



# Brand Guidelines

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# Purpose

The purpose of this document is to maintain brand consistency and brand aesthetic. These guidelines are put in place to ensure the correct treatment of Feeding Georgia's branding elements within different medias.



# Who We Are

Feeding Georgia is composed of seven regional Feeding America food banks and maximizes their impact by collaborating on initiatives, advocating on their behalf and coordinating statewide efforts. We are leading a statewide effort to end hunger in Georgia.



# Logo

# Primary Logo

Below are the critical elements that make up the Feeding Georgia primary logo.

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The wheat stalk is always placed above the “I” within the logo.

Feeding Georgia’s logo is a registered trademark. The registered mark must always be placed with the logo.



Gotham Bold is the primary logo typeface.

# Primary Logo Sizing

To ensure the primary logo's legibility, we have provided the recommended minimum sizes for both print and digital applications.



1" wide  
4-Color Process

! The primary Feeding Georgia logo is not to be stretched vertically or horizontally.



98 px wide  
Digital Application

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## Primary Color Variations

There are 3 variations of the primary logo.



Full Color Logo



1- Color White Logo



1- Color Black Logo

# Secondary Logo

Below are the critical elements that make up the Feeding Georgia's secondary logo.

“Together We’re” is always placed to the left of the primary Feeding Georgia logo.

The primary Feeding Georgia logo is always placed to the right of the orange dividing line.



These 2 elements of the secondary logo are always to be separated by a singular orange line.

! All the “Primary Logo” elements apply to the primary logo when using Feeding Georgia's secondary logo. Refer to page 4.

# Secondary Logo Sizing

To ensure the secondary logo's legibility, we have provided the recommended minimum sizes for both print and digital applications.



4.5" wide  
4-Color Process



432 px wide  
Digital Application

! The secondary Feeding Georgia logo is not to be stretched vertically or horizontally.

# Secondary Color Variations

There are 3 variations of the secondary logo.



Full Color Logo



1- Color White Logo



1- Color Black Logo

# Wheat Stalk

# Feeding Georgia Wheat Stalk

Below are the critical elements that make up the Feeding Georgia wheat stalk symbol. The wheat stalk is used by itself as a decorative element when creating print, social media, and website designs.



The wheat stalk that is located in the Feeding Georgia logo has 9 kernels with no stem.

# Wheat Stalk Sizing

Below are the recommended minimum sizes for all applications of the Feeding Georgia wheat stalk.



! The Feeding Georgia wheat stalk is not to be stretched vertically or horizontally.

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## Wheat Stalk Color Variations

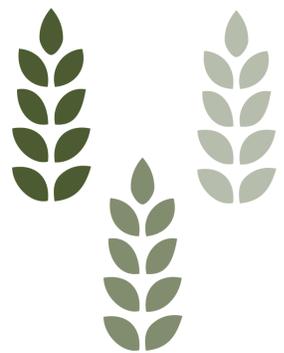
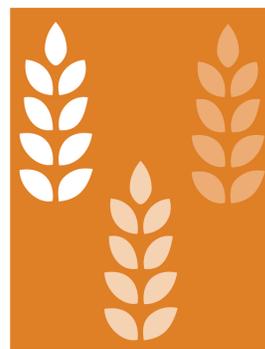
Below are color variations of the wheat stalk.



Orange (PMS 138 C) wheat stalk on white. The opacities accepted are 100%, 70%, and 40% opacity.



White wheat stalk on colored backgrounds. The opacities accepted are 100%, 70%, and 40% opacity.



Green (PMS 574 C) wheat stalk on white. The opacities accepted are 100%, 70%, and 40% opacity.

# Typography

# Brand Typography

Primary Typeface

**Gotham**

Substitute Typeface

**Arial**

**Gotham** is Feeding Georgia's primary typeface.  
**Gotham** is used to display important messages.  
When **Gotham** is unavailable, **Arial** may be used.

Accent Typeface

**Sentinel**

Substitute Typeface

**Georgia**

**Sentinel** is Feeding Georgia's accent typeface.  
**Sentinel** is used for body text, as well as headlines. When **Sentinel** is unavailable, **Georgia** may be used.

# Color Palette

# Primary Brand Colors

Green represents renewal. Orange represents the color of the hunger movement. White is to ensure contrast while using the brand green and orange.

## Brand Green

PMS 574 C

CMYK 49/22/85/58

RGB 78/91/49

HEX 4E5B31

## Brand Orange

PMS 138 C

CMYK 0/54/100/1

RGB 222/124/0

HEX DE7C00

## White

PMS 138 C

CMYK 0/0/0/0

RGB 255/255/255

HEX FFFFFFFF

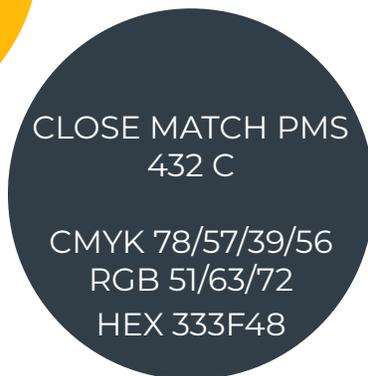
# Compliment & Accent Colors

Below are are colors that should be used to enhance the primary brand colors. These colors may be used as type accents, icon accents, or backgrounds.



CLOSE MATCH PMS  
Yellow 012C

CMYK 0/30/100/0  
RGB 255/186/10  
HEX FFBA0A



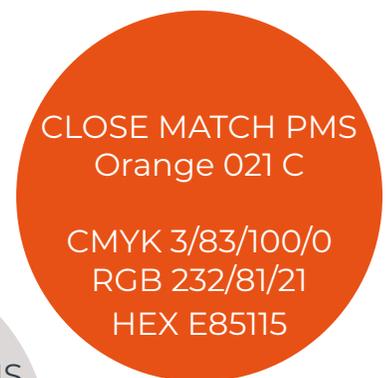
CLOSE MATCH PMS  
432 C

CMYK 78/57/39/56  
RGB 51/63/72  
HEX 333F48



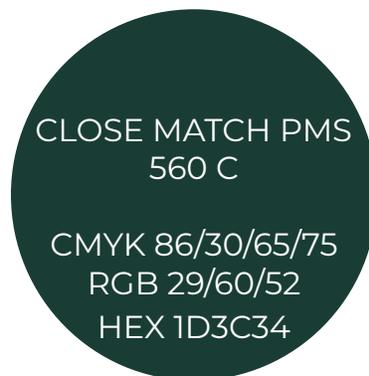
CLOSE MATCH PMS  
Cool Grey 1C

CMYK 10/7/5/0  
RGB 217/217/217  
HEX D9D9D9



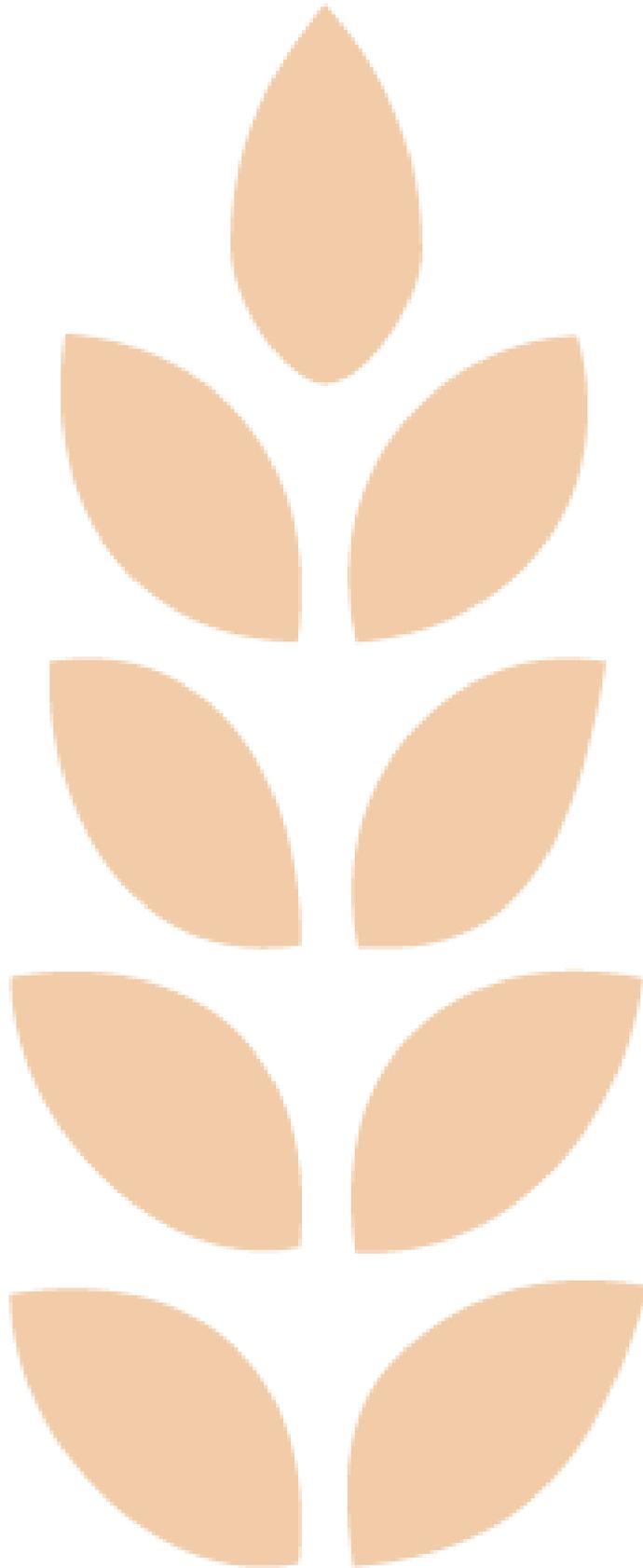
CLOSE MATCH PMS  
Orange 021 C

CMYK 3/83/100/0  
RGB 232/81/21  
HEX E85115



CLOSE MATCH PMS  
560 C

CMYK 86/30/65/75  
RGB 29/60/52  
HEX 1D3C34



  
**FEEDING<sup>®</sup>**  
**GEORGIA**