



LOGO GUIDELINES



The Food Bank of Waterloo Region

The Food Bank of Waterloo Region is home to passionate and dedicated staff and volunteers working hard to make sure no matter where you live in Waterloo Region you have access to food.

We are approachable, respectful, factual and collaborative and always put the community first.

Our brand reflects our values – it is fresh, collaborative, conversational and flexible. We are constantly evolving and growing and introducing new ideas to ensure no one goes hungry in Waterloo Region. And that's because we know hunger can impact anyone, at any time. Just as we continue to grow and evolve, so does our language, imaging and messaging.

As a key stakeholder, we ask you to use these brand guidelines to share The Food Bank's brand story with consistency, professionalism, accuracy and inspiration.

Let's make a difference, together.

If you have any questions or feedback while you review, please share!

Contact: marketing@thefoodbank.ca.

Visual Guidelines

Our **Brand**

Visuals play an important role in communicating our brand voice, values and personality. It is important our visual brand and voice align; together they tell a coherent story and is how the community recognizes us.

The visuals – imagery and design elements – we use are bright, fresh, approachable and professional. Everyone should see themselves in our imagery.

Along with our voice, the visuals must be consistent throughout all of our documents, campaigns and projects. To achieve, please follow the visual guidelines outlined on the following pages. If you are uncertain about how to properly use the elements, please contact marketing@thefoodbank.ca.

Our **Logo**

Our logo is the fundamental base upon which our brand is built and must be included in all print, digital and video that we publish. It is the unique identifier that symbolizes what we stand for: ensuring no one goes hungry. There are strict rules on how to treat our logo to make sure we are maintaining the integrity of our brand. There are four acceptable variations of the logo, please see the chart on the adjacent page for approved uses.

FULL COLOUR VERTICAL LOGO

This logo may only be placed on white or light coloured backgrounds.



FULL COLOUR HORIZONTAL LOGO

This logo may only be placed on white or light coloured backgrounds.



REVERSED LOGO

The all-white reversed version of the logo can be used when the logo must appear on a dark or busy background above 50% opacity.



BLACK LOGO

This solid black version of the logo should only be used when colour is unavailable such as at small sizes or lower quality printing. It can also be used on promotional merchandise.



LOGO USAGE "DON'TS"



Do not print the logo
in a colour other than the
approved colours



Do not angle the logo



Do not flip the logo



Do not stretch the logo
vertically or horizontally



Do not print the logo on a
distracting background



Do not use drop shadows or
effects on the logo



**THE FOOD BANK OF
WATERLOO REGION**
50 ALPINE COURT
KITCHENER, ON N2E 2M7

Tel: 519.743.5576
Fax: 519.743.8965
Email: info@thefoodbank.ca