LOGO REFERENCE GUIDE

Our logo is available in a number of variations. Preferred are the 2-color spot, 4-color process, and RGB versions. There are also 1-color spot and reverse versions available for specific needs.

FULL COLOR POSITIVE

Explanation: Primary logo that should be used wherever the logo can be applied in full color. This logo should be placed on backgrounds that are white or light in color.

Recommended application / examples: print collateral, stationery, on-screen, web, signage, advertising, banners, sponsorships, merchandise.

TWO COLOR SPOT
FA_LOGO_2cs.eps
For use only in two-color spot litho or silk-screen applications.

CMYK FOUR COLOR PROCESS
FA_LOGO_4cp.eps
For use only in four-color process litho applications.

RGB (EPS)
FA_LOGO_rgb.eps
For use only in RGB applications.

RGB (JPEG)
FA_LOGO_rgb.jpg
For use only in on-screen or internet applications. DO NOT print.

ONE COLOR REVERSE

Explanation: One-color logo that should be used only on Feeding America Primary Colors or other dark backgrounds where the full color logo cannot be reproduced.

Recommended application / examples: advertising, print collateral, banners, one-color screen printing

ONE COLOR REVERSE
FA_LOGO_rev.eps
Orange used to indicate background color for one-color orange printing applications; box shown above is not a logo holding shape

ONE COLOR REVERSE
FA_LOGO_rev.eps
Green used to indicate background color; for one-color green printing applications; box shown above is not a logo holding shape

ONE COLOR REVERSE
FA_LOGO_rev.eps
Black used to indicate background color for one-color black printing applications; box shown above is not a logo holding shape

ONE COLOR ALTERNATE

Explanation: Limited use logo to be used when a full-color logo cannot be reproduced.

Recommended application / examples: One-color advertising, one-color screen printing

ONE COLOR SPOT PMS 144
FA_LOGO_1cs_144.eps
For use in one-color spot litho or silkscreen applications only.

ONE COLOR SPOT PMS 371
FA_LOGO_1cs_371.eps
For use in one-color spot litho or silkscreen applications only.

ONE COLOR BLACK
FA_LOGO_1c_black.eps
For use in one-color spot litho or silkscreen applications only.

ENDORSEMENT TREATMENT

Explanation: One-color logo treatment that should be locked-up with a member logo. This treatment is available in EPS vector file format to be colored in accordance with the member logo it endorses.

Recommended application / examples: print collateral, stationery, on-screen, web, signage, advertising, banners, sponsorships, merchandise.

A Member of

ENDORSEMENT TREATMENT
FA_MemberOf_LOGO.eps
Used when FA logo is locked in partnership with a Network Member Logo. Positioning is always in the lower right corner. The right edge of the FA logo should align with elements in the Network Member Logo. This logo treatment should only be used at sizes of 5/8" and above.

A Member of

SMALL USAGE ENDORSEMENT TREATMENT
FA_MemberOf_LOGO_SMALL.eps
Used in situations when the FA logo is locked in partnership with a Network Member Logo at small sizes. Positioning is always in the lower right corner. The right edge of the FA logo should align with elements in the Network Member Logo. This treatment should only be used in sizes between 3/8" and 5/8" wide.

FILE NAMING

Brand:
Feeding America

Color:
4cp: Four-color-process
1cp: One-color-process
2cs: Two-color-spot
1cs: One-color-spot

File Format:
EPS:EPS
JPG: JPEG

FA_LOGO_1cs_371.eps

Type:
Logo, MemberOf

PMS ink color:
371 Green
144 Orange