

LOGO USAGE

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving ample space around the logo, we make sure it stands out on all of our communications. The clear space for local member logos follows the same specifications as the Feeding America logo, with the addition of the member’s regional name.



Clear space is measured by the height of the “F” in the Feeding the Gulf Coast logo.

The minimum clear space must always be the height of the “F” on the left, right, and bottom of the logo. A minimum clear space must always be one half the height of the “F” above the logo.

TYPOGRAPHY

The primary typeface for both Feeding America and Feeding the Gulf Coast is **Gotham**. Gotham is typically set in Gotham Book weight at 10-point with 13-point leading for body copy. In the event that Gotham is not available, the secondary font **Arial** may be used.

Gotham Book
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Gotham Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

The secondary typeface for Feeding the Gulf Coast is **Mission Gothic**. Mission Gothic is reserved for italics and is typically set in Mission Gothic Light Italic weight at 11-point with 13-point leading for body copy. Mission Gothic should never be used for anything other than italics. In the event that Mission Gothic is not available, the font should remain as Gotham.

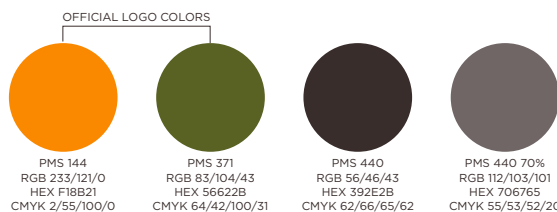
Mission Gothic Light Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Mission Gothic Bold Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

COLOR PALETTE

Primary Color Palette:

Used for logo and body copy. These are the official logo colors for Feeding America as well.



Secondary Color Palette:

Used for alternate colors to add a variety to the brand.

