SECOND HARVEST FOOD BANK OF EAST TENNESSEE

BRAND GUIDELINES

Effective January 1, 2020
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BRAND GUIDELINES

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WHY HAVE BRAND GUIDELINES?

These brand guidelines exist in order to protect and build Second Harvest Food Bank of East Tennessee's brand. These brand guidelines will help establish standards, rules, credibility and consistency. It also will help Second Harvest continue to be a highly recognized nonprofit in the East Tennessee community.

These brand guidelines cover all items produced by and representing Second Harvest Food Bank of East Tennessee including (and not limited to): business cards, brochures, fact cards, documents, trucks, signs, billboards, etc.
ABOUT SECOND HARVEST FOOD BANK OF EAST TENNESSEE

OUR MISSION AND VISION

Mission: Second Harvest Food Bank of East Tennessee’s mission is to lead the community in the fight to end hunger.

Vision: Second Harvest Food Bank of East Tennessee’s vision is for adequate nutrition for a healthy life for adults, seniors and children in 18 counties of East Tennessee.
NAME GUIDELINES

SECOND HARVEST FOOD BANK OF EAST TENNESSEE

The organization should NEVER be referenced as Second Harvest of East Tennessee. The organization can be referred to as the following names:

- Second Harvest Food Bank of East Tennessee
- Second Harvest Food Bank
- Second Harvest
SECOND HARVEST
LOGO

THE STORY + GUIDELINES

The current logo incorporates Second Harvest’s original logo and aims to feature the service area Second Harvest serves. It also references the mission statement with the words “fighting against hunger in our community.”

The (3) versions of the logo pictured are the only logos permitted for use to represent Second Harvest Food Bank of East Tennessee. For use of logo, it must be approved by Second Harvest’s Director of Development or Marketing + Communications Coordinator.

If using the full color logo on a background that is not white, be sure to use the .png file that has a transparent background.

The minimum size to maintain legibility is 1” height and 0.95 width.

Preferred placements:
- Top left hand corner with minimum of 0.5” of protected space on all sides.
- Bottom right hand corner with minimum of 0.5” of protected space on all sides.
- If design demands otherwise, it is subject to approval by Second Harvest Food Bank.
LOGO ON LIGHT BACKGROUND

On light backgrounds, please only use the full color logo OR the black logo.

LOGO ON DARK BACKGROUND

On dark backgrounds, please only use the full color logo OR the white logo.

Second Harvest Food Bank of East Tennessee Brand Guidelines
SECOND HARVEST
COLOR PALETTE

HEX AND PANTONE VALUES

The colors used are all present in the full color Second Harvest logo, and the navy blue is used to balance and offer a "neutral". It is preferred these colors be used as the focus when creating documents that represent the food bank.

- Hex: #4d5a31
  RGB: 77 90 49
  CMYK: 65 44 90 36

- Hex: #f5a81c
  RGB: 245 168 35
  CMYK: 2 38 100 0

- Hex: #fae1ab
  RGB: 250 225 171
  CMYK: 2 10 37 0

- Hex: #a1792a
  RGB: 161 121 42
  CMYK: 33 48 100 13

- Hex: #364252
  RGB: 54 66 82
  CMYK: 80 67 48 37

Other neutrals like white, black and off white can also be used. Exceptions can be made for events, invitations, etc.
TYPOGRAPHY RULES
PREFERRED FONTS AND USAGE

In order to keep things consistent, it is preferred that the primary font in documents and advertisements for Second Harvest Food Bank of East Tennessee be in the "Montserrat" font family. Those fonts include:

- Montserrat
- Montserrat Classic
- Montserrat Semi-Bold
- Montserrat Extra-Bold
- Montserrat Extra-Light
- Montserrat Thin

Exceptions can be made for events, invitations, programs, etc.

Second Harvest Food Bank of East Tennessee Brand Guidelines
SECOND HARVEST
ON BRAND PHOTOGRAPHY

Photographs should be high quality and representative of Second Harvest's staff, clients, agencies, partners and volunteers.

Photographs should not be shared without consent from the subjects being photographed.

Second Harvest Food Bank of East Tennessee Brand Guidelines
<table>
<thead>
<tr>
<th>Core Values</th>
<th>Description</th>
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<tbody>
<tr>
<td>Integrity</td>
<td>The practice of being honest and showing a consistent and uncompromising adherence to strong moral and ethical principles and values.</td>
</tr>
<tr>
<td>Community</td>
<td>Leveraging shared values to achieve the mission-based goals and vision.</td>
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<tr>
<td>Collaboration</td>
<td>The action of working with someone to produce or create something in service of the mission.</td>
</tr>
<tr>
<td>Accountability</td>
<td>Assurance that an individual or organization will be evaluated on their performance or behavior related to something for which they are responsible.</td>
</tr>
<tr>
<td>Respect</td>
<td>Due regard for the feelings, wishes, rights or traditions of others.</td>
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Second Harvest Food Bank of East Tennessee Brand Guidelines
CONTACT US

FOR QUESTIONS AND CLARIFICATIONS

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