



**FOODBANK**  
OF IOWA

# **BRAND STYLE GUIDE**

Updated August 2020

# FOOD BANK OF IOWA COLOR PALETTE



## Orange - Primary

PANTONE PMS: 144 C/U

HEX: e87b00

CMYK: 10.82.81.63

RGB: 101.48.36

### Uses:

- Main FBOI color and most-associated with our brand
- Used for main titles and headers for text
- Can be used as a background (with white or dark red text only)



## Dark Red - Primary

PANTONE PMS: 483 C

HEX: 660000

CMYK: 21.80.81.69

RGB: 101.48.36

### Uses:

- Main FBOI color and most-associated with our brand
- Used for sub-headers, accent text boxes, and important info
- Can be used for background depending on desired feel (with white text only)



## Green

PANTONE PMS: 371 C/U

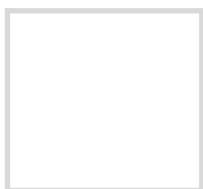
HEX: 53682b

CMYK: 53.14.89.56

RGB: 83.104.43

### Uses:

- Support and highlight primary colors in design and typography
- Can be used as accents to compliment the primary colors

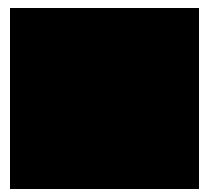


## White - Background

HEX: ffffff

CMYK: 0.0.0.0

RGB: 255.255.255



## Black - Body Text

HEX: 000000

CMYK: 100.100.100

RGB: 0.0.0

### **NOTE:**

*Can also use colors from Feeding America Style Guide Secondary Colors*

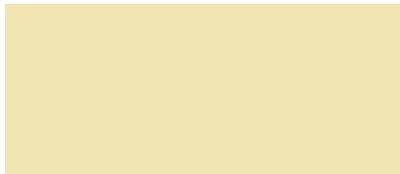
# FOOD BANK OF IOWA COLOR PALETTE

## SECONDARY / OPTIONAL PALETTE

- Support and highlight primary colors in design and typography
- Can be used as accents to compliment the primary colors
- Each color should be emphasized differently
  - Colors should not all be used at one time



PANTONE PMS: 458 C/U  
HEX: cfca50  
CMYK: 22.11.84.0  
RGB: 207.202.80



PANTONE PMS: 7499  
HEX: F1E6B2  
CMYK: 1.2.24.0  
RGB: 241.230.178



PANTONE PMS: 550 C / 551 U  
HEX: 8ec1cd  
CMYK: 40.6.12.5  
RGB: 142.193.205



PANTONE PMS: 518 C  
HEX: 533347  
CMYK: 60.79.48.42  
RGB: 83.51.71



PANTONE PMS: 518 C  
HEX: 969597  
CMYK: 33.27.26.17  
RGB: 150.149.151



PANTONE PMS: 7540 C  
HEX: 464c4f  
CMYK: 70.58.55.37  
RGB: 70.86.79

# FOOD BANK OF IOWA LOGO USAGE



## 2-Color Vertical

The two-color version uses PMS 152 orange and PMS 483 dark red. These colors should be used whenever the primary identity can be shown. PMS stands for Pantone® Matching System.



## 1-Color Vertical

If printing style dictates, or colors are limited, this is the preferred application, using PMS 483 dark red.



## Reverse

If color is not economical, or practical, another option is to use black for the logo. If required, the logo may be reversed out of black, or a solid color.



## Horizontal

The Horizontal logo (hands to the left, text to the right) should be used when the vertical logo does not fit, or allow for proper spacing guidelines.



## Spacing

The Food Bank of Iowa logo should always be surrounded by a generous amount of clear space. The height of the letters in Food Bank should be maintained around the entire logo.

# FOOD BANK OF IOWA LOGO DO'S & DON'TS

## Logo Size and Shape

The Food Bank of Iowa logo should never appear any smaller than 3.8" (.375") in height. It should also remain proportionate, and never be stretched.



## Logo Color

The colors of the Food Bank of Iowa logo must be within Brand Guidelines. Acceptable colors are: 2-color Orange & Dark Red; 1-color Dark Red or Orange; Reverse Black or White



## Background Colors with Logos

The preferred background color for Food Bank of Iowa materials is White. However, other colors within Brand Guidelines may be used. When using a dark background (such as black), the logo should be White.



# FOOD BANK OF IOWA TYPOGRAPHY

## Headers

**MONTERRAT SEMI-BOLD, BOLD, ALL CAPS**

## Subheaders

**Montserrat Semi-Bold, Sentence Case**

## Body Text

Montserrat, size 12 font