

## OREGON FOOD BANK CORPORATE IDENTITY

## STANDARDS

January 25, 1999

Updated July 26, 2002

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### 1. Names

Oregon Food Bank is the official name of the organization. Generally, we should **avoid** referring to the organization as “the Oregon Food Bank”, and avoid writing “the food bank”

the organization; OFB is the acronym. the organization as “the Oregon Food in reference to OFB.

#### *Examples:*

The food has been donated to Oregon Food Bank for distribution.

*Rather than* The food has been donated to the Oregon Food Bank for distribution.

*But when referring to the network:* The Oregon Food Bank Network is unique in the nation.

Oregon Food Bank serving Washington County is the official name of the Washington County Regional Coordinating Agency. OFB-WC is the abbreviation.

Oregon Food Bank-Local Distribution Center is the official name of the Portland Metro Regional Coordinating Agency located at 7900 N.E. 33<sup>rd</sup> Drive.. OFB-LDC is the abbreviation.

Harvest Share<sup>SM</sup>, A Program of Oregon Food Bank is the official name of the produce recovery program. Harvest Share<sup>SM</sup> is a program of Oregon Food Bank and should always be identified as such.

Operation Front Line, A program of Oregon Food Bank in partnership with Share Our Strength is the official name of the Operation Frontline program (*note: not yet updated 2002*)

### 2. Logos

There are two logos:

Oregon Food Bank and Harvest Share<sup>SM</sup>.

#### *Service Marks*

Each logo is registered in Oregon and Washington as a Service Mark, so they should always be produced with the SM insignia as shown.

#### *Colors*

OFB logo colors are PMS 3292 (dark teal) and Black. The OFB logo and the OFB-TVC logos should be reproduced only in the 2-color format as shown, in all black, or all PMS 3292.

- All triangle points are PMS 3292 100%;
- wheat sheaf at top is PMS 3292 50%;
- outer square is black;
- inner square is PMS 3292;
- OREGON is PMS 3292;
- FOOD BANK is black.

The Harvest Share<sup>SM</sup> logo colors are also Black and PMS 3292. The hand, the carrot tops and the words Harvest Share are green.

*Dimensions*

OFB logo can be reproduced, maintaining the proportions, no smaller than 1/2" high/wide. One to one ratio from tip to tip vertically and tip to tip horizontally



### 3. **Tagline.**

The Oregon Food Bank tag line is:

*... because no one should be hungry.*  
or  
*— because no one should be hungry.*

*Basic standards:*

- when using the ellipsis, leave a space between the last period and the “b” of “because”
- when using the dash, use an “m-dash” or double dash if your system can’t do an m-dash.
- the “b” of “because” should always be lower case.

The tagline is also registered with a service mark, and should be used consistently according to the standards outlined here.

### 4. **Descriptions**

*Oregon Food Bank*

**SHORT:** Oregon Food Bank distributes donated food throughout a unique statewide network of 781 hunger-relief agencies serving Oregon and Clark County, Washington, and works to eliminate the root causes of hunger through education and advocacy.

**LONG:** Oregon Food Bank is the hub of a unique statewide network of hunger-relief agencies serving Oregon and Clark County, Washington. Oregon Food Bank recovers food from farms, government sources, manufacturers, wholesalers, retailers and individuals, and distributes that food to regional food banks across Oregon, and to food pantries, soup kitchens, shelters and other programs helping low-income

individuals in the Portland Metro area. Oregon Food Bank also works to eliminate the root causes of hunger through advocacy and public education.

*America's Second Harvest Affiliation*

Oregon Food Bank is a certified affiliate of the America's Second Harvest National Food Bank Network. This affiliation provides access to donations from national food companies.

(Second Harvest prohibits use of its name by organizations that are not certified affiliate members. Any mention of Second Harvest in relation to an agency of the Oregon Food Bank Network should indicate that Oregon Food Bank is the certified affiliate for Oregon and Clark County, Washington.)

*Oregon Food Bank serving Washington County*

Oregon Food Bank serving Washington County, a regional coordinating agency of Oregon Food Bank, fights hunger in Washington County by distributing food to 67 local agencies including food pantries, soup kitchens, shelters, and other programs helping low-income people. OFB-WC supports the Brown Bag and Holiday Basket programs, as well as the Tualatin Valley Gleaners. Oregon Food Bank distributes donated food throughout a unique statewide network of 781 hunger-relief agencies serving Oregon and Clark County, Washington, and works to eliminate the root causes of hunger through education and advocacy.

*Oregon Food Bank-Local Distribution Center*

Oregon Food Bank distributes food through the Oregon Food Bank-Local Distribution Center to more than 230 local agencies serving Multnomah, Clackamas and Clark Counties. The Oregon Food Bank-Local Distribution Center also supports Oregon Food Bank's Harvest Share<sup>SM</sup> produce recovery program, the Community Basket program and the Volunteer Action Center.

*The Oregon Food Bank Network*

**SHORT:** The Oregon Food Bank Network is a cooperative statewide coalition of 20 regional hunger-relief organizations working to eliminate hunger and its root causes by distributing donated food to agencies serving low-income people.

**LONG:** The Oregon Food Bank Network is a cooperative statewide coalition of 20 regional hunger-relief organizations working to eliminate hunger and its root causes. Oregon Food Bank equitably distributes food from corporate, community and government sources throughout this network. Regional agencies distribute this food and additional resources from local donations to a total of 781 programs serving low-income people in their communities.

Eighteen of these regional organizations are independent charitable organizations. The other two are operated directly by Oregon Food Bank.

*Shared maintenance fees*

Oregon Food Bank and the agencies of the OFB Network do not sell, trade or barter food. Regional and local agencies pay a shared maintenance fee ranging from \$0-\$0.10/pound for some food acquired through Oregon Food Bank and Regional Coordinating Agencies. These fees partially support centralized food solicitation, transportation, warehousing and distribution activities. Clients are never charged for food.

*Clients*

Oregon Food Bank is committed to supporting the dignity of people who use the services of the Oregon Food Bank Network. We make every effort to refer to emergency food box clients in terms that convey that they are not a unified class or group; they are simply human beings whose circumstances are such that they are seeking food from a charitable program.

We choose not to use the terms “the hungry,” “the needy,” “those less fortunate,” or “the poor.” In reference to clients, we prefer to use such terms as: low-income people; low-income families and individuals; hungry people; hungry families and individuals; people in need of food assistance, etc. We encourage our community partners to use these terms as well.

*Network agency description suggestion:*

(RCA Name), a regional coordinating agency of the Oregon Food Bank Network, fights hunger in (Region) by distributing food to (#) local agencies including food pantries, soup kitchens, shelters, and other programs helping low-income people. The Oregon Food Bank Network is a cooperative statewide coalition of 20 regional hunger-relief organizations working to eliminate hunger and its root causes by distributing donated food to agencies serving low-income people.

*Additional network agency suggestion:*

Each agency could identify themselves as a member of the network on their letterhead and other materials, with an Oregon Food Bank logo — similar to the way Second Harvest requires.

*Cause-related materials benefiting the network:*

(specified amount) from the sale of this product will be donated to Oregon Food Bank to benefit hunger relief agencies in this community.

## 5. **Style for Oregon Food Bank documents**

Suggested Typeface: Times New Roman

Suggested layout for official correspondence:

Letterhead margins: Left 1.75", Right 1"

Business style flush left, no paragraph indents