



Care and Share Food Bank Branding Guide

We believe that no one should go hungry

BRAND PERSONALITY

People facing hunger are at the center of all we do.

We are the experts on hunger, but we speak in a friendly and relatable manner. We are empathetic to the people we serve, acting as a powerful voice that promotes positivity and embraces respect. We are deeply committed to our mission because we know food is what allows people to thrive. We are resourceful and collaborative, relying on our partnerships to impact the lives of the people we serve.

HOW WE TALK ABOUT OUR WORK AND THE PEOPLE WE SERVE

When writing or speaking about the neighbors we serve, use people-first language. When we do that, we're emphasizing dignity. Always be respectful and use language that conveys empathy and preserves their dignity and self-respect. Do not use language that implies unworthiness, character flaws or judgement, or that reflects their personal political views or opinions.

People we serve vs. clients

Please use "people we serve" or "neighbors in need" when referring to the people served by Care and Share. We prefer not to use the term "clients".

Families vs. households

Suggest using "families" instead of "households", as it feels more natural.

People facing hunger vs. Hungry People/People in Need vs. Needy People

People are not defined by their hunger status and situation, so using hungry or needy as adjectives ("hungry people" or "needy people") or nouns ("the hungry" or "the needy") should be avoided. These descriptors also imply a constant condition of need, which is not always the case.

The poor or poor people

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

"Those" in need

Please do not use the term "those" in reference to the people we serve, as in those in need, or those served by the food bank. This term indicates a separation between people facing hunger and the rest of society.

HOW WE TALK ABOUT HUNGER

"Hunger" and its variants are preferred to "food insecurity," because the latter is not a well understood term by the general public. Some phrases to consider in place of "food insecurity" include: *experiencing hunger*, *facing hunger*, or *in need*.

Example: *More than 41 million people in the United States are at risk of hunger.*

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

- No one should have to go *hungry*.
- Many Southern Coloradans face *hunger*, homelessness, and unemployment.
- Care and Share helps feed people experiencing *hunger*.

BRAND IMAGERY AND PHOTOGRAPHY

Storytelling and imagery are the foundation for conveying our brand message. Images play a powerful role in expressing the overall brand focusing on bright colors, fresh food, smiling neighbors and volunteers, and vehicles. All images should convey a hopeful message in an honest and authentic way and be visible without obstruction. The style is warm, natural, and unstaged photos captured in real environments.

Most importantly, the optimism in our images will be apparent when people are portrayed in a respectful and dignified manner.

LOGO



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SOCIAL MEDIA



facebook.com/careandsharefb/



careandsharefb



@CareandShare

@CareandShareFB

WEBSITE

careandshare.org

careandshare.org/agency-portal/

careandshare.org/findfood/



Strong imagery and photography is a powerful element in our brand toolkit and should be used whenever possible. Our commitment to showing real people and stories in an honest and empathic light helps us stand out and connect with our audience. We want to capture moments that inspire. Select images that:

- Convey a range of emotions to mirror the complexity of the stories, include positive, hopeful imagery.
- Cultivate an emotional connection with the viewer, documentary-style photographs are encouraged. Images should showcase the need of these individuals in an honest and authentic way.
- Illustrate with lifestyle/action imagery. For example, images of people cooking, picking up food from the pantry, laughing with their family, etc.
- When possible, include photos with eye contact to create empathy.



ASSET GUIDELINES

LOGO GUIDELINES, BRAND COLORS, AND FONTS

The Care and Share logo directly communicates who we are, who we serve, and distinguishes Care and Share from other nonprofits. It is an extension of Care and Share's reputation and should portray a positive image about the work we do across Southern Colorado. For information on brand colors and fonts, for access to .eps and .ai logo files, or if you will be using our logo on any promotable materials, collateral, or external websites, please send a proof to our Marketing and Communications Director at joanna@careandshare.org.

THE LOGO

The Care and Share logo consists of three components: the **mark element** (the two hands holding the wheat), the **name element** (Care and Share's name) and the **designation element** (A member of Feeding America). When possible, all three elements should be in present. The Feeding America logo has specific requirements, see the Feeding America logo usage guidelines for details. When these guidelines cannot be met, the mark and name elements must be separated from the designation element and the designation element should be placed in an area of the document, form or design.

- The mark element may not be used as a standalone graphic
- The name element may not be used without the mark element.
- Ampersand (&) may never be substituted for "and" in the name element.

The Care and Share logo is available in color and black and white versions. Whenever possible, the two-color orange and green version should be used. Secondary and tertiary uses are also shown below.



SECONDARY

Full color positive on white background

Two-color logo placement with a colored background may be placed on a white bar.

TERTIARY

One color, black - limited use

This version of the logo is only for materials that are black and white or single color. For use in one-color spot or silkscreen applications only.

One color, white - limited use

This version of the logo is only for materials that are black and white or single color and the logo is used on a dark background. Black used to indicate background color for one-color black printing applications, box shown is not a logo holding shape.

Clear space is the space left around the logo intentionally to prevent encroaching graphic elements, such as type, photos, borders, and even the edge of the page. The clear space area must remain equal around the perimeter of the logo, and is based on the height of the upper-case 'E' in the first line of the name element. The clear space will vary in size relative to the size of the logo.

IMPROPER LOGO USE

You should not alter or change the logo in any way, other than re-sizing proportionally.

- Logos may not be stretched disproportionately
- Elements of the logo may not be rearranged
- Logo elements must be legible

Examples of improper logo use include:

- Changing horizontal, vertical scale, or colors
- Changing scale of elements and components
- Rearranging components or recreating any part of logo
- Poor legibility/contrast with background

