EAST TEXAS FOOD BANK

Brand Guidelines

Revised March 2026

Created January 2021

PURPOSE OF THIS DOCUMENT

These brand guidelines were developed with a lens for marketing materials and general public facing communication.

This document defines the appropriate treatment of the East Texas Food Bank's brand elements, such as our logo, color pallet, typography, imagery and language. For any questions about the brand guide, please contact the Communications and Marketing Director at communications@easttexasfoodbank.org

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INTRODUCTION

Vision
A hunger-free East Texas.

Mission
The East Texas Food Bank exists to fight hunger and feed hope in East Texas.

About
Established in 1988, the East Texas Food Bank is the largest hunger-relief nonprofit in East Texas, covering 26 counties. ETFB works to feed our community through a network of 200+ partner agencies and feeding programs and strengthen families by providing nutrition education and benefits assistance and lead the community in hunger-relief work.

Brand Tone
We are the experts on hunger in East Texas, but we speak in a friendly and relatable manner.

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

LOGO

More than just a logo- our brand is a symbol for hope and the end of hunger.

Logo

The logo was updated in 2017 and is a modern version of the ETFB logo that was introduced in August 2011. The wheat stalk, identified with ETFB and food banking, complements the Feeding America brand logo. The word mark uses the Gotham font in all capital letters. The color palette remains the same to align with the Feeding America brand standards

Logo Elements

The East Texas Food Bank's primary logo is comprised of two parts: the wheat stalk symbol and the East Texas Food Bank word mark. When reproducing the logo, never redraw, alter or distort the relationship between these two parts. Additionally, the wheat stalk should appear in the Primary Orange color and the word mark should appear in the Primary Green color.

PRIMARY LOGO VERSIONS

Full Color
The full color logo is the primary logo that should be used wherever the logo can be applied in full color. This logo should only be placed on backgrounds that are white or light in color.

White
White logo that can be used on dark backgrounds where the full color logo cannot be reproduced.

Black
One-color treatment that can be used in black and white applications.

ALTERNATE LOGO USAGE

Horizontal Logos

When possible, use the 2-color version of the mark in the vertical format. In situations where space is limited or when the format is extremely horizontal, a horizontal formal is available to ensure maximum impact.

USING THE LOGO IN DESIGN

Clear Space

The clear space ensures logo visibility and impact. Maintaining the clear space between the logo and other graphic elements ensures the logo always appears unobstructed and separated from other graphic elements. The logo should always have at least 1/4” clear space on all sides.

Minimum Size

In order to ensure legibility, the logo should never be reproduced any smaller than the sizes below.

UNACCEPTABLE USAGE

Below are examples of incorrect usage of the ETFB logo. These examples apply to all versions in the ETFB logo library. For questions about correct usage, please contact the ETFB Communications Director.

Do not change the color of the logos

Do not use any old ETFB logos

Do not add a drop shadow or other effects

Do not distort or redraw the logo

Do not rotate the logos

Avoid backgrounds that don't have sufficient contrast

Do not put the logo on a busy background

OTHER LOGOS

Program specific logos will be created by the Communications and Marketing Director. The same principles for color, clear space, minimum size and approved usage apply to all ETFB brand logos.

EAST TEXAS FOOD BANK

Deep East Texas Resource Center

EAST TEXAS FOOD BANK

AGENCY INSTITUTE

THE TABLE

Partners in Health

EAST TEXAS FOOD BANK

CO-BRANDING

Corporate & Other Partners

When the ETFB logo will be used with other corporate and campaign logos, make every effort to ensure the ETFB logo carries the same overall weight and size as the other accompanying logos. Size limitations may require using the logo with horizontal orientation.

Vertical

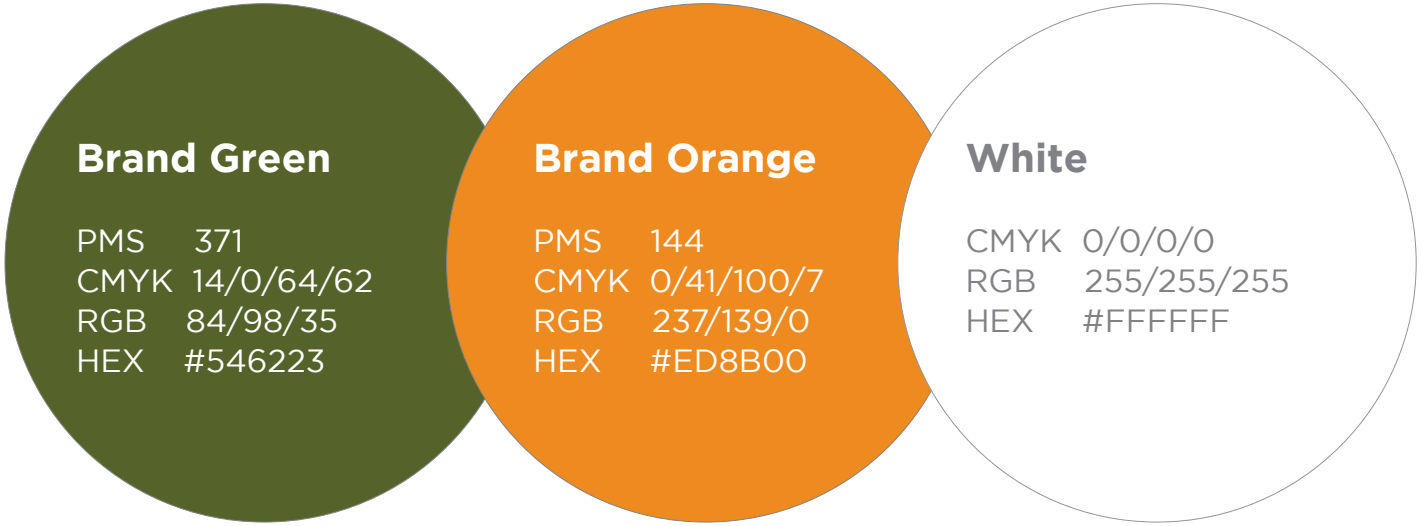
Horizontal

Feeding America

As a proud member of the Feeding America network, the ETFB has the privilege of using the Member of Feeding America signature on our marketing and advertising materials. As a general rule, we do not include the lockup of Member of Feeding America with the ETFB logo, rather it is used as a stand apart graphic on materials as warranted.

COLOR PALETTE

The East Texas Food Bank color palette is fresh, bright and inviting to match the optimistic, forward-thinking brand. In order to ensure consistency across all applications, colors have been adjusted for variances in print and online displays. It is important that the proper color mixes are utilized for each execution. These are our hero colors. Green represents growth, vitality, and renewal. Orange is the color of the hunger movement and conveys energy and optimism. White is an important part as well, as it ensures all of our colors have sufficient contrast and remain ADA compliant.



TYPOGRAPHY

Gotham is our primary typeface. Use it for key messages and calls-to-action. When Gotham can't be used, Arial can be used as a substitute and is found on most devices and computers.

GOTHAM BLACK

GOTHAM BOLD

GOTHAM MEDIUM

GOTHAM BOOK

BRAND IMAGERY

Strong 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 audiences. Our brand imagery helps to set us apart and to drive empathy for the people we serve. Use it whenever possible, but ensure that the focus and crop help communicate a clear message. Always apply a lens of equity, diversity and inclusion when selecting imagery. Ensure a media release form is filled out.

LANGUAGE

Hunger
Hunger and its variants are preferred to “food insecurity” because “food insecurity” is not a commonly used term by the general public. Instead, you could say:

- Facing hunger
- At risk of hunger
- In need

Examples (correct):
- One in five East Texans are facing hunger.
- One in three East Texas children are at-risk of hunger.

Food Insecurity
The term “food insecurity” should only be used for academic audiences. It means “having inadequate resources to acquire enough food for a healthy, active life”.

People We Serve Vs. Clients
Please use “people we serve” or “families we serve” when referred to people served by the East Texas Food Bank. We prefer not to use the term clients.

People-First Language
People-first language emphasizes the dignity of people who face hunger. People are not defined by their hunger status and situation, so using hungry or needy as adjectives (“hungry people”) should be avoided.

Examples (correct):
- Neighbors facing hunger
- East Texans in need
- Neighbors at risk of hunger

Examples (incorrect):
- Hungry people or the hungry
- People struggling with hunger
- Hungry children
- Poor people

Families Vs. Household
When talking about the people we serve, use “families” instead of “households”, as it feels more natural.

Approved Messaging
Please use the Messaging Manual for all other approved copy about the East Texas Food Bank and our programs.

RESOURCES

Logo Files

The logos can be found on the drive at by going to
Shared Drive (S) --> Communications --> ETFB Logo

Messaging Manual

The Messaging Manual can be found on the drive at
Shared Drive (S) --> Communications --> ETFB Messaging Manual

Approval

Unless there is pre-approval from the Communications and Marketing Director, external content with the ETFB logo needs prior approval.

Questions

Please contact the Communications and Marketing Director at
communications@easttexasfoodbank.org with any questions on the brand guide.