



FOOD • CONNECTION • HOPE

PARTNER BRANDING GUIDELINES



These guidelines support clear and consistent messaging to uphold our commitment to professionalism and brand integrity. We ask all Freestore Foodbank team members and partners to adhere to these guidelines to strengthen our service to our neighbors and community engagement.

OVERVIEW

BRAND IDENTITY

Our Mission Statement

VISUAL STANDARDS

Logos

Colors

Iconography

Typography

Imagery

COMMUNICATION

Voice and Tone

Our Language

Key Messages

Strength-Based Communication

Marketing Materials





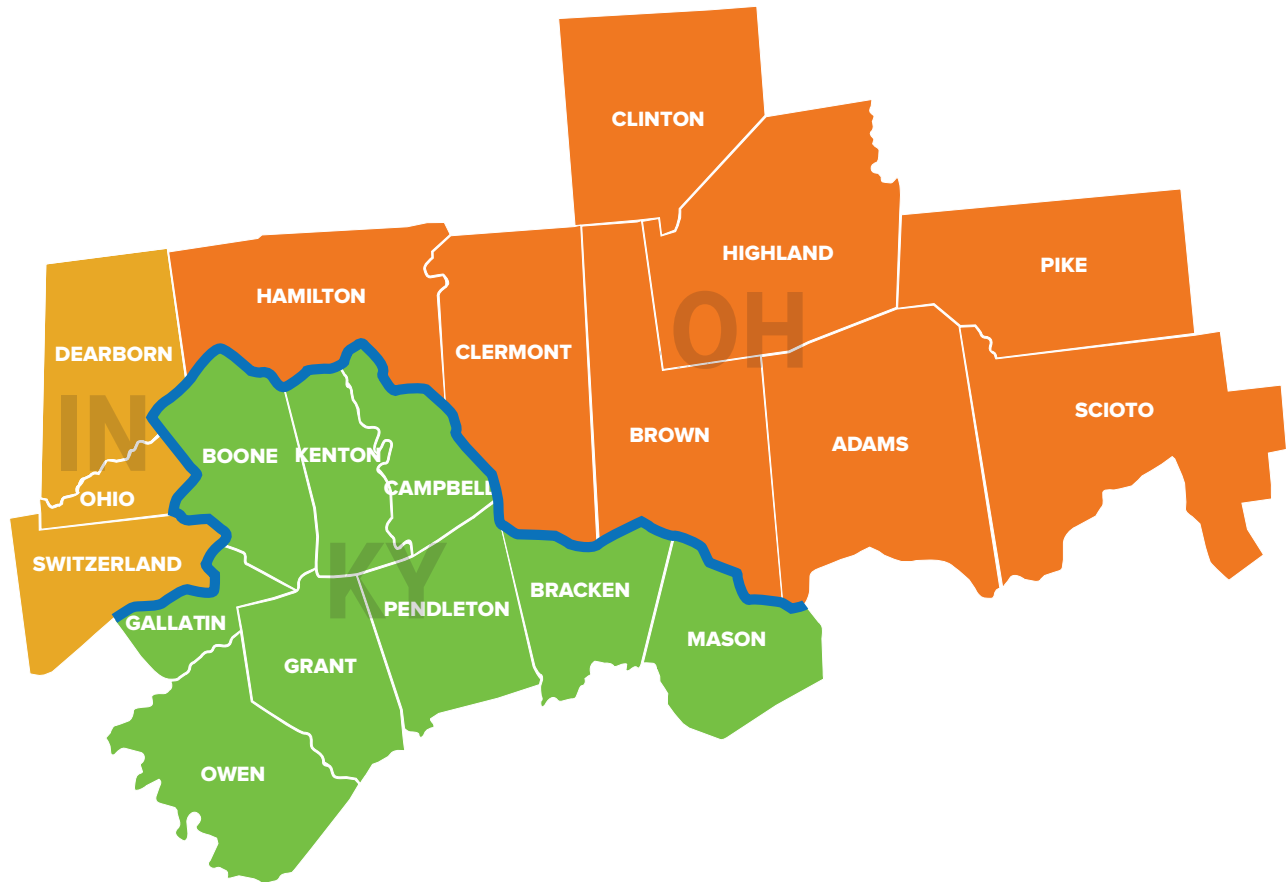
BRAND IDENTITY

Who we are, and what we stand for.

OUR COMMON MISSION



To improve lives by eliminating hunger in partnership with our community



THE LIFELINE

PROCURE

Freestore Foodbank secures food and funds from local and national donors.

PREPARE

Our team of staff and volunteers sort and allocate food, proactively and consistently determining the level of need in each community.

PARTNER

We distribute food to our network of emergency kitchens, shelters and pantries, adhering to the highest food safety standards.

PROVIDE

Neighbors receive meals and groceries through hundreds of access points.





VISUAL STANDARDS

We thoughtfully created standards for Freestore Foodbank's brand to maintain a consistent identity for neighbors and supporters. Our brand reflects our logo, colors, tone, style and fonts and the perceptions we hold in the minds of our key stakeholders. We encourage everyone to include Freestore Foodbank's established branding in their materials to help us maintain consistency.

LOGO



MAIN LOGO



FOOD • CONNECTION • HOPE

OTHER LOGOS



LOGO



LOGO BEST PRACTICES

- Do not change the colors or aspect ratio of Freestore Foodbank's logo.
- Do not flip, rotate or stretch the logo.
- Freestore Foodbank logo should be no smaller than 25% of the partner's logo.
- All uses of the Freestore Foodbank logo in external materials, by individuals, partners, and others, must be approved by the marketing communications team.

CORRECT



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INCORRECT



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COLORS



ORANGE:

C: 55%
M: 7%
Y: 0%
K: 0%

PANTONE: P 30 - 7 C

HEX: f58220

LIGHT GREEN:

C: 75%
M: 35%
Y: 80%
K: 5%

PANTONE: P 154 - 8 C

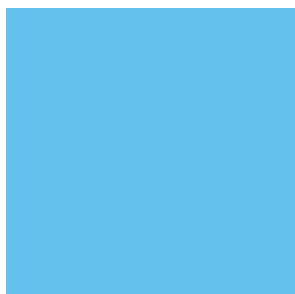
HEX: 74c044

LIGHT GRAY:

C: 0%
M: 20%
Y: 96%
K: 0%

PANTONE: 428 C

HEX: b0aeae



LIGHT BLUE:

C: 55%
M: 7%
Y: 0%
K: 0%



DARK GREEN:

C: 75%
M: 35%
Y: 80%
K: 5%



GRAY:

C: 45%
M: 36%
Y: 27%
K: 1%

FREESTORE FOODBANK

BRAND GUIDELINES

PRIMARY IDENTITY

SECONDARY  PANTONE P 30-7 C



 PANTONE P 154-8 C



PRIMARY



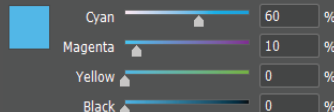
BLACK (REVERSE) #000000



GRAY (K=60%) #444444



SPECIAL  PANTONE P 118-8 C



RESERVED  PANTONE P 137-16 C



ELEMENTS



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TYPESETTING

Proxima Nova (16)	Proxima Nova Condensed (16)
Thin	Thin
Thin Italic	Thin Italic
Light	Medium
Light Italic	Medium Italic
Regular	Bold
Regular Italic	Bold Italic
Medium	Extrabold
Medium Italic	Extrabold Italic
Semibold	Black
Semibold Italic	Black Italic
Bold	Light
Bold Italic	Light Italic
Extrabold	Regular
Extrabold Italic	Regular Italic
Black	Semibold
Black Italic	Semibold Italic

PROGRAM ICONS



BACK ON TRACK



CLINIC PANTRY



DONORS



KIDS CAFE



KIND PROGRAM



POWER PACK



PRODUCE POP UP



REPRESENTATIVE
PAYEE



RENT AND UTILITIES



SCHOOL PANTRY



SENIOR BOXES



SHELTER
DIVERSION



STABILIZATION
PROGRAM



SUMMER MEALS



TRANSPORTATION
ASSISTANCE



VOUCHERS



VOLUNTEERS

PROGRAM LOGOS



TYPOGRAPHY



Proxima Nova Black should be used for headlines.

BOLD

Proxima Nova Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

Proxima Nova Regular should be used for most body copy.

BOLD

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Proxima Nova Extrabold should be used for buttons, labels and micro-copy.

BOLD

Proxima Nova Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**



IMAGERY



IMAGERY MATTERS

Freestore Foodbank aims to represent our neighbors in an uplifting way. We recognize food insecurity is not a happy story, but we also recognize our neighbors are more than their struggles or the challenges they face. Our neighbors live full lives, and that is what we hope to highlight. Remember, we want to capture moments that inspire and provide hope.



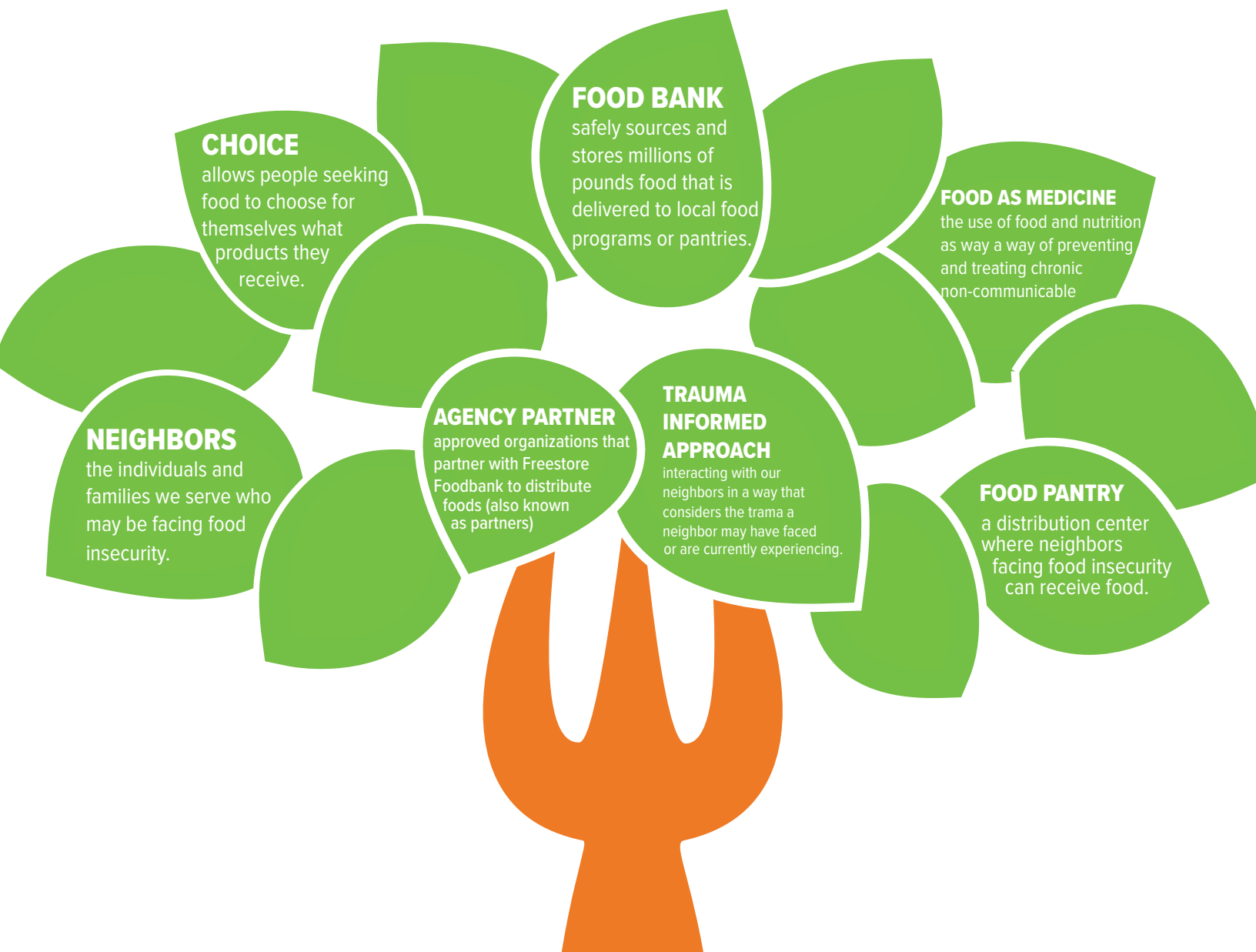
LANGUAGE & COMMUNICATION

The Freestore Foodbank brand embodies who we are and influences the look, feel and voice of everything we create and is the foundation from which we energize people around our mission to end hunger. It is important to accurately and consistently express our brand across all communication platforms in order to preserve its strength.

KEY MESSAGES



Freestore Foodbank's partners are key to sharing our story and achieving our common goal of a hunger-free community. When speaking of the work we do together, here are key points to share.



KEY MESSAGES



FREESTORE FOODBANK PROGRAMS:

HEALTHY HARVEST MOBILE MARKET

A mobile grocery store that brings fresh, healthy, affordable food to Greater Cincinnati communities.

FREESTORE DIRECT

delivers donated produce to individuals referred through our health care partners.

CLINIC PANTRY

As a part of their visit, each patient is screened for food insecurity. If a patient screens positive, they are provided with a supply of shelf-stable food from the in-clinic pantry.

POWER PACKS

Freestore Foodbank sends packs of food home with students to ensure they have something to eat on weekends.

KIND PROGRAM

Through CCHMC, clinic staff provide baby formula to food insecure families.

CINCINNATI COOKS

During the 10-week course, students learn the mechanics of a commercial kitchen, as well as professional and life skills to ensure success in the food service industry and

BEA TAYLOR MARKET

offers a choice pantry, much like a regular grocery store.

3401 Rosenthal Way
Cincinnati, OH 45204

PRODUCE POP UPS

bring a variety of fresh fruits and vegetables, along with the option to add other items such as bread to communities in need.

SENIOR BOXES

offered in all 50 States specifically to reach seniors 60+ years old.

SCHOOL PANTRY

are designed to provide permanent on-site food assistance at local schools with high food insecurity rates.

SUMMER MEALS

gives Freestore Foodbank the opportunity to serve children in need during the summer months when they are away from school

LIFT THE TRISTATE

a 10-week free job training program based in Cincinnati will supply hands-on training from experienced warehouse personnel at Freestore Foodbank

LIBERTY STREET MARKET

Offers a choice pantry, much like a regular grocery store.

112 E. Liberty Street
Cincinnati, OH 45202

KEY MESSAGES



CUSTOMER CONNECTION CENTER:

Our Customer Connection Center offers a variety of programs and services including food, health and hygiene products, clothing, financial and housing assistance and more.



STRENGTH-BASED COMMUNICATION

COMMUNICATION BEST PRACTICES

Freestore Foodbank adheres to best practices for strength-based communication. Strength-based communication is defined as communication that emphasizes the strengths, opportunities and power of an individual, group or community. It represents people positively in a way that feels authentic and uplifting rather than focusing solely on the challenges a community faces. It represents people positively in a way that feels true to them.”

CORRECT

“Every child needs nutritious food to thrive, and so many people across America are working hard to bring meals home to their families.”

“Every person in America deserves to choose what they eat, and no one should ever have to question if they can eat.”

“Families know best what sorts of food they need to thrive and we play a role in helping them access food and achieve long-term food security.”

INCORRECT

“Children shouldn’t have to struggle with hunger, especially during the holidays.”

“Last night, my family was choosing what to have for dinner. We talked through endless options. The point is, we had choices. Lots and lots of great choices. For millions of Americans.....it’s not the choice of what to eat. It’s the choice if they eat.....”

“We make healthy food the easier choice for struggling households and help them achieve long-term food security.”

STRENGTH-BASED COMMUNICATION

IT DOES

- Represent people positively, in a way that feels true to them
- Center and uplift community voices and use person-first language
- Acknowledge and celebrate the ability and desire of individuals to overcome obstacles and shape their own futures
- Use facts
- Use gender neutral pronouns or individually preferred pronouns
- Focus on what we all need to be successful

IT DOES NOT

- Discredit individual ability, agency, or accomplishment
- Describe one individual's, group's, or community's advantages over another
- Focus solely on challenges without providing context into the systemic inequities that create them
- Frame needs as individual weaknesses
- Assume gender or maleness
- Position an organization or its donors as heroes or lifesavers
- Define people by their circumstances
- Use coded language that perpetuates stereotypes

DON'T USE/ USE



END HUNGER

DON'T USE:

- Solve, Solving, Fight, Fighting
- Help now, Join us in the fight against hunger

USE:

- End, Ending
- Joining the movement to end hunger

SUPPORTING PEOPLE IN BRINGING MEALS HOME AND GETTING FOOD VS. PROVIDING MEALS AND FEEDING PEOPLE

DON'T USE:

- Provide meals or help provide meals, Feeding people, helping feed

USE:

- Support people/families in bringing meals home, supports people/families as they work to get food

FOOD PANTRIES AND MEAL PROGRAM VS. AGENCIES

DON'T USE:

- Agencies, Soup Kitchens

USE:

- Food Pantries, Meal Program

FOOD AND GROCERY ITEMS

DON'T USE:

- Products, Hygiene Supplies, Baby Products
- Foods to Encourage, Healthful
- Culturally appropriate/inappropriate
- Food waste

USE:

- Food and grocery items
- Healthy, nutritious
- Cultural Foods, culturally preferred foods
- Food rescue

EQUATING DOLLARS TO MEALS

DON'T USE:

- Pounds of food(acceptable but not preferred)

USE:

- Meals

DON'T USE/ USE



POSITIVE, STRENGTH BASED COMMUNICATION

DON'T USE:

- Struggles, suffers, vulnerable
- Other side, other side of town, inner city, meal wrong crowd, risky behavior
- Unworthy, guilty, character flaws, judgement
- Those, those in need
- Heros
- Your support feeds people in need, your donations change lives
- Saves, benefits
- Because of Freestore, Thanks to Freestore, Without Freestore, Freestore can help you
- Clients
- The hungry
- The poor, poor people, the needy, in need

USE:

- What needs to thrive, systematic inequities that make thriving harder for some
- Says, shares, explains
- Your support helps people bring food home to their families, your donation supports people in accessing the food everyone deserves
- Supports, partners, helps
- Neighbors experiencing food insecurity, people who experience food insecurity
- People we serve (may be used when absolutely necessary)
- People who access food and resources through the Freestore network (may be used when absolutely necessary)
- Lived experience, living experience
- People living in poverty, people living on a low income, children living on low-income families

NEWS INTERVIEWS



Journalists can be helpful partners in uplifting our organization and critical watchdogs in ensuring our operations are transparent. When the opportunity arises to speak with a reporter, here are some helpful tips to acing your interview.

BE PREPARED

- Know the interview format. Will this be a phone call, virtual call or in-person interview?
- Know the focus. Ask what the reporter's angle will be and who else they are talking to.
- Anticipate what questions will be asked.
- Know your subject.
- Develop key messages.
- Keep it simple.

BE A GOOD INTERVIEW SUBJECT

Make sure to be:

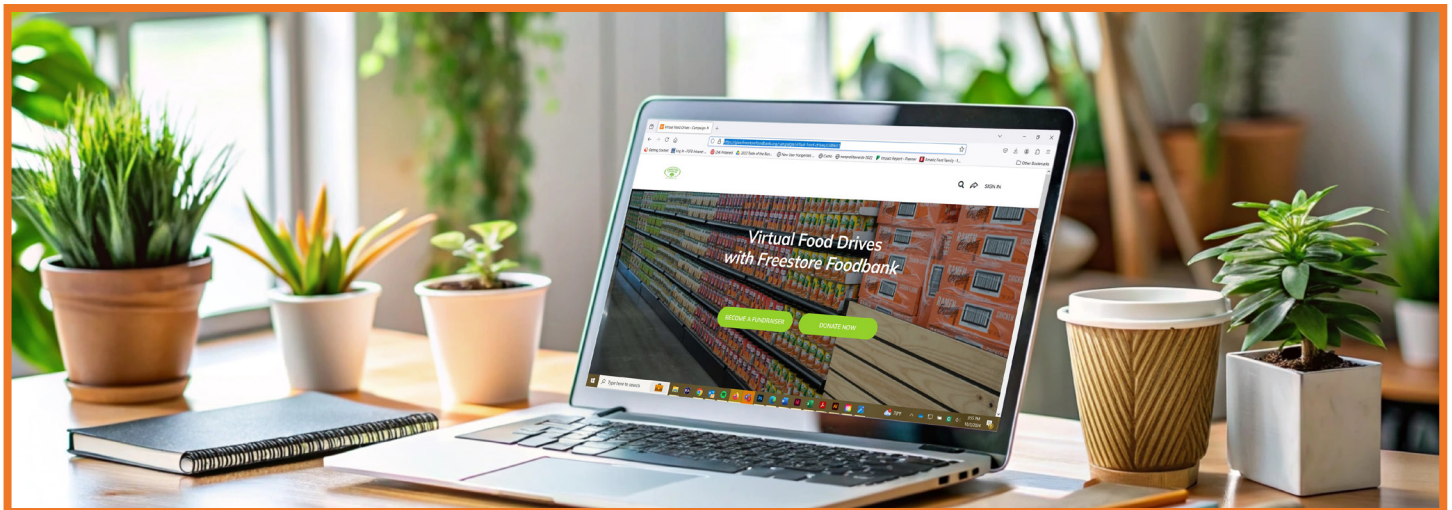


VIRTUAL FOOD DRIVES



Virtual Food Drives are an easy way to help Freestore Foodbank allowing our purchasing power to go further with your donation. Thanks to community connections to grocery stores, manufacturers, distributors, Feeding America and more, Freestore Foodbank is able to purchase more products for less price. This means your donation goes even further than it would at our local grocery stores.

More than just purchasing power, Virtual Food Drives help alleviate costs, time, and stress of Canned Food Drives for Freestore team members. Canned Food Drives are valuable and appreciated always, but it can be cumbersome in other ways. From the drivers who pick up the donations, gas used, time spent to get it into the warehouse, team members to separate and catalog it, and then package it to be sent to our markets, there is a lot that happens behind the scenes with every donation large and small.



If you are interested in a Canned Food Drive, please go to <https://give.freestorefoodbank.org/campaign/virtual-food-drives/c589651> and it will be sent to our team. We will reach out with additional questions and information after your request has been reviewed. Thank you for thinking of Freestore Foodbank and helping us end hunger in the tristate.

SOCIAL MEDIA



STAY CONNECTED

Social Media is a useful tool to share your organization's culture and mission with those invested in your work. Not only can you connect with new audiences, you can build relationships with existing neighbors and supporters. When sharing our collective impact, we encourage you to follow and tag Freestore Foodbank, utilizing the branding and key messaging shared in this document.



Freestore Foodbank



@FreestoreFB



@freestorefoodbank



@freestorefb



Freestore Foodbank



@freestorefb.bsky.social

CONTACT US

For more information about partner messaging, please reach out to our partner communications team at **marketing@freestorefoodbank.com**

