Our Daily Bread
Food Pantry

Brand Style Guide

INFORMATION PACKET

version 07082022
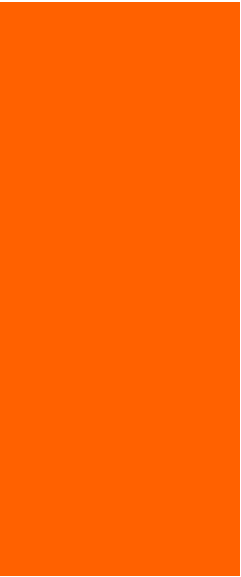
Brand Guide
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Logo Overview

The master logo is the primary logo that should be used across all communications and platforms where possible.

PRIMARY LOGO

BLACK LOGO

Approved alternative grayscale version of logo

WHITE LOGO

Approved logo for use on dark backgrounds

Logo Specifications

PRIMARY LOGO SPACING

Logo spacing is not to be modified, all white areas must be kept free of other elements, see usage standards on page 10 for examples

MINIMUM LOGO WIDTH

To keep the logo readability, logo must not be displayed smaller than 200 px in width

200 px

Logo Variations

Secondary Logos approved to use when applicable

LOGO WITH TAGLINE

Our Daily Bread
Food Pantry
Working to wipe out hunger

PANTRY ADDRESS

Our Daily Bread
Food Pantry
1450 Winterberry Drive
Marco Island, FL 34145

HUNGER HERO LOGO

Our Daily Bread
Food Pantry
Hunger Hero

MAILING ADDRESS

Our Daily Bread
Food Pantry
P.O. Box 109
Marco Island, FL 34146

.ORG LOGO

Our Daily Bread
Food Pantry
ourdailybreadfoodpantry.org

Color Palette

The following color values are approved for use in all Our Daily Bread communications. Please note that colors my vary slightly depending on monitor or screen display settings, which is normal.

PRIMARY	ACCENT COLOR		NEUTRALS	
HEX CODE #691C6B	HEX CODE #FF6100	HEX CODE #FFCC00	HEX CODE #666666	HEX CODE #111111
CMYK 68, 100, 25, 12	CMYK 0, 76, 100, 0	CMYK 0,19,100,0	CMYK 60,51,51,20	CMYK 73,67,66,83
RGB 105, 28, 107	RGB 255,97,0	RGB 255,204,0	RGB 102,102,102	RGB 17,17,17
PANTONE 2613C	PANTONE 1505C	PANTONE 116C	PANTONE 4195C	PANTONE 419C

Font Overview

Our Daily Bread

Yeseva One

Food Pantry

Eurostile Next - Condensed Semibold

Working to Wipe Out Hunger

Lato Italic

APPROVED WEB FONTS

Yeseva One

Titles and Headings

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefg
hijklmnopqrstuvwxyz1234567890!@#$%^&*()

Lato

Subheadings and Paragraphs

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgh
ijklmnopqrstuvwxyz1234567890!@#$%^&*()

Oswald Bold

Suggested Title Font (when Eurostile is not available)

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijkl
mnopqrstuvwxyz1234567890!@#$%^&*()

Lato Italic

Subheadings and Paragraphs

*ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijkl
mnopqrstuvwxyz1234567890!@#$%^&*()*

**07**

Circle Icons

LOGO ICON

The icon showing a wheat sheaf can be used to add additional brand identity to communications such as social media posts. Use one of the three color variations depending on the best match for your layout.

Elements, Shapes, & Illustrations

The following approved graphics can be used to add a little extra design element to a flyer or social media post if desired.

PANTRY FOODS GRAPHIC ELEMENTS
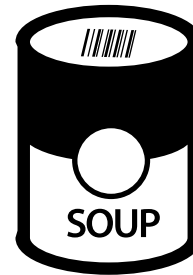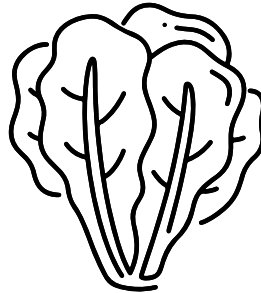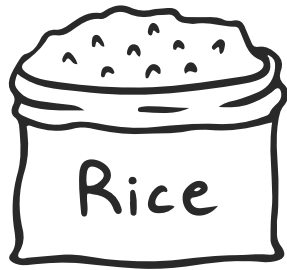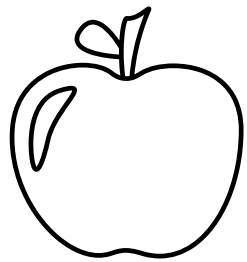
WHEAT SHEAF GRAPHIC ELEMENT

Usage Standards

RULES OF APPLICATION

DO'S AND DONT'S

Versions of our logo can be used to match a variety of materials and applications.
Make sure to apply them appropriately, Examples are included on the following pages

✓ The logo should be prominent and clearly visible in all visual messaging or handouts.

✓ For best visibility, keep the area around the logo clear

✗ DO NOT: try to recreate the logo, always use the provided logo file.

✗ DO NOT: change the colors. use only the colors in the approved color palette.

✗ DO NOT: add shadows or effects to the logo

✗ DO NOT: crop or cut the logo, the full logo should be visible

✗ DO NOT: stretch or change the proportions of the logo

✗ DO NOT: rotate the logo, the logo should always be straight, see examples of incorrect usage below

Usage Examples

✓ EXAMPLE USING LOGO ICON IN GRAPHICS

✓ EXAMPLE USING ACCENT COLOR
USED TO HIGHLIGHT VOLUNTEERS

Usage Examples

 EXAMPLE INCORRECT FONT OR COLORS

 DO NOT ADD SHADOWS OR EFFECTS TO THE LOGO

 DO NOT STRETCH OR CHANGE THE PROPORTIONS OF THE LOGO

Helpful Tips & Information

THINGS TO KEEP IN MIND

WEB: Usually low resolution and are best suited for being displayed on mobile devices, websites, televisions, and monitors.

HIGH RESOLUTION: Files labeled "High Res" or high resolution and are formatted to be utilized in printed materials such as business cards, letterhead, and large format printing such as signs and vehicle wraps.

WEB VS PRINT COLORS

The files labeled "Print" or "CMYK" have CMYK color profiles and may appear darker or muted when displayed on mobile devices, televisions or computer monitors as they naturally use the RGB color profile, which is an additive color model that moves colors from darkest to lightest. CMYK color profiles are subtractive color models that shifts colors from lightest to darkest and are used for printing. All other files are made using the standard RGB color profile.

COMMON FILE TYPES

PNG: Commonly used for transparent backgrounds. PNG files allow for higher resolution with out loss of quality

JPG: The most common file type. Has white background, and is usaly a smaller file size.

EPS and SVG: Use these file types when you want to share your logo with vendors such as printers or people who request a "VECTOR" file.

Questions & Contacts

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Logo Package

File Download Link