



BRAND GUIDELINES

INTRO

Purpose Of This Document

These brand guidelines were developed with a lens for marketing materials and general public facing communications versus for specific stakeholders (e.g., legislators, researchers and other groups)

This document defines the appropriate treatment of Hawai'i Foodbank's brand elements such as our logo, color palette, typography, imagery and language.

WHO WE ARE

ABOUT HAWAI'I FOODBANK

Working Together to End Hunger in Hawai'i



Hawai'i Foodbank is a non-profit 501(c)(3) agency that provides food assistance to the state of Hawai'i. Hawai'i Foodbank serves O'ahu and Kaua'i directly while partnering with Maui Food Bank to serve Maui County and The Food Basket to serve Hawai'i Island. Together, we serve the daily needs of our communities, increase access to safe and nutritious food, and advocate for policy change. Together, we are working to end hunger across the entire state.

OUR MISSION
1997 TO 2022

The people of Hawai'i are one 'ohana. Hawai'i Foodbank provides food so that no one in our family goes hungry. We work to gather food and support from our communities. We then distribute food through charitable agencies to those in need. Our mission is from the heart, and we will fulfill our mission with integrity, humanity and aloha.

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Taking a closer look at our mission statement from 1997 to 2022, we see a few commonalities woven throughout. It becomes clear that elements related to **people**, **food** and **empathy** are at the heart of everything we do.

**OUR MISSION
TODAY AND TOMORROW**

Our mission is to nourish our 'ohana today while we work to end hunger tomorrow.

**NOURISH
OUR 'OHANA**

Our updated mission was created to succinctly communicate the multifaceted nature of the work we do.

People, **food** and **empathy** can all be connected by one word: nourish. More than just feed, the word nourish takes on greater implications beyond the act of eating, itself – and that is why it is integral to communicating our mission. In addition to providing food to those we serve, we must also nourish one another with compassion, respect, dignity and aloha. To nourish is to sustain health, well-being and growth. Nourishment becomes hope for a better tomorrow.

BRAND TONE

As the state's largest hunger relief organization, Hawai'i Foodbank speaks as the authority on hunger in Hawai'i.

We speak confidently, but we do so in a way that is friendly, relatable and inclusive.

BRAND VALUES

Hawai'i Foodbank is not about food.
Hawai'i Foodbank is about people.

People are at the center of
everything we do.

Food is the vehicle that allows us to help people – to nourish our 'ohana.
Therefore, people – and nourishment – should always be the focus of our brand.

We strive for equity and work toward solutions to eliminate the root causes of hunger.

We listen with empathy, respect one another, and treat people with kindness and dignity.

We collaborate and build community through partnerships founded on integrity and trust.

We take care of resources placed in our hands through the generosity of others – food, funds, community and member trust, and employee careers and well-being.

We act with swift, focused purpose while seeking opportunities for long-term growth.

BRAND VALUES

Our Pledge To The Community

At Hawai'i Foodbank, we believe in equal access for all.

Hunger knows no bounds. It does not discriminate based on occupation, background, race, religion, political affiliation or any other demographic factor. As such, Hawai'i Foodbank's pledge to the community includes embracing every member of our 'ohana. We are committed to helping individuals stand up for their own dignity by providing equal access to healthy food - which, ultimately, can sustain hope for a better tomorrow. We will continue to work diligently to eliminate the stigma surrounding hunger in our communities.

There is no shame in receiving food because everyone deserves a seat at the table.

LOGO

LOGO

Logo Elements



Wahine

The Hawai'i Foodbank logo depicts a wahine holding a bountiful bowl of food. Her warm stance and forward head tilt imply the friendly, relatable and inclusive tone of our brand.

Logotype

The Hawai'i Foodbank logo contains a custom font and must include proper Hawaiian language orthography (e.g. incorporation of the 'okina). The bold letters speak to the authoritative tone of our brand.

The Hawai'i Foodbank logo is one of the most valuable assets for building brand identity. It embodies the quality and the goodwill that the public associates with Hawai'i Foodbank. Therefore, it is extremely important that the application of the logo, as well as its relationship to the tagline, be executed with care and consistency.

LOGO

Clear
Space



Clear space is important for ensuring that other elements in a marketing or communications material do not compete with the brand. These units are consistent across all lockups, variations and use cases – so follow them closely.

The minimum clear space (X) should equal the height of the letter “B” of the logotype.

LOGO

Logo Variations



Vertical



Horizontal

The Hawai'i Foodbank logo comes in two variations – one with vertical orientation and one with horizontal. The variation that provides the most visual impact should be used for any particular piece of marketing or communications materials. Both of these versions should always appear in their entirety as shown and should not be recreated, altered or modified in any way.

LOGO

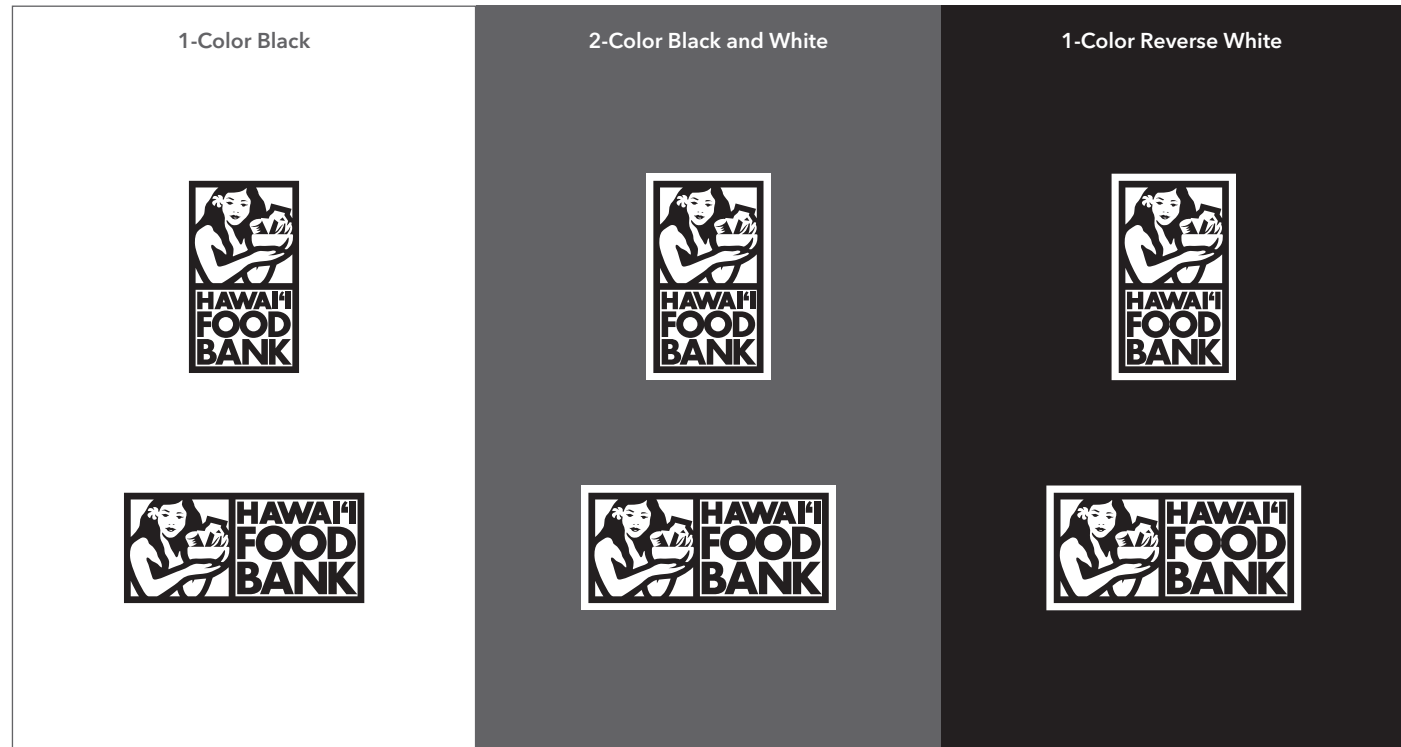
Minimum Sizes



Visibility of the logo is critical to building awareness. To make sure our logo is always clear and legible, we've established a minimum reproduction size. Please use the minimum size only when absolutely necessary. The logo should never be smaller than the recommended size shown on this page.

LOGO

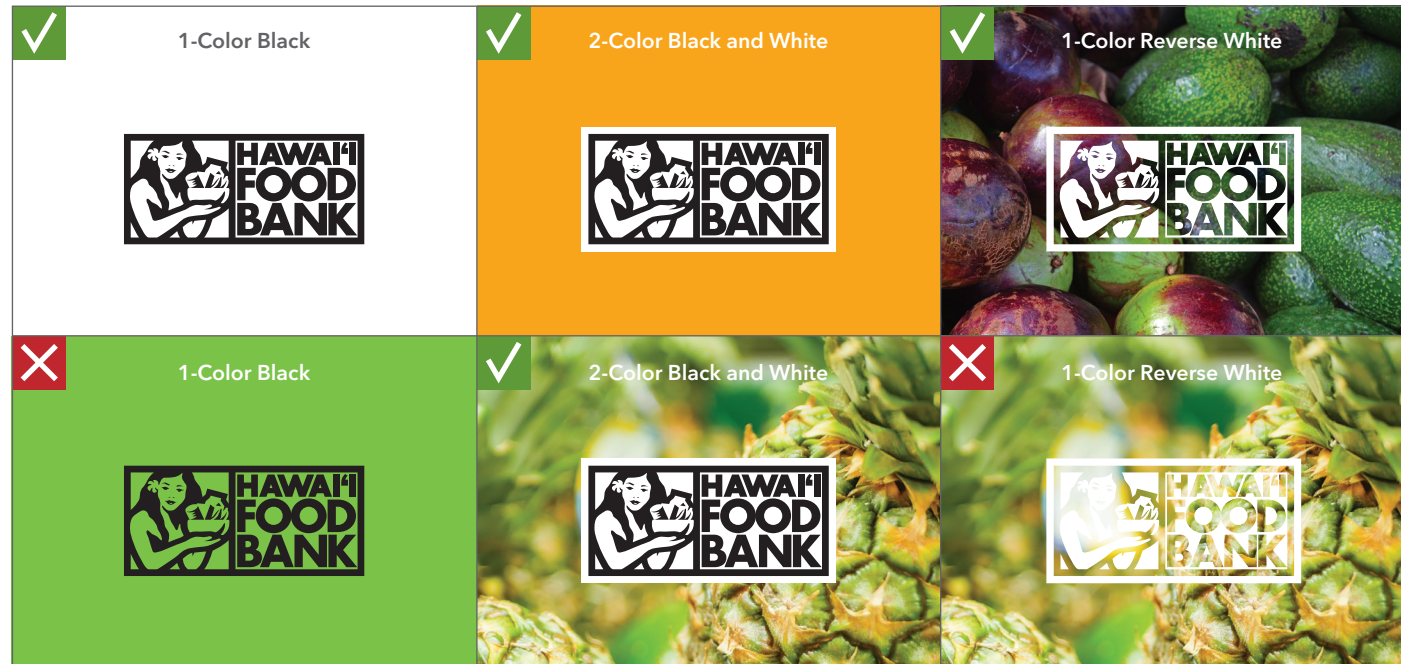
Color Variations



The Hawai'i Foodbank logo is approved for use in 1-color black, 2-color black and white, or 1-color reverse white. No other colors, tints or shades are permitted. The only exception is in rare instances where printing processes are available only in a specific color.

LOGO

Color Variation Usage



The 1-color black logo is only to be used against a white background. When placing the logo against colored or photographic backgrounds that compete with legibility, use the 2-color black and white logo. In select applications, the 1-color reverse white logo can be used against dark backgrounds that provide sufficient contrast. Any attempt to use the 1-color reverse white logo in this manner must be reviewed and approved in advance by Hawai'i Foodbank.

LOGO

General Restrictions



Altering Logo
Do not alter the logo in any way.

Effects
Do not add effects to the logo, such as a drop shadow.

Contrast
Do not use the logo on backgrounds without contrast.

Other Colors
Do not use non-approved or new color versions of the logo.



Minimum Size
Do not use the logo smaller than the recommended minimum size.

Rotating or Distorting Elements
Do not rotate, skew or distort the logo in any way.

Tints & Transparency
Do not tint or alter the transparency of the logo.

Text
Do not use the logo as an element within text.

LOGO

Logo Lockups



Feeding America lockup



Kauai'i lockup



Tagline lockup

Logo lockups are the only approved exceptions to the previously established clear space guidelines. Therefore, they are to be used only in select applications with approval from Hawai'i Foodbank. These include the Feeding America lockup, Hawai'i Foodbank Kaua'i lockup, tagline lockup and more.

LOGO

Wahine
Logo



The Hawai'i Foodbank wahine symbolizes nourishment and hunger relief in Hawai'i. This version of the logo is only to be used in select applications with approval from Hawai'i Foodbank. All usage guidelines outlined for the main logo variations also apply to the wahine logo.

TYPOGRAPHY

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Primary
Typface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

INTRO (BLACK & BLACK INLINE)

Special Note

The Intro typface is to be used in all caps. Black and Black Inline are to be used for all characters with the exception of the letter "l," which uses Black Alt and Black Inline Alt for stylistic effect.

Typography is an integral part of our brand and should be used consistently to reinforce the identity of Hawai'i Foodbank. The primary typface for use on headline text and logo lockups is Intro. In most cases, Black is the preferred weight and style, but Black Inline is also utilized to create visual contrast or emphasis.

TYPOGRAPHY

Secondary Typefaces

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Next LT Pro (all weights & *styles*)

Special Note

Weights and styles pictured above are Regular (the listed alphabet and numbers), Bold (the words "Avenir LT Std"), Demi (the word "weights") and Italic (the word "styles"). Any other weight and style variation can be used with approval.

Three secondary typefaces are available for Hawai'i Foodbank. The first is Avenir Next LT Pro, which is the preferred secondary typeface for subhead text, copy title text, body text, callout text and caption text. All weight and styles may be used for Avenir Next LT Pro and adjusted as needed, but it is recommended that heavier weights be used for subhead text.

TYPOGRAPHY

Secondary Typefaces

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Bree Serif Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Bookman Old Style Bold Italic

Bree Serif and Bookman Old Style are also available as secondary typefaces. In select applications, these serif typefaces may be used to create visual contrast or emphasis within headline text, subhead text or copy title text. Only the specified weights and styles above may be used for Bree Serif and Bookman Old Style.

COLOR PALETTE

COLOR PALETTE

Primary Brand Colors

C: 0 M: 40 Y: 100 K: 0 R:250 G:166 B: 26 #faa61a PMS 1375	C: 56 M: 0 Y: 96 K: 0 R:125 G:184 B: 72 #7dc248 PMS 360	C: 56 M: 0 Y: 96 K: 25 R:97 G:154 B: 56 #619a38 PMS 7737	C: 0 M: 0 Y: 0 K: 100 R:0 G:0 B: 0 #000000	C: 0 M: 0 Y: 0 K: 0 R:255 G:255 B: 255 #FFFFFF
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Our color palette is bright and clean to communicate the virtue of Hawai'i Foodbank's mission. There are three primary brand colors. Orange is the color of hunger relief and conveys vibrance, optimism and hope. Green represents growth, vitality and renewal. White and black also play an important role, as they ensure all of our colors have sufficient contrast and visual impact.

IMAGERY

IMAGERY

Visual Identity

We want to share moments that inspire hope.

Strong photography is a powerful element in Hawai'i Foodbank's brand and should be used to show real people and stories in an honest and empathic light. Our brand imagery helps to drive empathy for the people we serve while also portraying their stories with dignity.

Photos of people should provide a glimpse of their story. Close cropping helps the images to feel personal and emotional. Subjects should reflect the diversity and local considerations of the individuals served in Hawai'i. Photos of people should never look staged or fake.

Photos of food should also be used throughout materials to help visually promote Hawai'i Foodbank's reputation and commitment to providing healthy, safe, equitable food access.

Always apply a lens of equity, diversity and inclusion when selecting imagery.

IMAGERY

Photos of
People



IMAGERY

Photos of
Food



LANGUAGE

LANGUAGE

Tone of Voice

How we talk about hunger in Hawai'i.

Hawai'i Foodbank's brand tone and values (see pages 6 through 8) guide the language that is used to speak about hunger. For marketing materials and general public facing communications, the word "hunger" and its variants are preferred to "food insecurity." This is because, in most instances, "food insecurity" is not a commonly used term by the general public. Some phrases to consider in place of food insecurity include "facing hunger," "at risk of hunger" and "in need."

Example: 1 in 6 Hawai'i residents are at risk of facing hunger.

People are not defined by their hunger status and situation, so using hungry or needy as adjectives ("hungry people" or "needy people") or nouns ("the hungry" or "the needy") should be avoided. These descriptors also imply a constant condition of need, which is not always the case.

People-first language emphasizes the dignity of people who face hunger.

LANGUAGE

Hawaiian Language Considerations

Hawai'i Foodbank is an indigenous-serving institution in Hawai'i.

Correct spelling and display of Hawaiian language is essential for all Hawai'i Foodbank marketing materials and general public facing communications. Consult appropriate resources to ensure proper orthography, especially diacritical marks: the 'okina or vowels with kahakō. The 'okina is a specific punctuation mark and not a single quotation mark, accent grave or "tick mark."

The 'okina and kahakō should be used when referring to islands and place names including, but not limited to, the following: Hawai'i, Kaho'olawe, Kaua'i, Lāna'i, Moloka'i, Ni'ihau, O'ahu, 'Aiea, 'Ele'ele, 'Ewa Beach, Hawai'i Kai, Kaka'ako, Kāne'ohe, Kapa'a, Kōloa, Līhu'e, Mānoa and Waikīkī.

Please refer to appropriate reference materials to verify Hawaiian spelling. Recommended are *Hawaiian Dictionary*, Revised and Enlarged Edition by Mary Kawena Pukui and Samuel H. Elbert and *Place Names of Hawai'i*, Revised and Expanded Edition, by Mary Kawena Pukui, Samuel H. Elbert and Esther T. Mookini.

Another helpful resource is [Wehewehe Wikiwiki](#), an online dictionary that draws from Pukui and Elbert's dictionary and *Place Names*, as well as other resources, and was developed by the University of Hawai'i at Hilo with support from the University of Hawai'i at Mānoa.



**NOURISH
OUR 'OHANA**

HAWAIIFOODBANK.ORG