



**FOOD &
FRIENDS[®]**

Delivering hope, one meal at a time[®]



Aurelio Grisanty

**GRAPHIC STANDARDS MANUAL
GUIDELINES FOR USE BY A THIRD PARTY**

GRAPHIC STANDARDS OVERVIEW GUIDELINES FOR USE BY A THIRD PARTY

Maintaining the consistency of Food & Friends' logo in all media and communications is key to protecting our visual identity and brand. Although there may be flexibility, too many creative ideas diminish the power of our legally registered trademark. We ask for your support in preserving our trademark and strengthening our brand identity by using only what has been provided by a Food & Friends staff member. Please do not attempt to recreate or alter the logo as all elements are in fixed relationship to one another in respect to size and position.

If you have any questions, please contact Abigail Seiler, Communications Manager, at aseiler@foodandfriends.org or (202) 269-6875. Thank you.

FOOD & FRIENDS LOGO: PROPER USES

The Food & Friends logo is an important representation of our brand. The logo is formed by the following elements:

- **The words Food & Friends**
- **A grocery bag with a heart inside**
- **The tagline “Delivering hope, one meal at a time”**

There are five versions of the Food & Friends logo which are acceptable. The Full Color logo is preferred and should always be used when possible.

Do not attempt to recreate or alter the logo. All logo elements are in fixed relationship to one another in respect to size and position. Although some flexibility is allowed, alterations to the logo diminish the power of a legally registered trademark. Therefore, exceptions may only be made with permission from the Associate Director of Development for Communications and Special Events.

FULL COLOR LOGO (PREFERRED USE IN ALL COMMUNICATIONS)

For use on white or light colored backgrounds.

The Food & Friends text should be black, the heart and tagline are Food & Friends red and the grocery bag is white. This logo must have the registered mark, in black, above the “s” in Friends and the “e” in time.



BLACK & WHITE LOGO

When producing a black and white document, you should use this logo.

For this version, the Food & Friends text, tagline and heart are black and the grocery bag is white. This logo must have the registered mark, in black, above the “s” in Friends and the “e” in time.



NON-WHITE LIGHT BACKGROUND

It can be expensive to print more than two colors and, on a non-white background, the Full Color logo is really 3-colors (black, Food & Friends red and white).



In these cases, the Food & Friends text and tagline should be black, the grocery bag white and the heart may be the primary color used in the piece. This logo must have the registered mark, in black, above the “s” in Friends and the “e” in time.

DARK BACKGROUND

When printing on a dark background, the reversed version of the logo must be supplied to designers/printers.



For this logo, the Food & Friends text and tagline should be white, the grocery bag should be white and the heart is Food & Friends red.

This logo must have the registered mark, in white, above the “s” in Friends and the “e” in time.

If you need a 2-color logo on a dark background where one of the two colors is not Food & Friends red, the Food & Friends text, tagline and grocery bag should be white and the heart may be the primary color in the piece.

NO TAGLINE

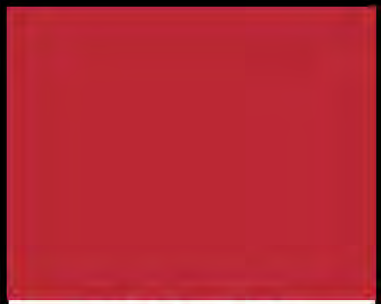




In cases where you need to use the Food & Friends logo and it will be sized 6 points or smaller, you may print the logo without the tagline. These instances should be avoided whenever possible.



COLORS

In addition to black and white, the Food & Friends brand is defined by six colors: **Dark Red** (or Food & Friends Red), **Red**, **Blue**, **Green**, **Orange** and **Teal**.

Spot Pantone (PMS) colors are to be used for stationary, promotional items and all printed materials when the budget allows as they are precise color matches. CMYK colors are to be used when PMS colors are cost-prohibitive. RGB colors are for TV or when working in a word document but should not be professionally printed. Web is for online use only.

 <p>DARK RED</p> <table><thead><tr><th>PMS</th><th>CMYK</th><th>RGB</th></tr></thead><tbody><tr><td>186</td><td>C = 0 M = 100 Y = 81 K = 4</td><td>R = 211 G = 35 B = 41</td></tr></tbody></table> <p>WEB #AE1F0D</p>	PMS	CMYK	RGB	186	C = 0 M = 100 Y = 81 K = 4	R = 211 G = 35 B = 41	 <p>RED</p> <table><thead><tr><th>PMS</th><th>CMYK</th><th>RGB</th></tr></thead><tbody><tr><td>485</td><td>C = 0 M = 100 Y = 100 K = 0</td><td>R = 237 G = 28 B = 36</td></tr></tbody></table> <p>WEB #E01F28</p>	PMS	CMYK	RGB	485	C = 0 M = 100 Y = 100 K = 0	R = 237 G = 28 B = 36	 <p>BLUE</p> <table><thead><tr><th>PMS</th><th>CMYK</th><th>RGB</th></tr></thead><tbody><tr><td>2935</td><td>C = 100 M = 52 Y = 20 K = 0</td><td>R = 34 G = 83 B = 184</td></tr></tbody></table> <p>WEB #2253B8</p>	PMS	CMYK	RGB	2935	C = 100 M = 52 Y = 20 K = 0	R = 34 G = 83 B = 184
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 <p>GREEN</p> <table><thead><tr><th>PMS</th><th>CMYK</th><th>RGB</th></tr></thead><tbody><tr><td>342</td><td>C = 100 M = 9 Y = 66 K = 41</td><td>R = 0 G = 106 B = 85</td></tr></tbody></table> <p>WEB #1C7749</p>	PMS	CMYK	RGB	342	C = 100 M = 9 Y = 66 K = 41	R = 0 G = 106 B = 85	 <p>ORANGE</p> <table><thead><tr><th>PMS</th><th>CMYK</th><th>RGB</th></tr></thead><tbody><tr><td>144</td><td>C = 0 M = 52 Y = 100 K = 0</td><td>R = 247 G = 144 B = 30</td></tr></tbody></table> <p>WEB #EA9E0C</p>	PMS	CMYK	RGB	144	C = 0 M = 52 Y = 100 K = 0	R = 247 G = 144 B = 30	 <p>TEAL</p> <table><thead><tr><th>PMS</th><th>CMYK</th><th>RGB</th></tr></thead><tbody><tr><td>319</td><td>C = 62 M = 0 Y = 20 K = 0</td><td>R = 77 G = 196 B = 207</td></tr></tbody></table> <p>WEB #32D3CC</p>	PMS	CMYK	RGB	319	C = 62 M = 0 Y = 20 K = 0	R = 77 G = 196 B = 207
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