



BRAND GUIDELINES

JULY 2022

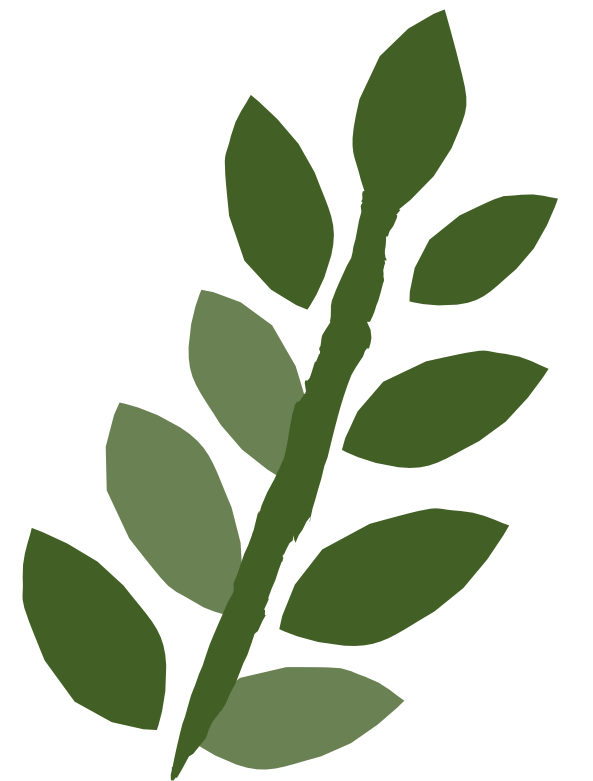


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HUNGER-SPECIFIC LANGUAGE AND GRAMMAR

At Northern Illinois Food Bank, the dignity of our neighbors is of the utmost importance. Treating our neighbors with respect, and in ways that will preserve their dignity, influences many aspects of the work we do and the words we use to describe our work.



FOOD INSECURITY VS. HUNGER

The USDA defines food insecurity as a lack of consistent access to enough food for an active, healthy life. Hunger refers to a personal, physical sensation of discomfort.

To emphasize the Food Bank as knowledge experts it is preferred to use the term food insecurity or individuals/households who are food-insecure rather than hungry. Over the past few years, the term food insecurity has been used widely and more frequently. Speaking about our neighbors with food insecurity rather than neighbors who are hungry keeps our language about their current state of access to food rather than assigning a physical attribute to them.

PEOPLE FIRST LANGUAGE

We should refer to those we serve in a positive light, using people-first language (person before the descriptor). Therefore, avoid using adjectives to describe or label our clients as “hungry” or “needy” as these define a constant condition of need. Instead of “hungry neighbors” use “neighbors with food insecurity” or “neighbors seeking help”.

USE “NEIGHBOR” OVER “CLIENT”

“Client” is a distant and emotionally disconnecting term. The neighbors served by the Food Bank and our network are mothers, fathers, sisters, brothers, friends, family members, coworkers and — above all — neighbors. It is important that we treat everyone we encounter with respect and dignity. By referring to the people we serve as “neighbors,” “households” and “families” instead of “clients,” we acknowledge that we are part of the same inclusive community, “we are all neighbors”. When referencing our programs (e.g., My Pantry Express and Winnebago Community Market), “shoppers” may be used in place of “customers” or “clients.”

USE “MEMBER AGENCY” OVER “NETWORK PARTNER”

In the past, the food pantries, soup kitchens, shelters and other distribution sites that are part of the Food Bank’s network were referred to as network partners. We now refer to those in our network as “member agencies” or by the individual agency’s name when appropriate. When talking about our full network use “our network of more than 900 food pantries and programs”. Programs encompasses our direct-to-neighbor programs, such as Mobile Markets, and also child and senior sites we partner with and other distribution points.



USE “HELPS PROVIDE” OVER “BUY”

We cannot say that \$1 buys \$8 worth of groceries because this phrase gives the impression we are using all donated dollars to purchase our food at a discounted price. The reason we are able to provide \$8 worth of groceries for \$1 is because we receive food donations and volunteer time, in addition to bulk food pricing. We also do not want donors thinking their donations are restricted only to purchase food. Use “\$1 helps provide or can help provide \$8 worth of groceries”

USE “HELP” OR “SERVE” OVER “FEED”

For the most part, the Food Bank does not directly “feed” those in need. We provide support and assist our network in providing food and resources to our neighbors. For this reason, in most cases, it is preferable to say “the Food Bank helps feed our neighbors throughout Northern Illinois.”

USE “GROCERIES” OVER “FOOD”

A portion of the product we distribute throughout our network includes non-food items that are typically described as groceries or grocery items, such as toiletries and personal care products, cleaning supplies, over-the-counter medicine, pet food, baby products and more. When appropriate, please use “groceries” to describe the product being sourced and distributed by the Food Bank and our network.

USE “WE ARE SOLVING HUNGER”

Solving hunger is not a lofty goal, we do it every day. Whenever we mention our hunger relief initiatives, we always use active voice. This writing style creates consistency across our organization and supports Northern Illinois Food Bank’s undoubting brand voice attribute.



CAPITALIZATION

Capitalize proper nouns and names such as Julie, Northern Illinois, Feeding America, the Democratic or Republican Party and the Fox River.

Northern Illinois Food Bank should ALWAYS be capitalized as a proper noun. Do not use “the” in front of “Northern Illinois Food Bank.”

After the first reference of Northern Illinois Food Bank in a written piece, use “the Food Bank” in any further mentions. Be sure to capitalize the first letter of “Food” and “Bank.”

When referring to the Northern Illinois area, capitalize “Northern” – it refers to a specific geographic region and is therefore capitalized as a proper noun would be.

The following Food Bank programs should be capitalized as they appear: BackPack Program, Summer Food Service Program (SFSP), Mobile Market, Senior Grocery Program, Holiday Meal Box, Milk2MyPlate, Foods 2 Encourage.



ACRONYMS

There are several universally recognized abbreviations that can and should be used (e.g., USDA), but overall, please refrain from using abbreviations when possible. If you must use an abbreviation, please spell out the full phrase when using it for the first time, followed by the abbreviation in parentheses. After this first usage, the abbreviated term may be substituted for the full name.

Example: As part of our Summer Food Service Program (SFSP)...

USING “NIFB”

NIFB as an abbreviation for Northern Illinois Food Bank can be used as an internal reference in emails, meeting agendas and other informal communication and messaging purposes. Do not use NIFB in professionally designed pieces or headings, rather use Northern Illinois Food Bank or our logo.

MISSION, VISION, VALUES



TAGLINE

NEIGHBORS. EMPOWERED.

Our tagline expands our definition of what it means to be a neighbor. Every neighbor, whether offering or seeking help, can be empowered by engaging with the Food Bank.

MISSION

To provide nutritious food and resources for our neighbors, with dignity, equity and convenience, through partnerships and innovation.

VISION

For everyone in Northern Illinois to have the food they need to thrive.



VALUES

COMMUNITY

We collaborate with our team and partners to exceptionally serve one another and our neighbors. We honor diversity and celebrate our unique gifts and perspectives.

ACCOUNTABILITY

We take ownership for our performance and honor our commitments.

EMPOWERMENT

We trust and support each other to get the job done and to do it well.

IMPACT

We create positive change by focusing on what's most important to our mission.

HUMILITY

We are humble and self-aware. We know when to ask for and accept help.

TRANSPARENCY

We share information, as appropriate, openly and honestly through candid conversation.

LOGO



NORTHERN ILLINOIS FOOD BANK

LOGO MARK

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, orange and white.

Whenever possible, use the full-color version.

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.



LOGO VARIATIONS

There are four variations of our logo: the primary full-color option, reverse white and 1-color black or orange. The full-color version is the primary logo and should be used whenever possible. When necessary, the 1-color versions may be used when the background color is too dark or when printing is done in limited colors.

2-COLOR



1-COLOR



1 COLOR REVERSE



1 COLOR REVERSE



CLEAR SPACE

Provide plenty of space around the NIFB logo. Whether using a large- or small-scale logo, ensure that you provide space that gives the logo an opportunity to be highlighted while not feeling cluttered. The minimum clear space is the wheat stalk “o” in the primary logo.



Minimum Size:

Digital 100px



Print 1.25"



INCORRECT USAGE

This new logo embodies so much of what is important to the Northern Illinois Food Bank team – a devotion to community, a love of innovation and a passion for bringing quality healthcare to the masses. To ensure that our brand is recognizable wherever it appears, avoid modifying or altering this logo in any way. Its orientation, colors and composition should remain as indicated. This is not an exhaustive list of prohibited uses. Please see the Marketing Communications team for final approval.



Do not rotate the logo



Do not stretch the logo



Do not alter the logo colors



Do not apply shadows, effects or filters

ABOUT OUR TAGLINE

To create a more inclusive world, we have evolved our language. Now, every person we meet is a neighbor. Reflecting this belief, our tagline incorporates every person in the community as part of our mission.

TAGLINE LOCKUPS

When the tagline appears with the primary logo, the two elements together are called the logo and tagline lockup. This means that they are locked into a specific relationship to one another and form a single unit. The elements may not be rearranged or the relationship altered in any way to change the logo's graphic integrity.

HORIZONTAL LOCKUP



VERTICAL LOCKUP



COLOR



COLOR PALETTE

Our primary colors embody the Northern Illinois Food Bank brand. Northern Illinois Food Bank uses Feeding America’s primary colors of orange (to represent hunger) and green (to represent rebirth, regeneration and regrowth). 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 secondary colors are never to be used in the Food Bank’s logo.



**PRIMARY
ORANGE**

**RGB
233 121 0**

**CMYK
0 50 100 0**

**HEX
#E98300**

**PRIMARY
GREEN**

**RGB
83 104 43**

**CMYK
53 14 89 56**

**HEX
#53682B**

**SECONDARY
LAVENDER**

**RGB
177 174 245**

**CMYK
29 30 0 0**

**HEX
#B1AEF5**

**SECONDARY
RED**

**RGB
198 44 44**

**CMYK
16 96 94 5**

**HEX
#C62C2C**

**SECONDARY
BLUE**

**RGB
78 170 221**

**CMYK
64 18 2 0**

**HEX
#4EAADD**



**NEIGHBORS.
EMPOWERED.**

JULY 2022

For more information or questions,
please contact:

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