North Texas Food Bank’s (NTFB) logo and brand direction, designed by RSW Creative, is comprised of two parts: the wheat stalk symbol and the wordmark. The wheat stalk, strongly identified with NTFB, has been refined to complement the Feeding America logo, and includes an arrow representing the upward growth and vision for the Food Bank. The wordmark uses a new customized font that creates a signature look, while simplifying the logo and increasing legibility. The color palette was also updated to align with the Feeding America brand identity.

**Logo Colors**

- **Primary Orange**
  - PMS 144 C/U
  - 233r 121g 0b
  - 0c 50m 100y 0k
  - #E98300

- **Primary Green**
  - PMS 371 C/U
  - 83r 104g 43b
  - 53c 14m 89y 43k
  - #53682B

**Alternate Versions**

When possible, use the 2-color version of the mark in the vertical format. In situations when space is limited (e.g., a digital banner) or when the format is extremely horizontal (e.g., 18-wheeler fleet graphics), a horizontal format is available to ensure maximum impact.

**Vertical Orientation**

- 2-Color Primary Logo
- 1-Color Primary Orange
- 1-Color Primary Green
- 1-Color Black
- 1-Color White/Reversed

**Horizontal Orientation**

- 2-Color Primary Logo
- 1-Color Primary Orange
- 1-Color Primary Green
- 1-Color Black
- 1-Color White/Reversed

**Logo Library**

You can find standard versions of our logo on our website [ntfb.org/ntfb-logo-library](http://ntfb.org/ntfb-logo-library). For any other version of our logo, please contact logo@ntfb.org.
Logo Usage

Clear Space Requirements

Clear space is the amount of space around the logo that must be free from text and graphics to ensure that the logo stands out. Please note that it is acceptable to apply the logo over subtle background textures or light areas in photography where maximum legibility can still be achieved.

Minimum Size Requirements

To ensure maximum legibility, the logo should never be reproduced any smaller than the sizes shown below.

**Vertical Orientation**

- 1/2”
  - Do not reproduce any smaller than 1/2” tall for print applications.
  - Do not reproduce any smaller than 32 px tall for digital applications.

**Horizontal Orientation**

- 5/16”
  - Do not reproduce any smaller than 5/16” tall for print applications.
  - Do not reproduce any smaller than 22 px tall for digital applications.

Unacceptable Usage

Below are some examples of incorrect usage of the NTFB logo. These examples apply to all versions in the NTFB logo library.

- Do not change the logo colors.
- Do not use old NTFB logos.
- Do not distort/redraw the logo.
- Do not rotate the logo.
- Do not set the Feeding America tagline with the logo. Use one of the approved Member of Feeding America logos.
- Do not use the logo over dark, complex photography if legibility is an issue.
- Do not use the reversed logo on photography with insufficient contrast.
- Do not use the logo on solid background colors that make any part of the logo difficult to see.
NTFB’s color palette reflects our optimistic outlook. Our primary color palette for all marketing and advertising materials is **Primary Orange** and **Primary Green**. A secondary color palette is available to work in conjunction with the primary palette.

Please note that specific colors have been selected for a variety of media and are listed beneath each swatch shown here. Take precautions to enter the correct color values listed here, as some of the values may not match each software program’s automatic conversion.
Typography

NTFB’s primary typeface is Gotham. The font provides a friendly, approachable look for the NTFB brand. In applications where Gotham is not available, the Arial font family may be used. In situations such as publication design that require a serif font, Palatino should be used. However, it is recommended to use Gotham or Arial wherever possible.

Primary Font

Gotham Book

Gotham Bold

Secondary Fonts

Arial Regular

Arial Bold

Palatino Regular

Palatino Bold

37x715

Typography

North Texas Food Bank

NTFB Style Guidelines
Co-Branding Guidelines: Partners and Co-Sponsors

In co-branded environments when the NTFB logo will be used with other corporate and campaign logos, make every effort to ensure that the NTFB logo carries the same overall weight and size as the other accompanying logos. Size limitations may require using the logo with horizontal orientation.

Vertical Orientation Logo

![Vertical Orientation Logo](image)

Horizontal Orientation Logo

![Horizontal Orientation Logo](image)
Co-Branding Guidelines: Feeding America

As a proud member of the Feeding America network, NTFB has the privilege of using the Member of Feeding America signature on our marketing and advertising materials. Feeding America updated their logo colors in October 2020.

NTFB Member Lockups

Feeding America’s 25% Rule: In the “Member of” logo lock-ups, the Feeding America logo should always be 25% of the size of the Food Bank’s logo.

Note: White and black versions of Feeding America logo always need a break in the wheat stalk.

Feeding America Logo Colors

NEW*

Brand Orange
PMS 138
CMYK 0/54/200/1
RGB 222/124/0
Hex DE7C00

Brand Green
PMS 574
CMYK 49/22/85/58
RGB 78/91/49
Hex 4E5B31

OLD

PMS 144 C/U
233r 121g 0b
0c 50m 100y 0k
#E98300

PMS 371 C/U
83r 104g 43b
53c 14m 89y 43k
#53682B

Clear Space Requirements

To make sure the FA logo is always clear and legible, a minimum reproduction size was established. The logo should never be smaller than the recommended size shown on this page.

Minimum Size Requirements

FEEDING AMERICA

1"

CMYK 4-Color Process

FEEDING AMERICA

1"

1-Color Spot

FEEDING AMERICA

98 px

Digital Applications

Special Note for Color Printing: NTFB and FA orange and green shades are now different so you will be unable to print using 2 spot colors. Either print in full color (CMYK) or in black and white.