



**ENDING  
HUNGER™**  
ALL FAITHS FOOD BANK

**ALL FAITHS  
FOOD BANK**  
BRAND GUIDELINES



# AFFB HORIZONTAL LOGO UNDERSTANDING THE CHOICES

## EXPLANATION:

The AFFB logo was created to provide ample flexibility. Please take the time to understand the different logos and how they can be used. All digital logos have a long-side dimension of 2500 pixels.

## NOTE:

It is important to understand that you may not use a white background logo with the white area removed. The mark is placed further away to allow for the addition of the white outline. The non-white outlined logos have the mark closer to the type.

Logo Aspect	File Name	Type
Horizontal Logos	AFFB Horizontal CMYK Color.ai	Vector
	AFFB Horizontal CMYK Color.eps	Vector
	AFFB Horizontal CMYK Color.pdf	Vector
	AFFB Horizontal CMYK-White Color.ai	Vector
	AFFB Horizontal CMYK-White Color.eps	Vector
	AFFB Horizontal CMYK-White Color.pdf	Vector
	AFFB Horizontal Gray Color.ai	Vector
	AFFB Horizontal Gray Color.eps	Vector
	AFFB Horizontal Gray Color.pdf	Vector
	AFFB Horizontal Gray-White Color.ai	Vector
	AFFB Horizontal Gray-White Color.eps	Vector
	AFFB Horizontal Gray-White Color.pdf	Vector
	AFFB Horizontal Color Logo.jpg	Digital
	AFFB Horizontal Color Logo.png	Digital
	AFFB Horizontal Color-White Logo.png	Digital
	AFFB Horizontal Gray Logo.jpg	Digital
	AFFB Horizontal Gray Logo.png	Digital
	AFFB Horizontal Gray-White Logo.png	Digital



# AFFB VERTICAL LOGO UNDERSTANDING THE CHOICES

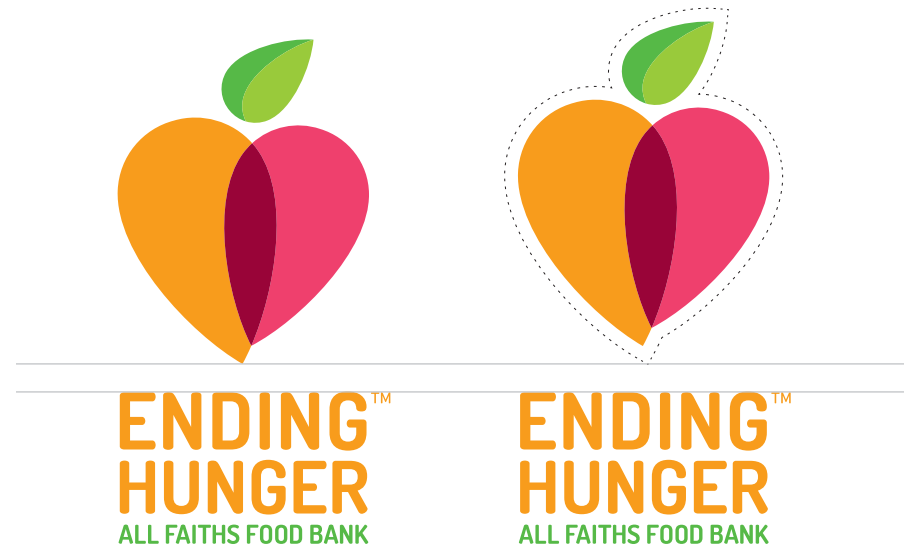
## EXPLANATION:

The AFFB logo was created to provide ample flexibility. Please take the time to understand the different logos and how they can be used. All digital logos have a long-side dimension of 2500 pixels.

## NOTE:

It is important to understand that you may not use a white background logo with the white area removed. The mark is placed further away to allow for the addition of the white outline. The non-white outlined logos have the mark closer to the type.

Logo Aspect	File Name	Type
Vertical Logos	AFFB Vertical CMYK Color.ai	Vector
	AFFB Vertical CMYK Color.eps	Vector
	AFFB Vertical CMYK Color.pdf	Vector
	AFFB Vertical CMYK-White Color.ai	Vector
	AFFB Vertical CMYK-White Color.eps	Vector
	AFFB Vertical CMYK-White Color.pdf	Vector
	AFFB Vertical Gray Color.ai	Vector
	AFFB Vertical Gray Color.eps	Vector
	AFFB Vertical Gray Color.pdf	Vector
	AFFB Vertical Gray-White Color.ai	Vector
	AFFB Vertical Gray-White Color.eps	Vector
	AFFB Vertical Gray-White Color.pdf	Vector
	AFFB Vertical Color Logo.jpg	Digital
	AFFB Vertical Color Logo.png	Digital
	AFFB Vertical Color-White Logo.png	Digital
	AFFB Vertical Gray Logo.jpg	Digital
	AFFB Vertical Gray Logo.png	Digital
	AFFB Vertical Gray-White Logo.png	Digital



# AFFB ALTERNATE LOGO UNDERSTANDING THE CHOICES

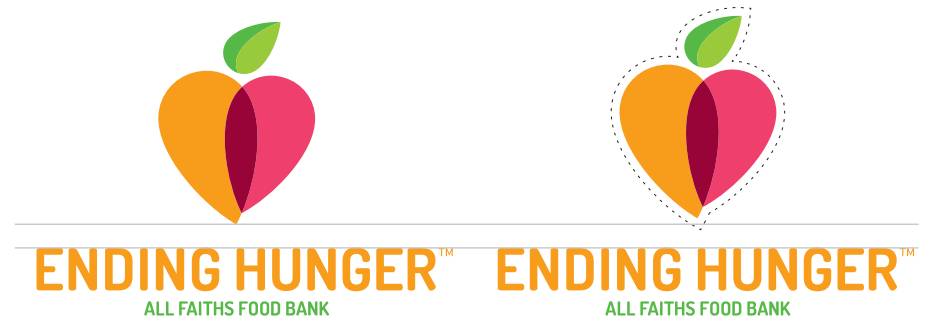
## EXPLANATION:

The AFFB logo was created to provide ample flexibility. Please take the time to understand the different logos and how they can be used. All digital logos have a long-side dimension of 2500 pixels.

## NOTE:

It is important to understand that you may not use a white background logo with the white area removed. The mark is placed further away to allow for the addition of the white outline. The non-white outlined logos have the mark closer to the type.

Logo Aspect	File Name	Type
Alternate Logos	AFFB Alternate CMYK Color.ai	Vector
	AFFB Alternate CMYK Color.eps	Vector
	AFFB Alternate CMYK Color.pdf	Vector
	AFFB Alternate CMYK-White Color.ai	Vector
	AFFB Alternate CMYK-White Color.eps	Vector
	AFFB Alternate CMYK-White Color.pdf	Vector
	AFFB Alternate Gray Color.ai	Vector
	AFFB Alternate Gray Color.eps	Vector
	AFFB Alternate Gray Color.pdf	Vector
	AFFB Alternate Gray-White Color.ai	Vector
	AFFB Alternate Gray-White Color.eps	Vector
	AFFB Alternate Gray-White Color.pdf	Vector
	AFFB Alternate Color Logo.jpg	Digital
	AFFB Alternate Color Logo.png	Digital
	AFFB Alternate Color-White Logo.png	Digital
	AFFB Alternate Gray Logo.jpg	Digital
	AFFB Alternate Gray Logo.png	Digital
	AFFB Alternate Gray-White Logo.png	Digital



# HORIZONTAL COMBINATION MARK CLEARSPACE & COMPUTATION

## EXPLANATION:

It is important to keep the All Faiths Food Bank combination mark (AFFB logo) clear of any other graphic elements. To regulate this, a clearspace exclusion zone has been established around the logotype and logomark. This clearspace indicates the closest any other graphic element or message can be positioned in relation to the AFFB logo. This fixed relation should never be changed in any way.

**This is the Primary Logo and should be the first choice when creating collateral.**

## COMPUTATION:

To work out the logo clearspace use the height of the "E" in ENDING HUNGER. Use that space above and below as well as to the left and right of the AFFB logo.

NOTE: Dotted line represents the white area when placing the AFFB logo on an approved color background. It does NOT change the clearspace area.



# VERTICAL COMBINATION MARK CLEARSPACE & COMPUTATION

## EXPLANATION:

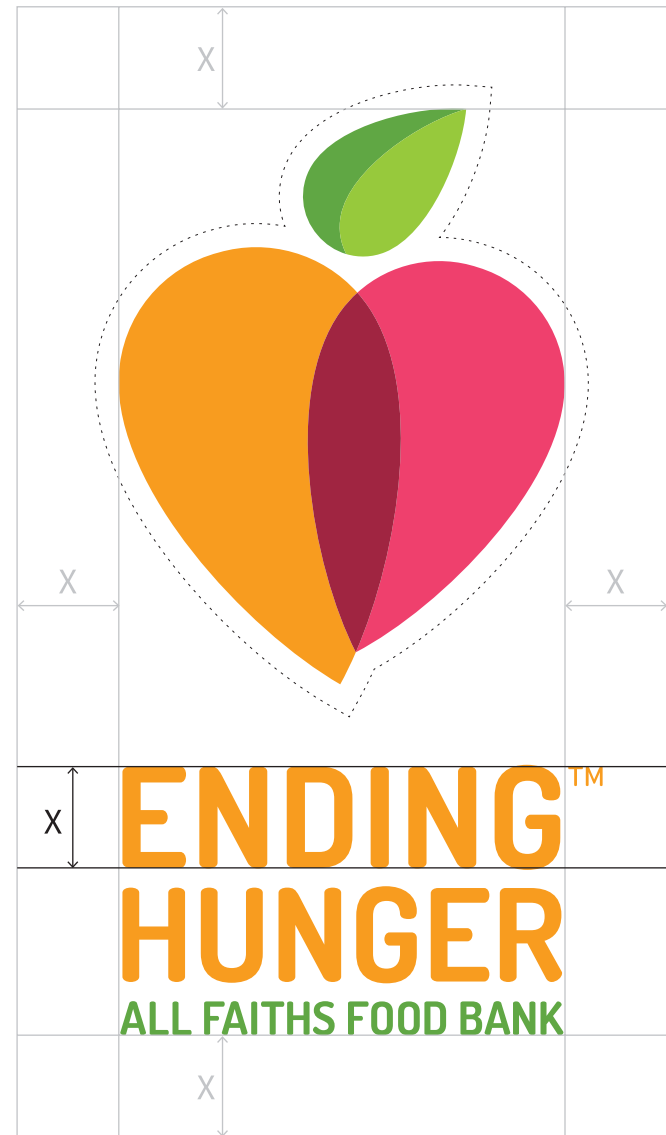
It is important to keep the All Faiths Food Bank combination mark (AFFB logo) clear of any other graphic elements. To regulate this, a clearspace exclusion zone has been established around the logotype and logomark. This clearspace indicates the closest any other graphic element or message can be positioned in relation to the AFFB logo. This fixed relation should never be changed in any way.

**This is the Secondary Logo and should be used when the horizontal AFFB logo is cramped or has to be too small to fit the allotted area.**

## COMPUTATION:

To work out the logo clearspace use the height of the "E" in ENDING HUNGER. Use that space above and below as well as to the left and right of the AFFB logo.

NOTE: Dotted line represents the white area when placing the AFFB logo on an approved color background. It does NOT change the clearspace area.



# ALTERNATE COMBINATION MARK CLEARSPACE & COMPUTATION

## EXPLANATION:

It is important to keep the All Faiths Food Bank combination mark (AFFB logo) clear of any other graphic elements. To regulate this, a clearspace exclusion zone has been established around the logotype and logomark. This clearspace indicates the closest any other graphic element or message can be positioned in relation to the AFFB logo. This fixed relation should never be changed in any way.

**This is an alternate AFFB logo that is best used on large banners when placed in a centered position.**

## COMPUTATION:

To work out the logo clearspace use the height of the "E" in ENDING HUNGER. Use that space above and below as well as to the left and right of the AFFB logo.

NOTE: Dotted line represents the white area when placing the AFFB logo on an approved color background.



# COMBINATION MARK COLOR BACKGROUNDS

EXPLANATION:

When placing the AFFB logo on an approved color background you must use a version that has all white text and the white area behind the mark.

APPROVED COLORS:



NOTE: See color page for CMYK and RGB breakdowns.





# COMBINATION MARK PHOTO BACKGROUNDS

EXPLANATION:

Please select the proper AFFB logo when placing it on any full color or single color photo. AFFB logos with white text and mark area should only be used on heavy color areas. If color is light please use the non-white logos.



# GRAYSCALE COMBINATION MARK B&W BACKGROUNDS

**EXPLANATION:**

Please select the proper AFFB logo when placing it on any grayscale photo. AFFB logos with white text and mark area should only be used on heavy color areas. If color is light please use the non-white logos.

**NOTE: Grayscale logos and B&W photos should only be used when absolutely necessary, such as a B&W ad.**






# COMBINATION MARK CROSS-PLATFORM COLOR BREAKDOWN

**EXPLANATION:**


The use of consistent colors across print and web is key to maintaining the brand look. To achieve this use the color breakdowns included here.

NOTE: Pantone colors have been selected for a color checking benchmark. Most print collateral and signage will be produced using CMYK. Pantone colors are always the preferred printing method but cost prohibitive.

**MAIN LOGO & BACKGROUND COLORS**

Pantone Chip	CMYK	RGB	HEX
	Cyan 0 Magenta 45 Yellow 100 Black 0	R 249 G 157 B 42	F F 9 F 1 9
	Cyan 0 Magenta 89 Yellow 39 Black 0	R 240 G 93 B 119	F 4 4 3 6 D
	Cyan 8 Magenta 100 Yellow 55 Black 37	R 152 G 5 B 57	9 F 2 9 4 3
	Cyan 46 Magenta 0 Yellow 100 Black 0	R 150 G 202 B 79	9 4 D 6 0 0
	Cyan 68 Magenta 0 Yellow 100 Black 0	R 88 G 175 B 71	6 2 A 7 0 F

**ADDITIONAL APPROVED BACKGROUND COLOR**

Pantone Chip	CMYK	RGB	HEX
	Cyan 0 Magenta 24 Yellow 100 Black 00	R 254 G 192 B 15	F F C 7 2 A

# PRINT & DIGITAL MAIN CAMPAIGN HEADLINE FONT

## DOSIS:

The Dosis font in the AFFB Asset kit is an OpenType font and is used to create the main idea headline for collateral and digital images. This font will work on both Mac and PC computers.

NOTE: At the time of creating this brand guideline there was no collateral in place to create font protocols but the initial intent is to use Dosis Light and Semibold but use your best judgement when selecting weights.

## DOSIS LIGHT

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

## DOSIS REGULAR

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

## DOSIS SEMIBOLD

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

## DOSIS BOLD

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

# PRINT & DIGITAL MAIN CONTENT FONT

## OPEN SANS:

The Open Sans font in the AFFB Asset kit is an OpenType font and is used to create the main content and body copy for collateral and digital images. This font will work on both Mac and PC computers.

NOTE: At the time of creating this brand guideline there was no collateral in place to create font protocols but the initial intent is to use Open Sans Light and Semibold but use your best judgement when selecting weights.

## OPEN SANS LIGHT

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ

0123456789

## OPEN SANS REGULAR

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ

0123456789

## OPEN SANS SEMIBOLD

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ

0123456789

## OPEN SANS BOLD

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ

0123456789



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For any questions about this brand or its  
implementation, please contact [brand@largeinc.com](mailto:brand@largeinc.com)