

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


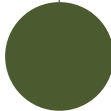










Mission Gothic Bold Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

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.

OFFICIAL LOGO COLORS

 PMS 138 RGB 222/124/0 HEX DE7C00 CMYK 0/54/100/1	 PMS 574 RGB 78/91/49 HEX 4E5B31 CMYK 49/22/85/58	 PMS 440 RGB 56/46/43 HEX 392E2B CMYK 62/66/65/62	 PMS 440 70% RGB 112/103/101 HEX 706765 CMYK 55/53/52/20	 PMS Cool Grey 1C RGB 217/217/217 HEX D9D9D9 CMYK 10/7/5/0	 PMS 719 RGB 237/200/163 HEX EDC8A3 CMYK 1/18/31/0
 PMS 644 RGB 135/178/216 HEX 87B2D8 CMYK 42/15/0/6	 RGB 140/163/60 HEX 8CA33C CMYK 50/21/100/2	 PMS 123 RGB 255/184/28 HEX FFB81C CMYK 0/25/94/0	 PMS 5523 RGB 182/207/208 HEX B6CFD0 CMYK 27/5/8/0	 PMS 432 RGB 51/63/72 HEX 333F48 CMYK 78/57/39/56	 PMS 1805 RGB 178/45/58 HEX B2D35A CMYK 0/75/67/30