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.

Strategic Alignment
As the Foodbank enters its next chapter of service, we proudly unveil our refreshed vision, building upon the foundation laid in 2021. This renewed commitment was crafted to align with the evolving needs of our community. With over four decades of dedicated service under our belt, we embark on this journey with confidence, knowing that together, we can create a lasting, transformative impact for generations to come.

In 2021, the Foodbank adopted a strategic framework centered around four pillars: Lead, Feed, Strengthen, and Transform. As we outline our new vision, we will also identify how each aspect aligns with the pillars established, ensuring continuity and coherence in our strategic endeavors.

Food is the Connection
Food is more than sustenance. It is connection, uniting us at a communal table and serving as a reminder of our common humanity.

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

Strengthen
Goal 5: Diversify food, funding, and volunteer resources to scale and sustain hunger relief initiatives.
**Food as Medicine**

Food stands as the first medicine for sustaining health. Recognizing health as the foremost fundamental root cause of food insecurity, the Foodbank strategically targets it as the initial cornerstone, where our interventions can have the greatest impact.

**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.

**Neighbors Are Hungry For More Than Food**

The Foodbank is uniquely positioned to connect neighbors to other opportunities addressing the root causes of food insecurity. We believe that fostering self-sufficiency is the only long-term solution to eliminate hunger permanently. Through these linkages, we demonstrate our dedication to upholding human dignity, recognizing that true dignity emerges from the ability to achieve self-reliance.

**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.

**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.

**Strengthen**
- Goal 6: Nurture a workplace culture where employees are engaged and feel valued.
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 and Audience**

**Name**

Foodbank of Southeastern Virginia and the Eastern Shore

Always use the formal name for the first reference to or mention of the organization. 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.

- Neighbors who are struggling with hunger 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 and Membership**

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

![Feeding America](image)
![Federation of Virginia Food Banks](image)
![United Way](image)
![Charity Navigator Four Star Charity](image)
![Service Enterprise Certified](image)
Facilities

Main Office and Warehouse
800 Tidewater Drive  Norfolk, VA 23504
T: (757) 627-6599
F: (757) 627-8588

Eastern Shore Branch
24530 Coastal Boulevard  Tasley, VA 23441
T: (757) 787-2557
F: 757-787-7850

Western Tidewater Branch
618 South Street  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 Presence
Website: foodbankonline.org
Our website is a comprehensive hub for information related to our organization. It provides detailed insights into various aspects such as donations, programs, volunteer opportunities, events and campaigns, media appearances, etc. The web address — foodbankonline.org — should always be included on communication materials.
Social Media

Foodbank social handles are:

- Facebook: @FoodbankSEVA
- Instagram: @foodbankseva
- LinkedIn: Foodbank of Southeastern Virginia and the Eastern Shore
- TikTok: @foodbankseva
- X (Formerly twitter): @FoodbankSEVA
- YouTube: @FoodbankofSEVAandES

Employees, donors, and volunteers are encouraged to follow the Foodbank’s official social media accounts to engage with the organization’s content. They can share news, events, and stories to help educate the community 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.
Logo and Icon Guidelines

**Logo**
The Foodbank logo is a distinctive symbol that represents the entire identity of our organization. The primary purpose of a logo is to create a memorable and recognizable representation of our organization, which can be used across various mediums.

**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 around the logo should measure no less than 0.25 in.

**Minimum Size**
To ensure our logo is clear and legible, the established minimum production size should appear no smaller than 1.5 x 0.51 in.

**Icon**
The Foodbank icon is a simplified graphic element that represents an aspect of our brand in a more compact form.

**Clear Space Around Icon**
Clear space is the area surrounding our icon that must be kept free of any text or graphic elements. Leaving ample space around the icon allows it to stand out on all communications materials. A minimum clear space around the icon should measure no less than 0.25 in.

**Minimum Size**
To ensure our logo is clear and legible, the established minimum production size should appear no smaller than 0.52 x 0.56 in.
Signature Variations
The Foodbank logo is available in both color and white versions. The icon comes in color, white, and cropped versions. 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 icon and should be used whenever printing allows for full color. This version should be placed on either a white or light background.

Secondary
The white version of the logo and icon should only appear on materials with 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 – ITC American Typewriter and Helvetica. These fonts have a friendly, open feel that is legible in small sizes.

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

**Secondary Typography**
The secondary typeface – a supplementary font to the primary font – for the Foodbank is Myriad Pro.

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

Myriad Pro Regular

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

Myriad Pro Semibold

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

Myriad Pro Italic

```
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 Apts, Calibri, Rockwell, Arial, Verdana, Courier, and Times New Roman.
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.

### Primary Color Palette

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Color Name</th>
<th>RGB</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE 377 C</td>
<td>#789A01</td>
<td>121/153/0</td>
<td>58/22/100/4</td>
</tr>
<tr>
<td>PANTONE 032 C</td>
<td>#EF3340</td>
<td>247/50/63</td>
<td>0/93/76/0</td>
</tr>
<tr>
<td>PANTONE 144 C</td>
<td>#DE8B00</td>
<td>243/139/0</td>
<td>2/54/100/0</td>
</tr>
</tbody>
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### Secondary Color Palette

<table>
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<th>Color Name</th>
<th>RGB</th>
<th>CMYK</th>
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<tbody>
<tr>
<td>PANTONE 371 C</td>
<td>#546223</td>
<td>85/98/33</td>
<td>64/42/100/31</td>
</tr>
<tr>
<td>PANTONE 4625 C</td>
<td>#4F2C1D</td>
<td>81/44/29</td>
<td>44/74/81/58</td>
</tr>
<tr>
<td>PANTONE 7502 C</td>
<td>#D9C89E</td>
<td>210/184/135</td>
<td>18/25/53/0</td>
</tr>
</tbody>
</table>
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. When possible, seek photos with eye contact to create connection and empathy.

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.
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, Ethics, and Facts

Boilerplate

Since 1981, the Foodbank of Southeastern Virginia and the Eastern Shore has proudly provided more than 380 million meals to our neighbors in need. We play a vital role in the fight against hunger by collecting, storing, and distributing food to our neighbors, while also working to address the root causes of hunger and food insecurity. This past year, we – alongside our neighbors – endured the impact of rising inflation, expiration of critical pandemic-era programs, and increased fuel and shipping costs. These hardships intensified the demand for our services and for the first time, we distributed more than 21 million pounds of food. With the support of our dedicated volunteers, generous donors, and compassionate community members, we strive to exceed this ever-growing baseline goal each year, ensuring that no one in our community goes to bed hungry. For up-to-date information, visit foodbankonline.org or follow us on social media (@foodbankseva).

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: Nearly 964,000 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 to bed 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 “Nearly 964,000 people in Virginia are hungry or at risk of hunger each year,” or “Millions of people face hunger every year.”

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 and General Talking Points

How We Do It
1. Donations of food, funds, time, and voice come from individuals, corporations, foundations, retailers, government, and other organizations.
2. Our staff and 6,000 volunteers collect and organize donations and prepare items for distribution.
3. Hundreds of community organizations – food pantries, soup kitchens, emergency shelters, etc. – collaborate with the Foodbank to help distribute food to individuals and families in need.
4. We also distribute food directly to our community through Mobile Pantries, 757 Mobile Markets, Food Hubs, etc. where partners aren’t available or where providing it is most efficient.
5. Food is provided to neighbors struggling with hunger throughout our 4,745 square-mile service area.

Food Insecurity in Our Service Area
- In our service area, more than 132,240 people are projected to be food insecure.
- One in 10 neighbors in our service area are food insecure.
- Among children, the situation is even more dire, with 1 in 6 children experiencing food insecurity.
- Food insecurity affects 1 in 4 Black individuals and 1 in 5 Hispanic individuals in our region.
- The average cost per meal in our service area is estimated at $4.03, which is above the national average of $3.99 per meal, highlighting the growing demand for food pantry services.

These statistics are sourced from Feeding America’s Map the Meal Gap study.

Total Organization Distribution for FY23
- Over 21.1 million pounds of food distributed
- More than 17.5 million meals distributed
- More than 6.7 million pounds of fresh produce distributed
- Over 3.5 million pounds of protein distributed

Financial Impact
- 92¢ of every $1 donated goes directly to those in need.
- $1 provides 2 nutritious meals.
Program Descriptions

757 Mobile Market
The 757 Mobile Market provides healthy, nutritious food directly to individuals and families with limited resources and low food access. Like a farmers market, neighbors can come inside the truck to shop from the assortment of fresh, seasonal fruits and vegetables, dairy items, proteins, and pantry staples at no cost.

BackPack Program
The nationally recognized BackPack Program is an initiative aimed at combating childhood hunger. Supported by Feeding America, the program provides nutritious, easy-to-prepare food to children who may not have access to adequate meals during weekends and school breaks. Through partnerships with local schools and community centers, participating students receive backpacks filled with nonperishable food items, such as canned fruits, protein-rich snacks, and whole-grain products.

Campus-Based Pantries
Food insecurity has the potential to harm college students’ ability to achieve their educational and professional goals. Campus-based pantries ensure that students can focus on their education without the burden of hunger. These partnerships bring together the expertise and resources of food banks with the localized understanding and proximity of campus pantries, creating a more efficient and targeted approach to address the unique challenges of college students struggling with food insecurity. Together, they foster a nurturing environment where students can thrive academically and personally, setting the stage for a brighter and more promising future.

Feeding Friends (The Emergency Food Assistance Program)
The Emergency Food Assistance Program (TEFAP) is a federal feeding program for low-income individuals and families of all ages who reside in Virginia. This program helps farmers and manufacturers across the country minimize food waste and utilize these foods to feed those in need. This program provides a variety of items depending on what is available including nonperishable fruit, vegetables, beans, pasta, and juice as well as frozen or canned meats, dairy products, and fresh produce.
Food Hubs

Food Hubs represent a transformative approach to tackling food insecurity by not only providing essential nourishment but also addressing the underlying root causes that perpetuate hunger. Beyond distributing food, these hubs aim to empower individuals with holistic support, tackling issues like lack of access to higher education, employment, housing, healthcare, and financial literacy. By offering educational resources and opportunities, Food Hubs create a comprehensive support system. This integrated approach seeks to break the cycle of food insecurity by empowering individuals to improve their circumstances and build a more sustainable future for themselves and their families. By addressing the broader challenges that contribute to food insecurity, Food Hubs pave the way for long-term, positive change in the lives of those they serve.

Healthy Food Pantry

The Healthy Food Pantry Program fosters better health by offering access to nourishing foods that are low in sodium, sugar, and trans-fat. With a focus on individuals facing health-related challenges like diabetes, high blood pressure, and obesity, the program takes a compassionate approach to increase the distribution of fresh fruits and vegetables. Recognizing the link between food security and chronic health conditions among working-age adults living 200% below the federal poverty line, this program’s mission is to empower individuals at risk of negative health outcomes and health disparities by providing a generous 50-pound monthly supply of nutritious food. It also offers valuable resources like nutrition education, financial literacy guidance, cooking demonstrations, and uplifting peer support, all contributing to the promotion of healthier and happier lives.

Izzie’s Field

Izzie’s Field is named in honor of the late Izzie Brown, our former Grants Manager, whose passionate grant-writing efforts made this initiative a reality. As we embarked on this venture, it demanded a level of creativity and initiative that went beyond the traditional scope of grant writing. With her unique vision and resourcefulness, she navigated uncharted territory, crafting a successful grant proposal to Kroger that captured the essence of our mission and the significance of this project.

This Farm to Foodbank project – funded by Kroger and supported by New Life Church, Pop Son Farm, and Hubbard Peanut Company – aims to increase the availability of fresh produce to our community while also supporting the hard working and generous spirit of a local grower. It is located next to the state police station at 30010 Camp Pkwy in Courtland, VA.
By partnering with minority farmer Elisha Barnes, the Foodbank aims to address the historical barriers faced by socially disadvantaged farmers and strengthen the food system in the Franklin area. Mr. Barnes will tend to the 20-acre farm, dedicating 10 acres to crops of his choice, while caring for crops selected by the Foodbank on the remaining half.

The harvested produce is distributed to various partner agencies and Food Hubs across the region. The success of this pilot program will guide our future endeavors, and we plan to expand similar projects to the Eastern Shore and South Hampton Roads regions.

**Kids Cafe**
Through partnerships with local community centers, the nationally recognized Kids Cafe program offers a safe and nurturing environment where children in need can access nutritious meals and snacks during after-school hours and school breaks. Kids Cafe not only fills hungry bellies but also provides valuable educational and recreational activities, empowering young minds to thrive academically and socially. This initiative exemplifies the power of compassion and collective efforts in ensuring that every child has the opportunity to grow, learn, and flourish without the burden of food insecurity.

**Mobile Pantry Program**
The Mobile Pantry program brings free groceries directly to underserved areas and food deserts. This program utilizes trucks and vans stocked with an assortment of fresh produce, nutritious staples, and essential food items. By taking food distribution to the streets, this program ensures that vulnerable populations can easily access the nourishment they require.

**Nourishing Our Neighbors**
Nourishing Our Neighbors ensures that children have access to nutritious food essential for their growth and well-being accompanied by valuable nutrition education resources. This initiative focuses on supporting families with children in communities facing higher levels of food insecurity, where more than 15% of households struggle to access adequate food and where 50% or more of students qualify for free and reduced-price meals at school.
**Retail Rescue**
The Retail Rescue Program is an initiative dedicated to minimizing food waste and combating hunger. Through strategic partnerships with various food retailers, manufacturers, and farmers, the program rescues surplus, safe-to-eat food that would otherwise go to waste and redirects it to the Foodbank and local partner agencies. This innovative approach not only helps provide nutritious meals to individuals in need but also significantly reduces the environmental impact of food waste. By transforming excess food into valuable resources, the Retail Rescue Program embodies an inspiring commitment to building a more sustainable and compassionate food system for all.

**Silver Treasures (Commodity Supplemental Food Program)**
The Commodity Supplemental Food Program (CSFP) is a federal feeding program that works to improve the health of low-income persons at least 60 years of age by supplementing their diets with nutritious USDA foods. This program provides a 30-pounds box of nonperishable food plus nutrition education including health tips and recipes.

**SNAP Assistance**
Supplemental Nutrition Assistance Program (SNAP) serves as the first line of defense against hunger. Formerly called Food Stamps, SNAP can be used like cash to buy eligible food items from authorized retailers. Authorized retailers will display either the Quest logo or a picture of a Virginia EBT card.

While SNAP may provide crucial assistance, it might not cover all your needs for the entire month. Rest assured, the Foodbank and its partner agencies are here to bridge that gap and offer additional support.