



SOCIAL MEDIA TOOLKIT

BRAND KIT FOR COMMUNITY PARTNERS + SUPPORTERS

Version 2.0 | February 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!

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 across our 21-county service area. We support over 530,000 individuals annually through direct-service programs and a network of approximately 240 nonprofit community partners.



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 December 2024, or not included within this document, should no longer be in use or appear on collateral.



APPROVED CTFB LOGOS

All approved logos should be treated as a single piece of artwork. External use permission must be obtained by contacting CTFB's Marketing + Communications team.



The primary logo, also known as the "Full Color Vertical Lock-up," was updated in 2024. Logos obtained prior to December 2024 or not included within this document should no longer be in use or appear on collateral.



Alternative Primary Logos: Both logos would appear on non-white backgrounds. Both should be used sparingly. Consider the "All White" logo for materials only available for print in black and white.



Alternate Horizontal Lockup: The horizontal designs shown here should only be used in situations where space is limited.

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.