

# SASKATOON FOOD BANK & LEARNING CENTRE BRAND GUIDELINES

## PRIMARY LOGO



## SECONDARY LOGO



## COLOURS



0/92/85/0  
239/58/54  
#EF3A36



0/50/100/0  
247/148/29  
#F7941D



20/0/100/0  
215/223/35  
#D7DF23



80/5/10/0  
0/177/217  
#00B1D9



50/5/100/0  
141/198/63  
#8DC63F



90/30/95/30  
0/104/56  
#006838

## FONTS

### HEADLINES: CENTURY GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### BODY COPY: CALIBRI LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## ACCEPTABLE



## NOT ACCEPTABLE



## SOCIAL MEDIA ACCOUNTS



SASKATOON FOOD BANK & LEARNING CENTRE



@YXEFOODBANK



@YXEFOODBANK



@YXEFOODBANK

## GRAPHIC ELEMENTS/ICONS



## BRAND VOICE

POSITIVE, FRIENDLY, CONVERSATIONAL, INCLUSIVE,  
THOUGHT PROVOKING, ENERGETIC, DARING, INVITING, INSPIRING,  
COMFORTING, AUTHENTIC, PASSIONATE