

LOGO USAGE

Brand standards for proper logo usage.



PRIMARY LOGO

This is the Logo Used Most Often



LOGOMARK:
also referred to as an icon

WORDMARK:

These are the words in our logo. The font used is Josefin Sans, but this is not to be used in other forms of branding. See pg 12 for typography. **The wordmark is not to be used without the logo mark.**



DARK BACKGROUNDS:

The white version of our primary or secondary logo may be used when on dark backgrounds or photography.



LIGHT BACKGROUNDS:

The black version of our primary or secondary logo may be used when on light backgrounds or photography.

SECONDARY LOGOS

These logos are to be used in specific instances.



**GREAT PLAINS
FOOD BANK**

STACKED LOGO:

When space or design requires, our stacked logo may be used.



LOGOMARK:

The icon of our logo may be used in instances where the full logo might not fit (example: social media profile pictures). **But when used, some other form of identifying Great Plains Food Bank must be present.** I.e. a Favicon in combination with a URL or a texture (see page 17 for example). **This logomark does not replace the use of our primary logo.**



COLOR ALTERNATIVES:

When design requires, our full blueberry-colored logo may only be used when on a solid mango background and the mango-colored logo may only be used on a solid blueberry background. See pages 14-15 for full description and use of our brand palette colors.



PROPER ETIQUETTE

Just like how there is etiquette at the table during a meal, we have rules about what you can and cannot do to our logo. The integrity of the logo should be respected. Any modifications of the logo confuses its meaning and diminishes its impact.

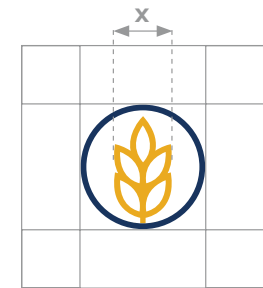
INCORRECT USE

1. **Do not** stretch or alter the logo dimensions.
2. **Do not** add style changes to the logo.
3. **Do not** change the logo to an unapproved color.
4. **Do not** rearrange or reposition the logo.
5. **Do not** redraw or modify the logo in any way.
6. **Do not** put the logo at a diagonal.



CLEAR SPACE REQUIREMENTS

The space around the logo must equal the width of X, as illustrated below. Other graphic elements must not intrude.



MINIMUM SIZE

Minimum size for the logo and/or logomark is based on the orientation and is indicated below. Do not reduce the logo below this size.



COLOR PALETTE

Similar to how a colorful plate indicates healthy food choices, we like to use a well-rounded color scheme with the Great Plains Food Bank brand. Below you will find the primary, secondary, and tertiary color palettes for our brand.

PRIMARY COLORS

The primary colors are used in the logo along with major design elements.



BLUEBERRY

PANTONE 534 C

C 99
M 84
Y 36
K 27

R 27
G 53
B 94

1c355e

CORNFLOWER

PANTONE 653 C

C 88
M 64
Y 18
K 3

R 49
G 97
B 149

316195

MANGO

PANTONE 124 C

C 7
M 35
Y 100
K 0

R 234
G 170
B 33

eaaa21

SECONDARY COLORS

The secondary colors are most appropriate as accents in design elements. They are not to be substituted in the logo.

BLACKBERRY PANTONE 289 C	EARL GREY PANTONE COOL GRAY 7 C	ALMOND PANTONE 9060 C	BANANA PEEL PANTONE 122 C
C 99 M 84 Y 45 K 51	C 43 M 35 Y 35 K 1	C 5 M 3 Y 16 K 0	C 0 M 17 Y 85 K 0
R 10 G 35 B 63	R 151 G 152 B 153	R 241 G 238 B 216	R 255 G 209 B 64
# 0a233f	# 979899	# f1eed8	# ffd140

TERTIARY COLORS

The tertiary colors are rarely used, but when they are they provide a fresh and light tone. They are not to be substituted in the logo.

LIGHT BERRY PANTONE 7688 C	KIWI PANTONE 7473 C	ORANGE PANTONE 144 C
C 72 M 37 Y 0 K 0	C 72 M 18 Y 39 K 0	C 7 M 54 Y 100 K 0
R 69 G 139 B 202	R 68 G 161 B 160	R 231 G 137 B 22
# 438bca	# 44a1a0	# e78916



BANANA PEEL



ORANGE



MANGO



BLUEBERRY



BLACKBERRY



EARL GREY



ALMOND



LIGHT BERRY



CORNFLOWER



KIWI