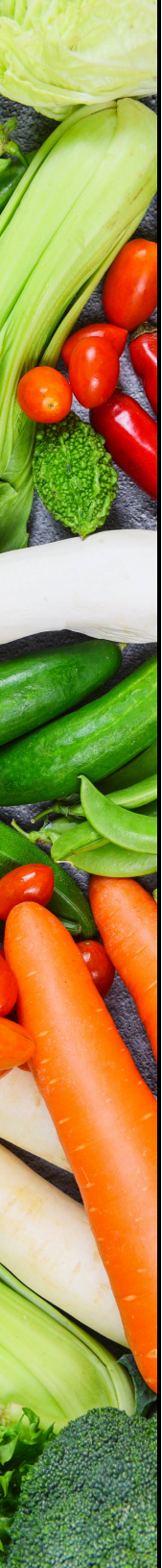




# Brand Style Guide

A rulebook containing specifications on everything that plays a role in the look and feel of our organization.



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# ABOUT US

## MISSION

Leading the effort to eliminate hunger in our community.

## VISION

A hunger-free community.

## PILLARS

### Lead

Goal 1: Increase community awareness about the causes, consequences, and disparities associated with hunger and food insecurity in Southeastern Virginia and on the Eastern Shore.

Goal 2: Mobilize the public to advocate for hunger-relief programs serving vulnerable adults and children.

### Feed

Goal 3: Expand healthy food service options in underserved, low-income neighborhoods.

Goal 4: Increase access to healthy food in communities with a high prevalence of food insecurity and poverty rates.

### Strengthen

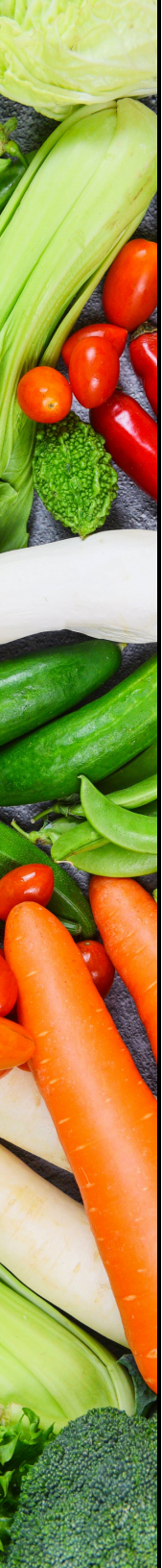
Goal 5: Diversify food, funding, and volunteer resources to scale and sustain hunger-relief initiatives.

Goal 6: Nurture a workplace culture where employees are engaged and feel valued.

### Transform

Goal 7: Collaborate with traditional and non-traditional partners to promote food security and positive physical health outcomes.

Goal 8: Collaborate with higher education and workforce development partners to implement comprehensive solutions that help individuals access living wage careers.



## VALUES

### Quality

We are committed to excellence in services, products, and operation.

### People

We will treat all people with respect, dignity, and courtesy. We will work to provide an inclusive culture in which all can work and learn together.

### Stewardship

We will use our resources wisely, with accountability to the public and concern for the environment.

### Integrity

We will be honest and fair in our dealings with others.

### Collaboration

We are appreciative of our community partners, donors, volunteers, and employees for their commitment and support.

### Equity

We will encourage increased access to resources and opportunities that people or communities need to reach their full potential.

## DIVERSITY STATEMENT

We believe that the ethnic, cultural, and social diversity of our service area should be reflected in our staff, board of directors, and volunteers in a manner that promotes inclusion and a sense of belonging.



# BRAND POSITIONING, AUDIENCE & PERSONALITY

## NAME

### **Foodbank of Southeastern Virginia and the Eastern Shore**

In print, always use the formal name for the first reference to or mention of the Foodbank of Southeastern Virginia and the Eastern Shore. You may use the abbreviation “the Foodbank” for each reference following within the same text.

## BRAND

Our brand is a representation of our mission. It communicates our reputation, identity, and purpose whenever people encounter our work.

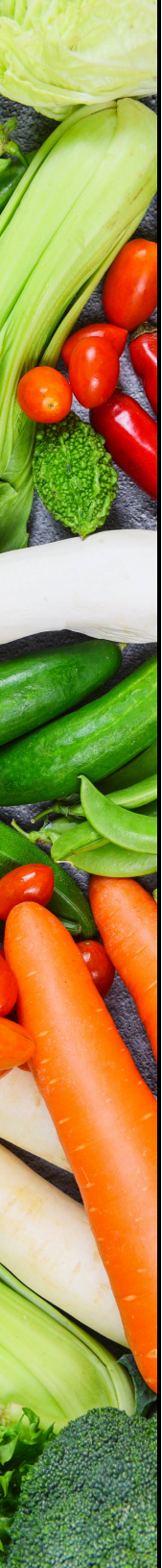
- People who are hungry remain our primary focus
- Our partner agencies and collaborative partners should be promoted in how we explain our services
- Our programs and services are extensions of our mission
- Our employees, volunteers, and donors enable our mission every day

## ACCREDITATION & MEMBERSHIP

The Foodbank of Southeastern Virginia and the Eastern Shore is a proud member of:



The Foodbank of Southeastern Virginia and the Eastern Shore earned a 4-star rating from Charity Navigator. This distinction means the Foodbank, a 501(c)3 charitable organization, outperformed most charities in America in areas of efficiency, fiscal integrity, and effectiveness. A copy of our financial statements is available upon request from the Virginia Department of Agriculture and Consumer Services, Virginia State Division of Consumer Affairs, P.O. Box 1163, Richmond, Virginia 23218.



## FACILITIES

### Main Office and Warehouse

800 Tidewater Dr. | Norfolk, VA 23504

T: 757-627-6599

F: 757-627-8588

### Eastern Shore Branch

Physical Address: 24530 Coastal Blvd. | Tasley, VA 23441

Mailing Address: PO Box 518 | Tasley, VA 23418

T: 757-787-2557

F: 757-787-7850

### Western Tidewater Branch

618 South St. | Franklin, VA 23851

T: 757-544-9027

Marketplace Appointment Line: 757-641-0682

## SERVICE AREA

The Foodbank's 4,745 square-mile service area includes the cities of Norfolk, Portsmouth, Chesapeake, Suffolk, Franklin, and Virginia Beach as well as the counties of Southampton, Northampton, Sussex, Isle of Wight, and Accomack.



## DIGITAL

### Website

Our web address is: [foodbankonline.org](http://foodbankonline.org). Do not include "www." or "http://" in front of any of our web addresses. Always include our web address on the Foodbank's communication materials.

### Social Media

Foodbank social handles are:

- Facebook – @FoodbankSEVA
- Instagram – @foodbankseva
- Twitter – @FoodbankSEVA
- YouTube – @FoodbankofSEVAandES
- LinkedIn – Foodbank of Southeastern Virginia and the Eastern Shore



Employees, donors, and volunteers are encouraged to follow the Foodbank's official social media accounts for a great starting place to engage with the organization's content. They can share news, events, and stories to help educate the community on the hunger epidemic and increase exposure of resources for those in need of food assistance.

When doing so, please remember:

- Be Respectful – Refrain from discriminatory or harassing posts. This guidance should apply to new posts, retweets, shares, and hashtags. People, especially employees, are encouraged to stop and think before posting. Even if someone deletes a post, it may be too late.
- Distinguish Foodbank-Affiliated Posts from Personal Posts – Personal content is just that—it's clearly personal. But once the individual posts content that mentions the Foodbank, it may be organization affiliated. This content may include any posts using official organization channels (e.g., @FoodbankSEVA) or where an individual identifies themselves as being employed by or a supporter of the Foodbank.
- Ensure Personal Opinions Do Not Reflect Those of the Foodbank – Individuals should not state their opinions as being on behalf of the Foodbank. However, it's acceptable for individuals to express their opinions. Create a disclaimer clause that highlights opinions of individual should always be associated with them and not the organization. The wording can simply state "views expressed are my own" in the social media bio.
- Do Not Respond to Negative Comments – It's easy to get caught up in a social media debacle, but only the social media manager should respond to negative comments and reviews based on organization policy.

Employees should become familiar with the Foodbank's Social Media Policy noted in Section V Employee Conduct & Work Rules of the Employee Handbook.

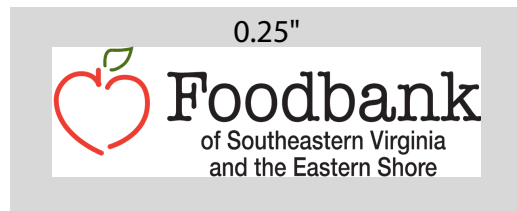
# ASSET GUIDELINES

## LOGOS

The Foodbank logo is a strong brand asset in the fight against hunger in our community.

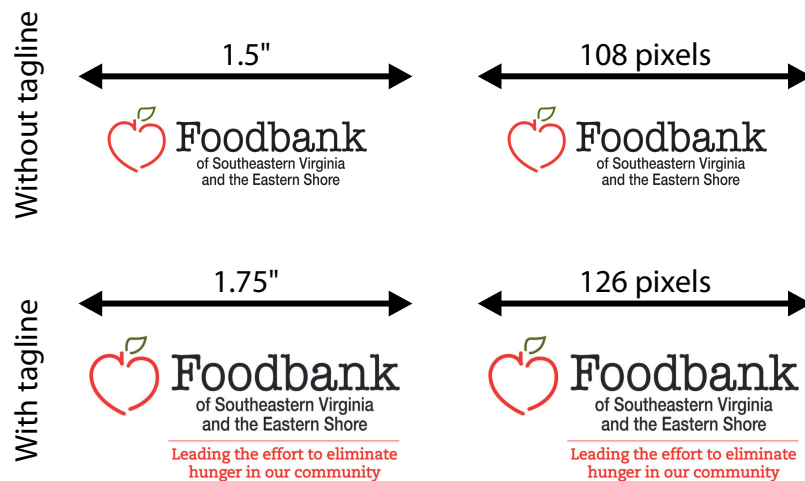
### Clear Space Around Logo

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. Leaving ample space around the logo allows the logo to stand out on all communications materials. A minimum clear space above the logo should always measure no less than 0.25".



### Minimum Size

To ensure our logo is clear and legible, the established minimum production size should appear no smaller than the recommended size below:





## Signature Variations

The Foodbank logo is available in color and black and white versions as well as with and without the tagline. Whenever possible, full-color versions should be used. Secondary uses are also shown below.

### Primary & Preferred

Full-color is the preferred usage of the logo and should be used whenever printing allows for full color. This version of the logo should be placed on either a white or light background.



Leading the effort to eliminate  
hunger in our community

### Secondary

The black version of the logo should only appear on materials that are black and white or single color. The white version of the logo should only appear on materials that are black and white or single color where the logo appears on a dark background.



### Incorrect Usage

- Do not remove any part of the logo.
- Do not rearrange any element of the logo.
- Do not shear or skew the logo.
- Do not add effects to the logo.
- Do not recolor any portion of the logo.
- Do not distort the logo when scaling.





## TYPOGRAPHY

### Primary Typography

The primary typeface – the most recognizable and frequently used font – for the Foodbank is Myriad Pro and ITC American typewriter. These fonts have a friendly, open feel that is legible in small sizes.

Variations of Myriad Pro can be used for headings, content, and body copy. ITC American Typewriter can be used for main headlines, titles, and storytelling.

#### Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

#### Myriad Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

#### *Myriad Pro Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

#### ITC American Typewriter

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

When needed, you can use a web safe default font, a backup font that displays when a digital device doesn't support the specified font. The most common web safe default fonts include Calibri, Rockwell, Arial, Verdana, Courier, and Times New Roman.

### Secondary Typography

The secondary typeface – a supplementary font to the primary font – for the Foodbank is Helvetica .

Variations of Helvetica can be used for subheads, impact, factoids, and contact information.

#### Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

#### Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## COLOR PALETTES

Consistent use of the Foodbank color palette is an essential part of our visual brand. The core palette consists of the primary colors to be used in all communications with the secondary color palette acting complementary to the core. Do not use unauthorized colors in Foodbank media or marketing materials.

### Core Color Palette



PANTONE 032 C  
RGB 247/50/63  
CMYK 0/93/76/0  
#EF3340



PANTONE 144 C  
RGB 243/139/0  
CMYK 2/54/100/0  
#ED8B00

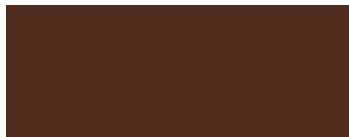


PANTONE 371 C  
RGB 85/98/33  
CMYK 64/42/100/31  
#546223

### Secondary Color Palette



PANTONE 377 C  
RGB 121/153/0  
CMYK 58/22/100/4  
#789A01



PANTONE 4625 C  
RGB 81/44/29  
CMYK 44/74/81/58  
#4F2C1D



PANTONE 7502 C  
RGB 210/184/135  
CMYK 18/25/53/0  
#D9C89E



# BRAND IMAGERY

## USAGE GUIDELINES

Our goal is capturing images that stand out in the cluttered environment: inspiring empathy and preserving the dignity of our neighbors sharing their story and portrait.

When choosing photographs, use candid, realistic pictures instead of over-stylized or posed photos. Photos found in the Feeding America Media Library should fit the below guidelines.

### **Photography Usage**

Photography including people served by the Foodbank, Feeding America, or any network food banks expires after three years, in accordance with the Better Business Bureau's ethical standards.

### **When Using Photos with Stories**

Photos always match the story being used. We prefer to feature actual people we serve, volunteers, supporters, and staff of the Foodbank network when telling individual stories.

### **For Third Parties Using Foodbank Photos**

Third parties (corporate partners, media, etc.) should include the following caption under photos owned by the Foodbank: "Photo courtesy of the Foodbank of Southeastern Virginia and the Eastern Shore."



## EVERYDAY NEIGHBORS

Convey a range of emotions to mirror the complexity of their stories. Emotions should include both positive, hopeful imagery, as well as more somber, pensive expressions to illustrate individuals' personalities and their unique experience of hunger.

To cultivate an emotional connection with the viewer, documentary-style photographs are encouraged. Images should showcase individuals in an honest and authentic way.

Both portraits and lifestyle or action imagery are acceptable. For example, images of people cooking, picking up food from a pantry, laughing with their family, etc.

When possible, seek photos with eye contact to create connection and empathy.





## NUTRITIOUS FOOD

When using images of food, show colorful, fresh-looking food and produce as opposed to shelf-stable options.

Showcase volunteers or staff working with food to package, sort, and prepare it for distribution.

Refrain from showing images of old, unappetizing, or overly unhealthy and processed foods.







# LANGUAGE, FACTS & ETHICS

## BOILERPLATE

For more than 40 years, the Foodbank of Southeastern Virginia and the Eastern Shore has provided more than 380 million meals to those in our community who face hunger. Through our programs, facilities, and large network of community partners, we work to eliminate hunger daily. Our understanding of the need for a long-term solution has led to the creation of a refreshed strategic plan aimed at moving Hampton Roads closer to achieving the mission of eliminating hunger for those we serve—not only for the day, or for the week, but for a lifetime.

## HOW TO TALK ABOUT HUNGER IN OUR COMMUNITY

### Hunger

Hunger and its variants are preferred to food insecurity because food insecurity is not a commonly used term by the general public. Some phrases to consider in place of food insecurity include:

- Experience hunger
- Facing hunger
- At risk of hunger

Example: More than 658,000 Virginians are hungry or at risk of hunger each year.

Hungry and hunger can be used in general terms such as:

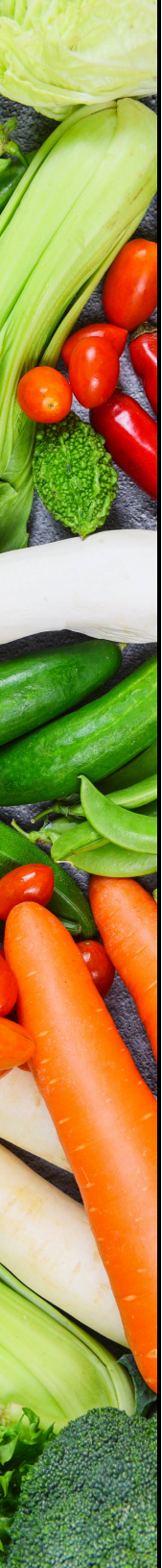
- No one should have to go hungry
- Many neighbors experience hunger, homelessness, and unemployment.

### Food Insecurity

Food insecurity is defined by the United States Department of Agriculture as the lack of access, at times, to enough food for an active, healthy life. Food insecurity is associated with numerous adverse social and health outcomes and is increasingly considered a critical public health issue. Key drivers to food insecurity include unemployment, poverty, and income shocks, which can prevent adequate access to food.

Food insecurity is a state of being, therefore, people do not “face food insecurity.”

It is not accurate to say that the total food insecure population “face hunger every day,” or “goes to bed hungry every night.” It is, however, accurate to say “More than 658,000 people in Virginia are hungry or at risk of hunger each year,” or “Millions of people face hunger every year.”



## FOOD PANTRIES & MEAL PROGRAMS VS. PARTNER AGENCIES

The term partner agency is not well known among the public, therefore, descriptors such as food pantries, feeding programs, and meal programs are other ways to refer to partner agencies.

## HOW TO TALK ABOUT PEOPLE WE SERVE

### **People We Serve, Guests, Neighbors, and Community Members vs. Clients**

Please use 'people we serve', 'guests', 'neighbors', or 'community members' when referring to the people served by the Foodbank and partner agencies. We prefer not to use the term clients as it is not a common term used by the public.

### **People Experiencing Hunger vs. Hungry People / Needy People**

We prefer not to use hungry or needy as an adjective to describe a person experiencing hunger. These descriptors carry a negative connotation of a constant condition of need. Instead, use a phrase such as neighbors in need.

### **The Poor or Poor People**

We prefer that the term 'the poor' not be used. Instead, use 'low-income', 'living in poverty', 'experiencing poverty', or another descriptor.

### **Benefit Recipient vs. Participant**

When writing about a specific Foodbank social service program, use the term 'participate in' as opposed to 'benefit from'. For example, a community member participates in the Foodbank's SNAP food assistance program.

## FREQUENTLY USED FACTS & GENERAL TALKING POINTS

### **Financial Impact**

For every \$10 donated, the Foodbank can distribute up to \$60 worth of grocery products.

The Foodbank's cost to provide one meal is 73 cents.

93% of all donations go to support programs and services.

### **Total Organization Distribution for FY21-22**

Over 17.1 million pounds of food distributed

Over 14 million meals distributed

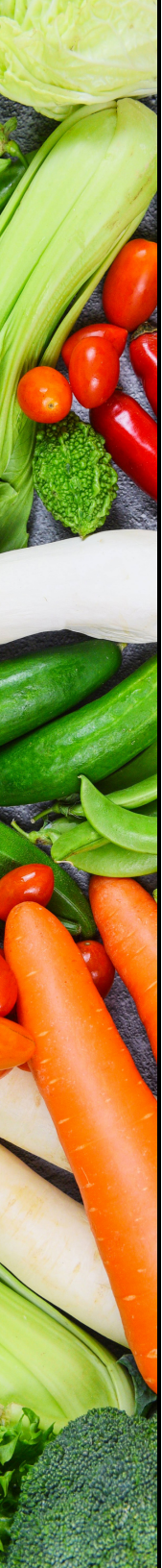
Nearly 5.5 million pounds of fresh produce distributed

### **Food Insecurity on Our Service Area**

113,710 people in our service area are food insecure.

9.2% of people in our service area are food insecure.

*\*These statistics are sourced from Feeding America's 2020 Map the Meal Gap study.*



Below are statistics for individual cities and counties in our service area.

	Food Insecure Population	Food Insecurity Rate	Estimated Program Eligibility
Accomack County	3,840	11.8%	9%
Chesapeake	16,720	6.9%	39%
Franklin City County	1,030	12.8%	15%
Isle of Wight County	3,040	8.2%	40%
Norfolk	32,260	13.2%	27%
Northampton County	1,490	12.6%	31%
Portsmouth	11,690	12.3%	22%
Southampton County	1,330	7.5%	32%
Suffolk	6,550	7.2%	33%
Sussex County	1,070	9.6%	34%
Virginia Beach	34,690	7.7%	38%

*\*These statistics are sourced from Feeding America's 2020 Map the Meal Gap study.*

## PROGRAM DESCRIPTIONS

### Mobile Pantry

The Mobile Pantry Program brings food to locations where community members cannot easily access fresh food.

### Food Hubs

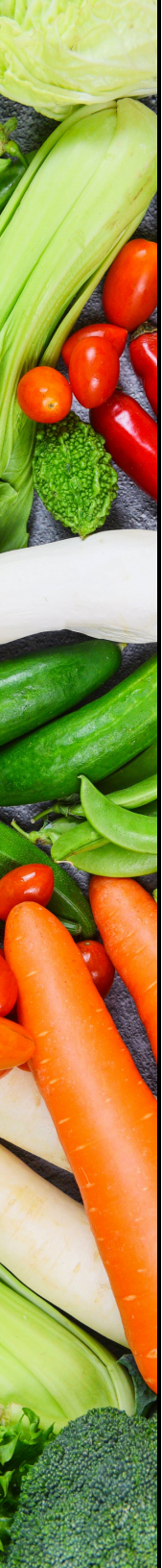
Food hubs offer food plus holistic wrap-around services that help to address the root causes of food insecurity.

### Supplemental Nutrition Assistance Program (SNAP)

SNAP is the largest federal nutrition assistance program, providing benefits to eligible, low-income individuals to purchase food at stores.

### Backpack Program

The Backpack Program helps children in homes struggling with food insecurity by providing a backpack filled with six nutritious meals before weekends and holidays.



### **Kids Café and Summer Feeding**

Kids Cafe and Summer Feeding programs provide nutritious meals and snacks after school hours to children in need from ages 5 to 18. These sites have also been utilized to provide meals during times when schools have been physically closed due to the pandemic.

### **Healthy Food Pantries**

The Healthy Food Pantry Program provides access to healthy foods that are low in sodium, sugar, and trans-fat, and increases distribution of fresh fruits and vegetables to individuals struggling with health-related conditions such as diabetes, high blood pressure, and obesity.

### **Nourishing Our Neighbors**

Nourishing our Neighbors brings healthy, nutritious food and nutritional education directly to low-income families with children, primarily through family-friendly meal boxes and fresh produce (either pre-boxed or mobile pantry style) at schools, public housing complexes, and with social service providers.

### **Partner Agencies**

Partner agencies are community organizations – soup kitchens, food pantries, emergency shelters, and churches – that access food from the Foodbank to serve their community.

### **Volunteers**

Volunteers spend their time with us sorting, packing, and distributing food to neighbors in need.

## **QUESTIONS?**

### **Contact the Foodbank Communications Team.**

Mallory Reckling – Marketing and Communications Manager  
(757) 314-4575 | [mreckling@foodbankonline.org](mailto:mreckling@foodbankonline.org)

Clay Benjack – Marketing and Communications Coordinator  
(757) 644-5860 | [cbenjack@foodbankonline.org](mailto:cbenjack@foodbankonline.org)