BRAND USAGE GUIDELINES

GREATER BATON ROUGE
FOOD BANK

TABLE OF CONTENTS

2 - BRAND IDENTITY

3 - TAGLINE & PURPOSE

4 - LOGO USAGE GUIDELINES

5 - SPONSORSHIP USAGE GUIDELINES

6 - BRAND CONSISTENCY IN MEDIA TACTICS

7 - BRAND SUMMARY

BRAND REFRESH

The new Greater Baton Rouge Food Bank logo is designed to preserve the history of the original bread slice shape and color, in an effort to maintain relevancy to constituents who are already engaged in the mission of the Food Bank. The new font treatment, stacking, and color scheme offer a more modern approach to branding the Food Bank to younger generations while also offering more flexibility in usage when it comes to traditional and new digital media tactics.

GREATER BATON ROUGE
FOOD BANK

Together We're Fighting Hunger.

TAGLINE

The tagline *Together We're Fighting Hunger* creates a sense of inclusion with the community at large by offering the realization that fighting hunger in our 11 parish service area is something that we must do together in a unified and efficient way. Through volunteering and giving back, together we can make a difference in the fight against hunger.

GREATER BATON ROUGE
FOOD BANK
Together We're Fighting Hunger.

LOGO USAGE

Accepted usages of the new Greater Baton Rouge Food Bank logo include full color, greyscale, solid white and solid black. Solid white treatments can be used over red backgrounds or scales of background colors raning from black to light grey. Scaling of the logo is acceptable as long as proportions are constrained to maintain the same relative horizontal and vertical perspectives. The logo should never be skewed, tilted, rotated, or outlined from its original designed positions. If you have questions about usage, please consult with the communications team at the Food Bank prior to execution.

PROPER LOGO APPLICATIONS

GREATER BATON ROUGE
FOOD BANK

GREATER BATON ROUGE
FOOD BANK

GREATER BATON ROUGE
FOOD BANK

GREATER BATON ROUGE
FOOD BANK

GREATER BATON ROUGE
FOOD BANK

SPONSORSHIP USAGE GUIDELINES

The Greater Baton Rouge Food Bank logo is to be used in its own space when paired with a sponsor or partner logo. Using a thin divider is the preferred method of separating logos in a horizontal placement. Placements of sponsor/partner logos should follow the horizontal layout guidelines below. If vertical placements of sponsor logos must occur, a minimum white space zone of a 1/2 inch should be maintained to separate logos and ensure individuality.

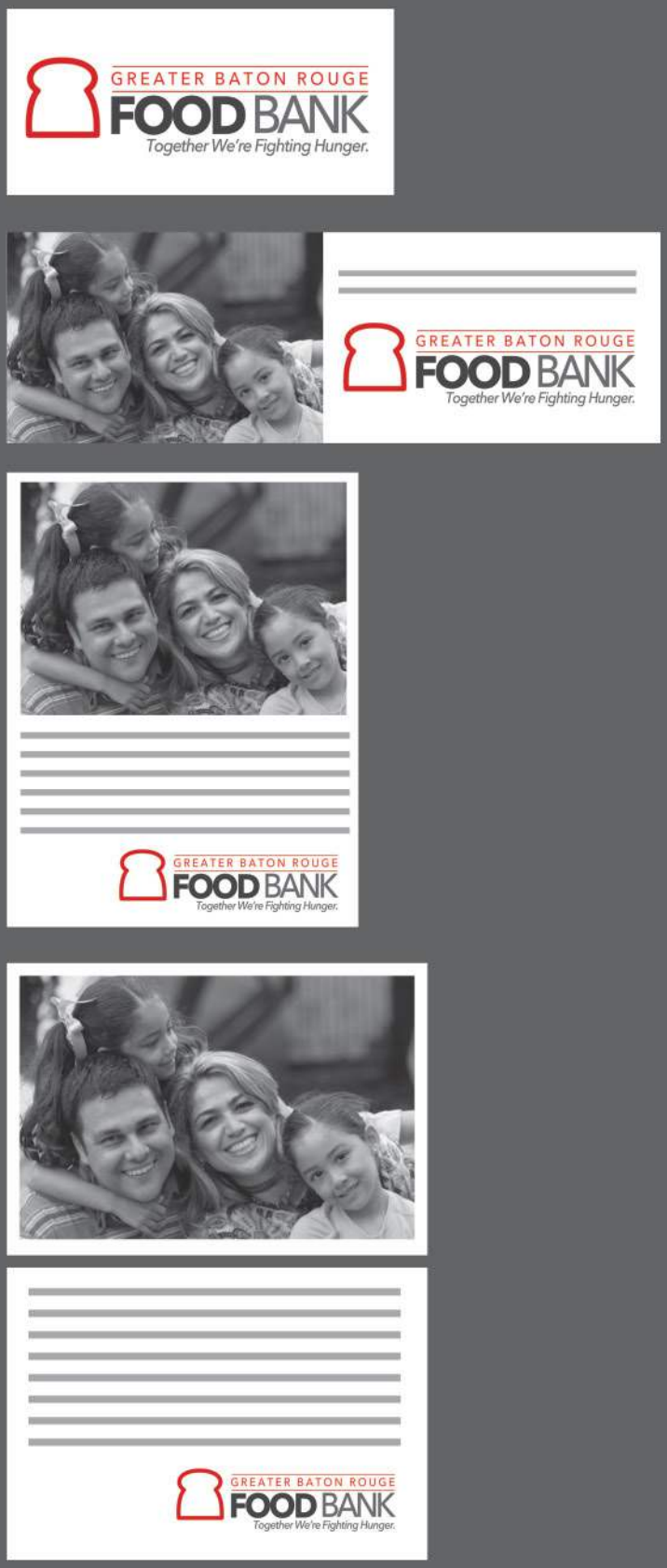
HUNTERS FOR THE HUNGRY
HUNTERS WHO CARE
SHARE

GREATER BATON ROUGE
FOOD BANK

BRAND CONSISTENCY IN MEDIA TACTICS

The power of a brand lies inherently in the consistency and frequency in which it is used. With this in mind, it is recommended that media tactics and advertising campaigns implemented by the Greater Baton Rouge Food Bank public relations team utilize a consistent delivery mechanism by tactic.

This consistency will help build recognition over time for all Food Bank activities throughout the year. We believe a powerful image is the key to advertising and copy should be concise and informative. Placements of logo should remain consistent in tactics and color schemes should remain consistent whenever possible.



BRAND SUMMARY

The purpose of a brand refresh is to put a slightly new face on an already proven brand in the Greater Baton Rouge Food Bank's 11 parish service area. Brand usage guidelines strengthen the overall brand identity in the market when sponsors , partners, and agencies use the identity in a consistent and effective manner. Guidelines for using the brand should be strictly adhered to and if there are any questions at all about how the brand should be used, please contact the public relations team at the Greater Baton Rouge Food Bank by calling (225) 359-9940, Ext. 220 for more information.

CONTACT

Greater Baton Rouge Food Bank
Public Relations Team
(225) 359-9940, Ext. 220
www.brfoodbank.org

GREATER BATON ROUGE
FOOD BANK