



Logo Usage Guide

Regional Food Bank of Oklahoma

10.7.09

Logo Guidelines

These guidelines are given in order to ensure that all Regional Food Bank of Oklahoma logos are used appropriately in all applications. This is vital to the development in the public's mind of this identity with the Regional Food Bank of Oklahoma.

It is essential that these guidelines are abided to by those who are involved with preparing printed and visual communications for the Regional Food Bank of Oklahoma. The Food Bank staff is committed to projecting this consistent identity.

Should you have any questions regarding the usages of the marks, please consult with the Marketing and Development department. Please contact Dawn Burroughs at dburroughs@regionalfoodbank.org or Angie Gaines at againes@regionalfoodbank.org if you have any questions or if you need other versions of the logos. The Regional Food Bank of Oklahoma reserves the right to approve the use of all logo(s).

Before sharing any Food Bank materials (i.e., forms, documents) with another organization outside the Food Bank network and/or service area, prior written permission must be obtained from the Executive Director. In the event that permission is granted, all logo marks and/or name references must be removed before the documents are shared.

Application of the logo

The following key principles apply when using all Regional Food Bank of Oklahoma logos:

1. Do not alter or modify the logo in any way. Ensure the logo is reproduced from art provided by the Regional Food Bank of Oklahoma. Do not add any taglines or other descriptors to the logo.
2. Do not use the logo within text. The logo should always stand alone. Do not change the typesetting or style of the logo.
3. Do not rotate, distort or reshape the logo. Be especially aware of this when importing the logo into different programs and when reducing the size. Please ensure that the horizontal and vertical scale are reduced or enlarged equally.
4. Please note when using any Regional Food Bank of Oklahoma logos that they are “used with permission of the Regional Food Bank of Oklahoma.”

Background

The preferred background color is white or black. Requests for exceptions must be approved by the Regional Food Bank of Oklahoma.

Protected Area

In order to ensure that the Regional Food Bank of Oklahoma mark is not infringed upon, there is a protected area surrounding the logo. Draw an imaginary rectangle around the logo. This represents the minimum distance between the mark and all neighboring graphic elements. The area contained within this rectangle is protected. No text, graphic elements, trade names, trademarks, symbols, logos, marks, emblems, or service marks may intrude upon this protected area. The “TM” trademark symbol must be included on all logos.

Examples of Proper Logo Usage



Color Logo

When using a color logo, the Food Bank logo should appear in Pantone PMS 343.



Black Logo

The Food Bank logo can also be printed in black.



Reverse Color Logo

The Food Bank logo can be reversed to white on a color background, as shown here.



Reverse Black Logo

The Food Bank logo can be reversed to white when the background is black, as shown here.

TM should ALWAYS appear on the logo.

Below are some examples of ways the Food Bank logo should NOT to be used. Please review to avoid misuse of the Food Bank logo in the future.



Do NOT change the color of the log to match your favorite sports teams colors.



Do NOT stretch or shrink the Food Bank logo. For help on resizing the logo, contact Heather Bailey at 405-600-3132 or hbailey@regionalfoodbank.org.



Do NOT remove any part of the Food Bank logo.



Do NOT use a program logo without including the Food Bank name or logo.



Our tagline should be used in the following format at all times.

“Fighting Hunger...Feeding Hope”TM

The tagline should always appear in quotation marks, with the trademark symbol at the end. The tagline should always have three dots (...) between Fighting Hunger and Feeding Hope. The tagline should only be used in Monotype Corsiva (shown above).

Incorrect taglines

“Fighting Hunger, Feeding Hope”
Fighting Hunger...Feeding Hope
Fighting Hunger, Feeding Hope

Our website should always appear on print items and signs that will be distributed or seen by the public. Our phone number is optional.

www.regionalfoodbank.org



“Fighting Hunger...Feeding Hope”TM

www.regionalfoodbank.org

Guidelines for using the Regional Food Bank of Oklahoma's *Food 4 Kids* logo

Food 4 Kids is a program of the Regional Food Bank of Oklahoma and is trademarked. Please follow the guidelines below when using the Regional Food Bank of Oklahoma's *Food 4 Kids* logo:

Three (3) Logo Options:

1. The backpack only with no tag line – must be used in conjunction with the Regional Food Bank of Oklahoma logo. The Food Bank logo may be placed above, to the left, or to the right of the F4K logo and should measure at least ½ the size of the F4K logo.
2. The backpack with the tag line: “a program of the Regional Food Bank of Oklahoma” – may be used as a stand-alone logo without the Regional Food Bank logo.
3. The backpack with the tag line: “a kid-friendly school based program” – must be used with the Regional Food Bank of Oklahoma logo -or- with text that reads: “A program of the Regional Food Bank of Oklahoma” that appears within 1.5” from the *Food 4 Kids* logo. The Food Bank logo may be placed above, to the left, or to the right of the F4K logo and should measure at least ½ the size of the F4K logo.
4. A black and white version of all three logo options is also available. **Do not use a gray scale version of this logo.**
5. When using the program name in text, it must be referred to as “The Regional Food Bank of Oklahoma's *Food 4 Kids* program”; or “*Food 4 Kids*, a program of the Regional Food Bank of Oklahoma”.

The Regional Food Bank of Oklahoma reserves the right to approve the use of all logos.

Please send your request for logo use approval to:
dburroughs@regionalfoodbank.org or againes@regionalfoodbank.org



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