



SOCIAL MEDIA TOOLKIT

BRAND KIT FOR COMMUNITY PARTNERS + SUPPORTERS

Version 2.0 | July 2025



**CENTRAL
TEXAS
FOOD
BANK**



WELCOME TO THE CENTRAL TEXAS FOOD BANK SOCIAL MEDIA BRAND KIT!

Thank you for partnering with the Central Texas Food Bank to help nourish our community. This toolkit is designed to make it easy for you to promote events and campaigns that support our mission. Inside, you'll find ready-to-use resources, including branding guidelines, messaging, hashtags, and visual assets to help you create engaging, on-brand content with ease.

By using these materials, you'll ensure consistency in messaging while maximizing the impact of your posts. Whether you're sharing an event, encouraging donations, or spreading awareness, this guide will help you craft content that resonates with your audience.

If you have any questions or need additional assets, we're here to help — just reach out at communications@centraltexasfoodbank.org!

Let's make a difference together!

WHO WE ARE



The Central Texas Food Bank (CTFB) is the leading hunger-relief nonprofit in Central Texas, working to provide immediate and equitable access to nutritious food for individuals throughout its 21-county service area. Through a combination of direct-service programs and a network of nearly 250 nonprofit community partners, CTFB supports over 610,000 food insecure individuals annually. To learn more about its impactful work and programs, visit centraltexasfoodbank.org.



OUR MISSION + VISION

Our Vision

All Central Texans have immediate and equitable access to nutritious food.

Our Mission

To increase equitable food access in Central Texas by providing nutritious food, leading hunger and poverty advocacy efforts, and transforming lives through programs, education, and innovative solutions.

KEY MESSAGING + HASHTAGS



- We refer to those we serve as ‘neighbors’ instead of ‘clients’ to foster community and respect.
- We do not say “fighting hunger” or “ending hunger” — we focus on impacting equitable access to food.
- We recognize that hunger is temporary; food insecurity is systemic. We use “facing hunger” or “at risk of hunger.”
- Hashtags To Use:
 - #CTFB
 - #CentralTexasFoodBank

OUR COLOR PALETTE

Hex, CMYK + RGB

We strongly encourage the use of Central Texas Food Bank colors.



CTFB BRAND COLORS



Primary Colors

NOURISHING GREEN

HEX #00953B
R 0 | G 149 | B 59
C 86 | M 16 | Y 100 | K 3



HARVEST ORANGE

HEX #FF8A34
R 255 | G 138 | B 52
C 0 | M 56 | Y 88 | K 0



FRESH SPROUT*

HEX #A4D300
R 164 | G 211 | B 0
C 42 | M 0 | Y 100 | K 0



CTFB LOGOS

All logos obtained prior to June 2025, or not included within this document, should no longer be in use or appear on collateral.



PRIMARY LOGO

The primary logo was updated in June 2025. The logo serves as a bold statement of our forward and upward momentum, with continued commitment to nourishing the community

CTFB's primary logo is a lock-up that should be treated as a single piece of artwork. Use of this logo is limited to CTFB employees.

All logo files obtained before June 2025 — or not included within this document — should no longer be used or appear on external-facing collateral.



UNACCEPTABLE USAGE



Below are examples of incorrect usage of the CTFB logos. Any outdated logos shown should be retired from use and updated with the current branding. The colors of the logo should never be altered. Additionally, the positioning of the logo should not be manipulated.



Do not change the color of the logos.



Do not use old versions of our logo.



Do not rotate the logos.



Avoid backgrounds that don't have sufficient contrast.



Do not add shadowing or other effects.