
OUR STORY





capitalareafoodbank.org

Our world is changing. And so are we.

We asked for input and we listened. We heard directly from people who are struggling with hunger. We spoke with those who are trying to help. Donors, sponsors, community partners and volunteers shared their thoughts about what matters to them. Our team and Board of Directors added strategy, insights and our hopes for the future.

It became clear that it was time to take a fresh look at our brand. We needed to update our logo, look and feel, and messages to clarify our focus and unify our efforts.

As we move to the new distribution center and expand our ability to lead the hunger relief effort across the Washington metro area, we've refreshed our brand. We're building our future based on our 32-year history.

Known. Liked. Trusted.

Our brand is more than our logo, tagline or any ad campaign. And, it's not about scripting messages.

Our brand is shaped through every experience that people have with us...in person or online, through volunteering at our new distribution center or seeing our trucks and mobile pantries delivering food in area neighborhoods.

Our brand needs to inspire ideas and actions. It needs to build confidence and loyalty. Ultimately, it should strengthen how we work together to help those struggling with hunger.

Our story is a powerful one. This book describes key choices we've made to help share our story in ways that are consistent, creative and clear. We'll share the essence of who we are and how we want to be known.

With your help, the Capital Area Food Bank can become more widely recognized and trusted throughout our community. In turn, we'll be able to do even more to help feed our neighbors who are hungry.



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Tips

- Staff, Pro Bono Designers, Volunteers: We've designed this book as a hands-on guide to help you share our story.
- Help us apply these standards consistently to build greater awareness of our brand.
- Freely use any of the words, images, layouts or guidelines.



A fresh new look linking us to our future.

Our new logo is about creating connections – among people who are hungry, the community we support and engage to help, and the food that ultimately provides nourishment.

The Capital Area Food Bank is the foundation, building strong links to address hunger across the region.

People

We put people first. Core to our mission is feeding people who suffer from hunger...children, senior citizens, individuals and families, the working poor, underemployed and unemployed.

Community

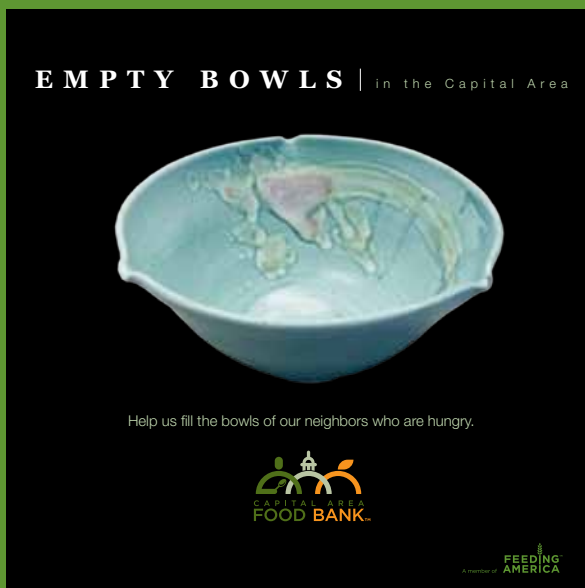
We support organizations and provide programs that are central to connecting people to food throughout the National Capital region, including Washington, DC, Northern Virginia, and Suburban Maryland.

Food

We source and distribute tens of millions of pounds of food each year. We have expanded our facilities to provide healthy food choices including fresh, nutritious produce.

Tips

- Our logo is most powerful when it's not too small.
- Use our logo in the hero position. Center it – at the top, bottom, or in the middle of a page.
- Think about your interpretation of our new logo...and share it!




641,000 of our neighbors in the Washington metro area suffer from hunger. 1 in 5 are children.
 United Way #8052 CFC #30794

The Capital Area Food Bank is the largest hunger relief organization serving Washington, DC, suburban Maryland and Northern Virginia.

Your generosity allows us to support more than 700 community partners who also do hands-on work to end hunger.

Capital Area Food Bank
 645 Taylor Street, NE Washington, DC 20017
 202.526.5344
 6833 Hill Park Drive Lorton, VA 22079
 703.541.3063

Honored for Excellence 2010 Victory Against Hunger Award capitalareafoodbank.org A member of 



’til no one is hungry

This one phrase sums up the Capital Area Food Bank’s mission.

Since 1980, we’ve worked tirelessly to feed our neighbors who are hungry in and around our Nation’s Capital.

Two things are true.

1. Hunger is complex.
2. Hunger-related issues are far more widespread than we ever imagined when we set up the first food bank.

Today, the Capital Area Food Bank is the largest hunger relief organization serving the Washington metro area. We play the central role in sourcing and distributing food to more than 700 community partners who also do hands-on work to end hunger.

And, we work with leading thinkers and equally passionate people to find long-term solutions by educating, empowering and enlightening those around us about hunger – and the importance of providing nutritious food because it directly links to good health.

Tips

- Our tagline — ’til no one is hungry — always appears in an orange or black bar.
- The bar typically will appear across the bottom of print or online material.
- The bar can be used as a divider – spanning the page or extending three quarters of the way across.
- The font is Georgia. All letters are lower case.
- Check to make sure the apostrophe is headed in the proper direction.



The mission of the Capital Area Food Bank is to feed those who suffer from hunger in the Washington metro area by acquiring food and distributing it through our network of member agencies; and to educate, empower and enlighten the community about the issues of hunger and nutrition.

Our values make us who we are. They are as relevant to where we're headed as they have been to our past.

Show compassion

Our staff is talented and passionate. We share a genuine commitment to ensuring that our community partners succeed because day-in and day-out, we're working together to help our neighbors who are struggling with hunger.

Lead the movement

We serve in a unique role...as the hub for food, services and resources to relieve hunger across the Washington metro area. Because we have a bird's eye view, we bring deep insights and perspectives to actively shape local and national solutions that address hunger.

Collaborate

We genuinely believe that the best approaches arise from shared ideas, vibrant discussions and collective action.

Be efficient

We're stewards of the resources entrusted to us. We take that role seriously.

Our team works efficiently, creatively and effectively to support more than 700 community partners. We're a smart investment for donors, sponsors and community partners because we provide the most economical way to source and distribute nutritious food, and to deliver helpful programs that provide hands-on support and resources to our community partners.

Remain relevant and knowledgeable

Our understanding of hunger is rooted in our 32-year history. We've become really good at adapting to the changing needs of our partners and the local community, brought on by economic upturns and downturns, natural disasters, shifting demographics and moving political agendas.

Today, we're at the forefront of ensuring that fresh fruits and vegetables are central to food distribution throughout the community.

Speak out

To impact an issue as serious and fundamental as hunger, we believe in being straightforward, respectful and personable. We build relationships that allow us to work together to create change.



A community response to hunger.



Better together.

Teaming with Feeding America

We're proud to be a member of Feeding America. You'll see the Feeding America logo on our materials.

This national network provides us with access to food, ideas, programs and funding. We want everyone to know that we're working together toward a common goal.

Working alongside corporate and community leaders

We often team with other leaders and community partners. We proudly display their logos as well; with the Capital Area Food Bank at the center and Feeding America always in the right corner.

Tips

- "A member of Feeding America" should always be 50 percent of our logo and appear in the lower right.
- Logos of other sponsors can appear to the left or right of our logo. Sponsor and partner logos should be sized approximately at 50 percent of our logo.



Start with our recipe. Make it your own.

Different messages matter to different people. We heard this loud and clear through the research.

Rather than build our brand from a single script, we're providing key ingredients to help you tell Our Story. Then, you can make choices that make it Your Story. And, encourage others to share Their Story.

Think of it as a recipe. You need the apples to make apple pie. But, you can make the recipe your own by adding your favorites... raisins or pears, whipped cream or ice cream.

Hunger is complicated. Our story — and your story — shouldn't be. We want people to remember us, and the impact they have had or can have.

Tips

- Looking for inspiration? Watch the "Just Three Words" video from ABC's Good Morning America show. Three simple words can have a major impact.

Just 3 things

A basic rule of thumb: pick 3.

Choose three things that matter most to the donor you are hosting, the church group that is volunteering or the agency that you are visiting.

For example, simply state 1 point that describes an issue. Add 1 fact about the Capital Area Food Bank. Plus, 1 personal story that brings your experience to life or shares an insight. Then, help people tell their story so they can pass it on.



Our core message

The Capital Area Food Bank is the largest hunger relief organization serving the Washington metro area.

We work tirelessly to source and distribute food and provide services to **700 community partners** who also do hands-on work to help our neighbors who are struggling with hunger.

capitalareafoodbank.org

Our message box: Examples to get you started.

To help bring our messages to life, we've provided a few examples on pages 16 and 17 that you can build from.

Always start with the core message of the Capital Area Food Bank.

Tips

- Begin with our core message.
- Choose a headline, find a compelling soundbite, and add three fact-based messages that are most relevant to the people you're with.
- Build up your personal bank of messages, including up-to-date facts.
- Don't forget to add your personal story – and encourage people to share their stories.



Fresh thinking!

More fresh food, plus neighborhood-based training and hands-on eligibility programs, are making a world of difference.

Our new distribution center will have a massive amount of refrigeration and a model community garden. We're achieving new heights in providing fresh fruits and vegetables.

We're helping more than 1,000 adults and children learn how to eat healthy and prepare nutritious foods.

Working alongside our community partners, we're taking a hands-on approach to ensure that people who are eligible for SNAP (formerly known as food stamps) quickly submit what's needed to put food on the table.

Give. Volunteer. Sponsor.

We're **making a difference** because we're surrounded by generous and giving people.

Join us.

Donate funds. We rely on individuals and businesses in our community — not government grants — to fund our day-to-day operations.

Donate time. More than 14,000 volunteers sort food, stock shelves and share their talents and expertise, saving us nearly \$2 million each year in staffing costs.

Host a food drive. Each year, more than 1 million pounds of food comes from food drives hosted across the Washington metro area.



Hunger is here.

641,000 of our neighbors in the Washington metro area are **at risk of hunger.** 1 in 5 are children.

In just four years, requests for us to provide food assistance have soared by 25 percent. Simply stated: More people than ever before need our help.

Calls to our Hunger Lifeline are up 173 percent. People dial this phone number as a last resort. They truly are hungry.

With more people moving from the city to the suburbs, we're having to re-think traditional approaches. Today, we transport food and deliver programs to those in need in suburban neighborhoods and rural communities well beyond Washington, DC.

Efficiently distributing food.

Each year, the Capital Area Food Bank distributes 30 million pounds of food through more than **700 community partners.** 15 million pounds is fresh produce. **We help feed 480,000 people.**

Our new distribution center in DC has 123,000 square feet of space. Combined with our 12,000 square foot facility in Northern Virginia, we have doubled our capacity to serve the metro region.

The Capital Area Food Bank is the single most important source of food —

including fresh produce — for most of our community partners.

Without access to the food we provide, hundreds of under-resourced food pantries and neighborhood hunger relief programs that run on shoestring budgets would simply cease to exist.

Header - Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sub Header - Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Text - Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography: Clean and simple.

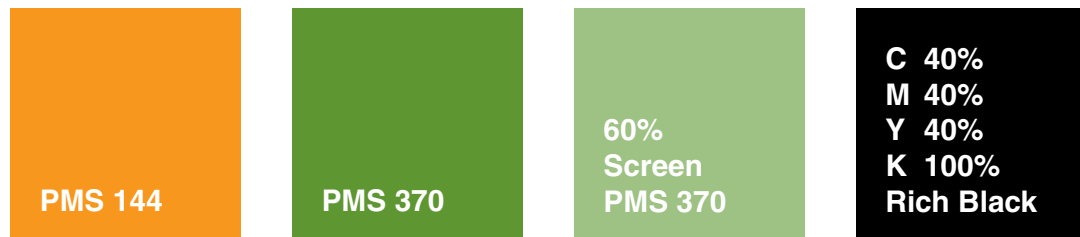
We chose fonts that are clean and easy to read. This will help us become recognized visually, through print and on-screen materials.

Our two typefaces are Georgia and Helvetica. For consistency, in all materials — letters, website, PowerPoint slides, ads, signage — use Georgia for titles and headings and, Helvetica for text.

Italics, caps and small caps create contrast. Color can distinguish between headings and body copy.

Tips

- Shorten the text, don't reduce the font size.
- Engage people with our fonts. Use upper and lower case.
- Limit the use of all capital letters (it comes across as YELLING!!!)



Colors: Organic and fresh.

Hunger and nutrition are important, modern-day issues. Our color palette has been purposely selected to reflect our energy and commitment to hunger relief and healthy living without taking away from the seriousness of the issue.

Our primary green is Pantone 370. This is a friendly, natural green that represents growth, vitality, progress, abundance and life. It is leafy and fresh, showing our sense of hope.

We've chosen to use orange — Pantone 144 — because it is vibrant and warm. Orange is found throughout nature... in the changing colors of leaves or an autumn harvest as well as in melons, apricots and citrus fruits that are rich in vitamin C. Many associate orange with good appetite and good health.

Our colors can be used against a solid black background, creating a visual presence that cannot be ignored. We use this to show contrast...between the abundance of food around us and the fact that many in our community go without food.

Tips

- Show contrast...but make sure the logo and font are light enough and large enough to read.
- Your color printer needs to be a good one. When in doubt, use the lighter background colors.



Photography: Show hope.

Zoom in

Bringing together our new logo, tagline ('til no one is hungry), plus the right words and photos will create a distinct and powerful impression, helping the community instantly recognize us and know what we stand for.

Photographs can be one of our strongest assets, showing how we help create connections.

People

Our photo style focuses first and foremost on people – particularly those whom we help. Zoom in on their eyes and show hope. We serve a diverse population...capture that. Just one photograph — that spans a letter, brochure or ad — can tell the story.

If you need to use more photos, put two together, side by side, right up against one another.

Community

Our events and programs bring people together. We want everyone to see the energy that comes from working as a community. As much as you can, zoom in on small groups of people who are sharing and collaborating.

Fresh

We are the number one source for fresh food for most of our community partners. Many people in the community simply don't associate a food bank with fresh food. Help us change that perception. Generously use images of people with fresh food. Show farmers' markets and photos from our own food bank, where we have an abundance of fresh produce.

Tips

- An extensive library of high quality photos is available on our server or on a CD or DVD.



Imagery: A picture tells a thousand words.

Cutout images can help us cover a variety of topics. The style supports our desire to be straightforward and relevant.

Our cutout style works best on white or dark backgrounds. It shows contrast and projects a clean and modern image that is both classic and contemporary.

Cutout people

The cutout style presents people in a distinct way that removes all distractions. Always use real people - Capital Area Food Bank people, our partners, youth, senior citizens, families or children we ultimately serve. Never use models or stock imagery.

Tips

- Look for unique angles to introduce different and unusual perspectives.

Making eye-to-eye contact is important, as is presenting people in a natural and comfortable way. Engage the people who you are talking to and ask for help. Be direct.

Cutout objects

Choose images that are simple and can be easily turned into the cutout style. These images can bring a headline to life or support a key message. For example, for our Empty Bowls event materials, use an image of a handcrafted, artisan bowl that's taken from an angle showing there is no food in the bowl.

Think fresh!

Fresh fruits and vegetables have become essential to helping those struggling with hunger. Help us make this point.



Appendix: Real world examples.



Hunger is here.

Donate. Volunteer. Sponsor.

641,000 of our neighbors are at risk of being hungry.

Logo



Main Logo

Green PMS 370
 Screen 60% Green
 Orange PMS 144



1 Color PMS 370
 Screen 1 100%
 Screen 2 40%
 Screen 3 60%



1 Color PMS 370



1 Color Black
 Screen 1 100%
 Screen 2 40%
 Screen 3 60%



1 Color Black



Black Background



PMS 371 Background/Screen 10%



Black Background/Screen 10%

Stationary System

Business card



Leadership card



Individual's card

The Hunger Lifeline card

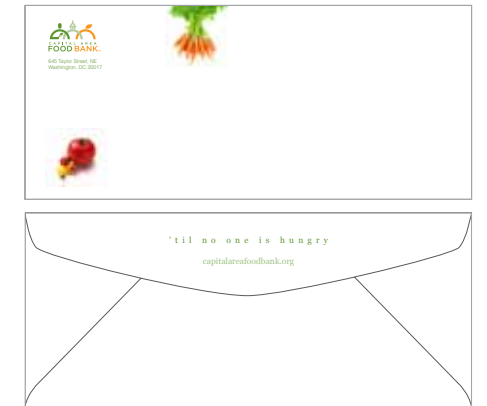


Front



Back


Letterhead and envelope



Notecards and envelopes




PowerPoint



Hunger is here.

Lynn Brantley
Co-founder and CEO
Capital Area Food Bank



'til no one is hungry





Hunger is here

- 641,000 of our neighbors in the Washington metro area are at risk of hunger

2 capitalareafoodbank.org

Fact Sheet

Front page

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'til no one is hungry

Back page



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'til no one is hungry

Advertising

Advertising



641,000 of our neighbors in the Washington metro area suffer from hunger. Seniors skip meals to pay for rent, heat or medicine.

United Way #8052 CFC #30794

The Capital Area Food Bank is the largest hunger relief organization serving Washington, DC, Suburban Maryland and Northern Virginia. Your generosity allows us to support more than 700 community partners who also do hands-on work to end hunger.

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Events

Oversized postcard


EMPTY BOWLS | in the Capital Area

Help us fill the bowls of our neighbors who are hungry.

Empty Bowls | in the Capital Area
Wednesday, October 19, 2011
11:30am - 2:30pm

FHI 360 Conference Center, 8th Floor
1825 Connecticut Avenue NW
Washington, DC 20009
Metro accessible. On-site parking available.
capitalareafoodbank.org/emptybowls



'til no one is hungry

EMPTY BOWLS | in the Capital Area

Area artisans are working together to feed our neighbors who are struggling with hunger in our community.

- Artists are creating one-of-a-kind, handcrafted bowls
- Local chefs are preparing specialty soups
- Bakers are providing hearty, freshly baked breads



For a minimum \$25 donation, receive a simple lunch of soup and bread along with a handmade bowl to take home as a reminder of how you helped fill empty bowls. With the holidays just around the corner, these bowls make unique and meaningful gifts.

Empty Bowls | in the Capital Area
Wednesday, October 19, 2011
11:30am - 2:30pm

FHI 360 Conference Center, 8th floor
1825 Connecticut Avenue NW
Washington, DC 20009
Metro accessible. On-site parking available.

RSVP by contacting Jana Robinson via phone at 202.526.5344, ext. 234 or email at robinsonj@capitalareafoodbank.org

Featured Sponsors

All proceeds go to the Capital Area Food Bank - the largest hunger relief organization serving the Washington metro area - and will provide food to more than 700 community partners who also do hands-on work to end hunger.

Empty Bowls™ is an international grassroots program encouraging local artists and organizations to work together to raise hunger awareness and help feed those who are hungry in their own communities.

United Way #8052 CFC #30794

Events

Advertising

EMPTY BOWLS | in the Capital Area

Join artists, chefs and bakers who are working together to fill the bowls of our neighbors who are struggling with hunger.

For a minimum \$25 donation, receive a simple lunch of soup and bread along with a handmade bowl to take home as a reminder of how you helped fill empty bowls in our community.

Empty Bowls | In the Capital Area
Wednesday, October 19, 2011
11:30am - 2:30pm
 FH-360 Conference Center, 8th floor
 1825 Connecticut Avenue NW
 Washington, DC 20009
 Metro accessible. On-site parking available.

RSVP by contacting Jana Robinson via phone at 202.526.5344, ext. 234 or email at robinsonj@capitalareafoodbank.org

All proceeds go to the Capital Area Food Bank – the largest hunger relief organization serving the Washington metro area – and will provide food to more than 700 community partners who also do hands-on work to end hunger.

United Way #8052 OFC #30794

CAPITAL AREA FOOD BANK FEEDING AMERICA

'til no one is hungry

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Events

Email announcement

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Click Here to learn more or contact Jana Robinson

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Program

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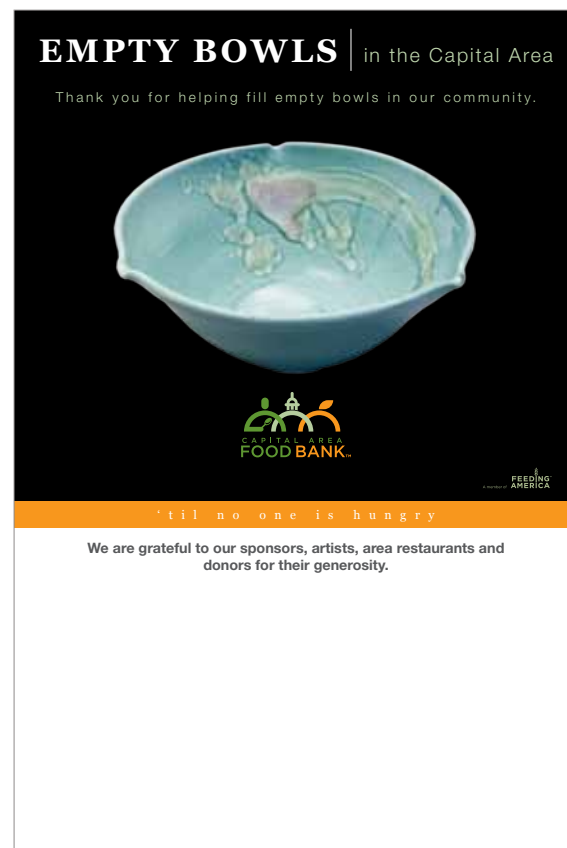
United Way #8052 OFC #30794

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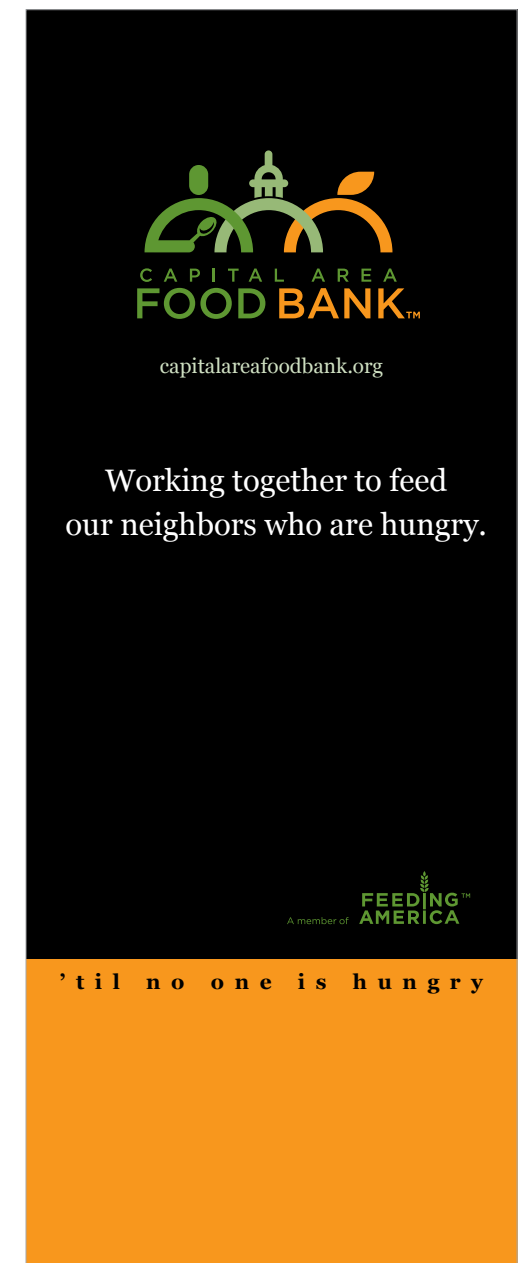
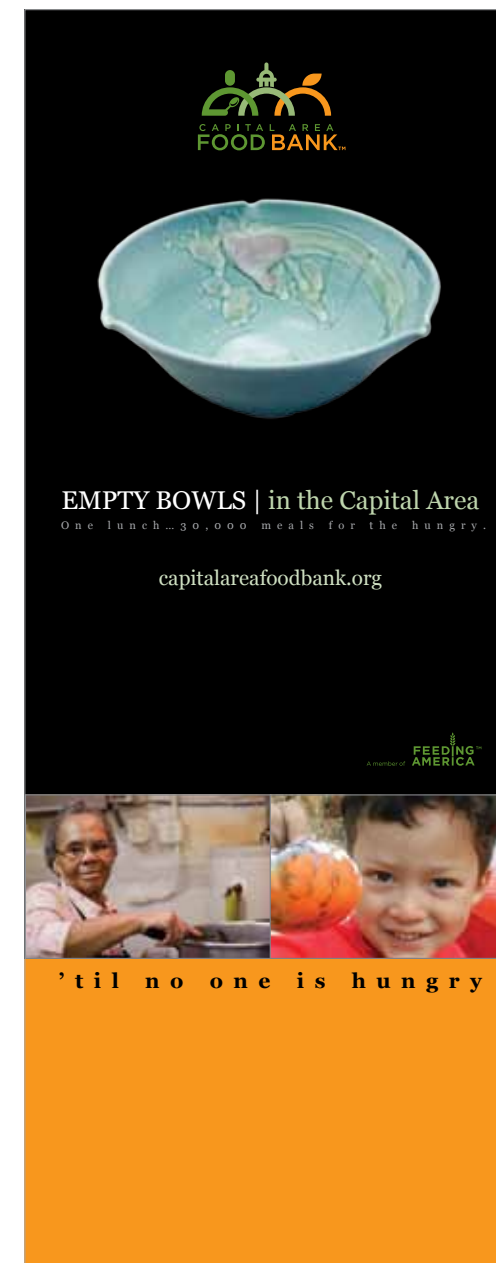
Events

Signage



Events

Banner stand



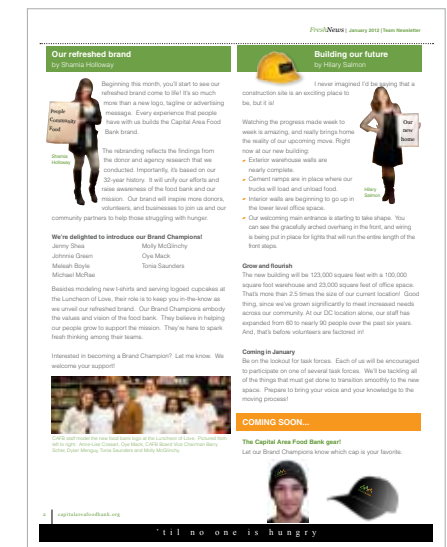
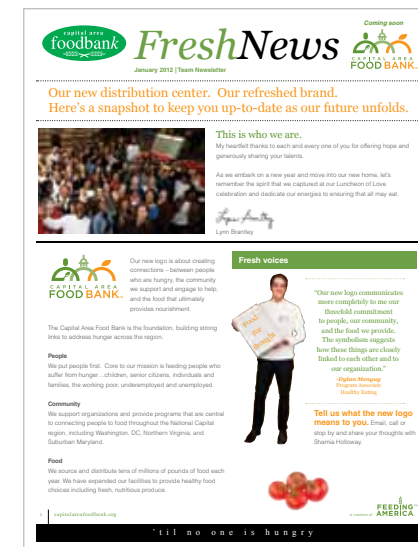
Events

Large-format photo backdrop



Newsletters and Alerts

Newsletter and email alert



Signage

Ceiling banner



Signage

Truck signage



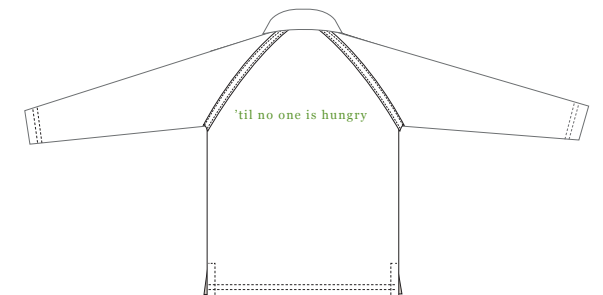
Signage

Community partner signage



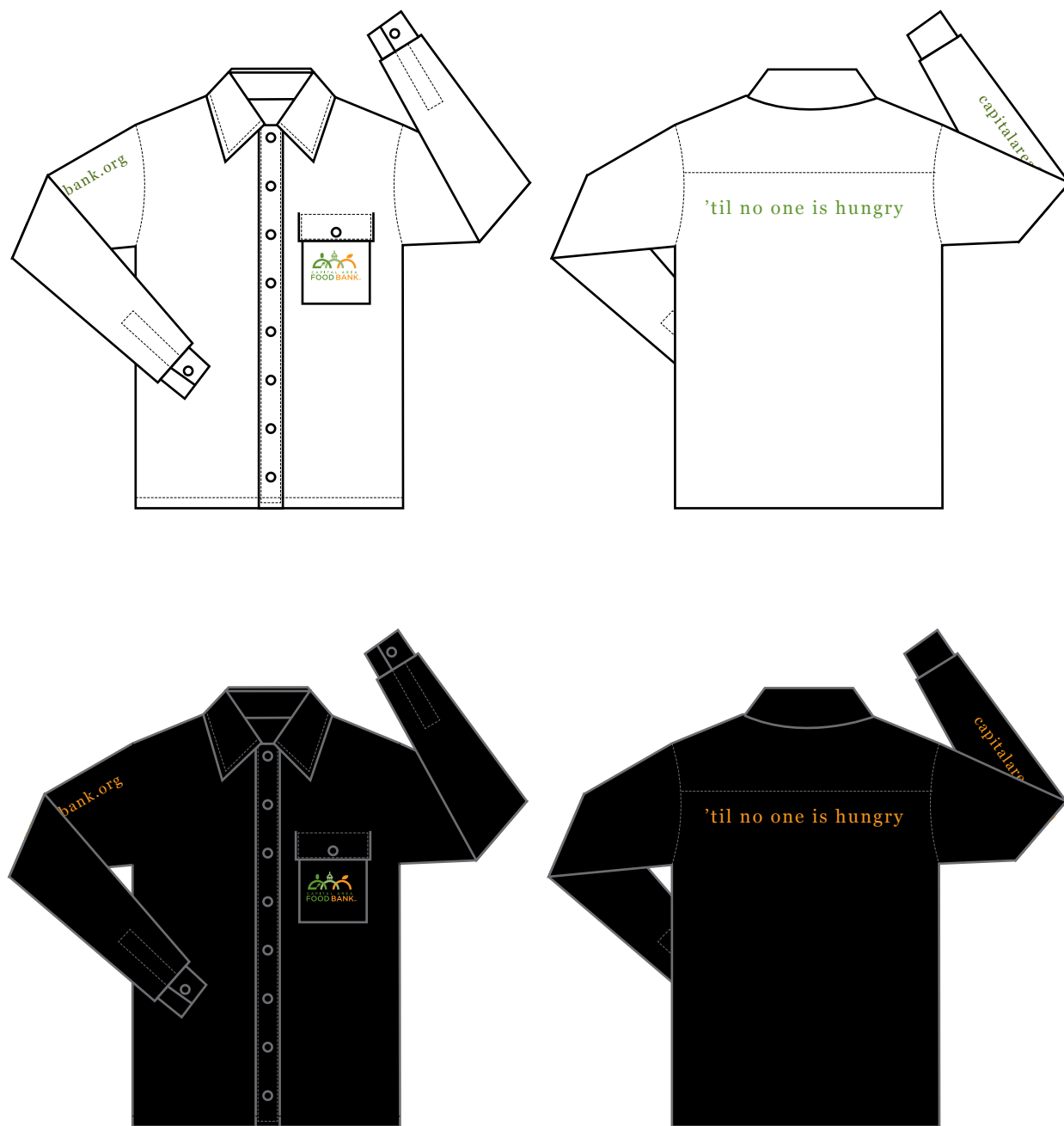
Apparel

Collared polo shirts



Apparel

Collared long sleeve twill shirts



Apparel

Short sleeved t-shirts



Apparel

Long sleeved t-shirts



Apparel

Short sleeved polo shirts for women



Apparel

Hats



Apparel

Zippered sweatshirts



Zippered jackets



Apparel

Apron, reusable grocery tote bags and Chapstick



capitalareafoodbank.org

United Way #8052
CFC #30794

January 2012