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This is the official Northern Illinois Food Bank Brand & Messaging Guide, which outlines the standards that should be followed by anyone communicating on behalf of the Food Bank, including staff, volunteers, representatives, member agencies, community partners and elected officials.

This guide covers the proper and approved use of the Food Bank’s brand and associated logos, and also provides an overview of key messages, relevant grammar and punctuation, and commonly used language when communicating information about hunger, the work we do, and the people we serve.

By following the standards outlined in each section, we can together ensure consistency in messaging, tone, voice and overall representation of Northern Illinois Food Bank across all channels.

For questions regarding the contents of this guide; issues relating to brand identity, visual or writing style, and logo usage; or other concerns, please contact the Northern Illinois Food Bank Marketing Communications team by email at communications@northernilfoodbank.org.
Typography

Primary Typeface

The primary typeface associated with Northern Illinois Food Bank is Helvetica Neue. This font has a clean look and is legible in print or digital form in various sizes.

Helvetica Neue:

\[
\begin{align*}
\text{ABCDEFGHIJKLMNOPQRSTUVWXYZ} \\
\text{abcdefghijklmnopqrstuvwxyz}
\end{align*}
\]

Helvetica Neue Bold:

\[
\begin{align*}
\text{ABCDEFGHIJKLMNOPQRSTUVWXYZ} \\
\text{abcdefghijklmnopqrstuvwxyz}
\end{align*}
\]

Secondary Typeface

The secondary typeface associated with Northern Illinois Food Bank is Arial. This font should be used if Helvetica Neue is not available. Arial is typically found on all computers.

Arial Regular:

\[
\begin{align*}
\text{ABCDEFGHIJKLMNOPQRSTUVWXYZ} \\
\text{abcdefghijklmnopqrstuvwxyz}
\end{align*}
\]

Arial Bold:

\[
\begin{align*}
\text{ABCDEFGHIJKLMNOPQRSTUVWXYZ} \\
\text{abcdefghijklmnopqrstuvwxyz}
\end{align*}
\]

Tertiary Typeface

The tertiary typeface associated with Northern Illinois Food Bank is Impact. This font should be used un-bolded and only in titles, headings and subheadings; do not use Impact for body text.

Impact

\[
\begin{align*}
\text{ABCDEFGHIJKLMNOPQRSTUVWXYZ} \\
\text{abcdefghijklmnopqrstuvwxyz}
\end{align*}
\]
Color Palette

Primary Color Palette

Northern Illinois Food Bank uses Feeding America’s primary colors of orange (to represent hunger) and green (to represent rebirth, regeneration and growth).

- **PANTONE: 144 C/U**
  - CMYK: 0/50/100/0
  - RGB: 233/121/0
  - HTML: #E98300

- **PANTONE: 371 C/U**
  - CMYK: 53/14/89/56
  - RGB: 83/104/43
  - HTML: #53682B

Secondary Color Palette

Northern Illinois Food Bank uses secondary colors inspired by fresh food. These colors are to be used as accents to complement the primary colors. These colors are never to be used in the Food Bank’s logo.

- **PANTONE: 7533 C**
  - CMYK: 43/57/63/60
  - RGB: 83/59/39
  - HTML: #533B27

- **PANTONE: 416 C/U**
  - CMYK: 29/21/30/15
  - RGB: 149/149/139
  - HTML: #95958B

- **PANTONE: 452 C**
  - CMYK: 23/12/27/2
  - RGB: 182/186/167
  - HTML: #B6BAA7

- **PANTONE: 519 C**
  - CMYK: 71/100/8/51
  - RGB: 87/8/97
  - HTML: #570861

- **PANTONE: 299 C**
  - CMYK: 86/0/0/0
  - RGB: 0/167/225
  - HTML: #00A7E1

- **PANTONE: 660 C**
  - CMYK: 94/44/0/5
  - RGB: 0/102/179
  - HTML: #0066B3

- **PANTONE: 2766 C**
  - CMYK: 93/81/23/49
  - RGB: 22/50/92
  - HTML: #16325C

- **PANTONE: 7409 C**
  - CMYK: 119/95/93/5
  - RGB: 190/56/33
  - HTML: #BE3821

- **PANTONE: PANTONE: 7489 C**
  - CMYK: 1/33/98/0
  - RGB: 253/184/19
  - HTML: #FDB813

- **PANTONE: PANTONE: 7489 C**
  - CMYK: 48/1/94/1
  - RGB: 128/181/57
  - HTML: #80B539

- **PANTONE: 341 C**
  - CMYK: 84/11/78/1
  - RGB: 0/141/92
  - HTML: #008D5C
Main Logo

Northern Illinois Food Bank’s primary logo contains an orange box, text in orange and green lettering, and wheat stalk. It is available in full color, black and white. Whenever possible, use the full color version.

Currently there is no approved use of the logo with tagline “Feeding Our Hungry Neighbors.”

The logo MUST be used intact; the box, text, and wheat stalk must always be present. The logo also must retain an eight (8) percent tilt and have a transparent background. To maintain clarity and legibility, the logo may not be reproduced smaller than 1.5 inches high. The logo must also have a minimum of 0.5 inches of padding, or clear space, on all sides.

Correct Usage

Incorrect Usage

Any alterations of Northern Illinois Food Bank’s primary logo are considered misuse, unless otherwise approved by the Marketing Communications team under special circumstance (such as Hunger Action Month). Below are examples of incorrect usage of the Food Bank’s logo, including stretching the logo horizontally and vertically, altering the logo colors, and removing graphic components. This is not an exhaustive list of prohibited uses. Please see the Marketing Communications team for final approval.
Program Logos

Various programs of Northern Illinois Food Bank have their own logos. These logos must be used alongside the Food Bank’s primary logo, or in addition to a tagline associating the program with the Food Bank. Most program logos are available in full color, black and white. Whenever possible, use the full color version.

As with the Food Bank’s primary logo, all program logos MUST be used intact; the removal or alteration of text or graphic elements is not permitted. Please see the Marketing Communications team for final approval of logo use.

- For use in marketing and outreach materials for the My Pantry Express (MPX) program; evergreen runtime
- For use in marketing and outreach materials for the Winnebago Community Market (WCM); evergreen runtime
- For use in marketing and outreach materials for the Milk2MyPlate (M2MP) program; evergreen runtime
- For use in marketing and outreach materials for Build Healthy Communities and all related programs (such as Rx Mobiles); evergreen runtime
- For use in marketing and outreach materials for the Summer Family Market; runtime of May-August
- For use in marketing and outreach materials for the Meals on the Move (MOTM) program; runtime of May-August
- For use in associating a Food Bank program logo (see above) OR a member agency logo with the Food Bank; evergreen runtime
What We Do

• Together we are solving hunger in Northern Illinois.

• Hunger is here and hunger is real. It’s in our hometowns, and it affects men, women, children and seniors of all ages and backgrounds. We believe no one should be hungry.

• We provide nutritious food to more than half a million people every year across our 13-county service area of Northern Illinois through our network of more than 900 food pantries, partners and programs.

• Many people don’t realize that there IS enough nutritious food to provide every meal, every day for every neighbor in Northern Illinois. We pilot innovative programs that will provide access to the nutritious groceries our neighbors need in a way that fits their schedule and lifestyle. We also work day in and day out with our partners to provide for our community.

Who We Serve

• 77 percent of the people we serve are working, but they don’t make enough to make ends meet and often have to choose between purchasing food, medicine or paying the bills to keep their homes or keep the heat on (Hunger in America, 2014).

• No one should have to make these difficult decisions, so we will continue to work to make sure that no one has to.

Where We Serve


• We have four centers: West Suburban Center (Geneva), North Suburban Center (Park City), Northwest Center (Rockford) and South Suburban Center (Joliet).

• Our service area of more than 7,000 square miles extends out past Rockford into Stephenson County, swoops past DeKalb, and pushes south toward Kankakee.
How You Can Help

• Every dollar, every hour and every pound make a difference to us and to those we serve.

• Last year alone, more than 24,000 people volunteered their time with us, donating 136,000 hours to serving our neighbors in need. Without the support of our volunteers, we simply wouldn’t be able to serve our neighbors nearly as well.

• Every $1 donated can help provide $8 worth of groceries for those we serve. This is possible because more than 75 percent of the product we distribute is donated, thanks to our network of relationships with food retailers and manufacturers.

• Last year, Northern Illinois Food Bank distributed 69.1 million meals to our community.

• When you support the Food Bank, you can rest assured your donation is being used wisely, as 96 percent of resources go directly to Food Bank programs.

• We invite you to join our mission of solving hunger in Northern Illinois!

◊ Volunteer: Pack food in our warehouse, join us at a grocery distribution, or use your professional skills as a skills-based volunteer.

◊ Donate: Make a financial donation, host a food and fund drive, or help plan or attend an event.

◊ Get Involved: Talk about the issue of hunger with your friends, family and coworkers.
<table>
<thead>
<tr>
<th>County</th>
<th>Overall food insecurity rate</th>
<th>Child food insecurity rate</th>
<th>Number of food-insecure people</th>
<th>Number of food-insecure children</th>
<th>Number of network partners</th>
<th>Number of meals distributed in FY19</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Boone County</strong></td>
<td>7.7%</td>
<td>15.4%</td>
<td>4,140</td>
<td>2,140</td>
<td>24</td>
<td>1M</td>
</tr>
<tr>
<td><strong>DeKalb County</strong></td>
<td>12.6%</td>
<td>16.0%</td>
<td>13,180</td>
<td>3,650</td>
<td>60</td>
<td>2.1M</td>
</tr>
<tr>
<td><strong>DuPage County</strong></td>
<td>6.7%</td>
<td>11.7%</td>
<td>62,420</td>
<td>25,370</td>
<td>152</td>
<td>14.8M</td>
</tr>
<tr>
<td><strong>Grundy County</strong></td>
<td>9.0%</td>
<td>14.8%</td>
<td>4,530</td>
<td>1,920</td>
<td>5</td>
<td>630K</td>
</tr>
<tr>
<td><strong>Kane County</strong></td>
<td>5.7%</td>
<td>13.2%</td>
<td>30,090</td>
<td>18,600</td>
<td>167</td>
<td>9M</td>
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<tr>
<td><strong>Kankakee County</strong></td>
<td>12.2%</td>
<td>16.4%</td>
<td>13,550</td>
<td>4,330</td>
<td>29</td>
<td>2.2M</td>
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<tr>
<td><strong>Kendall County</strong></td>
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<td>11.6%</td>
<td>6,710</td>
<td>4,180</td>
<td>13</td>
<td>1.4M</td>
</tr>
<tr>
<td><strong>Lake County</strong></td>
<td>6.5%</td>
<td>12.2%</td>
<td>45,980</td>
<td>21,530</td>
<td>171</td>
<td>9.1M</td>
</tr>
<tr>
<td>County</td>
<td>Overall food insecurity rate</td>
<td>Child food insecurity rate</td>
<td>Number of food-insecure people</td>
<td>Number of food-insecure children</td>
<td>Number of network partners</td>
<td>Number of meals distributed in FY19</td>
</tr>
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<td>----------------------------------</td>
<td>----------------------------</td>
<td>----------------------------------</td>
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<tr>
<td>McHenry County</td>
<td>6.4%</td>
<td>12.6%</td>
<td>19,740</td>
<td>9,540</td>
<td>53</td>
<td>4.7M</td>
</tr>
<tr>
<td>Stephenson County</td>
<td>12.8%</td>
<td>17.8%</td>
<td>5,870</td>
<td>1,770</td>
<td>35</td>
<td>918K</td>
</tr>
<tr>
<td>Ogle County</td>
<td>9.0%</td>
<td>15.4%</td>
<td>4,650</td>
<td>1,830</td>
<td>30</td>
<td>798K</td>
</tr>
<tr>
<td>Will County</td>
<td>7.2%</td>
<td>12.8%</td>
<td>49,530</td>
<td>22,940</td>
<td>147</td>
<td>10.7M</td>
</tr>
<tr>
<td>Winnebago County</td>
<td>12.7%</td>
<td>18.1%</td>
<td>36,390</td>
<td>12,370</td>
<td>118</td>
<td>6.4M</td>
</tr>
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