



CENTRAL TEXAS FOOD BANK BRAND

Vendor Guidelines

As part of our brand strategy, consistency across all visual materials is essential to maintaining a strong, unified presence for the Central Texas Food Bank (CTFB). These guidelines provide a brief overview of how to correctly apply our visual identity in both internal and vendor-produced collateral.

COLORS

We prioritize a clean and focused color approach that reflects our mission and values. With the introduction of new approved colors, our greens and orange remain at the forefront of our visual identity.

Usage Guidelines:

- Nourishing Green, Harvest Orange should be the dominant colors making up for 90% of visual content.
- Fresh Sprout is an accent color and should only be used when combined with Nourishing Green and Harvest Orange.
- Texas Green may be used sparingly and only when necessary to support design needs.



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 full color vertical mark (CTFB carrot) with the wordmark. This version should be used in most applications. The all-white logo may be used against approved background colors if the full-color logo is not suitable due to contrast issues.

Logo Guidelines:

- Primary Logo (Full Color) - Default for all uses. Prioritize this version.
- Alternative Logo (Full Color) - Use only in space-restricted settings.
- All-White Logo (Vertical) - Use sparingly, and only on approved background colors.

Primary Logo



Alternative Logo



All-White Logo



Incorrect Logo Usage

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 typeface is Gotham. If Gotham is not available, contact CTFB.

Type Hierarchy

- Titles: Gotham Bold or Calibri Bold
- Subtitles: Gotham Bold or Calibri Bold (smaller than title, larger than body)
- Body Text: Gotham Regular or Calibri Regular

TITLE - BOLD, 15PT, UPPERCASE

HEADINGS - BOLD, 12PT, UPPERCASE

Sub-headings - Bold, 12pt, Title Case

Standard Text - Regular, 11pt, Sentence case

Captions - Regular, 10pt, Sentence case

Type Color

- Titles may appear in Nourishing Green when color is used.
- Subtitles and body text should remain black.
- If color is not used, all text should be in black.

TITLE - BOLD, UPPERCASE

HEADINGS - BOLD UPPERCASE

Sub-headings - Bold Title Case

Standard Text - Regular, Sentence case

Captions - Regular, 1 Sentence case

QUESTIONS? CONTACT US

For any questions about these guidelines or if you need assistance applying the CTFB brand, contact our team at communications@centraltexasfoodbank.org. We're here to support you and ensure that all materials reflect our mission and identity accurately.

Please reach out before finalizing any materials to confirm alignment with our brand standards. We're happy to review drafts and provide feedback as needed.