

# Program Partner Guidelines

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## **OUTREACH AND MARKETING**

The Central Texas Food Bank (Food Bank) values its relationships with its program partners in the fight against hunger in Central Texas. In order to put forth a uniform message in this fight, we encourage consistent messaging and branding. This protects the integrity and supports the mission of both the Food Bank and our program partners.

With that in mind, we have devised these helpful guidelines for our program partners.

### **Acknowledging Affiliation with the Central Texas Food Bank**

Program partners should identify on all outreach materials, media releases and other marketing collaterals that the program is being offered in partnership with the Central Texas Food Bank.

Food Bank review and approval is required for any public relations or marketing material to be distributed that include the Food Bank logo or make reference to the Food Bank. For program cancellation or date-move notices, partners should use appropriate signage provided by the Food Bank.

### **Logo**

Central Texas Food Bank logos are available for program partner use. When using any Food Bank logo along with a program logo for outreach materials or collaterals, partners should use files provided by the Food Bank.

Food Bank logos and usage guidelines can be found at [www.centraltexasfoodbank.org/brand-assets](http://www.centraltexasfoodbank.org/brand-assets)

### **Feeding America Programs**

Feeding America supports the Central Texas Food Bank in providing local programming, including the Kids Cafe Program. When combining the Feeding America logo with the Food Bank logo, partners should place the Feeding America logo below the right corner of the Central Texas Food Bank logo.

### **Media**

If a program partner is contacted by the press for a statement, interview or site visit, the program partner should contact the Food Bank immediately. If a program partner should reach out to any

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media outlet for publicity via phone interview, in-person interview or press release in regard to a Food Bank-sponsored program, Food Bank approval is required. If a partner is interviewed by any media outlet, the partner should say the program is being offered in partnership with the Central Texas Food Bank.

Before photos of any clients are taken or used, there must be a signed Central Texas Food Bank media release on file. For client children younger than 18 years, the media release must be signed by their parent or legal guardian.

In the event of a crisis, the Central Texas Food Bank follows a communication plan to address media relations and communication issues. It is the intent of Food Bank to provide employees, volunteers, the media and the public with the facts concerning a crisis as information becomes available. In speaking with the media and public, Food Bank communications team representatives will work with the partner to designate an appropriate spokesperson who will provide information and messages most beneficial to the organization and partners.

For marketing outreach material approval, media inquiries or communication emergencies, contact Food Bank Marketing and Communications Director Paul Gaither by phone at 512-684-2528 or by email at [pgaither@centraltexasfoodbank.org](mailto:pgaither@centraltexasfoodbank.org).