

Food Bank of South Jersey Brand Guidelines

The logo font is Goudy Old Style







The four color horizontal version of the logo above is the preferred format







The vertical version of the logo can be used when it needs to fit in a vertical or square space.

Four color process formulas

	C=0 M=100 Y=80 K=40
	C=100 M=0 Y=79 K=65
	C=0 M=30 Y=100 K=0
	C=6 M=83 Y=100 K=1

Pantone Matching System (spot color)

	Pantone 188
	Pantone 349
	Pantone 110
	Pantone 172

RGB equivalents

	R=158 G=6 B=33
	R=0 G=82 B=50
	R=253 G=185 B=19
	R=224 G=81 B=37

Alternate color varieties if the logo cannot be printed in four color process



Incorrect application of our logo



Our logo should never be placed on a color which is similar in color value to the text color. There is not enough contrast in color for the text to be readable.

Correct application of our logo



The reverse version of the logo should be used on a middle value color or darker.

File name: FBSJ_logo_horiz_reverse.ai



This color background is too strong and create a vibration between the text and makes the corn disappear



If our logo can only be in one color and will print on a dark background it should print in white.

File name: FBSJ_logo_horiz_ko.ai

Incorrect application of our logo



Our logo should never be placed on a color which is similar in color value to the text color. There is not enough contrast in color for the text to be readable.

Correct application of our logo



The reverse version of the logo should be used on a middle value color or darker.

File name: FBSJ_logo_horiz_reverse.ai



Our logo should not be placed on patterns.



Our logo works well on a white yellow background

File name: FBSJ_logo_horizontal.ai

Food Bank of South Jersey's Healthy Living Initiative improved health in people of all ages.

The Center for Disease Control (CDC) announced that NJ is among 19 states that have seen a decrease in the number of obese adults and children. The CDC believes programs like the **Food Bank of South Jersey's Healthy Living Initiative (HLI)** have been instrumental in helping to decline the level of obesity across the United States. This report, along with the evaluation conducted by **Rutgers University's Rand Institute for Public Affairs' Evaluation of the Healthy Living Initiative** for our work in this area, confirms that our Healthy Living Initiative remains an important solution in reversing obesity. FBSJ offers a range of nutrition activities including our partner Share Our Strength's Cooking Matters series, demonstrations, and healthy cooking classes in Camden, Burlington, Gloucester and Salem Counties.

"Our biggest challenge, says **Val Traore, CEO of the Food Bank of South Jersey**, is to stabilize funding for this vital program. We are the bottom of the piggy bank for this year's funding for the program which has already surpassed our goal of 925 individuals. The waiting list is long but the funding is short."

To learn more about the **Food Bank of South Jersey's Healthy Living Initiative** please contact Raquel Moreno, *Senior Manager of the Healthy Living Initiative*. She can be reached at rmoreno@foodbanksj.org or (856) 662-4884.



Donate to help educate 3,500 people in South Jersey in the next three years.



Scan QR code or visit www.foodbanksj.org/donate

Do it for South Jersey!



We were awarded the highest Four Star rating by Charity Navigator three years in a row. A Four Star rating mean we exceed industry standards and outperform most charities in our Cause. Eligibility is determined by evaluations of Financial Health and Accountability and Transparency.



100%
of class participants would recommend this class to others

Food Bank of South Jersey Brand Guidelines

Healthy Living Initiative





Objective: Establish HLI as a thought leader for nutrition education and cooking skills.

Content Guide: Use dominant photos of participants and instructors. When advertising the HLI program as a whole use photos with age, gender and ethnicity diversity. If advertising a class for children or adults more specific photos are acceptable.





Include a strong call to action such as donate to help educate... with a landing page url and QR code.

Use FBSJ's colors in graphic accents

Four color process formulas

-  C=0 M=100 Y=80 K=40
-  C=100 M=0 Y=79 K=65
-  C=0 M=30 Y=100 K=0
-  C=6 M=83 Y=100 K=1

Pantone Colors

-  Pantone 188
-  Pantone 349
-  Pantone 110
-  Pantone 172

Include 4 star charity navigator and guidestar logos whenever space allows.



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