



CENTRAL OKANAGAN FOOD BANK

BRAND GUIDE

Last Updated: September 2024



Primary Logo

The Central Okanagan Food Bank logo aims to anchor the organization in food, but additionally project a sense of hope. The sun appearing from behind the bowl suggests a sense of place and also represents the idea of a new day.

The logo consists of an illustration of a bowl of vegetables and fruit with a sun peeking out from the back of the design. The words “Central Okanagan Food Bank” appear next to or under the illustration. Do not adjust this format.

A group of six colours has been created specifically for the brand to reinforce the hopeful, uplifting message. They are orange, kale, navy, sunshine, lake, and beet (see page 13). These colours are permanent and non-negotiable. Do not adjust them.

The Primary logo should be used for all marketing materials. The horizontal or stacked version should be chosen to ensure legibility and left to the discretion of the designer.



Logo - Black & White

In situations where use of the primary logo is not possible, use either the solid black or solid white versions, adhering to the rules in this guide.



**CENTRAL OKANAGAN
FOOD BANK**



**CENTRAL OKANAGAN
FOOD BANK**

Alternate Logos

If it is necessary to have a more condensed logo to fit a design, the alternative acronym logos may be used. These should be used sparingly and only in situations where the “COFB” meaning will be obvious to the audience. (For example, on internal-facing materials.)



Minimum Size

This page indicates the minimum size each of the logos can be used for print. Using the logo in screen situations should be left to the discretion of the designer, knowing that legibility will determine logo usage and size.

The horizontal logo can be sized to a minimum width of 1.0" (25 mm).

The stacked logo can be sized to a minimum width of 0.75" (19mm)



minimum printed size:
1.0" (25 mm)



minimum printed size:
.75" (19 mm)

Spacing

Always maintain the minimum protective space around the logo in order to maintain visual clarity. The minimum protective space is X where X equals approximately the size of the sun in the logo.

This space is required on all sides of the logo in order to protect the integrity of the logo. This applies to positioning around other design elements as well as the edges of media (paper and/or web boundaries).



Contrast & Colour

When placing the logo on a solid background, ensure there is sufficient contrast to keep the logo legible.

When placing the primary logo on different colours, care should be taken to ensure harmonious colour combinations.

If there is a colour or contrast conflict, use either one of the black or white versions.



Placement on Images

When placing the logo on images, ensure the logo is in a “blank” space and adheres to the spacing rule. Creating a light/blank background is left to the discretion of the designer.



Ensure the background is “blank” and the colour is light when using the primary logo.

Ideally, images are selected that allow for use of the primary logo in an appropriate format.



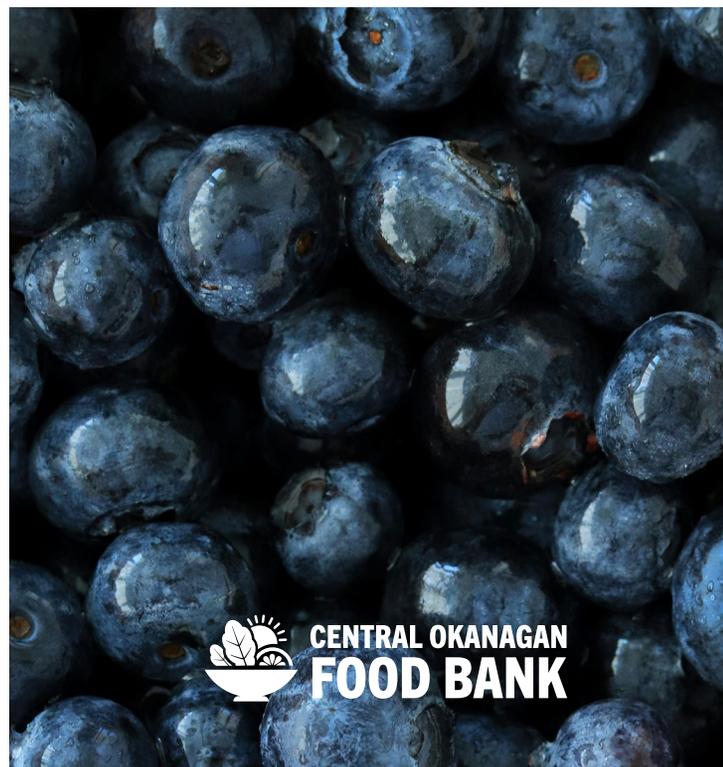
Background is too busy to use the primary logo



Use a white screen to create better legibility



Not enough contrast to use the primary logo



Use the white logo to create better contrast

What Not To Do



COLOUR

Do not substitute the colours that have been assigned to the logo.



CONTRAST

Do not use a variation of the logo where there is not enough contrast between the logo and the background for the logo to be easily legible.



DROP SHADOW

Do not add drop shadows to the logo.



SCREENS

Do not screen back or tint the logo.



SCALING

Do not scale the logo horizontally or vertically.



ROTATING

Do not rotate or skew the axis of the logo.

Which To Use?

FOR PRINT

Print versions of the logo refer to high resolution images required most often by professional service providers. Several of these file formats typically can not be viewed without professional design software.

These logos exist in CMYK colour space which is created for printing rather than screen viewing.

Do not try to use these in Microsoft Word or Powerpoint.

The extensions on these files are .eps, or .pdf and .png (high res) they live in the ForPrint folder.

FOR SCREEN

Screen versions of the logo are suitable for digital applications and can be viewed by most computer users.

These logos exist in RGB colour space which is appropriate for screen but not print.

Do not use these logos for print or the result will be a fuzzy image.

The extensions on these files are .png (screen version) and they live in the ForScreen folder.

Brand Colours

Cream

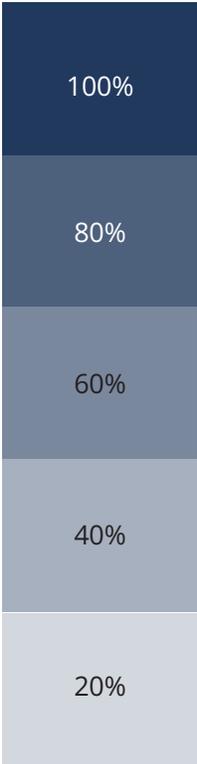


CMYK
1 | 3 | 4 | 0

RGB
250 | 244 | 240

HEXIDECIMAL
#faf4f0

Navy

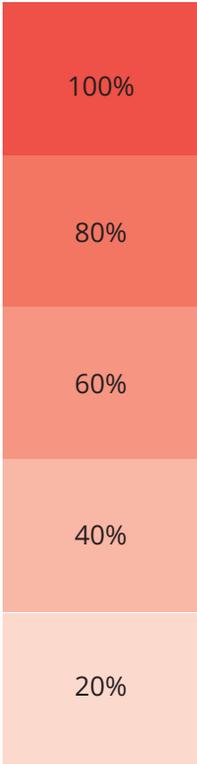


CMYK
94 | 80 | 38 | 30

RGB
33 | 57 | 92

HEXIDECIMAL
#20385b

Orange

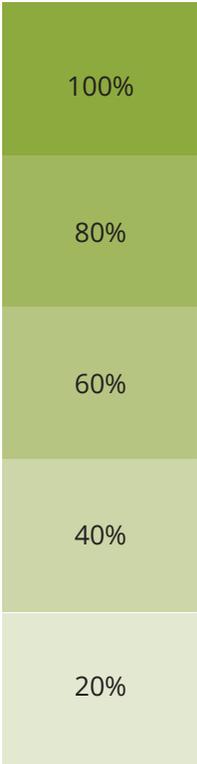


CMYK
0 | 84 | 73 | 0

RGB
240 | 81 | 73

HEXIDECIMAL
#f05149

Kale

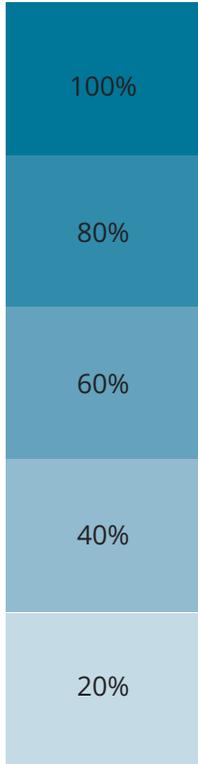


CMYK
51 | 17 | 100 | 1

RGB
140 | 170 | 61

HEXIDECIMAL
#8caa3d

Lake

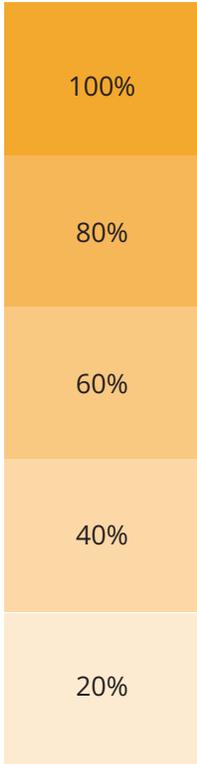


CMYK
80 | 12 | 7 | 36

RGB
0 | 119 | 153

HEXIDECIMAL
#007799

Sunshine

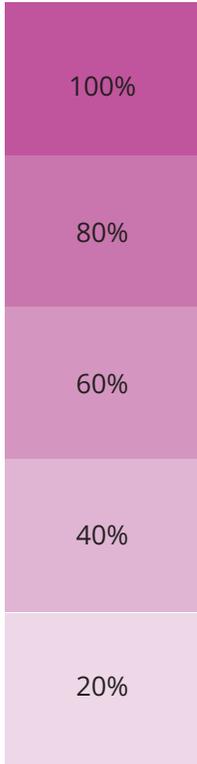


CMYK
3 | 38 | 93 | 0

RGB
242 | 168 | 47

HEXIDECIMAL
#f2a82f

Beet



CMYK
23 | 80 | 2 | 0

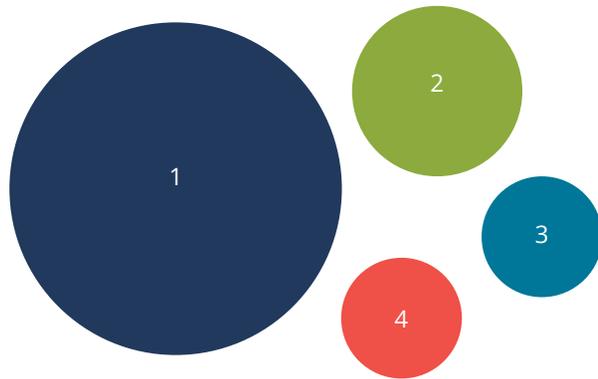
RGB
193 | 86 | 157

HEXIDECIMAL
#c1569d

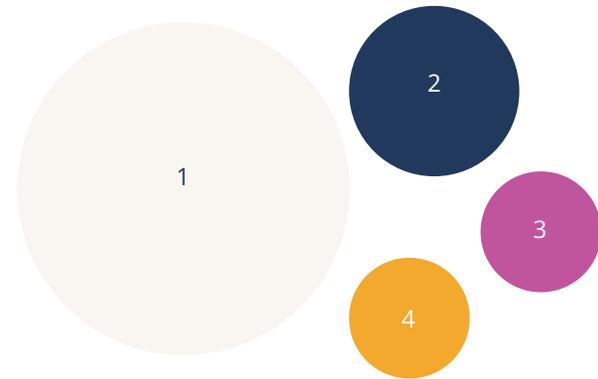
Colour Combinations

The Central Okanagan Food Bank brand is hopeful, uplifting, and bright, and colour plays a key role in enforcing this message. The

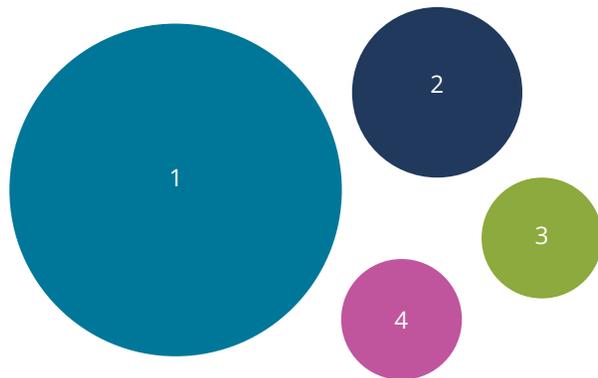
warm colours (orange, beet, sunshine) should be anchored with one or more of our neutrals (cream, lake, navy, kale) to ensure harmony. Warm colours should be used in equal or less amounts as neutrals in a design and should not stand alone as a main colour. Some possible combinations are shown below.



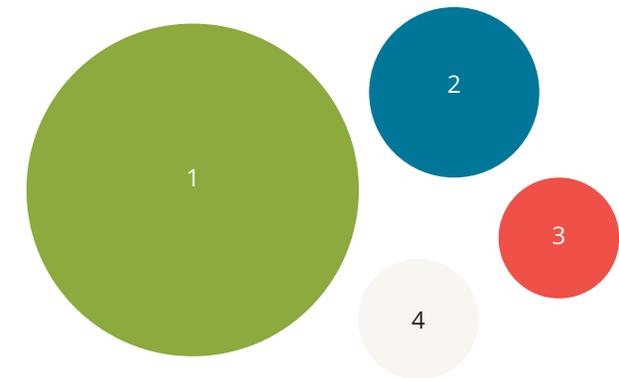
1. Navy 2. Kale 3. Lake 4. Orange



1. Cream 2. Navy 3. Beet 4. Sunshine



1. Lake 2. Navy 3. Kale 4. Beet



1. Kale 2. Lake 3. Orange 4. Cream

Typography

FIGTREE EXTRA BOLD

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz**

WORK SANS MEDIUM

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz

OPEN SANS

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz

SCRIPTORAMA MARKDOWN JF

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

Type Hierarchy

These fonts make up the brand typography and are meant for different types of information including headlines, subheads, body copy, call outs and more. An example of hierarchy is shown below.

01

Work Sans Medium

Short, introductory phrases

<https://fonts.google.com/specimen/Work+Sans>

02

Figtree Extra Bold

Headlines

<https://fonts.google.com/specimen/Figtree>

03

Work Sans Medium

Subheads

<https://fonts.google.com/specimen/Work+Sans>

04

Open Sans

Body Copy

<https://fonts.google.com/specimen/Open+Sans>

05

Scriptorama Markdown JF

Call-outs. Used sparingly.

Mostly for social media designs

<https://jukebox-fonts.myshopify.com/products/scriptorama-markdown?variant=20213404679>

01

TINY INTRO TEXT

02

Still such a long way to go toward our vision of a community where no one goes hungry.

03

OUR COLLABORATION WITH FOOD BANKS CANADA PROVIDES NATIONAL LEADERSHIP TO RELIEVE HUNGER TODAY AND PREVENT HUNGER TOMORROW.

04

As members of Food Banks Canada and Food Banks BC our mission to finding long-term solutions to hunger in Canada include research, analysis, and recommendations with a particular emphasis on federal government policy and legislation. That's why, each year, we produce a number of publications regarding the activities of our organization, hunger in Canada, food bank use, and solutions to reduce hunger and poverty.

05

JOIN US IN SEPTEMBER!

Pattern

Central Okanagan Food Bank has a distinct pattern that is used to reinforce the bright, hopefulness feel of the brand. Use the

pattern where there is a traditionally blank space; for example the back of a business card, as a panel on the website, or as wallpaper on a physical wall. The pattern should primarily stand alone and not be overlaid with photos, text or logos.



One full tile of the pattern

Photography

The Central Okanagan Food Bank brand is hopeful, uplifting, and nourishing. Photography should reflect and reinforce this message.

With the exception of social media, photography should be professionally shot. Subjects should be diverse in both age and ethnicity. Facial expressions and body language should project happiness, hope, and the feel that “everyone is welcome.” Photography should feel candid, even in situations where the subject is looking at the camera, and always reflect a sense of community and/or food-related activities; eating, cooking, families together, volunteering, farming, clients and volunteers interacting etc.

Imagery should feel inclusive and attainable. For example, *do* show a person cooking in a modest kitchen; *do not* show an individual in a high-end kitchen surrounded by professional chef equipment (unless that person is teaching a diverse community).

Photography should be in full bright colour and adhering to the colour combinations in this guide. Stock art should be high quality and care should be taken to ensure a uniform look across photo collections in both lighting and colour.

Images for social content can be more “snapshot”, as these platforms expect a less polished, more immediate feel. Care should still be taken to produce the best possible image, ensuring photos are clear, sharp and well-lit.





CENTRAL OKANAGAN FOOD BANK

Please direct questions to
TRINA SPEISER
trina@cofoodbank.com