our meals are delivered ready to eat, no preparation is required.

"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 extra time during homework and enrichment activities with our kids."
—Shirley, Becker Family Hope Center of Aldine

"We have seen students start to enjoy certain foods that they would more than likely have never tried before. Our staff has seen a story develop in signs of food insecurity from our students."
—Matt, San Francisco Mission 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: Robb McCarroll, Director of Major Gifts at 713-567-8643

Hunger At a Glance

1.1 million people in southeast Texas are food insecure, meaning they cannot afford enough nutritious food to eat a regularly healthy lifestyle. Hunger results from prolonged food insecurity resulting in illness, displacement, and homelessness. 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.

TWO-THIRDS FOOD INSECURE WORKING ADULT

97% of those we serve have housing

20% of those served are age 60 or older

12% of those served live 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 40%
- Eat unhealthy meals 79%

How to fight hunger

- Make a monetary donation. **\$10**
- 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 myth of hunger.

Visit 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 recurring gift or request 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 access to food or other assistance, we are here to help.

MAKE A DONATION **VOLUNTEER TODAY** **GET STARTED**

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 public Digital Asset Management Portal

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, 3, 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: e80044 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

Kids Cafe:

KidsCafe
Programa de Alimentos Para Niños y Adultos
Preguntas Frecuentes

- ¿Qué es Kids Cafe?**
 - A través de este programa, el Houston Food Bank, se proporciona una comida sin cobros, está completamente gratis al momento de recibirlo con el nombre del participante cuando se presenta a los niños en programas locales de la escuela en los días de entrega.
 - Como parte de este programa, el Houston Food Bank ofrece deliciosos alimentos frescos y los entrega a su local todos los días.
 - Los programas locales de trabajo colaboran para participar en Kids Cafe si están abiertos durante el día de asistencia de una escuela, donan el 50% de los costos de las actividades culinarias para recibir alimentos gratis a precio reducido y tienen el programa de enseñanza.
 - Los comedores son gratis para todos los niños en el programa de 18 años y menores.
- ¿Cuáles son los beneficios de este programa?**
 - Comida fresca y nutritiva, los niños que desean la comida gratis a precio reducido durante el día recibirán comida a costo totalmente gratuito para ayudar a llenar el vacío nutricional y mantener la escolaridad.
 - Dado que el Houston Food Bank proporciona la comida sin cobros, las organizaciones pueden obtener dinero de su presupuesto operativo para ser reinvertido a otras necesidades.
- ¿Cómo se les comedia?**
 - El Houston Food Bank proporciona comida que se prepara todos los días en nuestra propia cocina.
 - Entre comidas que se piden del USDA para las comunidades de nutrición e incluyen frutas y verduras, también hacen un gran gran centro a la hora.
 - Es nuestro punto y componente proporcionamos a las comidas saludables, deliciosas y atractivas.
- ¿Cómo nos contactamos?**
 - Entonces complete nuestro solicitud en línea en HoustonFoodBank.org o contacte al equipo de Kids Cafe directamente para proporcionar la información de su programa.
 - También, llame al equipo de Kids Cafe si usted desea más información de inscripción y voluntariado que el programa sea elegible para participar.

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Summer Feeding:

Become a meal site. It's EASY!
You can provide summer **fun & healthy** meals for kids and teens under 18 years old

Summer can be a time of year hunger for children who rely on free or reduced-price lunch from school. With your help, we can work to fill this gap by providing lunch and afternoon snacks to kids and teens.

Houston Food Bank provides:

- Meal delivery
- Hot and cold meals
- 7 meals a day at no cost (lunch and snack)

Site requirements:

- Electronic meal tracking
- Supervisory meal service

Sign up today!

Contact: volunteer@houstonfoodbank.org
832.809.9242

1 looked at the summer meal program as a way of getting a message out to the children in our community during the summer when they were not able to eat at school. However, it was for more meaning than that. The Food Bank summer lunch program was not only nutritious in the hands of the children who participated, but it gave them the opportunity to make and build friendships.

-Sonia, West Houston Assistance Mission



6 out of 7 kids who eat free or reduced-price meals during the school year also have meals served to them in the summer

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Teachers Aid:

Teachers Aid
School supplies for teachers in classrooms schools
Donor information

Many children can't afford the most basic school supplies. Without the proper tools to do the work, children are challenged to achieve academic success. Many compassionate teachers pay for school supplies from their own pockets so their students have a more productive, efficient learning experience. The Teachers Aid program provides the supplies kids need to succeed.

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

How to get involved:

- Make a monetary donation** to the Teachers Aid program through the Houston Food Bank. Gifts of any amount are welcome. Visit HoustonFoodBank.org/donate/teachersaid to make a donation.
- Hold a School Supply Drive.** Contact teachersaid@houstonfoodbank.org or call 832.459.1726.
- Volunteer at our Teachers Aid Resource Center** stocking shelves or helping teachers shop. Contact Volunteer@HoustonFoodBank.org or call 832.459.1726.
- Drop off supply donations** at 535 Fossil St. Houston, TX 77029. Monday - Saturday 7:00 a.m. - 6:00 p.m. with "Attention, Teachers Aid!" written on your donation.

Teachers spend on average \$1,000 or more a year on school supplies for their classroom.

In the 2018 financial year, the Teachers Aid Center served over 15,000 teachers.

Most needed items:
Pencils/colored pencils
Crayons
Markers
Index card paper (wide and college ruled)
Binders
Highlighters
USB Drives

This position is an equal opportunity position. For more information contact us at teachersaid@houstonfoodbank.org or 832.459.1726.

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Backpack Buddy:

BackpackBuddy

Many children rely on school meals for breakfast and lunch during the school week but get home with little or no meals on the weekends. The Houston Food Bank's Backpack Buddy program works to fill the weekend gaps for financially hungry children by providing nutritious, child-friendly food for school children to take home over the weekend.

On Fridays participating schools will give identified children a food pack 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 to set up schedules.

1 in 4 children in Texas is food insecure. **If you are interested in receiving a bag, please contact your local school for participation.**

How to donate to Backpack Buddy:
Donate food by organizing a food drive for the most needed items.

Make a monetary donation. It costs just \$4.16 to fill a 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 Portwall warehouse.

Visit HoustonFoodBank.org/donate for more information.



1 in 4 children in Texas is food insecure.

1 in 17 children in Texas is food insecure.

1 in 17 children in Texas is food insecure.

This position is an equal opportunity position. For more information contact us at backpackbuddy@houstonfoodbank.org or call 832.369.9250 or email backpackbuddy@houstonfoodbank.org.
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School Market:



School Market

houstonfoodbank
Helping people. Helping lives.




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

School Markets are set up like a small grocery store at a consistent 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 campus 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?
Food Bank delivers the food, and you facilitate the distribution. School Market volunteers (high school and middle school students, PTO, school 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 Partner please email schoolpartner@houstonfoodbank.org

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Apple Corps:

Get to the Core of Hunger
Become an Apple Corps Leader

What is an 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. Our volunteers are essential to the operation of the Houston Food Bank. As an Apple Corps leader, you will contribute our existing skills and build new ones. We have several different departments and work areas where you can apply your talents.

Fighting hunger, willing to work in various areas, we're friendly and professional, and want to take an active role in helping your community. Join Apple Corps & for you!

Work Areas
We have several different areas where you can serve. We work with you to place you where you can have maximum impact. On top of our day-to-day department needs, we are projects that directly impact our community.

Interested?

- Place be at least 18 years of age
- Able to commit to one year of service with at least four hours a month (one shift is four hours)
- Attend an Initial Orientation, Safety Training, and Building Tour
- Be able to serve in all areas of local food, including:
 - Portwall:** assemble bags and boxes for programs, repackaging, sorting, scanning, and weighing (seasonal product)
 - Keagan Kihuen:** kitchen setting
 - Follow case code and model professional at all times
 - Receive a dedicated uniform and recruiter for the Apple Corps leader program
 - Attend the annual Apple Corps Leader Recognition Luncheon
 - Attend quarterly meetings led by the Apple Corps Coordinator for ongoing training and providing feedback

For more information:
Kamaria Swain
kswain@houstonfoodbank.org
713.547.8634
To apply:
HoustonFoodBank.org/applecorpleaders

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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.).



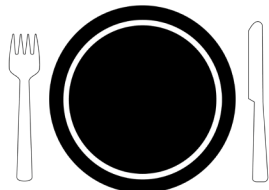
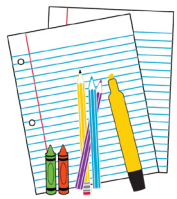
Food

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

Serving Houston and southeast Texas since 1982, Houston Food Bank's mission is to provide food for better lives. We provide access to 120 million nutritious meals in 18 counties through our 1,600 community partners of food pantries, soup kitchens, social service providers and schools. Filling gaps on plates, we have a strong focus on healthy foods and fresh produce. In collaboration with our community, we advocate for policy change and racial equity, and promote dialogue on ways to increase access to food and to improve the lives of those in our communities, including services and connections to programs that address the root causes of hunger and are aimed at helping families achieve long-term stability: nutrition education, health management and help with securing state-funded assistance. We are a resource for individuals and families in times of hardship. Houston Food Bank works alongside our partner food banks in Montgomery County, Galveston County, Brazos Valley, and Trinity River area. Houston Food Bank is a certified member of Feeding America, the nation's food bank network, with a four-star rating from Charity Navigator for the 12th consecutive year.

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 who then give them out to their communities.

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.

Around 1 million Southeast Texans are experiencing food insecurity.

Circumstance 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.



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.

Photos, Logos, Video Clips

A selection of [public assets](#) can be found, downloaded, or shared from our Digital Asset Management [public portal](#).