

North Texas Food Bank

Style Guide

4.11.23



NTFB Logo



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.

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 56k
#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. 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



Horizontal Orientation



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.

Color Palette



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 56k
#53682B

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.



PMS Cool Grey 8
139r 141g 142b
0c 1m 0y 43k
#8B8D8E



PMS 2925 C/299 U
Or 158g 222b
90c 16m 0y 0k
#009EDE



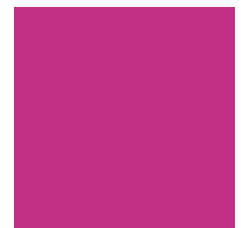
PMS 653 C/301 U
Or 107g 157b
85c 30m 0y 31k
#006B9D



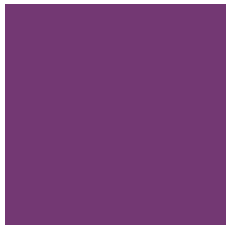
PMS 7700C/7692U
Or 83g 124b
85c 30m 0y 51k
#00537C



PMS 200 C/199 U
178r 45g 58b
0c 90m 65y 30k
#B22D3A



PMS 241 C/U
192r 47g 134b
12c 92m 0y 11k
#C02F86



PMS 7657 C/U
115r 56g 115b
40c 80m 0y 35k
#733873



PMS 7652 C/249 U
90r 37g 89b
40c 80m 0y 55k
#5A2559



PMS 129 C/128 U
255r 213g 76b
0c 15m 81y 0k
#FFD54C



PMS 130 C/129 U
251r 173g 24b
0c 36m 100y 0k
#FBAD18



PMS 382 C/380 U
191r 215g 48b
30c 0m 100y 0k
#BFD730



PMS 370 C/U
112r 147g 69b
40c 0m 80y 35k
#709345

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Gotham Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Secondary Fonts

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Palatino Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Palatino Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

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



Horizontal Orientation Logo



Co-Branding Guidelines: Feeding America



As a proud partner of the Feeding America network, NTFB has the privilege of using the Partner Food Bank of Feeding America signature on our marketing and advertising materials. Feeding America updated their logo in March 2023.

NTFB Partner Lockups



Feeding America's 25% Rule.
In the "Partner Food Bank 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 56k
#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



1"

CMYK 4-Color Process



1"

1-Color Spot



98 px

Digital Applications

Clear space is important for ensuring that other elements in a communication do not compete with the brand. These units are consistent across all lockups and use cases, so follow them closely.

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.

