



**brand identity guidelines**

## introduction: the Foodlink identity

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Foodlink in 2004 embarked upon a rebranding process. Our purpose was to strengthen, freshen and revitalize the organization's brand to better support the organization's strategic objectives. We delineated our target audience, our brand essence, our brand promise, and our brand personality. We evaluated the usefulness of Foodlink as a name, going forward, and decided to keep it as the name of the primary, umbrella organization. We addressed our brand architecture, or the ways in which Foodlink, as an umbrella organization, related to its programs or sub-brands, and to its licensed or sponsored programs and to its affiliates. We evaluated our long-term tag line, *fighting waste • fighting want*, and finding it to be no longer representative of the full breadth of our brand's offerings, we replaced it with a new tag line, *abundance shared*. We developed a new wordmark, logomark and logo lock-up incorporating the tag line. We created high-level messaging for the Foodlink brand, ways in which we can more strongly communicate to our target audiences. Finally, we created this document, Foodlink Brand Identity Guidelines, so that we can utilize our new brand identity elements with confidence.

Within these Guidelines, you will find information on our name, wordmark, logomark, tag line, logo lock-up, clearspace, minimum reproduction size, sub-brand relationship and signature, sponsoring sub-brand relationship and signature, brand color palette, type fonts and logo color application. We also provide several applications of the brand.

These Guidelines are meant to be a springboard, not a restriction, to your creativity and expression of the Foodlink brand. Respecting the Guidelines will bring consistency and strength to Foodlink's visual representation, and the furthering of its goals.

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**Target Audience**

Primary:

Organizations and businesses that care about community hunger, health and nutrition and that serve individuals primarily in Central and Western New York.

Secondary:

Residents in Central and Western New York who care about community hunger, health and nutrition.

**Brand Essence**

Dynamic food-based resource

**Brand Promise**

Only Foodlink provides decades of reliable stewardship and leadership, as an impartial, efficient resource for and distribution pipeline of nutritious food, certified and supported by American's Second Harvest.

**Brand Personality**

Dynamic

Innovative

Diverse

Collaborative

Respected

Reliable

Efficient

Genuine

Dedicated

Focused on community well being

## Foodlink signature brand message

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This signature copy should be used as a sign-off or closing to most Foodlink communications. It can be edited down where space is short. It should also be used to ground other copy that's written for Foodlink.

Foodlink is our community's dynamic food-based resource, dedicated to addressing and resolving the deeper issues that underlie the hunger and poverty of those among us. We have brought innovative, efficient, and collaborative leadership to this effort for nearly three decades.

Our original and principal community initiative is Foodlink FoodBank, the only regional member of America's Second Harvest, The Nation's Food Bank Network. Through Foodlink FoodBank, we rescue and redistribute more than 7 million pounds of food each year to a network of more than 550 human service agencies in a 10-county area. These community agencies then provide nutritious meals to children, the working poor, the elderly, the differently abled, single parent families, homeless people, the newly unemployed and victims of disasters.

Other Foodlink community initiatives—such as Kids Cafe, Foodlink Community Garden, Foodlink Farmer's Market, Foodlink Food Worker Certification Training, and Foodlink Fresh Farms—provide not only food but also resources, nutrition information and education. Our food-based Venture Philanthropy initiatives—such as Foodlink Catering—generate revenue which allows us to move toward financial self-sufficiency while expanding our efforts on behalf of the community.

Foodlink springs from the fundamental need we all share—for food, for nourishment, for community—and the fundamental belief that sharing makes us all stronger.

## Foodlink additional messaging

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These are phrases and themes that can be used to form the basis of communications for Foodlink and its sub-brands. None of these messages should replace the tag line. Use them in copy or as headlines or themes for ads, newsletters, press releases, event invitations, etc. to make more specific points to your target audiences.

nourishing the community

how community nourishes everyone

how our community shares

what we all share

we are what we share

Foodlink is essential to how we share.

the community's central resource for nutrition, distribution, innovation

nutrition | distribution | innovation

inspired solutions to hunger since 1978

source for food...resource for nutrition...force for change

at the center of a healthy community

committed to a healthy community

health. community. sharing. the power of food.

more than enough

room at the table

## Foodlink additional messaging

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These are phrases and themes that can be used specifically for Foodlink FoodBank and other feeding programs.

gaining ground on hunger

better ways to feed the hungry

Hunger. Let's get past it.

Hunger. Had enough?

There's no excuse for hunger

Hunger. Why not end it?

Make hunger history.

overcoming hunger | nourishing people

turning the tables on hunger

reclaiming food | restoring hope

your generosity. our ingenuity. we can end hunger.

creating smarter ways to feed the hungry.

the problem is more than hunger. the solution is more than food.

Hunger. Don't just feed it, solve it.

The name *Foodlink* is a coined or invented word that literally connects or *Links Food* with people. It has been in use for this organization for a number of years. In this new branding initiative, Foodlink as a name is being “promoted” to umbrella status and will be used to modify sub-brands of the organization. We chose to keep Foodlink as a name because of its brand equity, its relevance to the brand promise, and its essential effectiveness—it is simple, memorable, easy to pronounce, and has meaning. The name *Foodlink* connotes a whole, an interconnection, a sense of community, collaboration, efficiency and a genuine directness—all ideas that support the brand position.

# FOODLINK

## wordmark

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The wordmark to represent the name, Foodlink, is based on Fenice which is a modern slab serif like Bodoni with a contemporary structure and a more casual feel. The use of all lower case letters adds to the sense of genuine informality. The condensed form of each character, one to another, creates an impression of closeness or community.

foodlink

## logomark

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This iconic graphic is alive and dynamic as it shapes to form an organic product of nature such as a fruit or vegetable. The leaf form at the top has the energy of a flame in the air while the winding path of the base seems to suggest a path that goes on. The two shapes that comprise it are linked, as is Foodlink. The cheerfulness of the mark serves to indicate that Foodlink is a dynamic, can-do organization. Along with acting as a major identifier within the Foodlink logo lock-up, the logomark may be used as a graphic element on its own.



## tag line

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The tag line provides an opportunity for us to “tell the Foodlink story” in as succinct a way as possible. *Abundance shared* tells the story of a relationship built on equality and caring. It’s the sense you have when you invite friends to dinner, not the sense you have when you provide a “handout” to the “needy.” There’s no inequality to this relationship, or sense of obligation or noblesse oblige or guilt...just a warm feeling of sharing. This tag line is meant to elevate the light in which Foodlink’s efforts are seen—truly beyond supplying a person’s next meal. We frame those efforts as the ways in which the sharing of food, as among friends, is a sharing of genuine concern for the entire community—so genuine and all-encompassing that it involves helping people address their deeper problems.

The tag line was also conceived in such a way that it tells the story of any Foodlink sub-brand, as applicable to FoodBank as it is Catering. It should be used whenever possible in conjunction with Foodlink and its sub-brands and may be used as either a separate signoff or as a positioning statement / visual thematic element or headline as appropriate.

**abundance shared**

## logo lock-up

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Now that we have established each individual element of the Foodlink identity, we need to consider how they all come together to form the primary Foodlink logo. We call this the logo lock-up. It is a relationship of each of the identity elements, one to another. In the case of the Foodlink brand identity, the logo lock-up acts as the logo proper. Shown below is the primary Foodlink logo. This logo is the primary identifier and signature for the Foodlink brand. It should be used on all external communication pieces.



## logo clearspace

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In order to preserve the integrity of the Foodlink logo, a clearspace has been established around the logo lock-up. A clearspace is defined as an area around the mark that ensures the importance of the brand by disallowing any other logo or graphic to share its space. It prevents the Foodlink logo from being too closely associated with another entity. It also provides the mark with enough space to preserve the character and balance of the design. The clearspace begins to establish an importance to the brand and a hierarchical order of the page/panel elements.



*If the clearspace needs to be violated for any production reason, please contact the Community Relations Manager.*

## logo minimum reproduction size

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In order to maintain clear and accurate reproduction of the Foodlink logo, a minimum reproduction size has been established. As with any piece of art the reproduction method determines minimum line width. Shown is the minimum reproduction size of the Foodlink logo. This minimum size relationship should apply to all sub-brand signatures as well..



## **sub-brand relationship**

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There are many different programs and entities that make up Foodlink. They are defined as sub-brands of the Foodlink brand. This relationship is the closest type of relationship an entity or program can have with Foodlink. Listed are the entities or programs that currently maintain this relationship with Foodlink. In text formulations, they should be referred to, always, as Foodlink (sub-brand).

Foodlink FoodBank

Foodlink Community Garden

Foodlink Farmers Market

Foodlink Foundation

Foodlink Food Service Training

Foodlink (new name for Freshlink Farms)

Foodlink Catering

Foodlink Summer Meals

Foodlink Child Nutrition

Foodlink Elder Nutrition

Foodlink Kids' Bags

Foodlink Food Worker Certification

Foodlink Food Stamp Outreach

Foodlink Kitchen

## sub-brand relationship signatures

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In order to visually demonstrate the close relationship of a sub-brand organization to the Foodlink brand, a sub-brand signature has been established. All the principles that apply to the Foodlink logo apply to the sub-brand signatures. The sub-brand signature displays the Foodlink logo as the most prominent graphic element while providing a consistent and equitable graphic treatment to all the sub-brand affiliations, by size, location, and style. Shown are a few examples of Foodlink sub-brand signature. When a sub-brand is the main focus of a communication, the *abundance shared* tag line should also be featured on the same page / panel; either alone or with the full Foodlink brand signature. Both can be small in relationship to the primary sub-brand signature.



*No attempt should be made to re-create the sub-brand signatures.*

*Reproduction files of the sub-brand signatures can be obtained through the Community Relations Manager.*

## sponsoring sub-brand relationship

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Another type of organizational relationship that needs to be visually established occurs when the Foodlink brand sponsors or licenses a program or initiative that is owned by another organization. This relationship is further removed from the Foodlink brand than the primary sub-brand relationship but is still highly important to establishing the Foodlink brand. Some of these programs have significant brand recognition on their own and their own logos and wordmarks. It is our intention to “marry” them to Foodlink in the public’s perception. Under the new brand architecture, these programs will be known as “a Foodlink community initiative.” Listed are current programs or initiatives that maintain this type of relationship with Foodlink.

### Kids Cafe

a Foodlink community initiative

### Check Out Hunger

a Foodlink community initiative

## sponsoring sub-brand signature

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Foodlink community initiatives also require visual treatment. In this case the program's logo becomes the dominant visual, not the Foodlink logo. In order to give prominence to the endorsed or sponsored program (because of its inherent brand equity or because of sponsorship / licensing requirements) and not to confuse it with Foodlink sub-brands, the connection is made through a line of text in the Foodlink adopted type font.



A PROGRAM OF AMERICA'S SECOND HARVEST  
a foodlink community initiative



Help as often  
as you can.

a foodlink community initiative

## seal of approval relationships

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In some instances, Foodlink has relationships with various organizations that help to establish Foodlink's credibility among specific target audiences. Membership or affiliation with those organizations should be used as a secondary "seal of approval" to the Foodlink brand or sub-brand, appearing on promotional or collateral materials. Its relationship should clearly be subordinate to the Foodlink brand, and any marks should appear some distance away from the Foodlink logo. Many of these organizations will have their own identify standards to be followed. Inasmuch as they do not conflict with Foodlink brand identity standards, those rules should be respected. See the Foodlink letterhead for an example of how these "seal of approval" logos are treated. Seal of approval relationships currently exist with:

America's Second Harvest

United Way

## adopted brand type fonts

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To create a strong connection among all Foodlink communications and further unify the Foodlink brand, a typographic protocol has been established. Type is the least noticed yet most powerful of the branding elements. The specific type styles selected for the Foodlink identity reflect Foodlink’s brand personality—dynamic | innovative | diverse | collaborative | respected | reliable | efficient | genuine | dedicated | focused on community well being.

The first font of our identity is Americana. Americana is a decorative Roman small serif font that resembles a retro newspaper headline. Its characteristics or attributes can be described as reliable, respected, genuine and human. It should be used in headline and sub-head applications. Americana Extra Bold is the base tag line font in our logo lock-up. It should be used with all external communication. For internal use Times Roman may be substituted if Americana is not available.

### Americana Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890-—=+!@# \$%^&\* /(){}””

### Americana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890-—=+!@# \$%^&\* /(){}””

### Americana Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890-—=+!@# \$%^&\* /(){}””

Another font in our brand identity system is ITC Fenice. Fenice is another display font that is most appropriate for headlines, sub-heads and short copy blocks. Fenice is a contemporary version of the Egyptian Slab serifs, known for great readability. Fenice is a nice counter to Americana in that it is tall and condensed in contrast to wide and extended. It comes in a wide range of weights. Fenice is the font used for the Foodlink wordmark.

### ITC Fenice

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890-— = +!@#\$%^&\* / () [] {} ” ’

### *ITC Fenice Oblique*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890-— = +!@#\$%^&\* / () [] {} ” ’*

### ITC Fenice Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890-— = +!@#\$%^&\* / () [] {} ” ’

### *ITC Fenice Regular Oblique*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890-— = +!@#\$%^&\* / () [] {} ” ’*

### **ITC Fenice Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890-— = +!@#\$%^&\* / () [] {} ” ’**

*ITC Fenice Bold Oblique*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890-—=+!@#\$\$%^&\* /()[]{}''**

**ITC Fenice Ultra**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890-—=+!@#\$\$%^&\* /()[]{}''**

*ITC Fenice Ultra Oblique*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890-—=+!@#\$\$%^&\* /()[]{}''**

ITC Formata completes the typographic section of our identity. Formata is a contemporary sans serif to complement the other two traditional serif fonts. Formata is a streamlined, no nonsense geometric type face that gives an objective, rational tone to body text, where it is most appropriately used. It is naturally condensed for easy copy fitting. It should also be used for charts and with lists of figures. It comes in many weights.

### ITC Formata Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890--=+!@#\$%^&\* /()[]{}'''

### ITC Formata Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890--=+!@#\$%^&\* /()[]{}'''

### *ITC Formata Medium Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890--=+!@#\$%^&\* /()[]{}'''*

### ITC Formata Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890--=+!@#\$%^&\* /()[]{}'''

### *ITC Formata Bold Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890--=+!@#\$%^&\* /()[]{}'''*

**ITC Formata Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890--=+!@#% ^&\*/()[]{}'''

*ITC Formata Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890--=+!@#% ^&\*/()[]{}'''

ITC Formata Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890--=+!@#% ^&\*/()[]{}'''

*ITC Formata Light Condensed Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890--=+!@#% ^&\*/()[]{}'''

**ITC Formata Condensed**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890--=+!@#% ^&\*/()[]{}'''

*ITC Formata Condensed Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890--=+!@#% ^&\*/()[]{}'''

**ITC Formata Medium Condensed**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890--=+!@#% ^ &\*/()[]{}'''**

***ITC Formata Medium Condensed Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***1234567890--=+!@#% ^ &\*/()[]{}'''***

**ITC Formata Bold Condensed**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890--=+!@#% ^ &\*/()[]{}'''**

***ITC Formata Bold Condensed Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***1234567890--=+!@#% ^ &\*/()[]{}'''***

## adopted brand color palette

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Color is another important element in our brand identity. Both our red and green reflect vibrancy, growth, nature, and the fruits of nature. Listed below are our main brand colors expressed in several color formula languages. The consistent use of our brand colors strengthens the brand's recognition.



## logo color application

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Shown below are the approved color applications for the Foodlink logo.

2 Color Application



1 Color Application



**application business card**

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Front



**foodlink**  
abundance shared



**Thomas C. Ferraro**  
President / CEO / Founder

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Back



nutrition education • employment training • child nutrition  
economic development • America's Second Harvest food bank  
faith-based initiatives • social enterprise  
regional food distribution



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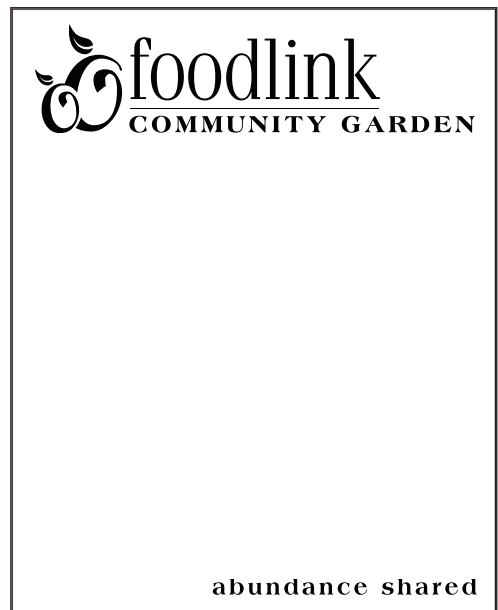


## subbrand and tag line relationships

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When a sub-brand is the primary entity in a communications—such as an advertisement, web page, poster, folder, brochure, etc., there are choices for how to treat it in relationship to the tag line. The tag line should NOT be locked-up with the sub-brand signature; tag line lock-up is reserved for the primary Foodlink logo. It can, and should, however, appear on the same face panel. In multiple-page communication pieces, such as a brochure, the primary Foodlink logo should always be used as a signature on the back panel with the address block.

Option 1: Sub-brand signature as the primary element; tag line as a signature.



Option 2: Tag line as a primary element; sub-brand as a signature.

