CTFB Brand Guideline
Vendor One-Pager

CENTRAL TEXAS FOOD BANK

As part of the rebranding strategy, we aim to ensure consistency in all visual elements across our organization. To maintain a cohesive presentation of the Central Texas Food Bank through our internal and vendor collateral, we have provided a brief overview of our preferred use of visual elements.

Colors

With the addition of a few new approved colors for our rebrand, we will prioritize the use of our greens and orange before incorporating tertiary colors.

As a rule of thumb:
- 90% of our visual content should feature Nourishing Green.
- Fresh Sprout, Harvesting Orange, and Texas Green are accent colors and should be used sparingly, at 10%.

Nourishing Green
HEX #00953B
R 0 | G 149 | B 59
C 86 | M 16 | Y 100 | K 3
PANTONE 355C

Fresh Sprout
HEX #A4D300
R 164 | G 211 | B 0
C 42 | M 0 | Y 100 | K 0
PANTONE 2291C

Harvest Orange
HEX #FF8A34
R 255 | G 138 | B 52
C 0 | M 56 | Y 88 | K 0
PANTONE 165C

Texas Green
HEX #006327
R 0 | G 99 | B 39
C 99 | M 32 | Y 100 | K 28
PANTONE 2427C

Logos

Our primary logo is the vertical mark (CTFB Carrot) combined with the wordmark. This format will be our default unless it is necessary to use the alternative horizontal logomark. Additionally, we will prioritize the use of the full-color logo. The all-white logo will be reserved for use on backgrounds that may clash or interfere with the logo's colors.

Primary – Accepted uses of our full color logo. Prioritize this logo before using our alternatives.

Alternative – Only use in specific spacing required settings. Limit use.

All-White logo (Horizontal and Vertical) – Use sparingly, and only against CTFB approved color backgrounds.

Incorrect implementations of our logo ❌

Do not alter the CTFB logo in any way. This includes rotating, angling, cropping, stretching, or distorting it. Changing the logo's color, opacity, typography, or adding effects and unauthorized backgrounds is prohibited.

Typography

Our official internal typeface is Gotham and the Gotham font family. For external use, including partner programs and vendors, **Calibri** and the Calibri font family are the authorized typefaces for any materials related to the Central Texas Food Bank. Calibri is a default typeface in Microsoft Office, making it accessible and easy to implement.

Type Size

Titles should always be displayed in Calibri Bold. **Subtitles** should also be in Calibri Bold, but at a smaller size than the title and larger than the body text. The **body** text should be in Calibri Regular, with a font size smaller than both the title and subtitle.

Example (Font sizes are not fixed; this simply illustrates the proportional relationship between the different types of text):

TITLE – CALIBRI BOLD, SIZE 15 PX
Subtitle – Calibri Bold, Size 12 PX

Body – Calibri Regular, Size 10 PX

Type Color

If color is applicable, titles are recommended to be displayed in Nourishing Green (refer to the 'Color' section above). Subtitles and body text should be in standard black. If color cannot be applied, all text should be in standard black.

Example (If text has a color option):

TITLE – CALIBRI BOLD, SIZE 15 PX
Subtitle – Calibri Bold, Size 12 PX

Body – Calibri Regular, Size 10 PX