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Brand Book



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Overview

The Feeding America brand embodies who we are and influences the look, feel and voice of everything we create and is the powerful foundation from which we energize people around our mission to end hunger.

It is important to accurately and consistently express our brand across all communication platforms to preserve its strength.

Mission

Our mission is to advance change in America by ensuring equitable access to nutritious food for all in partnership with food banks, policymakers, supporters and the communities we serve.

Vision

An America
where no one
is hungry.

Boilerplate

Boilerplate:

Feeding America is committed to an America where no one is hungry. We support tens of millions of people who experience food insecurity to get the food and resources they say they need to thrive as part of a nationwide network of food banks, statewide food bank associations, food pantries and meal programs. We also invest in innovative solutions to increase equitable access to nutritious food, advocate for legislation that improves food security and work to address factors that impact food security, such as health, cost of living and employment.

We partner with people experiencing food insecurity, policymakers, organizations, and supporters, united with them in a movement to end hunger. Visit FeedingAmerica.org to learn more.

Short-Form Boilerplate*:

Feeding America® is the largest hunger-relief organization in the United States. As part of a network of more than 200 food banks, 21 statewide food bank associations, and over 60,000 partner agencies, food pantries and meal programs, we helped provide 5.2 billion meals to tens of millions of people in need last year.

**The short-form boilerplate can be used on materials with space constraints such as direct mail inserts.*

How We Support Communities Descriptor

The Feeding America network consists of food banks, pantries, meal programs, state associations and the Feeding America national organization working together alongside communities to end hunger in America.

The Feeding America national organization supports communities in several ways, including:

- Sourcing food from farmers, the government, manufacturers and retailers and sharing with food banks.
- Providing financial support from donors to network members, such as food banks and their community partners, to address hunger and its root causes in the unique context of their own communities' needs and priorities.
- Advocating for policies that improve food security and partnering to address factors that impact it, such as health, cost of living and employment.

The Feeding America Network



While all of these entities are members of the network, they are connected in different ways. Some work hand-in-hand with the Feeding America national organization, and others work directly with a partner food bank in their community or region.

Do not use language that implies that Feeding America owns or operates the network. Avoid using the term “member food bank” to describe partner

food banks. Being careful about this language is important for upholding our contractual agreement with network food banks and recognizing the unique, disparate contributions made by food banks vs. the Feeding America national organization.

For more detailed descriptions of our various network members, review our [Contract Agreements Guide](#).

2030 Bold Aspiration

Feeding America has a Bold Aspiration for our nation: Every community and each person within it has access to the food and resources that they say they desire and need to thrive.

The food insecurity rate is 5% by 2030 and disparities by race and place are cut in half.

For supporting narrative, communication considerations and Q&A related to the Bold Aspiration, visit the 2030 [Bold Aspiration Resources](#) on HungerNet.

Voice and Tone

What is Voice and Tone?

Voice and tone help describe how Feeding America's unique personality is expressed through everything we say, do, and create.

Voice

Our brand voice is an outward reflection of our mission, vision and values. It comes through in written communication, personal interactions with our staff, and everything in between. We use one brand voice across everything we say and do, and it does not change based on the audience we are communicating with.

All Feeding America content and communications should align with our brand voice. When we use a consistent voice we reinforce our identity.

Tone

Our brand tone is about more than the words we use, it is how we bring our brand voice to life through our communications.

Unlike our brand voice, which always stays the same, our brand tone may change slightly when communicating across various channels and media, and under different circumstances. For example, the way we communicate during a crisis should feel different from the way we communicate for Hunger Action Month, and our tone also changes slightly from channel to channel.

Our Brand Voice

HUMAN

We center people experiencing food insecurity in everything we do, including how we communicate. This means lead with the strengths and power of people facing hunger, not their challenges or shortcomings. We make it clear that they are the heroes in their own stories and the authority in their own experiences.

BOLD

Our communication addresses both hunger and its root causes, and takes a clear stance on issues related to our mission. We do not shy away from courageous conversations.

OPTIMISTIC

Though our work is serious, our communication conveys the hope and resolve of our belief that together as a network and with our communities, we can end hunger.

UNITING

Our communication focuses not on the role of Feeding America alone, but on the partnerships with people experiencing food insecurity, communities, and the Feeding America network that makes ending hunger possible.

Our Brand Tone

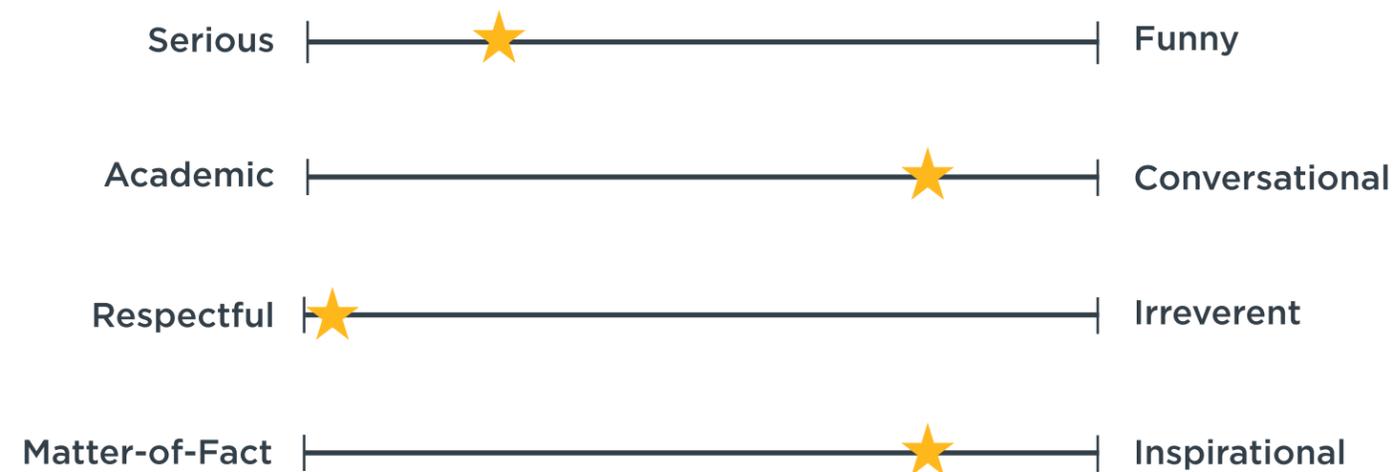
Our tone is defined by four dimensions that can be dialed up or down based on the communication channel, scenario or audience:

- Serious ————— Funny
- Academic ————— Conversational
- Respectful ————— Irreverent
- Matter of Fact ————— Inspirational

The following pages include general guidance regarding Feeding America's overarching brand tone, as well as how it may fluctuate based on channel.

Our Overarching Tone

While reflecting our brand voice (Bold, Optimistic, Human and Uniting,) the overall tone of our communication is more serious, more conversational, very respectful and more inspirational.



When speaking and writing, we are:

More Serious, Not Funny

- Maintain seriousness about hunger and the obstacles and challenges that come along with it

More Conversational, Less Academic

- Remember, our brand voice is Human
- Use conversational language to convey approachability and relatability
- Avoid jargon and technical terms

Very Respectful, Not Irreverent

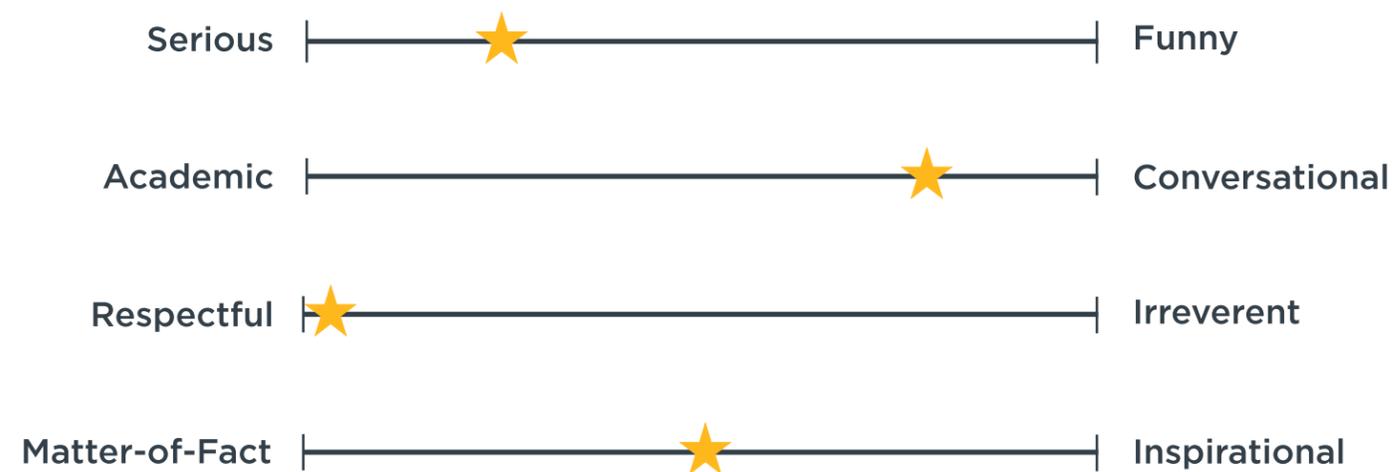
- Remember, our brand voice is Uniting
- Talk directly to the audience (“you”)
- Always take a strength-based approach and use language that reflects the preferences of those experiencing food insecurity

More Inspirational, Less Matter-of-Fact

- Remember, our brand voice is Bold and Optimistic
- Convey hopefulness that together we can end hunger in America
- Use stories to support data, when possible and appropriate
- Use words like “join,” “together,” “collectively,” and “we” to emphasize the partnership between Feeding America, people experiencing food insecurity, donors, policymakers and others working together to end hunger in America.

Tone Recommendations

Website (FeedingAmerica.org)



With the depth and breadth of the website, our tone is going to fluctuate based on each page’s content and calls to action. When in doubt, defer to the overarching Feeding America brand tone.

- Eliminate jargon and technical terms and adopt a more conversational tone
- For pages that contain information about hunger in America, partnerships, products, programs or services, adopt a more matter-of-fact tone
- For pages that encourage people to join the movement, make a donation or engage with Feeding America in some other way, talk directly to the audience (“you”) and adopt an inspirational tone

EXAMPLES:

Hunger Action Month

This September, every action, big or small, is one step closer to an America where no one is hungry. Your voice, your actions and your commitment are critical in the movement to end hunger. When people are fed, futures are nourished. With access to nutritious foods, we can all reach our full potential.

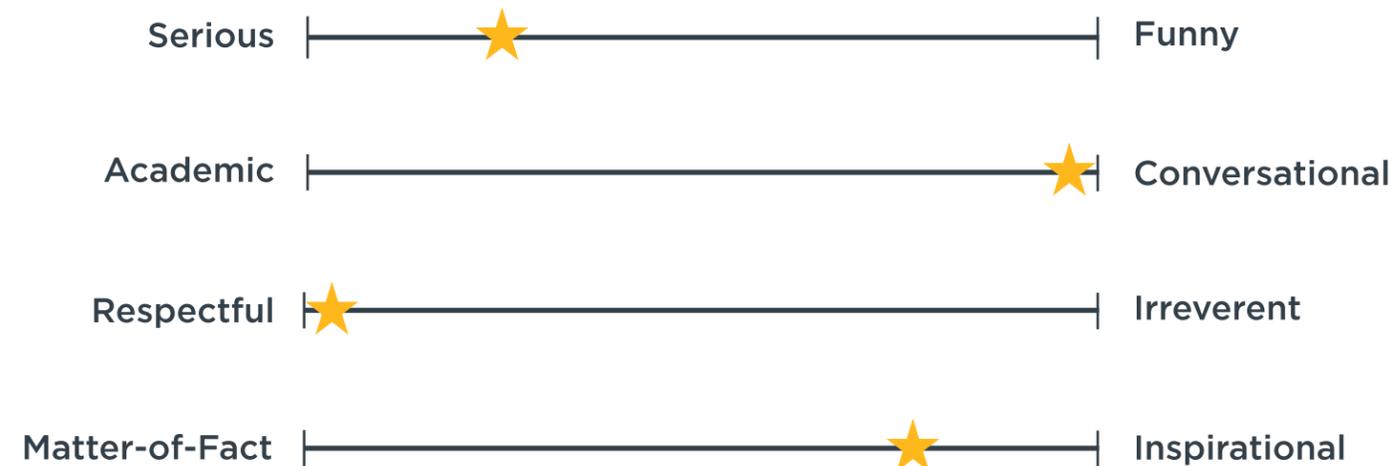
Connecting Health and Food Access

Good health is important for all of us, no matter our age. If we don’t have access to enough nutritious foods, either because they are too expensive or unavailable, it can impact our health.

Feeding America’s health and nutrition programs are about more than just meals. We also focus on how getting nutritious foods can improve health and well-being. We work with food banks nationwide to address food insecurity, nutrition, and health.

Tone Recommendations

Organic Social Media



- Eliminate jargon and technical terms and adopt a conversational tone with the goal of building relationships and community
- Talk directly to the audience (“you”)
- Use inspirational language that encourages engagement on our social channels and with Feeding America
- Highlight stories, when possible

EXAMPLE:

What foods do you eat to fuel your body and your dreams?

The Feeding America network is working in partnership with people experiencing hunger, along with advocates, policymakers, donors and volunteers to transform the charitable food system together, so we can all get the foods we need. We do this by:

- *Working with and listening to people experiencing hunger in an effort to expand their choices and remove barriers to getting food*
- *Supporting the Feeding America network and advocating for policies and federal nutrition programs, like the Supplemental Nutrition Assistance Program (SNAP) and The Emergency Food Assistance Program (TEFAP)*

You can join us in the movement to end hunger. Visit [FeedingAmerica.org](https://www.feedingamerica.org) to learn more.

Tone Recommendations

Email and Offline Direct Mail



- Minimize jargon and technical terms and adopt a conversational tone
- Talk directly to the audience (“you”)
- Use stories to support data, when possible and appropriate
- Convey hopefulness that together we can end hunger in America
- Emphasize the partnership between Feeding America, people experiencing food insecurity and donors, working together to end hunger

EXAMPLES:

Email copy

When kids are fed, futures are nourished. That’s why today, we’re launching our Back to School Drive, so kids and their families can get the meals and groceries they need to thrive. By making a donation today, you can join the Feeding America network of food banks in making sure every student has the food they need to learn and grow.

Direct mail copy

Together, we can support neighbors as they feed and nourish their futures... Futures like young Braeleigh’s. Her mom, Natasha, wanted to make Thanksgiving special—particularly because Braeleigh’s birthday was the next day! She wasn’t sure if preparing a Thanksgiving meal would be possible. “Just being just us, sometimes it’s too much,” Natasha says.

Through a local holiday food distribution, offered through the Feeding America network, Natasha got the ingredients she needed to prepare a delicious meal, including traditional holiday dishes like turkey, casserole, pudding pie and Jubilee rolls.

[Formal_Salutation], please send a special contribution today and join us in ensuring more families can come together around the table to celebrate this holiday season.

Messaging Guidelines

Overview

The messaging guidelines on the following pages offer guidance for communicating on behalf of Feeding America.

The guidelines in this section should be used in combination with the foundational messaging elements found on pages 5-11 of this Brand Book, and the brand voice guidance found on pages 12-14.

In the pages that follow, you'll find information on how we talk about our work, including our communication pillars and outcomes, how we talk about hunger in America, the work of the Feeding America national organization and the Feeding America network, and food and meals. It also includes guidelines for strength-based communication and a link to more resources for communication surrounding Equity, Diversity and Inclusion (EDI) and identity-based language.

By aligning where possible to the guidance provided here, we can ensure consistent messaging that reinforces our identity and protects the Feeding America brand.

Feeding America editorial style generally follows the [Associated Press Stylebook](#) (AP style), with some exceptions. For style questions not covered in this guide, refer to the latest edition of the AP Stylebook. For spelling, refer to the latest edition of the [Merriam-Webster Collegiate Dictionary](#).

How We Talk About Our Work

Communication Pillars

Feeding America has established four communication pillars based on what 36,000 people who self-identified as facing challenges getting the food they need told us they care about during Feeding America's Elevating Voices to End Hunger Together national listening initiative.

1. Improving Access

2. Prioritizing Dignity

3. Improving Health

4. Expanding Opportunity

Developed to complement our organization's strategic framework, which is an internal organizing mechanism, these communication pillars together encapsulate the many ways the Feeding America network aims to respond to the needs of neighbors experiencing food insecurity. These pillars also acknowledge the fact that Feeding America is moving

beyond focusing solely on "feeding" people and into work that also addresses the root causes of food insecurity.

A topline message for each communication pillar is included on the following page. For supporting messaging for each pillar, please refer to Feeding America's Messaging Center.

Communication Pillars

1. Improving Access

Everyone needs nutritious food to thrive. We help tens of millions of people who experience food insecurity gain access to the food and resources they need to thrive through a nationwide network of food banks, statewide food banks associations, food pantries and meal programs.

WE DO THIS BY:

- Distributing a nutritious mix of culturally preferred food, including surplus food that would otherwise go to waste, to food banks to share with communities across the country;
- Supporting network members to more effectively and equitably help people facing hunger access food and other resources; and
- Advocating to improve food security and address factors that impact it such as health, cost of living and employment.

Communication Pillars

2. Prioritizing Dignity

Everyone deserves dignified access to food. The Feeding America network prioritizes the dignity of people who experience food insecurity so we can transform the charitable food system together.

WE DO THIS BY:

- Designing a dignified neighbor experience that prioritizes the preferences of people experiencing food insecurity, expands their choices and removes barriers to access;
- Ensuring anti-hunger policies prioritize the agency of the people most impacted; and
- Supporting network members to ensure that critical federal nutrition programs, like the Supplemental Nutrition Assistance Program (SNAP) and The Emergency Food Assistance Program (TEFAP), can work to end hunger with accessibility, equity and dignity.

3. Improving Health

Access to nutritious food is critical for overall health and wellness and preventing conditions like heart disease and diabetes. The Feeding America network is working to help families who experience food insecurity improve their health outcomes.

WE DO THIS BY:

- Distributing a nutritious mix of culturally preferred foods;
- Supporting network members to promote healthy food choices; and
- Forging health partnerships to connect people to other resources.

4. Expanding Opportunity

Ending hunger requires more than food. It requires economic opportunity for all. In partnership with people facing hunger, their communities and the entire Feeding America network, we are working to support individuals' and families' ability to improve their financial well-being.

WE DO THIS BY:

- Advocating to strengthen SNAP and other policies that help people have more financial support to put food on the table;
- Supporting network members to connect people experiencing food insecurity to other services that can increase their income; and
- Forging partnerships to help people facing hunger increase their income.

How We Talk About Our Work

Hunger in America

Food Insecurity and Hunger: Defined

Improving food security is our ultimate outcome. While hunger and food insecurity are closely related, they are technically distinct concepts. “Hunger” refers to a personal, physical sensation of discomfort and is a condition that can come from food insecurity. “Food insecurity is a well-established, validated measure created by the USDA and used across industries, which defines it as “having inadequate resources to acquire enough food for a healthy, active life.” Food insecurity is measured over a specified timeframe (typically 12 months).

Familiarity with the concept of “food insecurity” is growing, and though public audiences can’t always articulate the exact USDA definition, they typically understand ‘food insecurity’ as generally referring to inadequate or uncertain access to food.

Food Insecurity and Hunger: Appropriate Use

It is appropriate to use both “hunger” and “food insecurity” in Feeding America communications, but it is important to consider the distinct meaning of the two terms, and only use each when accurate.

Please keep these guidelines in mind:

- Food insecurity can be used to explain a state of lack of access to the food one needs or uncertainty about

where food will come from in the short term. This term can be used with general audiences (not just academic or research audiences), as long as it is accurate. It is appropriate to use the term with or without the USDA definition to speak more generally about the need for food.

- It is important to use the USDA definition of food insecurity and to check the USDA and FANO estimates of food insecurity before making statements around quantity (e.g., the number of food insecure individuals, the prevalence of food insecurity in a community, etc.) and/or direction (e.g., food insecurity rates going up or down).

Food Insecurity and Hunger: Appropriate Use

Use the term “experiencing” or “experience” along with food insecurity, rather than “facing.” This is because food insecurity is a current state, not the prospect of a future state.

CORRECT EXAMPLE:

Feeding America works with people experiencing food insecurity.

INCORRECT EXAMPLE:

Feeding America works with people facing food insecurity.

How We Talk About Our Work

Hunger in America

Do not describe the total population experiencing food insecurity as “facing hunger every day.” This is because the physical state of hunger may come and go while the experience of food insecurity persists.

CORRECT EXAMPLE:

*XX million people in America face hunger each year.
Millions of people face hunger every day.*

INCORRECT EXAMPLE:

XX million people in America face hunger every day.”

Do not describe food insecurity or the number of people experiencing food insecurity as increasing. This is because levels of food insecurity have remained relatively steady.

CORRECT EXAMPLE:

Many people continue to experience food insecurity in communities across America.

INCORRECT EXAMPLE:

Food insecurity continues to increase across America.

It is acceptable to reference an increase in the need for food or demand of the network, the charitable food sector and/or Feeding America if referring to a specific point in time when data supports this claim.

CORRECT EXAMPLE:

Between 2019 and 2020, the number of people served by the charitable food sector increased 33%, from 40 million to 60 million people.

How We Talk About Our Work

Role of Feeding America National Organization and the Feeding America Network

Ending Hunger

Feeding America works to end hunger in America. Our preference is to use the language of “end” or “ending” hunger rather than “solve” or “solving” hunger. We also prefer to avoid “fight” or “fighting” hunger. “Join the movement to end hunger” is an appropriate call to action and preferred over calls to action such as “Help now” or “Join us in the fight against hunger.”

Supporting People in Bringing Meals Home and Getting Food vs. Providing Meals and Feeding People

It is preferred to say that Feeding America and the Feeding America network “support people/families in bringing meals home,” or “supports people/families as they work to get food,” rather than saying these entities “provide meals,” or “help provide meals.” The preferred statements acknowledge the individual agency of people experiencing food insecurity rather than positioning Feeding America and the network as the central actor or savior.

If you need to use the less-preferred term “providing meals” for brevity or clarity’s sake, it is acceptable to do so in light doses. Aim to avoid the use of “feeding people,” or “helping feed,” (as in “Feeding America helps feed people,”) as it minimizes the individual agency of people experiencing food insecurity.

Mention of a Specific Food Bank in the Network

Mention of a specific food bank should be followed with “a Feeding America partner food bank.” This label helps showcase the food bank’s contribution to our national movement.

EXAMPLE: The Greater Boston Food Bank, a Feeding America partner food bank...

Mention of other entities that are part of the network (but are not food banks) should be followed with “a member of the Feeding America network.”

EXAMPLE: Peter’s Pantry, a member of the Feeding America network

More information about language guidelines and obligations for discussing the network can be found in the Language Obligations guide on HungerNet.

Food Pantries and Meal Programs vs. Agencies

“Food pantries and meal programs” is the phrase Feeding America uses to describe the programs through which food is provided to people. Use the phrase “food pantries and meal programs” instead of “agencies,” because the word “agency” doesn’t have a common definition understood by general audiences.

“Meal program” is preferred over “soup kitchen,” as “soup kitchen” can carry a negative and outdated association.

How We Talk About Our Work

Food and Meals

Food and Grocery Items

When appropriate, use “food and grocery items” to refer to the products secured and distributed by the Feeding America network. A portion of the product we distribute is non-food items that are generally considered grocery items, such as cleaning products, over-the-counter medicine, personal hygiene supplies or baby products. These essentials can’t be purchased with SNAP, making them harder to obtain.

Foods to Encourage

“Foods to Encourage” (F2E) is the phrase used for Feeding America’s measurement of the food distributed by the network that follows the USDA MyPlate guidelines for nutrition. Because “Foods to Encourage” is only used by the Feeding America network and is not recognized by the public, only use the term when communicating about the measurement itself or the amount of food distributed that is classified as such. Instead, use “nutritious” or “healthy” when communicating with an external audience.

Cultural Foods

Use “cultural foods” or “culturally preferred foods” to describe the foods preferred by communities. Avoid “culturally appropriate foods” to remove the connotation of Feeding America labeling food as “appropriate” or “inappropriate.”

Food Rescue

Feeding America rescues food from going to waste. The food rescued comes from across the food industry supply chain and does not include consumer waste. The term “food rescue,” is preferred to “food waste.”

Healthy vs. Healthful

Feeding America uses “healthy” to describe foods or practices that promote good health. Do not use the term “healthful.” “Nutritious” is also acceptable to describe the sort of food the network focuses on distributing.

Equating Dollars to Meals

Sharing the number of meals we help provide is preferable to sharing the pounds of food we help provide, as meals provided is our current impact measurement. Either are acceptable to share with the appropriate audience. Pounds of groceries is also acceptable. Nationally, Feeding America can help provide at least 10 meals for every dollar donated. Further detail on how Feeding America arrives at this meal claim calculation can be found on the Meal Cost Calculation HungerNet page.

EXAMPLES:

\$1 helps provide at least 10 meals

\$1 helps provide at least 12 pounds of food through the Feeding America network.

Each food bank has its own meal cost calculation. Do not use the national calculation to describe the efficiency of a food bank or of the entire network.

While it is appropriate to provide information on the number of meals provided, try to pair meals claims with mentions of the importance of ending hunger to clarify that simply providing more meals is not Feeding America’s ultimate goal.

Strength-Based Communication

Introduction

Feeding America adheres to best practices for strength-based communication. Strength-based communication is defined as “communication that emphasizes the strengths, opportunities and power of an individual, group or community. It represents people positively in a way that feels true and empowering to them.”

Strength-Based Communication

General Do's and Don'ts

Strength-based communication does:

- Represent people positively, in a way that feels true and empowering to them
- Center and uplift community voices and use person-first language
- Acknowledge and celebrate the ability and desire of individuals to overcome obstacles and shape their own futures
- Use facts
- Use gender neutral pronouns or individually preferred pronouns
- Focus on what we all need to be successful

Strength-based communication does not:

- Discredit individual ability, agency or accomplishment
- Describe one individual's, group's or community's advantages over another
- Focus solely on challenges without providing context into the systemic inequities that create them
- Frame needs as individual weaknesses
- Assume gender or maleness
- Position an organization or its donors as heroes or lifesavers
- Define people by their circumstances
- Use coded language that perpetuates stereotypes

Strength-Based Communication

Feeding America Best Practices

Construct narratives to **lead with strength, opportunity and power** of people facing hunger

CORRECT EXAMPLE:

“Every child needs nutritious food to thrive, and so many people across America are working hard to bring meals home to their families this holiday season.”

INCORRECT EXAMPLE:

“Children shouldn’t have to struggle with hunger, especially during the holidays.”

Eliminate saviorism and make people facing hunger the heroes and central actors in their own stories

CORRECT EXAMPLE:

For 40 years, Feeding America has helped families access food, nourishment and hope, and this important work would not have been possible without your support. When you partner with Feeding America, you’re joining hands with people across America who are working hard to weather storms and build better lives.

INCORRECT EXAMPLE:

For 40 years, Feeding America has helped provide nourishment and hope to hungry families—and this important work would not have been possible without your support. Your generous gifts have enabled people facing hunger to weather life’s storms and build better lives.

Pair discussion of challenges with **context into the systemic inequities** that create them

CORRECT EXAMPLE:

“Everyone in the U.S. should have access to the food and resources they need to thrive, no matter their race, background or ZIP code. Policymakers must eliminate barriers that prevent many people from accessing grocery stores and food assistance.”

INCORRECT EXAMPLE:

“Many people are hungry because they live in communities where they can’t access grocery stores or food assistance.”

Incorporate more stories and quotes that uplift and center neighbor voices

CORRECT EXAMPLE:

“Last year, 53 million people in the U.S. sought help from the charitable food sector. People like Michael and Elizabeth, a married couple from Colorado Springs. ‘A lot of times we have struggles with getting groceries, mainly because it’s too expensive,’ says Michael, a member of the military stationed at Fort Carson. To help fill the gaps, Elizabeth visits the local food bank. ‘I go there once or sometimes twice a week. Not just for us, but for our friends and neighbors. We see a lot of military families that are struggling financially.’”

INCORRECT EXAMPLE:

“Last year, 53 million people in the U.S. sought help from the charitable food sector. People like Michael and Elizabeth, a married military couple from Colorado Springs. They rely on visits to the food pantry to help fill the gaps, because like many military families, they’re struggling financially.”

Strength-Based Communication

Feeding America Best Practices

Eliminate all **othering statements, coded language, and framing of needs as individual weaknesses**

CORRECT EXAMPLE:

“Every person in America deserves to choose what they eat, and no one should ever have to question IF they can eat.”

INCORRECT EXAMPLE:

“Last night, my family was choosing what to have for dinner. We talked through endless options..The point is, we had choices. Lots and lots of great choices. For millions of Americans...it’s not the choice of what to eat. It’s the choice of IF they eat.”

Minimize framing that perpetuates stereotypes about people who face hunger

CORRECT EXAMPLE:

“Families know best what sorts of food they need to thrive, and we play a role in helping them access food and achieve long-term food security.”

INCORRECT EXAMPLE:

“We make healthy food the easier choice for struggling households and help them achieve long-term food security.”

Use people-first language that describes the person, not their condition.

CORRECT EXAMPLE:

Feeding America partners with people experiencing food insecurity to help them access the food they need to thrive.

INCORRECT EXAMPLE:

Feeding America partners with the hungry to provide the meals they need.

The following pages provide more detailed language guidelines and examples for several of these best practices.

Strength-Based Communication

Eliminating Saviorism

Avoid language that positions Feeding America, the network, its donors, or partners as the “heroes” or central actors in a narrative. Instead, acknowledge the individual agency of people experiencing food insecurity, and ensure they are rightfully positioned as the heroes in their own stories and lives. Feeding America, its donors etc. should be positioned as playing a role in supporting people facing hunger.

Most commonly, saviorism shows up with phrases like “your support feeds people in need,” or “your donations change lives.” Phrases like these can be reframed to acknowledge the individual agency of people facing hunger. For example, “your support helps people bring food home to their families,” or “your donation supports people in accessing the food everyone deserves.”

Use “supports,” “partners,” or “helps” instead of verbs like “saves” or “benefits.” Avoid phrases such as “Because of Feeding America,” “Thanks to Feeding America,” “Feeding America can help you” or “Without Feeding America.”

Strength-Based Communication

Eliminating Othering Language, Coded Language and Framing of Needs vs Individual Weaknesses

Avoid language that is othering or victimizing such as “struggles,” “suffers,” and “vulnerable.” Instead, discuss what everyone needs to thrive, and the systemic inequities that can make thriving harder for some people than others.

Similarly, avoid coded language that describes racial identity or other identity characteristics with seemingly identity-neutral terms. These terms are often such a part of our common vocabulary that we don’t even realize they are perpetuating stereotypes and disguising explicit or implicit bias. Examples include phrases like “other side of town,” “inner city,” “meal ticket,” “wrong crowd,” and “risky behavior.”

Do not use language that frames food insecurity and other needs as an individual weakness, implies unworthiness or guilt, or highlights character flaws or judgment. For example, don’t use “admits” when describing someone sharing their challenges, as this implies wrongdoing. Instead, use verbs like “says,” “shares” or “explains.” The common “bills vs. meals” trope should also be avoided when possible as it perpetuates a stereotype that people experiencing food insecurity are bad budgeters.

Do not use “those” in reference to the people we serve, as in “those in need” or “those served by the food bank.” This phrasing is othering, and separates people facing hunger from the rest of society.

Strength-Based Communication

Preferred Terms

Neighbors Experiencing Food Insecurity

Use the terms “neighbors experiencing food insecurity,” “people who experience food insecurity,” or similar when describing the people who receive services from the Feeding America network, people utilizing charitable food assistance and/or those currently or recently experiencing food insecurity. On the second reference to neighbors experiencing food insecurity in a specific piece of communication, it is appropriate to simply use “neighbors.”

When deciding if this term is appropriate to apply to an individual or group, it is not necessary to verify how recently they have experienced food insecurity or to adhere strictly to the USDA definition of food insecurity, though the term is intended to roughly describe those who have experienced food insecurity in the recent past, approximately the past year. The exception to this is if you are using the term in direct reference to USDA data. In that case, be sure that the term fits the USDA’s definition.

“People we serve” may be used when absolutely necessary, and when discussing people who directly receive services from the Feeding America network. “People who access food and resources through the Feeding America network,” is also acceptable. However, use of “neighbors experiencing food insecurity” and “neighbors” is preferred. This is both a strength-based best practice, and a phrase that has been tested on and well-received by people experiencing food insecurity themselves. Avoid use of “clients” and terms like “the hungry.”

Lived and Living Experience

There are various terms that acknowledge the unique value and perspective people with lived experience with food insecurity bring to our work, including “lived experience,” “lived expertise” or replacing “lived” with “living” to further acknowledge people who are currently facing experiencing food insecurity. Asking for people’s preferred way to be acknowledged is optimal. If that is not possible, “lived experience” is preferred.

People Experiencing Poverty, People Living on a Low Income

“The poor,” “poor people” or “the needy” should never be used in Feeding America content, and “in need” should be avoided when possible. Instead, use terms such as “people experiencing poverty,” and “people living on a low income.” Since most children are not income earners themselves, when discussing children, use “children living in low-income households.”

Strength-Based Communication

Preferred Terms

People in America

Since not everyone who faces hunger in America is an American citizen, use “people in America” instead of “Americans” where possible. You can also use “people in the United States.”

Disproportionately Impacted

Disproportionate impact is a substantial difference in an outcome between two demographic groups, when the difference is significantly different from the group’s representation in the overall population being assessed. Disproportionate impact indicates that a group’s access to resources and opportunities is hindered by inequality.

We use “disproportionate impact” in two ways:

- Prevalence among one category relative to other categories

***EXAMPLE:** Food insecurity among Black individuals is higher than it is among white individuals. Therefore, Black individuals are disproportionately impacted by food insecurity.*

- As a percentage of the total number

***EXAMPLE:** Rural counties make up 63% of all U.S. counties but 87% of counties with food insecurity rates in the top 10%. Therefore, counties with the highest rates of food insecurity are disproportionately rural.*

Just because one group has a higher rate of food insecurity doesn’t necessarily mean the group is disproportionately affected. If you intend to use a description of disproportionate impact that isn’t already approved, consult with the Research Team to see if this term is accurate in your context.

While it is often important to call out the disproportionate impact of food insecurity, Feeding America has heard from neighbors that it is important to do so in a way that does not exclude people. This often means acknowledging that while some groups are disproportionately impacted, hunger is present in every zip code in America. It also means you should avoid using long lists of groups disproportionately impacted and instead provide highly specific examples based on the audience for each type of communication.

Strength-Based Communication

Preferred Terms

Support

Avoid using the verb “empower” to describe the support organizations give to communities or individuals. “Empower” gives the connotation that people or communities don’t have power until institutions give it to them. Instead, use “support” or “supported.” Alternatively, be specific about what’s happening and use language like “directed resources to,” “shifted power to,” “created policies to support,” or “sought leadership/guidance from.”

Family and Household

When accurate, use “family” or “families” instead of “household” or “households” to emphasize connections and humanity rather than economic or housing status. These terms aren’t always interchangeable, however.

FAMILY

(“A family group is any two or more people (not necessarily including a householder) residing together, and related by birth, marriage, or adoption.”). Our definition of family includes individuals that self-identify as a family (i.e., “chosen family”).

HOUSEHOLD

Household is defined by the Census as all the people who occupy a single housing unit, regardless of their relationship to one another. The Census provides a breakdown of “family household” (householders with a family relationship as defined above) and “nonfamily household.”

When discussing household food insecurity rates, use “household,” not “family.” Household food insecurity rates are measured at the household level, and other interpretations are not accurate.

Strength-Based Communication

Terms to Avoid

The next few pages include some of the strength-based terms that Feeding America prefers to avoid across its communication and content. This list is not exhaustive.

Priority Populations

This term was used to refer to groups who shared identities or a geographic location within Feeding America strategic priority areas. We no longer use this phrase, as this language implied that some groups were more important to the organization and our work. Instead, use language to specify the targeted outcome or disparity (for example, “rural hunger,” “counties with the highest rates of food insecurity,” “disproportionate food insecurity rates among Native American communities.”) Alternative language (depending on context and circumstance) can include:

- Target disparity
- Target outcome
- Variable of interest
- Outcome of interest

Vulnerable and Related Terms

Avoid using “vulnerable” to describe the people and communities Feeding America works with. “Vulnerable” puts blame on individuals and communities and obscures the systemic inequities that create food insecurity.

Instead, describe the inequity being faced in specific terms. For general description, use “disproportionately affected/ impacted,” if that’s accurate (see the Disproportionately Impacted entry under preferred terms); “marginalized”; or other plain language, like “communities hit hard by the pandemic.”

For similar reasons, avoid using “at-risk” (as in “at-risk youth”), “underprivileged” or “disadvantaged.” Rather than describing a community or geographic area as “high need” or “hard to reach,” refer to the inequities that have created those conditions. For example, say “underserved communities,” “under-resourced communities,” or “communities that have historically been marginalized.”

Master

Avoid the use of the word “master” when not referring to academic degrees. Instead, use words like “main” or “primary.” The Feeding America document formerly known as the master case is now called the Case for Support.

Equity, Diversity & Inclusion and Identity-Based Language

Umbrella Terminology for Race and Ethnicity

Visit [Feeding America's Terminology Dictionary for Discussing Race, Ethnicity and Identity](#) for more detailed guidelines on specific language for race, ethnicity and identity.

Black and Brown Communities/People

Feeding America Definition: Interpretations of what the term includes vary.

Preferred Usage: Do not use this broad and imprecise term in racial, ethnic or cultural references unless a part of a direct quotation.

Black, Indigenous and People of Color (BIPOC)

Feeding America Definition: Like people/communities of color, BIPOC is a broad reference to multiple races that are not white, non-Hispanic individuals. However, some people use BIPOC to acknowledge that not all people of color have the same experiences with systemic racism, and this terminology recognizes that Black and Indigenous people are severely impacted by racial injustice.

Preferred Usage: Do not use this term, which some see as more inclusive by distinguishing the experiences of Black and Indigenous people but others see as less inclusive by diminishing the experiences of others.

People/Communities of Color

Feeding America Definition: Broad reference to multiple races that are not white, non-Hispanic individuals.

Note on “community”: Community can define individuals living in geographic proximity, or individuals with shared identity, culture or values, regardless of geographic location.

Preferred Usage: Communities and people of color can be used interchangeably.

When referring to individuals or a specific group:

- Use the identity the person or group self-identifies as.
- Be specific. Choose specific language like Black individuals, Chinese Americans or members of the Seminole Tribe of Florida.
- This term is generally used across multiple groups. Do not refer to a single person as a person of color.

When referring to multiple individuals or groups of diverse racial or ethnic backgrounds (that are not white, non-Hispanic):

- This term may be used when referring to multiple individuals or groups of diverse racial or ethnic backgrounds (that are not white, non-Hispanic). However, preference is given to be specific when possible. Consider how you can break down your data or narrative to be more reflective of the unique experience of individuals or groups within the “people of color” umbrella.

Additional Considerations: Some individuals object to the term for various reasons, including that it lumps anyone who isn't white together into one monolithic group.

Equity, Diversity & Inclusion and Identity-Based Language

Umbrella Terminology for Race and Ethnicity

continued from previous page

Additionally, “people/communities of color” is not reflective of the self-identification of all individuals it seeks to encompass. For example, Native American communities have specifically advocated against identification that references skin color.

Alternative Language: Specific language that matches the way groups or individuals identify; racially marginalized individuals; racialized individuals; people from various racial and ethnic backgrounds; diverse groups; various heritages; different cultures.

EXAMPLE:

Some groups like children, seniors and people of color face hunger at much higher rates.

Through this fund, Feeding America will both broaden and deepen relationships within communities of color.

ALTERNATIVE LANGUAGE EXAMPLES:

Today, there are still far too many barriers to good health, and those barriers are disproportionately experienced by historically marginalized groups.

“We will expand our efforts to bring members of underrepresented communities together and provide a platform to co-create solutions.

Minority

Feeding America Definition: Broad references to multiple races other than white in the United States.

Preferred Usage: Context-dependent use (though discouraged). Be sure the term is accurate in each circumstance, since what constitutes a racial minority varies by location. Preference is given to other preferred language in this document (refer to People/Communities of Color entry) or being as specific as possible. For instance, use specific language like Black individuals, Chinese Americans or members of the Seminole Tribe of Florida.

Additional Considerations: This term can lead to connotations of groups feeling less than and othered.

Equity, Diversity & Inclusion and Identity-Based Language

Identity and Demographic Language

LGBT/LGBTQ/LGBTQ+/LGBTQIA+

Feeding America Definition: Umbrella term to reference individuals with diverse sexual and gender identities, including but not limited to lesbian, gay, bisexual, transgender, questioning, queer, intersex and/or asexual individuals.

Preferred Usage: Preferred use when referring to group of individuals from diverse sexual and gender identities under the LGBTQ umbrella. Feeding America editorial style prefers the use of the variation LGBTQ.

Do not use this term to refer to an individual. Individuals should be referred to by their specific identity. Additionally, primary consideration is always given to use language that the person self-identifies.

Alternative Language: When using LGBTQIA+ or variations, explain the other letters included. “I” generally stands for intersex, and “A” can stand for asexual (a person who doesn’t experience sexual attraction), ally (some activists decry this use of the abbreviation for a person who is not LGBT but who actively supports LGBT communities) or both. Within Feeding America’s use contexts, the “A” stands for asexual.

Queer is an umbrella term covering people who are not heterosexual or cisgender and is acceptable use for people and organizations who use the term to identify themselves.

“Cisgender” refers to people whose gender identity aligns with those typically associated with the sex assigned to them at birth.

“Non-LGBTQ” is acceptable to describe data indicating the effects of marginalization on the LGBTQ community. Additional Considerations: Always use the pronouns an individual self-identifies with. When communicating about an unspecified individual, don’t use combination forms like “he/she” or default to “he,” “him” or “his.” Instead, use gender-neutral pronouns (they, them, their).

EXAMPLES:

The anonymous donor designated their gift to support efforts to end child hunger.

Gregory and his staff take three steps to make sure the LGBTQ community feels welcome at the pantry.

According to the Williams Institute, before COVID-19, LGBTQ people were 1.5 times more likely to face hunger than non-LGBTQ people.

Equity, Diversity & Inclusion and Identity-Based Language

Geography Terminology

Rural

Feeding America Definition:

Conceptually:

Rural and urban are multidimensional concepts. Population density is often the defining characteristic, but geographic isolation can also be a factor.

Technically:

Feeding America typically defines urban and rural areas at the county level. Counties categorized as metropolitan (metro) counties as defined by the United States Office of Management and Budget (OMB) are considered “urban”; counties that are not part of metro areas (nonmetro counties) are considered “rural.”

These broad metro and nonmetro categories can be further subdivided using Rural Urban Continuum Codes (RUCC) as defined by the United States Department of Agriculture (USDA). The 2013 RUCCs form a nine-part classification scheme that distinguishes metro counties into three groupings by the population size of their metro area, and nonmetro counties into six groupings by degree of urbanization and adjacency to a metro area or areas.

A metro (urban) county is a county that is considered part of a metro area and must be either a) a central county that contains at least one urbanized area (i.e., a densely-settled urban area with at least 50,000 people) or b) an outlying county that is economically tied to a central county (i.e., at least 25% of workers living in outlying county commute to core county or vice versa). Counties outside these boundaries of metro areas are considered nonmetro (rural) counties.

Preferred Usage: Please consult the 2013 Rural-Urban Continuum Codes excel file on this page or contact the Research Team (research@feedingamerica.org).

Additional Considerations: There are many definitions of rural that can cause confusion across program eligibility and Feeding America funding opportunities. Feeding America uses the county-based OMB and USDA definitions described above in part because counties are the standard building block for publishing economic data and for conducting research to track and explain regional population and economic trends. However, we welcome feedback on how this aligns with food banks’ contextual understanding of their service areas.

Visual Guidelines

Visual Guidelines

Logo

Logo

More than just
a logo—our brand
is a symbol for
hope and the end
of hunger.

Logo

Elements

Before getting into the guidelines, it's sometimes helpful to take a look at the elements that make up the Feeding America logo.



Wheat Stalk
A bountiful wheat stalk sprouting from the nutrient rich earth

Registration Mark
The Feeding America logo is trademarked so the registration mark must always be included when the logo is used.

Combined I's
Speaks to unity

Logotype

Logo

Logo

Clear Space

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.



Logo

Minimum Sizes

To make sure our logo is always clear and legible, we've established a minimum reproduction size. The logo should never be smaller than the recommended size shown on this page.



1"

4-Color Process



1"

1-Color Spot



73 px

Digital Applications

Logo

Color Variations

There are three variations of the logo: the primary full-color option, 1-color white and 1-color black. The full-color version is the primary version and its use is preferred. The 1-color versions may be used when the full-color logo is not visible on a certain background color.

Primary



1-Color White



1-Color Black



Logo

Full-color Usage

When using the full-color logo, it is recommended to appear on white or light background for optimal visibility. It should never be used on a dark colored background. This ensures it's always readable and ADA-compliant. Note the full-color logo is the preferred and primary logo.



Logo

1-color Usage

The 1-color logo can appear on both black and colored backgrounds. When using a color background always ensure that there is sufficient contrast between the logo and the background.



Logo

1-color Usage

The 1-color logo can appear on both black and colored backgrounds. When using a color background always ensure that there is sufficient contrast between the logo and the background.



Logo

General Restrictions

Below are examples of restrictions when using the Feeding America logo. While not exhaustive, these showcase some common mistakes that don't align with our brand guidelines.



Altering Logo
Avoid altering the logo in any way.



Effects
Avoid adding effects to the logo.



Contrast
Avoid backgrounds that don't have sufficient contrast.



Minimum Size
Avoid using the logo smaller than the recommended minimum size.



Other Colors
Avoid using non-approved or new colors as 1-color versions of the logo.



Rotating or Distorting Elements
Avoid rotating, skewing or distorting any elements in the logo or lockup.



Tints & Transparency
Avoid tinting or altering the transparency of the logo or lockup.



Do not
use the logo within text

Logo

General Restrictions

Below are examples of restrictions when using the when using the Feeding America logo. While not exhaustive, these showcase some common mistakes that don't align with our brand guidelines.



Do not
reposition the logo components



Do not
change the relationship of the wheat
to the text



Do not
use a TM symbol with the logo. A ® should
always be used.



Do not
flip the colors of the logo.

Visual Guidelines

Wheat Stalk

Overview

The Feeding America wheat stalk symbolizes an America where everyone has the food they need and desire to thrive. It is one of our key visual assets to generate awareness for the issue of food insecurity, and also represents the Feeding America network of food banks.

Wheat Stalk

Symbol Elements

The wheat stalk symbol consists of a vertical stalk and exactly nine kernels. The orange color signifies the movement to end hunger and the Feeding America brand. The wheat stalk is a registered trademark and should always include the ® symbol. Note that the symbol has a shorter stalk than the wheat stalk in Feeding America logo, which creates a more iconic and easier-to-implement mark. In some instances it is ok to use symbol without the stalk, but ® rules still apply.



Wheat Stalk

Clear Space

To ensure the symbol's visibility, a generous area of clear space should always surround it. This protects the symbol from competing visuals such as text and graphics and builds long-term recognition for our movement.

Clear Space

Clear space is measured by the height of the top kernel.

Minimum Clear Space

The minimum clear space must always be this distance on the left, right, top and bottom of the wheat stalk symbol. No matter what, the wheat stalk must have 9 kernels.



Registration Mark

The registered trademark symbol ® must always be included when using the Wheat Stalk symbol. When using the symbol multiple times in a design, the ® symbol must only be included once.

Wheat Stalk

Minimum Sizes

When the symbol is reproduced at small sizes, it should appear no smaller than 0.5 inches or 30 pixels tall for all applications. This ensures that our symbol is always clear and legible.



Wheat Stalk

Symbol Variations

The wheat stalk symbol is available in a number of variations. The orange full-color positive versions are preferred, but black and reverse versions are also available.

Primary



1-Color Black



1-Color White



Wheat Stalk

General Restrictions

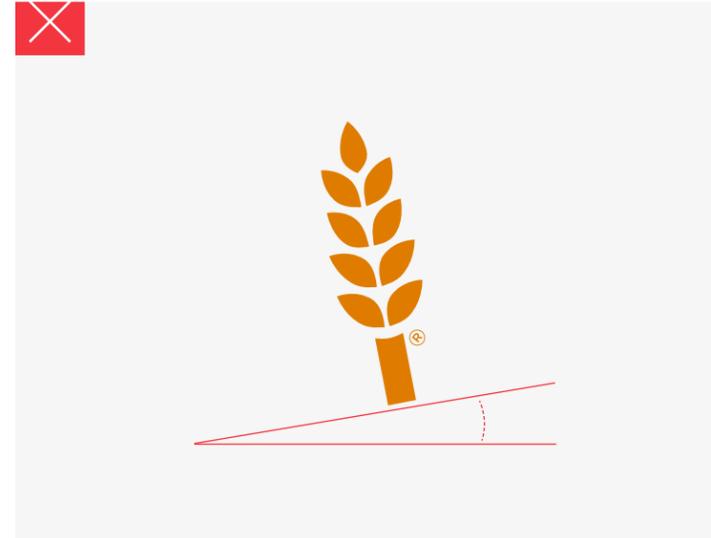
The symbol must be used correctly in order to maintain brand integrity and consistency. Here are some examples of incorrect usage. Note that any alteration of the symbol is considered misuse. Only use supplied digital artwork.



Do not
Change the symbol color. It should only be used in orange, white or black.



Do not
Skew or distort the symbol.



Do not
Angle or rotate the symbol.



Do not
Alter the relative proportion of the symbol elements.



Do not
Place the symbol over background or photos without sufficient contrast.



Do not
Add or remove kernels from the symbol.



Do not
Apply graphic effects to the symbol.



Do not
Use the wheat stalk as a graphic pattern that does not meet the minimum clear space requirement.

Visual Guidelines

The Logo in Lockups

The Logo in Lockups

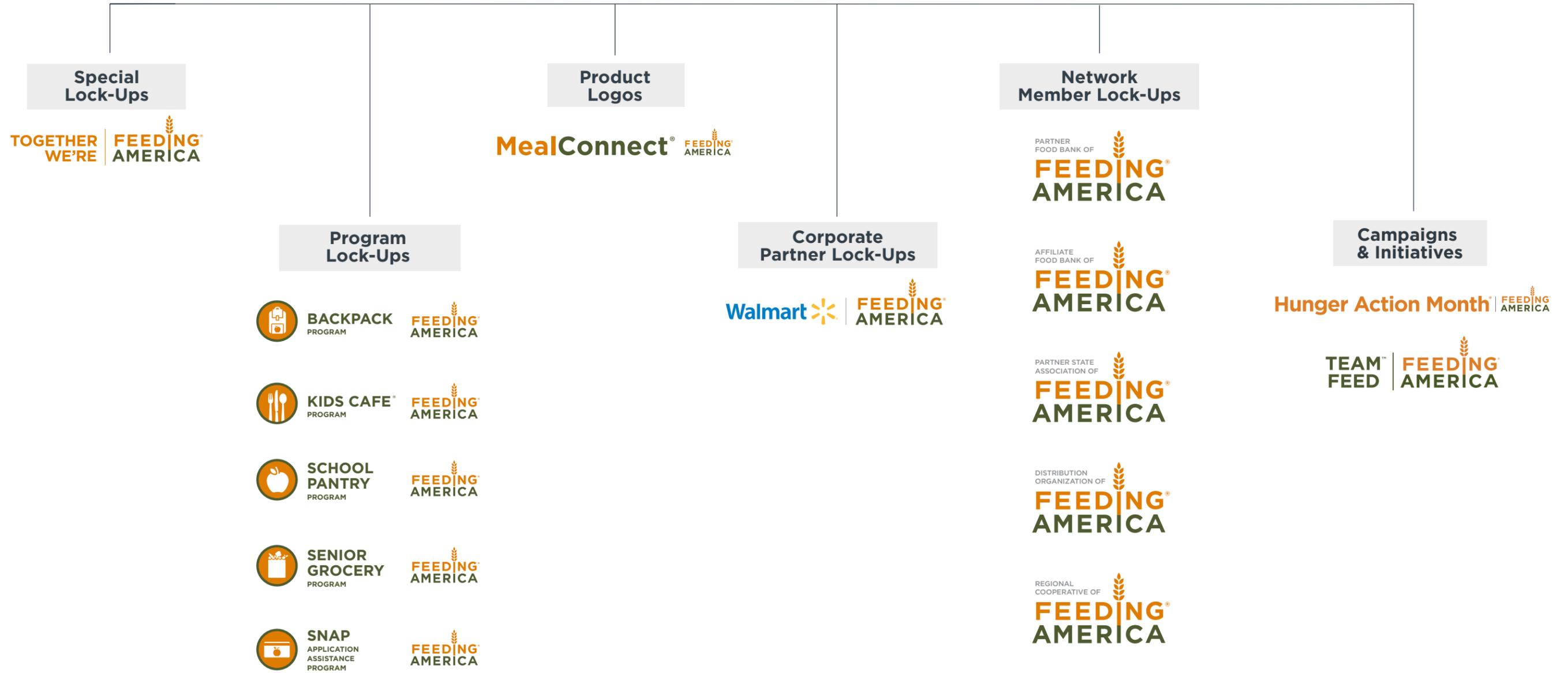
Introduction

The Feeding America logo is used in a variety of brand extensions and lockups that represent its various programs, products, partners, campaign initiatives and relationships. As we work toward our vision of an America where no one is hungry, it is important that the Feeding America brand remains visible, consistent and strongly positioned with a clear identity and intentional visual hierarchy.

Always consult the Brand Team for all new logo lockups by emailing brand@feedingamerica.org.

The Logo in Lockups

Logo Lockup Types



The Logo in Lockups

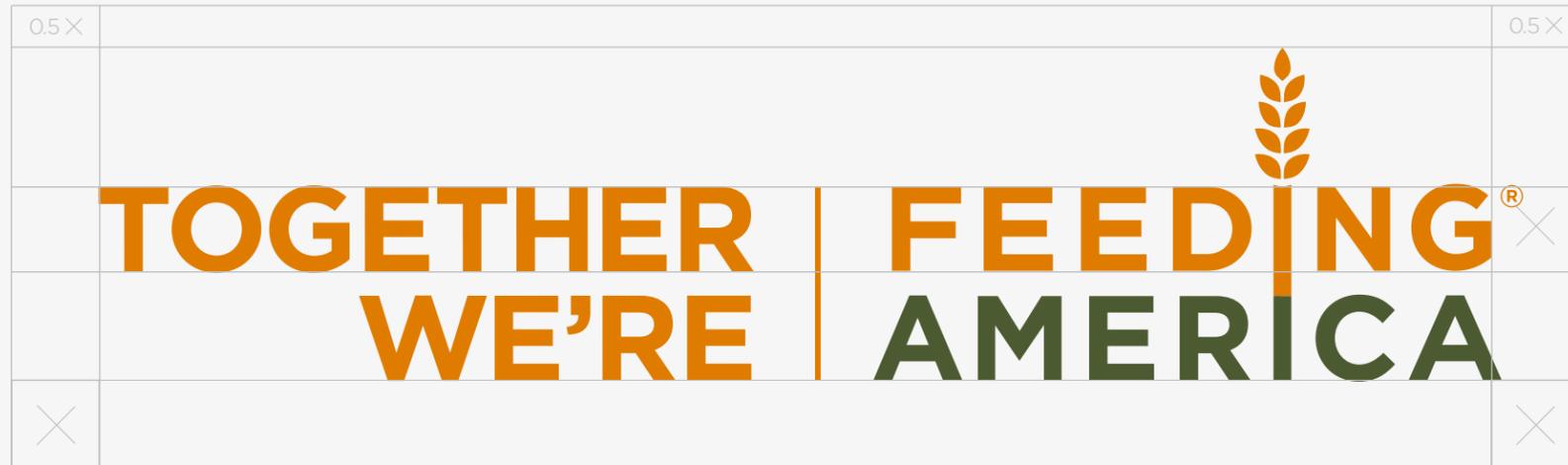
SPECIAL LOCKUPS

Together We're Feeding America

This lockup is primarily used for corporate partners. Like other lockups, Together We're Feeding America follows the same clear space rules. Its minimum size requirements differ though to ensure that the copy remains legible at all sizes.

Clearspace

A bountiful wheat stalk sprouting from the nutrient rich earth.



Minimum Sizes

When the logo is reproduced at small sizes, it should appear no smaller than 1 in. wide for print and 120 px wide for screen.



1"

Print



120 pixels

Web and On-screen

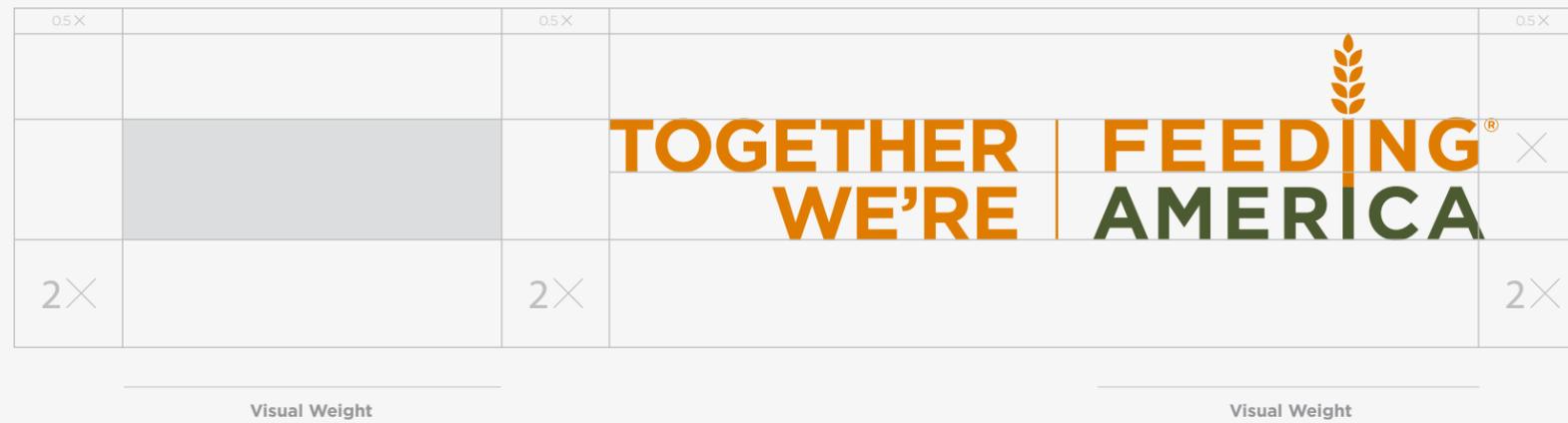
The Logo in Lockups

TOGETHER WE'RE FEEDING AMERICA

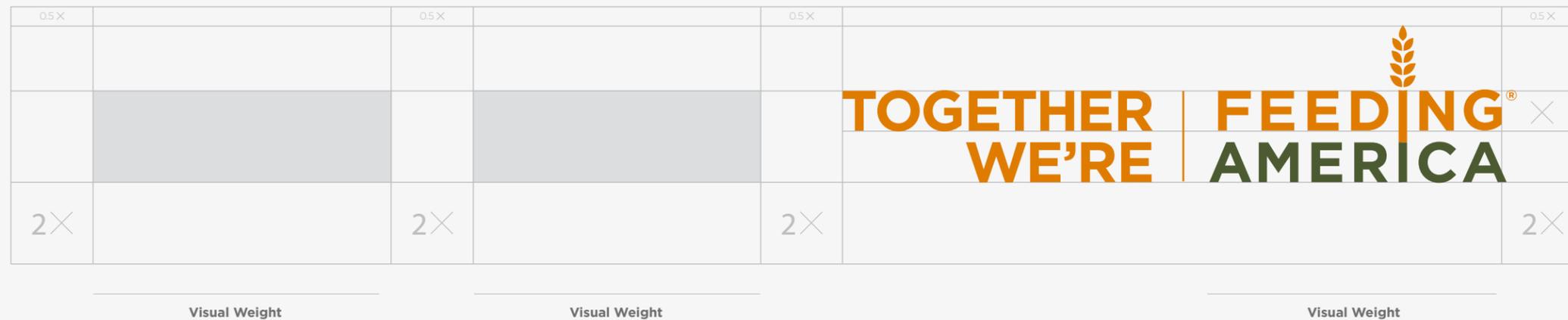
Clear Space

This lockup is primarily used for partners. Partner logos follow the same clear space rules when locked up with the Together We're Feeding America logo lock-up.

Single Partner Logo Clearspace



Multiple Partner Logo Clearspace



The Logo in Lockups

TOGETHER WE'RE FEEDING AMERICA

Variations

The Together We're Feeding America logo lock-up has a full-color as well as 1-color white and 1-color black versions.

Primary



1-color Black



1-color White



The Logo in Lockups

NETWORK MEMBER LOCKUPS

Clear Space

All network member lockups follow the same clear space guidelines as other lockups. The partner copy has been adjusted to be more legible at small sizes while maintaining a consistent placement and spacing to the logo.

Partner Copy
• Gotham Bold

Clearspace
• Follows same guidelines for clearspace as all other logo lockups

0.5X		0.5X
	PARTNER FOOD BANK OF	
2Y		
X	FEEDING [®]	X
Y		
	AMERICA	
2X		2X

The Logo in Lockups

NETWORK MEMBER LOCKUPS

Partner Food Banks

Our logo should be no smaller than 25% of the partner food bank logo's size. This ensures Feeding America is clear and recognizable. Clear space guidelines are consistent with other logo lockups.



The Logo in Lockups

PARTNER FOOD BANK NAMING LOCKUPS

Feeding America + Geography

Partner Food Bank lockups follow the same clear space and minimum sizes as the primary logo. The localization copy should be consistently spaced from the main mark.



The Logo in Lockups

LOGO LOCKUPS

Corporate Partners

Whether there are one or multiple corporate partner logos, follow the clear space and visual weighting guidelines shown below. Corporate Partner logos should be aligned horizontally with the Feeding America logo.

0.5X								0.5X
2X		2X			X	X		2X
								
								X
2X								2X



The Logo in Lockups

OTHER LOGO LOCKUPS

National Programs, Products and Campaigns

Please contact the Brand Marketing team for the creation of new logos. New logos must adhere to the following guidelines:

Ensure text is legible at small sizes.

- Use Gotham/Gotham Bold font
- Use orange and green brand colors
- If using icons, stick to a similar flat design.



The Logo in Lockups

LOGO LOCKUPS

General Restrictions

Below are examples of things to avoid when using the brand elements. While not exhaustive, these showcase some common mistakes that don't align with our updated brand guidelines.



Clearspace
Avoid adding any element that violates the clearspace between elements in the lockup.



Visual Weight
Avoid altering the lockups in a way that makes the visual weight uneven.



Color Disparity
Avoid using a 1-color version of the logo with a 4-color partner mark.



Transparency
Avoid altering the transparency of any lockup.



Color
Avoid changing the color of any of the lockup elements.



Adding Elements
Avoid adding elements to any lockup.



Contrast
Avoid colors and images that lack sufficient contrast with the lockup.



Custom Lockups
Do not create your own lockup.

The Logo in Lockups

When to Consult the Brand Team

Always consult the Feeding America Brand Team when creating the following materials by emailing brand@feedingamerica.org

- ☑ Logos
- ☑ Logo Lockups
- ☑ Naming Conventions
- ☑ Design Guidelines
- ☑ Branded Partner Ads

Visual Guidelines

Typography

Typography

Primary Typeface

Gotham is our primary typeface.

Use it for headlines, key messages and calls-to-action.

In cases when Gotham is not available, Arial can be used as a free substitute.

Gotham

Black

Bold

Medium

Book

Typography

Accent Typeface

Sentinel is our accent typeface.

It works great in body copy, and pairs well with Gotham.

In cases when Sentinel is not available, you may use Georgia as a free substitute.

Sentinel

Black

Bold

Medium

Book

Typography

How to Purchase Fonts

Gotham and Sentinel Fonts can be purchased at www.monotypefonts.com

- A license is needed for each computer that has the Gotham and/or Sentinel fonts installed.
- TTF and OTF font types are compatible with both Windows and Mac operating systems.
- After purchasing, download your font files and install to your computer using the instructions at the following links:

For Windows: [Click here](#)

For Mac: [Click here](#)

Typography

Typesetting

Our typesetting guidelines are intended to keep things simple and easy to deploy across all applications, while also also maintaining consistency.

Headline

- Leading set at 90% of type size
- Example set at 90/81 pt
- Sentence case

Everyone needs
nutritious food
to thrive.

Body Copy

- Leading set at -115% of type size
- Example set at 30/34 pt
- Sentence case

It only takes a few minutes to help families
as they work hard to keep food on the table.

Call-to-Action

- sentence case

Help now at FeedingAmerica.org

Typography

Stats Treatment

Stats are a powerful way to communicate key information. Use color and scale to make them as clear and impactful as possible. **Disclaimer:** The statistics on this page are intended to show treatment only. Statistics are updated yearly. If using a statistic, please verify it is current and present it in a strength-based manner.

1 in 10

FACT

**1 in 10 people
in America experience
food insecurity.**

**53
Million**

FACT

**53 million people brought
food home with help
from the Feeding America
network in 2021.**

\$1000

Million

Since 2020, Feeding America has provided over \$100 million in grants to network partners like food banks to help them support communities of color and rural communities that are disproportionately impacted by food insecurity.

Typography

Stats Treatment

The typesetting system is flexible and works well even in small-scale applications like social media. The key is to use, bold, scaled-up type for the primary stat while keeping the secondary stat information in close proximity, but smaller. **Disclaimer:** The statistics on this page are intended to show treatment only. Statistics are updated yearly. If using a statistic, please verify it is current.

Primary Stat

- Gotham Bold
- Use scale to make a bold statement with the stat being showcased

Accent

- Gotham book underlined and all-caps

Secondary Stat Information

- Gotham Bold
- Centered or left-aligned depending on the application

Secondary Characters

- Secondary characters such as percentage symbols or connecting words like 'in' or 'of' should be scaled

5.2
Billion

FACT

Feeding America helped provide 5.2 billion meals to people experiencing food insecurity in fiscal year 2022.

Typography

General Restrictions

Below are examples of things to avoid when using the brand elements. While not exhaustive, these should showcase some common mistakes that don't align with our updated brand guidelines.



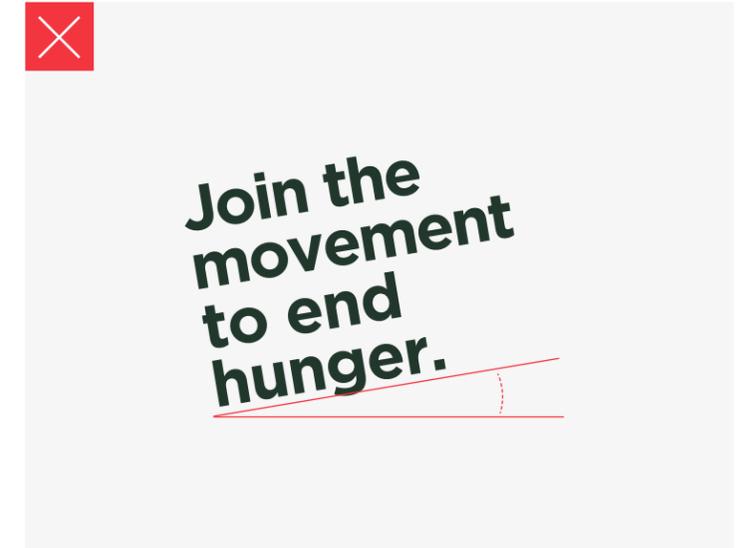
Color
Avoid using too many colors in type.



Effects
Avoid adding effects (like drop shadows) to type.



Alignment
Avoid varying the alignment of type.



Type Rotation
Avoid rotating type.



Contrast
Avoid using colors that lack sufficient contrast with the background.

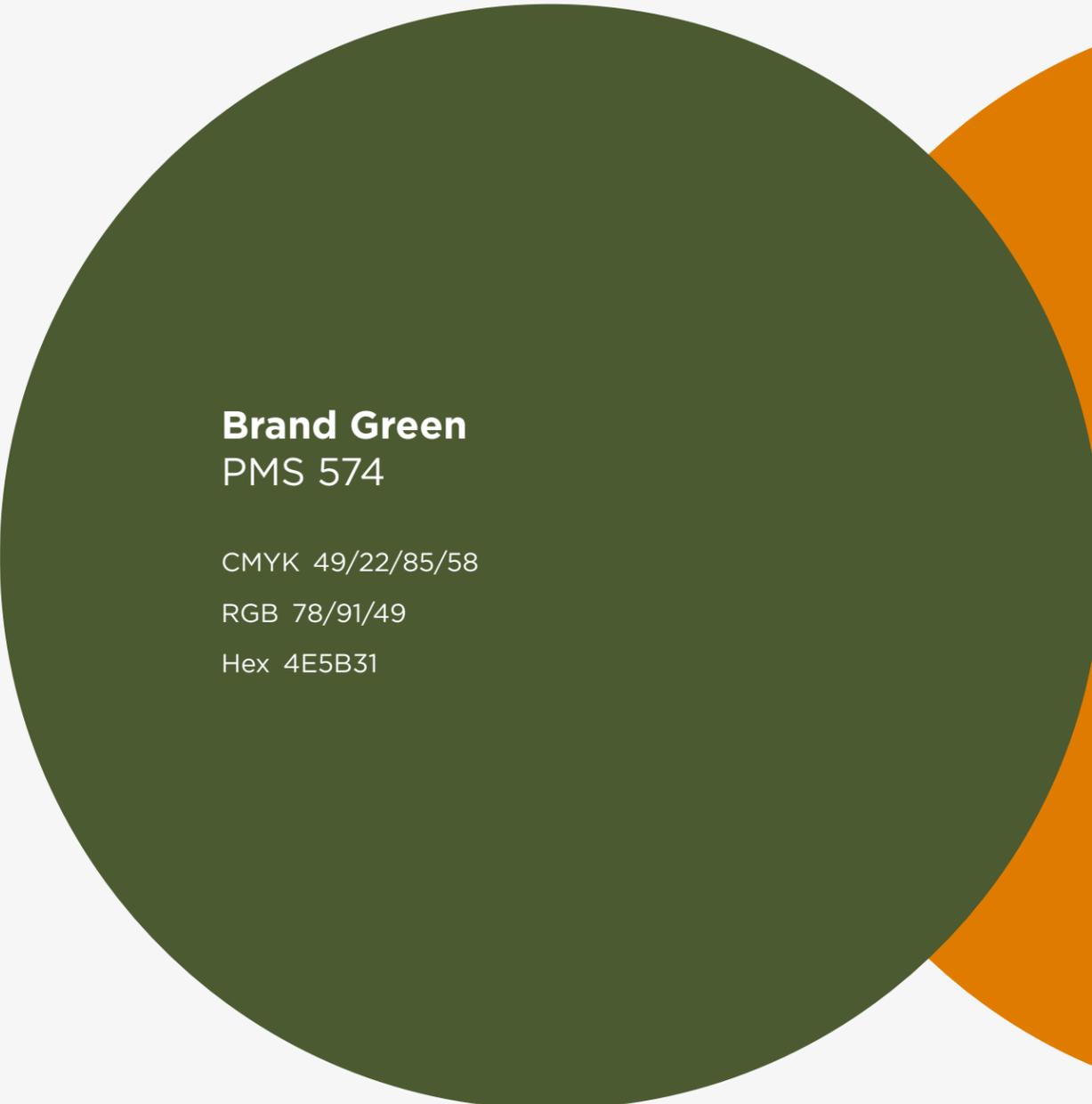
Visual Guidelines

Color Palette

Color Palette

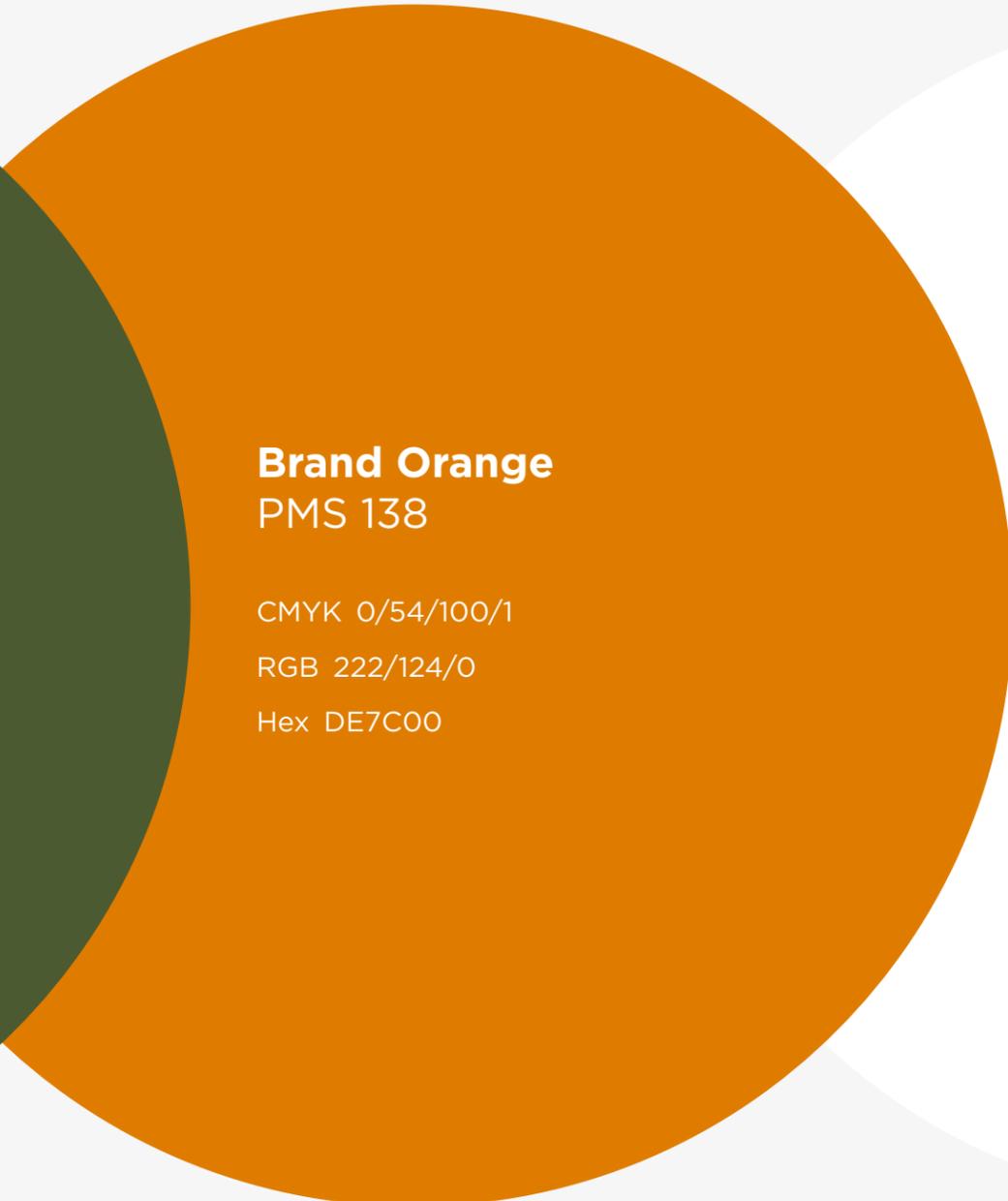
Primary Colors

These are our primary brand colors. Green represents growth, vitality, and renewal. Orange is the color of the movement to end hunger, and conveys energy and optimism.



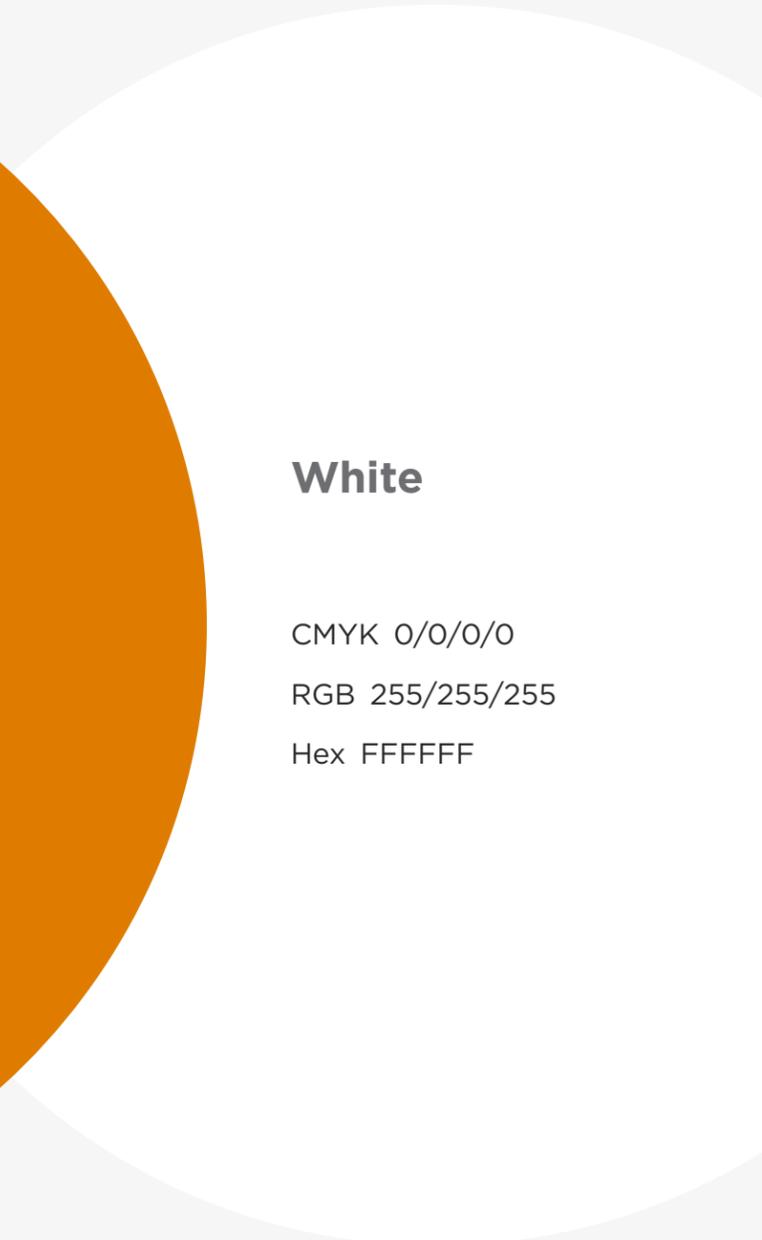
Brand Green
PMS 574

CMYK 49/22/85/58
RGB 78/91/49
Hex 4E5B31



Brand Orange
PMS 138

CMYK 0/54/100/1
RGB 222/124/0
Hex DE7C00



White

CMYK 0/0/0/0
RGB 255/255/255
Hex FFFFFFFF

Color Palette

Primary, Secondary and Tertiary

Primary Brand Colors
Always lead with our primary brand colors.

<p>Brand Green PMS 574</p> <p>CMYK 49/22/85/58 RGB 78/91/49 Hex 4E5B31</p>	<p>Brand Orange PMS 138</p> <p>CMYK 0/54/100/1 RGB 222/124/0 Hex DE7C00</p>	<p>White</p> <p>CMYK 0/0/0/0 RGB 255/255/255 Hex FFFFFFFF</p>
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Secondary Brand Colors
These should support and compliment the primary brand colors.

<p>Warm Yellow PMS 123</p> <p>CMYK 0/25/94/0 RGB 255/184/28 Hex FFB81C</p>	<p>Pale Yellow PMS 127</p> <p>CMYK 0/3/63/0 RGB 243/221/109 Hex F3DD6D</p>	<p>Light Blue PMS 7457</p> <p>CMYK 25/0/0/0 RGB 187/221/230 Hex BBDDE6</p>	<p>Medium Blue PMS 302</p> <p>CMYK 100/32/0/68 RGB 0/59/92 Hex 003B5C</p>	<p>Deep Green PMS 560</p> <p>CMYK 86/30/65/75 RGB 29/60/52 Hex 1D3C34</p>	<p>Pale Teal PMS 5523</p> <p>CMYK 27/5/8/0 RGB 182/207/208 Hex B6CFD0</p>
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Tertiary Brand Colors
These should only be used in limited situations as accents.

<p>Sand PMS 719</p> <p>CMYK 1/18/31/0 RGB 237/200/163 Hex EDC8A3</p>	<p>Brown PMS 476</p> <p>CMYK 33/66/76/68 RGB 78/54/41 Hex 4E3629</p>	<p>Cool Grey Cool Grey 1C</p> <p>CMYK 10/7/5/0 RGB 217/217/217 Hex D9D9D9</p>	<p>Payne's Grey PMS 432</p> <p>CMYK 78/57/39/56 RGB 51/63/72 Hex 333F48</p>	<p>Maroon PMS 1805</p> <p>CMYK 0/75/67/30 RGB 178/45/58 Hex B22D3A</p>
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Note: only use maroon for calls-to-action

Color Palette

Color Usage

Always consider the accessibility of a composition when using our entire color palette. Be conscientious of color contrast so that everyone can benefit from our valuable messaging.

Lighter colors work best when used in combination with the darker, more natural colors.

If using a lighter background, pair it with one of the darker colors in the palette for ample contrast.

Like this...

...or this.

Here's a good combo.

And another.

Color Palette

Color Usage

Orange presents certain issues when used, especially in digital applications, as it lacks sufficient contrast to be ADA compliant at certain sizes.



Large
copy
is fine.

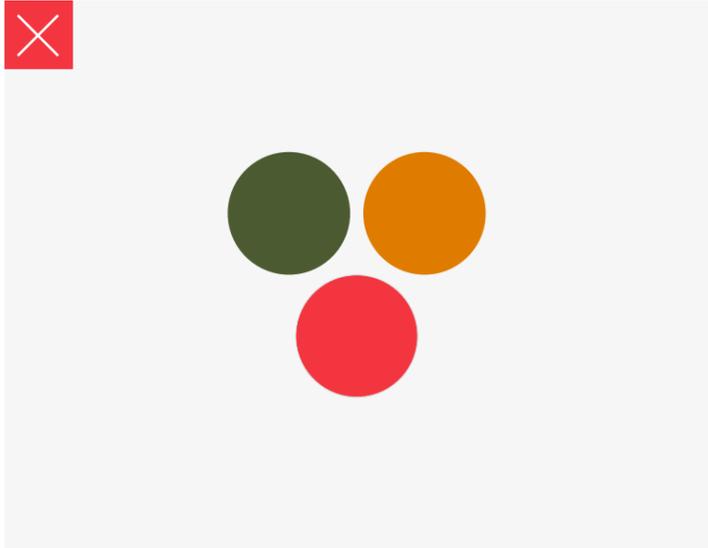


Body copy is not, as orange does not have sufficient contrast at small sizes to be ADA compliant. (And we should always be ADA compliant.)

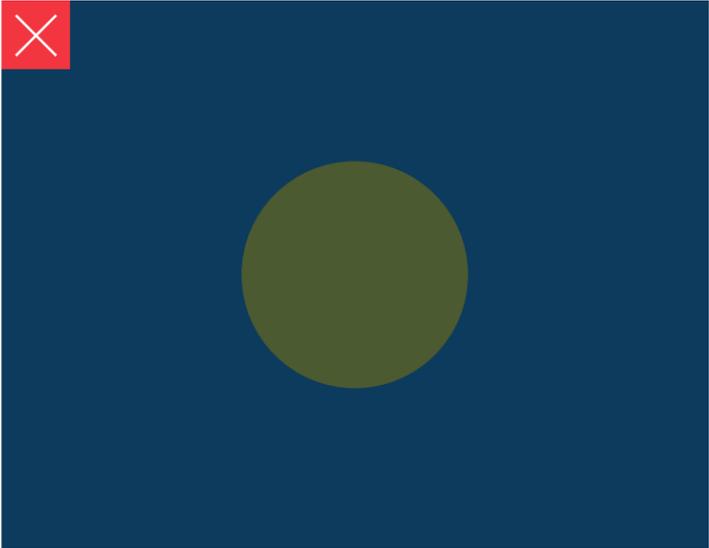
Color Palette

General Restrictions

Below are examples of things to avoid when using the brand elements. While not exhaustive, these showcase some common mistakes that don't align with our brand guidelines.



Adding Colors
Do not add colors to the color palette.



Color Contrast
Avoid color combinations that lack sufficient contrast.



Gradients
Avoid using gradients.



Orange in Small Copy
Avoid rotating type.

Visual Guidelines

Imagery

Overview

High-quality, strength-based photography is a powerful element of our brand and should be used whenever possible. We are committed to showing real people in real situations, and representing their stories through images that are positive and uplifting, rather than negative and sympathy-inducing.

We are also committed to representing the diversity and demographics of people experiencing food insecurity in our photography. Photography selections should acknowledge that food insecurity disproportionately impacts Black, Native American, Pacific Islander and Hispanic/Latino communities (while still impacting a significant number of white individuals as well), as well as people in the South and rural areas, households with children, households headed by single parents, veterans and active military members, individuals identifying as LGBTQ+, and older adults, among others. For more information on who is most impacted by food insecurity, refer to [Feeding America's Map the Meal Gap](#).



**We want
to capture
moments
that inspire.**

Imagery

Selects

Our brand imagery helps to set us apart and represents neighbors experiencing food insecurity. Our brand imagery aims to represent neighbors as whole, multi-faceted individuals with full lives who are not defined solely by their experience with hunger.

Use existing brand imagery whenever possible, but ensure that the focus and crop help

communicate a clear message for your specific application. Take care to ensure the images you select represent people in a positive light, and do not choose images that stereotype or stigmatize. Brand imagery can be found in the Canto Media Library. Please work with your Feeding America contact to obtain imagery. Stock photos that fit the brand may be purchased, but brand imagery is preferred.

Based on best practice from the Better Business Bureau's Wise Giving Alliance, photographs and stories older than three years should not be used as situations of people featured may have changed.

Artwork and photography are licensed to Feeding America and are for sole use by Feeding America and all members for communications

and promotions. The people featured in these photographs are people experiencing food insecurity, volunteers or employees of the Feeding America network and have granted permission for use by the network. Use of these images by entities outside of the network is not allowed without the consent of Feeding America.



Imagery

Retouching Notes

Retouching can help enhance an image as well as provide a consistent treatment that gives our library of imagery a cohesive look-and-feel. However, take care not to retouch an image in a way that alters the appearance of a person or group of people. In particular, avoid retouching that alters skin color.



Singular Focus

As much as possible, images should have a singular focus to ensure a clear message.

Color Correction/Retouching

Our photography uses a slightly contrasty, desaturated look with a subtle grain filter to help images feel consistent across our library. Images already in our library have been retouched with the guidance not to alter appearance in mind.

Dynamic Cropping

Cropping and scale play a large role in creating an image that resonates with our audience. Always strive for a crop that creates interest.

Text Over Imagery

Avoid placing text over the face of a person or group of people in a photo. Text may be placed over a person's body if necessary as long as it does not obscure the viewer's ability to see them and understand the image, but this approach should be minimized whenever possible.

Black & White

Black and white photography can be considered if it enhances an emotional connection.

Imagery

Key Restrictions

Below are examples of things to avoid when using the brand elements. While not exhaustive, these showcase some common mistakes that don't align with our brand guidelines.



Focus
Avoid images that lack a clear focus and subject.



Overcropping
Avoid overcropping images.



Colorizing, Duotones and Color Overlays
Avoid colorizing, using duotones or color overlays.



Filters
Avoid using or adding filters or photo treatments to images, unless you are using a pre-programmed filter built in to a social app.



Low Resolution
Avoid low resolution images when possible. Resolution should be determined by channel needs.



Lighting & Contrast
Avoid photos with poor lighting and contrast.



Dignity and Strength-Based Images
Avoid images that focus on the needs or challenges of the subject, instead selecting images that highlight their dignity and show them as they wish to be represented.

Visual Guidelines

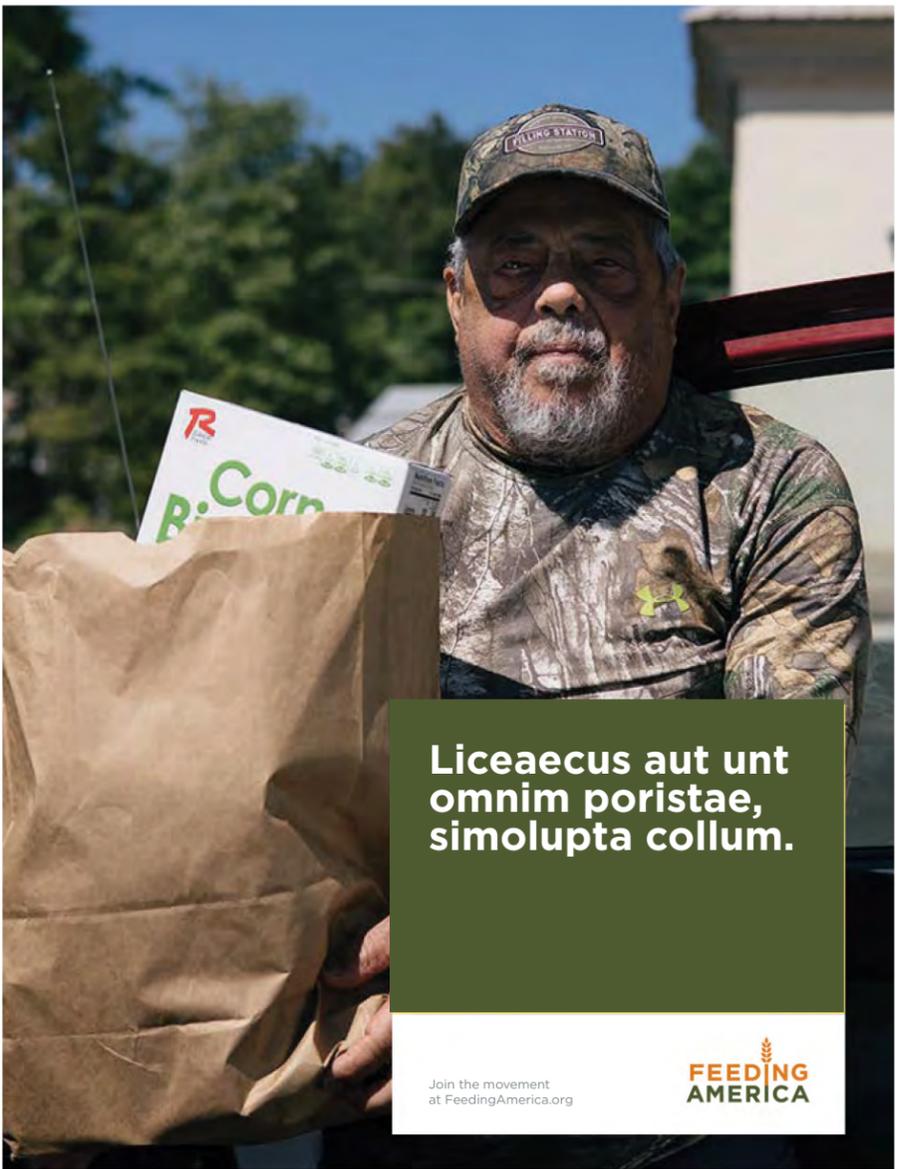
Extended Applications

Extended Applications

The following pages showcase a few directional examples of communications that leverage the assets and guidelines to create work that elevates and enhances the core Feeding America brand.

Extended Applications

Report Covers



Extended Applications

Ad-like Materials

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Extended Applications

Ad-like Materials



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Join the movement
at FeedingAmerica.org



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Join the movement
at FeedingAmerica.org



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Join the movement
at FeedingAmerica.org



Extended Applications

Video Endframe

Our typesetting guidelines are intended to keep things simple and easy to deploy across all applications, while also keeping things consistent.

Scale

- Logo should be 30% of frame width

Background

- White to ensure legibility

Placement

- Centered vertically and horizontally

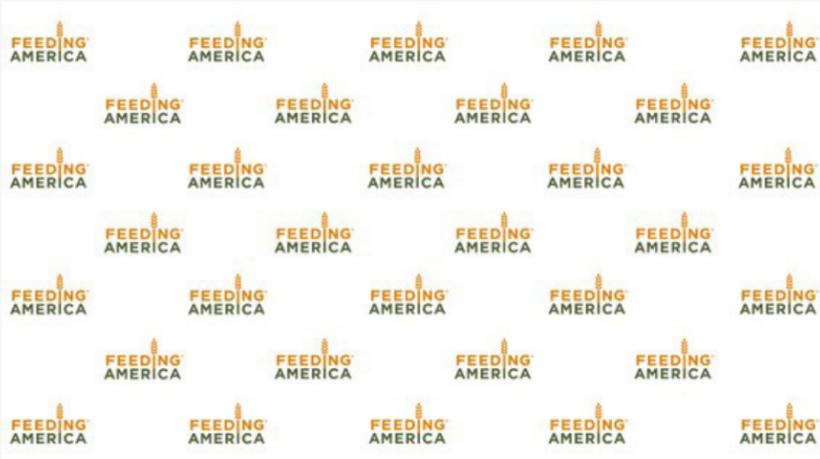


Extended Applications

Virtual Backgrounds

A variety of branded virtual backgrounds are available for use on Webex and other platforms. Please choose from one of these options when using a Feeding America background as they were created to align with our brand guidelines.

If you wish to create a new background, please contact the [brand team](#).



Technical Writing Guidelines

Grammar and Punctuation

Feeding America follows the Associated Press (AP) Stylebook for grammar and punctuation.

Below are frequently used elements of AP style. For style questions not covered in this guide, refer to the latest edition of the AP Stylebook. For spelling, refer to the latest edition of the Merriam-Webster Collegiate Dictionary.

& (Ampersand)

Spell out the word “and” in copy. The & symbol is acceptable for social media and infographics. Do not use the + (plus) symbol in place of “and.”

Acronyms

Avoid introducing acronyms unless they’ll be repeated frequently and are important to know. Using too many acronyms can be confusing and frustrating for your audience. On first mention, spell out the entire term, followed by the abbreviation in parentheses. For subsequent mentions, use the abbreviation alone. Acronyms do not need periods between letters. Do not use the abbreviations FA or FANO in external-facing communication.

EXAMPLE: *One tool lawmakers can invest in is the Summer Electronic Benefits Transfer (Summer EBT) program.*

If the second reference is close to the first and the acronym won’t be mentioned after that, consider using a different word instead of an acronym.

Examples include “the foundation,” “the program” or “the department.”

Widely recognized abbreviations and acronyms, like NASA, can be used without spelling them out first. Check the AP Stylebook for guidance on specific acronyms.

Apostrophe

Apostrophes are used only to form possessive nouns. For plural possessive nouns, add an apostrophe to the end of a word (individuals’). Do not use an apostrophe to form the plural of an acronym or numerals (PSAs, 1960s, person in their 50s).

Boldface

Do not use boldface type to emphasize words within copy. Bold type is reserved for headlines and subheadings. To emphasize words within copy, use italics, but sparingly.

Grammar and Punctuation

Bulleted Lists

Feeding America style recommends bullets instead of numbered lists. Be consistent and use either bulleted lists or numbered lists within a single document but not both. Begin bulleted items and series in a sentence with the same part of speech and verb tense. If the items in a list form a complete sentence, use proper punctuation.

EXAMPLE: *The Feeding America network helps to feed people experiencing food insecurity; advocates for strong federal nutrition programs; and educates the public about hunger.*

Capitalization

Do not capitalize the words “network” or “member.” The terms “food bank” and “food rescue” are not capitalized, unless they’re part of a proper name.

EXAMPLES:

- *200 food banks*
- *The Idaho Food Bank*

Always capitalize a title that precedes a name.

EXAMPLE: *Chief Executive Officer Claire Babineaux-Fontenot ...*

Never capitalize:

- job titles that follow a name
- seasons, unless referring to a publication issue
- cardinal points, unless referring to a specific region

EXAMPLES: *A food bank serves western Illinois. There are many food banks in the South.*

Capitalize proper Feeding America team names but use lower case for the common noun in plural uses.

EXAMPLES: *Marketing and Digital Experience Team, Equity Department, Research and Communication teams*

When discussing the U.S. Farm Bill, capitalize it when referring to a specific year’s legislation. When writing generally about the historical legislation or the legislative process (as opposed to the bill itself), use lower case.

EXAMPLES:

- *A key Feeding America priority for the 2023 Farm Bill will be ensuring individuals have access to the food they need by bolstering federal nutrition programs contained in the legislation.*
- *TEFAP funding for food purchases is set by the farm bill every five years and, in emergencies, through other legislation.*

Grammar and Punctuation

Commas

Do not use a serial or Oxford comma before “and” or “or” in a simple series.

EXAMPLE: *We source produce, dairy and protein.*

Do use a serial or Oxford comma in a series of complex phrases.

EXAMPLE: *“We’re incorporating fruit and veggies, using whole grain items and healthier oils, and using moderation in recipes,” she said.*

Composition Titles

Capitalize the principal words, including prepositions and conjunctions of four or more letters. Capitalize an article (a, an, the) or a word of fewer than four letters, if it’s the first or last word in the title. Italicize the titles of books, reports, songs, television shows, computer or video games, poems, lectures, speeches and works of art. Do not italicize holy books, such as the Quran or the Bible, or reference books like directories, dictionaries, encyclopedias and handbooks.

EXAMPLES: *The State of Senior Hunger in America, Encyclopedia Britannica, CBS Evening News*

Contractions

Contractions (such as can’t, we’re, it’s) are acceptable when they fit the tone that is appropriate for the audience.

COVID-19

Capitalize all letters. On second reference, “the pandemic” is acceptable. “Global pandemic” is redundant and should be avoided.

Dashes

Em dashes (—) can be used to set off a thought or a series within a phrase. Create an em dash by pressing the minus key twice between two words, with no spaces between the words and the minus signs. Do not put spaces on either side of an em dash.

EXAMPLES:

- *Hunger—or not having enough to eat—is a problem in America.*
- *We can all make a difference—and that impact starts with little actions.*

In Word, the em dash can also be found in the special characters tab under the insert tab, symbols option.

Grammar and Punctuation

Dates and Seasons

When the month, date and year are written together, use commas before and after the year.

EXAMPLES:

- *Sessions will be available on demand until April 29, 2022, via the link used to log in to the conference.*
- *On Sunday, August 29, 2021, Hurricane Ida made landfall.*

When writing only the month and year, don't use a comma.

EXAMPLE: *The next annual conference will be held in April 2022.*

When writing the month and date together, don't use the ordinal indicator with the date ("st," "nd," "th").

Incorrect: September 17th, 2021

Correct: September 17, 2021

Seasons aren't capitalized: winter, spring, summer and fall. For a season or month of a specific year, don't include "of" between the season or month and the year.

Incorrect: The last event was held in summer of 2021.

Correct: The last event was held in summer 2021.

When sharing the date of an event, include the day of the week as well, if space allows. Do not abbreviate the days of the week, unless required by space restrictions.

EXAMPLE: *The webinar will be held Monday, November 8.*

Ellipses

An ellipsis is made up of three periods with a space on either side. Use an ellipsis to show that words were deleted from a quote. Be careful to avoid changing a quote's meaning.

EXAMPLE: *"As a network of 200 food banks and 60,000 food pantries ... Feeding America is uniquely positioned to connect businesses that have extra food to people in need of assistance," said Kathryn Strickland, chief network officer at Feeding America.*

If the deletion comes at or after the end of a sentence and the quote continues after it, include a period, a space, and then the ellipsis, for a total of four dots.

EXAMPLE: *"Certain urban centers and rural communities face particular challenges. ... That is why we are accelerating our efforts to address disparities," said Claire Babineaux-Fontenot, CEO of Feeding America.*

Grammar and Punctuation

Exclamation Points

Exclamation points should not be used in Feeding America documents, as they're inconsistent with the serious nature of our work. Exclamation points are acceptable for use in Feeding America direct marketing and social media channels.

Feeding America Board of Directors

Capitalize Board of Directors or Board when specifically referring to the Feeding America Board of Directors. On second reference, "Board of Directors" or "Board" are both acceptable. Don't capitalize when using "board" in a compound adjective, as in "board-approved," or as an adjective, like "board meeting."

Health care, child care

Health care and child care are two words in all instances.

Hyphens

Hyphens should be used in most compound adjectives and in measurements used as adjectives.

EXAMPLES: *hunger-relief organizations, five two-pound packages*

An exception is compound adjectives that start with an adverb. These compounds where the first word ends in "-ly" should not be hyphenated.

EXAMPLE: *significantly lower in nutrients*

Additionally, some compound adjectives are well known enough to not create any risk of confusion. In these cases, no hyphen is needed.

EXAMPLES: *food insecurity rates, high school students*

Hyphens should not be used in compound adjectives that come after the noun they're describing.

EXAMPLE: *The event was in person.*

Latin Abbreviations

Latin abbreviations should not be used in Feeding America communication to external audiences. The following can be used in internal documents:

- e.g. (exempli gratia), meaning "for example"
- i.e. (id est), meaning "that is" or "in other words"
- etc. (et cetera), meaning "unspecified additional items"
- et al. (et alia), meaning "and others," typically standing in for two or more names and used especially in bibliographical information

The abbreviations "i.e." and "e.g." are always followed by a comma.

EXAMPLE: *The use of technology (e.g., texting, apps) may help reach students.*

Numerals

Spell out numbers one through nine. Use numerals for 10 and above. Always use numerals for dollar amounts, ages, numbers in the millions or billions, percentages, temperatures, and times and dates. In tables and charts, all numbers, even those lower than 10, can be represented with numerals.

EXAMPLES: *\$10, 3 years old, 3 million, 9%, 8 degrees*

An exception to this is the use of ratios that describe the number of people facing hunger.

EXAMPLE: *In America, 1 in 8 children face hunger.*

Do not use numerals to begin a sentence.

EXAMPLE: *One in eight people face hunger. (Here, since the first number in the ratio is spelled out, the second is spelled out as well.)*

An exception is starting a sentence with a year, if appropriate.

EXAMPLES:

- 2020 was a year of high demand for food banks nationwide. Use "more than" instead of "over" when referring to quantities.
- The network serves more than 9 million children.

Grammar and Punctuation

Parentheses

Use parentheses sparingly. If the information is important, make it part of the sentence. If it can't be made part of the sentence, consider removing the information or saying it another way.

Percentages

Use the % symbol paired with a numeral, with no space. Spell out "percent" only when the number is the first word in a sentence.

EXAMPLES:

- *Of people who answered the question, 67% agreed.*
- *Fifteen percent of people responded to the survey.*

Periods

Use one space after the period or other punctuation at the end of a sentence.

Quotation Marks

Double quotation marks (“ ”) should only be used for a direct quote, or to indicate a word or phrase is a misnomer or slang expression.

Commas and periods should always be included inside the closing quotation mark. A question mark or exclamation point that is part of the quoted material should be placed within the closing quotation mark. If the text within the quote is not a question or exclamation, the mark should follow the quote.

EXAMPLE: *Did you see the 2021 Hunger Action Month campaign, “Food shouldn't be an impossible choice”?*

Use single quotation marks (‘ ’) to show a quote within a quote.

EXAMPLE: “So many folks just say, ‘Thank you so much. I appreciate how nice you are to all of us,’” she said.

Grammar and Punctuation

Registered Trademarks

In copy, the symbols ® or ™ should be used to identify programs on their first mention and do not need to be included in subsequent mentions. Use superscript font on these marks to raise them to the proper position and size.

Copyright symbols are not necessary for copy on FeedingAmerica.org, because the contents of the site are copyrighted and the logo is featured prominently on each page. For press or third-party content, use the ® symbol on the first mention of Feeding America.

To insert the copyright symbol ©, press Ctrl+Alt+C. To insert the trademark symbol ™, press Ctrl+Alt+T. To insert the registered trademark symbol ®, press Ctrl+Alt+R.

States

Spell out state names when they stand alone. When following a city name, abbreviate states as recommended by AP style. Find a full list of abbreviations on this page.

Don't use two-letter postal code abbreviations except in a mailing address or when space is limited.

EXAMPLE: *Boston, Mass.—not Boston, MA*

When a city and state are written together, use commas before and after the state.

EXAMPLE: *FIND Food Bank in Indio, Calif., captured those family recipes in a community cookbook*

Subject/Verb Agreement

When the subject of a sentence is composed of two or more nouns or pronouns connected by “and,” use a plural verb.

EXAMPLE: *The student and his parents are frequent volunteers at the food pantry.*

When a compound subject contains both a singular and a plural noun, the verb should agree with the part of the subject that is nearer to the verb.

EXAMPLE: *In America, 1 in 8 children face hunger.*

The Feeding America Network

Do not use language that implies that Feeding America owns or operates the network. Being careful about this language is important for upholding our contractual agreement with network food banks and recognizing the unique, disparate contributions made by food banks vs. the national organization.

Do not use “Feeding America’s network.” Instead, use “the Feeding America network.” Do not capitalize “network” other than in legal documents, as capitalization has a legal connotation.

Do not capitalize “national organization” as it creates an unnecessary distinction between the Feeding America national organization and the collective network, of which we are a member. Do not refer to the Feeding America national organization as “headquarters” or the “national office.” It is appropriate to use “Feeding America” when referring to the national organization. Do not use the acronym “FANO” in external communication.

Grammar and Punctuation

Titles

Capitalize a person's title only if it precedes their name and isn't modified. Don't capitalize titles that follow names.

EXAMPLES:

- *Chief Executive Officer Claire Babineaux-Fontenot ...*
- *Claire Babineaux-Fontenot, chief executive officer at Feeding America, ...*

Time

Give decades in full numbers, with no apostrophe (the 1960s).

"Fiscal year" should be spelled out in editorial copy. "FY" is only acceptable in internal communication.

For times of day, use lowercase for "a.m." and "p.m.," with periods. Do not use zeroes after the hour for a time on the hour. Leave a space between the hour and a.m. or p.m.

EXAMPLES: *2 p.m., 12:15 p.m.*

To write a time range, use either a hyphen or "to"/"through"/"from," but not both.

EXAMPLES: *10 a.m.-3 p.m., from 2 to 5 p.m., 2005-2010, from 2005 through 2010 (Note that in the examples above, "p.m." was used only once because the time range occurred entirely in the afternoon.)*

Always specify a time zone when sharing the time of an event. With the time, use the abbreviations ET (Eastern Time), CT (Central Time), MT (Mountain Time) and PT (Pacific Time). Find a time zone converter at [this link](#).

EXAMPLE: *2:30 p.m. CT*

Toward

Use "toward," not "towards."

Websites

Web addresses are given in the same typeface as the text in which they appear.

EXAMPLE: *Please visit [FeedingAmerica.org](#).*

Do not include "www." before the web address.

Add a hyperlink to any web address listed in digital materials. Don't underline web addresses written in printed materials.

Capitalize each word in URLs, including the F and A in Feeding America and any word that follows the "/" mark. This capitalization makes URLs easier to read and is important for accessibility.

EXAMPLES:

- *[FeedingAmerica.org/Act](#)*
- *[SupportFeedingAmerica.org/Gift](#)*

Well-being

The noun is hyphenated as "well-being." Do not use "wellbeing."

Accessibility and Formatting

Ensuring accessibility in Feeding America products and communications is critical to ensuring an equitable experience for all. We aim to adhere to the following accessibility and formatting guidelines, including:

Written Text

In documents, websites and slides not meant for projection at live events, aim to use minimum 12 pt./16 px. font/pixel size. In content that will be projected, text should be no smaller than 24 pt./32 px. Aim to keep font sizes consistent. Where possible, use brand-compliant sans serif fonts like Gotham or Arial for primary typeface.

Margins should be no smaller than one inch on each side of a Word document. If your document is longer than desired, reduce your word count—do not shrink the margins. Set up line and paragraph spacing to be easy to read. Paragraph indentation is not necessary if you use line breaks.

To support document navigation, use heading styles in Word when creating documents, and do not skip heading levels. Ensure accessibility in the source material first before converting a document to a PDF, as it is much more difficult to remediate a PDF.

Accessible Images

Use [alternative \(“alt”\) text](#) for all images and graphs/charts that includes any image text and key information the graphic is relaying. Alt text can be added in all Microsoft Suite tools and in design tools such as Canva.

Follow color contrast guidelines in the “Color Palette – Color Usage” section of this Brand Book. If you are creating a data tool, map or chart that relies on color contrast to relay information, use a [color blindness simulator](#) to ensure the detail is accessible.

Tables and Charts

Avoid unnecessary or complicated tables when you can use plain text. If tables are needed, follow the preceding accessible font and margin guidelines, use table headers and avoid split or merged cells.

To promote readability, tables and charts can contain more abbreviations than body text. For example, instead of the word “and” the ampersand (“&”) can be used. Numerals can be used instead of spelling out numbers within a table. Make columns wide enough to avoid confusing line breaks in copy.

Descriptive Links

Unless you need to expressly convey a URL address, do not use raw URLs or generic or duplicative “click here” and “read more” hyperlink text. Instead, use descriptive hyperlinks that are concise yet informative of where clicking the link will lead the reader.

Incorrect: [Click here](#) to read the USDA food security report
Read the USDA food security report at <https://www.ers.usda.gov/publications/pub-details/?pubid=102075>

Correct: Read the [USDA food security report](#)

Slide Presentations

In addition to following the preceding accessibility guidance, improve the experience of individuals using screen readers to navigate slide presentations by [setting the reading order](#) of slide contents. To further improve presentation navigation, give every slide in your presentation a unique and informative title at the top. If you have multiple slides on a single topic, use a number in each slide title to differentiate them, such as “Fundraising Update (1 of 3)”, “Fundraising Update (2 of 3)” etc.

Frequently Used Terms and Programs

Use the following style, including capitalization and spacing, for these terms and programs:

501(c)(3)

à la carte

BackPack Program

Brown Bag Program

Ceres

Child Nutrition Programs

Commodity Supplemental Food Program (CSFP)

Community Food and Nutrition Program (CFNP)

Electronic Benefits Transfer (EBT)

Feed Nourish Connect (FNC)

Feeding America Board of Directors, Board of Directors, Board

Capitalize when referring to the Feeding America Board.

Food and Drug Administration (FDA)

Foods to Encourage (F2E)

Only use this term in reference to the measurement or the amount of food distributed that is classified as F2E. Otherwise, use “nutritious” or “healthy.”

Food and Nutrition Service (FNS)

Hunger Action Day

A designated rallying day celebrated each September.

Hunger Action Month

Hunger Action Month is September.

HungerNet

Kids Cafe

Don't use an apostrophe or accent mark.

Map the Meal Gap

MealConnect

Mobile Food Pantry Program

MPIN (County-Level Compliance) Reports

National Council (NAC)

National School Lunch Program

Network Activity Report (NAR)

OrderAhead

Partner State Associations (PSAs)

Quarterly Poundage Report (QPR)

Redistribution Organizations (RDOs)

School Breakfast Program

School Pantry Program

Senior Grocery Program

SNAP Application Assistance

Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)
Include the serial comma, since it's part of the program's official name.

Summer Food Program

Supplemental Nutrition Assistance Program (SNAP)

The Emergency Food Assistance Program (TEFAP)

United States Department of Agriculture (USDA)

Language Obligations and Guidelines for Fundraisers

Charitable Commitment and Efficiency Ratings

Groups like Charity Navigator and Forbes rate Feeding America based on the value of donated dollars as well as the value of donated food. When stating a claim about our efficiency, use words like “donations” or “contributions” rather than “dollars.”

EXAMPLE: “Feeding America invests 98% of all cash and non-cash donations into programs and services that help millions of people facing hunger.”



Unrestricted Gifts

Unrestricted gifts allow Feeding America to use dollars in the most effective way. Use non-specific language about use of funding to ensure that these donations remain unrestricted. Don't claim that donations will be used specifically for featured programs, a specific group of people or a specific type of food.

CORRECT EXAMPLES:

- *[If there is a match] Every dollar you donate can help provide twice the amount of food, including fresh produce.*
- *Donate today to help provide meals to people like [child's name].*
- *Your donation can help us provide more meals through programs like the Senior Grocery Program*

INCORRECT EXAMPLES:

- *Every dollar you donate will help the network provide twice the amount of fresh produce.*
- *Donate today to help feed children in need.*
- *Your donation will help us provide more meals through the Senior Grocery Program.*

If an appeal is raising unrestricted funds, include the following disclaimer: "Donations made through this appeal support Feeding America's entire mission and will not be designated to a specific program or location."

For direct marketing, put the disclaimer on the back of the reply device. For digital fundraising, the disclaimer should be on the donation page footer. You can also include it on the landing page (not required).

Claims and Calculations

Claims About Need

Always aim to lead with a mention of the strength and power of people facing food insecurity before discussing need. Online and direct mail fundraising efforts reach supporters in the service areas of Feeding America member food banks. Claims used in fundraising pieces should not contradict or undermine claims made by local food banks.

National fundraising appeals that use statistics should only use national statistics or statistics as local as the state level, regardless of the county and food bank service area data available.

EXAMPLES:

- *More than XXX people in Illinois face hunger.*
- *There are millions of people in Georgia facing hunger.*

You can use non-numerical expressions of need at the city or county level.

EXAMPLES:

- *There are families right here in Cook County facing hunger.*
- *Hunger affects people in every county, even here in Atlanta, Georgia.*

Feeding America has developed research projects to offer an understanding of the number of people served nationally and by individual member food banks. Because the timing of data collection can't keep up with changes in the economy, claims made in one piece of research sometimes counter claims made in another piece of research. To learn more or ask questions, contact the Research Team.

National Meal Claim

Feeding America's national Meal Claim is incorporated in marketing and fundraising materials to express the impact of a supporter's donations on local communities:

\$1 helps provide at least 10 meals

When using the national Meal Claim, the words "helps provide" and "at least" most always be used. Copy should reinforce that donations to Feeding America are helping provide food and groceries through the Feeding America network of food banks. When possible, acknowledge the role of neighbors experiencing food insecurity in accessing that food as well.

Disclaimer language needs to be included on a reply device whenever a meal cost calculation is used. Learn more about the meal claim and calculation [here](#) on FeedingAmerica.org.

National Meal Claim Usage Exceptions

- **Long-form copy:** The words "At least" only needs to be included once if the claim is repeated.
- **Short-form copy:** The words "at least" does not need to be included due to space constraints (e.g. digital ads, headline copy, outer envelopes.) These materials are either "one click" away from an expanded explanation or include an expanded explanation of the claim elsewhere in the copy. "At least" still needs to be included in all legal or disclaimer copy.
- **Graphical representation:** To ensure the optimal impact of graphics, images and ads, the claim may be stated as "\$1 = 10 meals" in a graphic, image or ad if an expanded explanation is directly adjacent in the final deliverable, or "one click away" for ads (e.g. donation form, graphic in a brochure, digital display ad.)

Matching Opportunities

Challenge Matches

Matches are used in online and offline campaigns to add urgency and boost revenue. Most matches used in Feeding America fundraising are structured more like challenges rather than true matches. This section describes the difference between challenge matches and true matches, with the messaging required to ensure that communications are transparent and clear for donors about the impact of their gifts.

Challenge matches use funds that have already come in, usually from corporate partners. The funding is secure regardless of the outcome of the campaign associated with the match, and no action by individual donors will generate additional funds. We cannot enter into a challenge match without the partner's express agreement. Matches from different partners cannot be combined.

For a challenge match, use language that expresses that the donor's gift plus the partner's gift means double the impact in the fight against hunger. Do not use "if/then" statements, because the donor's action has no impact on the partner's giving.

Use language that expresses the potential of the match rather than a definitive statement. Once the campaign reaches the amount that the partner has given, additional gifts will not be matched. Don't use language that specifies monetary values.

CORRECT EXAMPLES:

- *Your gift can have twice the impact.*
- *Your gift can help Feeding America have twice the impact.*
- *Your gift can help provide access to food for twice as many people experiencing food insecurity.*

INCORRECT EXAMPLES:

- *Every dollar will be matched.*
- *Your \$10 gift will become \$20.*
- *Your gift will be doubled.*
- *Your gift will be matched dollar for dollar.*

Deadlines

For challenge matches, deadlines must relate to the campaign rather than the match, since the funds will be received regardless of if or when a donor responds.

CORRECT EXAMPLE:

Help us meet our goal by June 30, the last day of our fiscal year. Remember, thanks to our partners at X, your gift can make twice the impact to help provide X meals.

INCORRECT EXAMPLE:

Be sure to give by June 30, while your gift can make twice the impact to help provide X meals. There are only five days left for the match.

Matching Opportunities

True Matches

True Matches

In true matches, the donor's gift triggers the release of funds from the partner. If the campaign goal is not met, not all of the funds will be released. Other than true matches, so confirm the match type before writing.

For a true match, use the following language:

- Your gift can be doubled.
- Your gift can be matched.

For a true match, deadlines can be used if the match agreement is structured with a deadline.

“Can” vs. “Will”

Unless the match has no maximum or there are systems in place to remove the offer from public view when the maximum is reached, use “can” language rather than “will” language to convey the potential of the match. Once the match maximum is reached, the statement “will be matched” is no longer true.

Matching Gift Disclaimers

Regardless of whether a match is a true match or a challenge match, all campaigns with matches must use a disclaimer statement.

EXAMPLE:

(Language can change based on feedback from the corporate partner.)

[Match Partner] has committed \$XXX,000 to Feeding America. \$XXX,000 of this amount will be used to double the impact of gifts received in response to this campaign. Gifts received after the campaign or in excess of this amount will not be matched but will still help provide food and groceries.

Unrelated Business Income Tax

The Unrelated Business Income Tax (UBIT) is a tax regulation that covers passive, non-taxable fundraising. Often, cause marketing partnerships with corporate partners may cross the line from pure passive fundraising, causing a nonprofit to be viewed as engaging in an unrelated trade or business. For instance, a nonprofit might be viewed as endorsing the sponsor's brand or product or providing a call to action that creates financial benefit for the sponsor. These actions make donations taxable when they would otherwise be tax free.

UBIT Violations

Ascribing positive qualities to a product or brand

EXAMPLE: For every bag of delicious Jojo's carrots sold, \$1 will be donated.

Encouraging audiences to buy a product

EXAMPLE: Buy Jojo's carrots, and they'll donate \$1.

Instead, use nondescript, non-sales language

EXAMPLE: For every bag of Jojo's carrots sold, \$1 will be donated.

For questions about UBIT guidelines, contact Andrea Yao, Feeding America legal counsel.

Better Business Bureau Wise Giving Alliance Guidelines for Charities

Feeding America is accredited through the Better Business Bureau (BBB) Wise Giving Alliance. To maintain that accreditation, we are required to follow the BBB's standards for content used in solicitations and informational materials, as well as other areas like governance and finance:

- All video, photo and stories that feature the people we serve must not be older than three years. Feeding America clearly marks the expiration dates of all stories, photos, videos and other assets in our media library.
- To use a photo or story of a person featured in an expired story, new assets must be collected, and a new release must be signed by the person being featured.
- For direct mail campaigns, stories and images must not be expired as of the end of the campaign. The mail program should begin testing to find a new replacement story and image a year before expiration.
- Appeals that request donations should include a description of the specific program activities for which funds are requested. If the appeal describes a problem, it must also describe how the charity plans to address it.

The BBB accreditation applies only to Feeding America and does not extend to individual food banks. Food banks must be accredited individually based on their own adherence to the guidelines. To learn more about the BBB Wise Giving Alliance and its standards for charity accreditation, visit [Give.org](https://www.give.org).

Additional Resources

Frequently Used Statistics

NATIONAL FOOD INSECURITY AND FOOD WASTE STATISTICS	SOURCE	LAST UPDATED
44 million people in America face hunger. (1 in 7 people in America face hunger.)	USDA	2023 (data from 2022)
[More than] 13 million children in America face hunger. (1 in 5 children in America face hunger.)	USDA	2023 (data from 2022)
5.5 million (1 in 14) seniors face hunger	Feeding America	2022 (data from 2021)
More than 22 million children in America count on school meal programs	USDA	2023 (data from 2019)
80 million tons of food is wasted each year in America, including 36 million tons in pre-consumer food waste.	ReFED (converted to pounds)	2021
49 million people in America received charitable food assistance in 2022.	Feeding America, Charitable Food Assistance Participation Estimate	2023 (data from 2022)
FEEDING AMERICA NETWORK FOOD SOURCING AND DISTRIBUTION STATISTICS	SOURCE	LAST UPDATED
In FY 2022, the Feeding America network provided 5.2 billion meals to people in need.	Feeding America	November 2023
In FY 2022, Feeding America sourced 1.8 billion pounds of produce through the network.	Feeding America	November 2023
In FY 2022, the Feeding America network distributed 646 million pounds of meat, fish and poultry.	Feeding America	November 2023
In FY 2022, the Feeding America network and our partners rescued 4 billion pounds of food.U	Feeding America	November 2023
FEEDING AMERICA NETWORK SNAP APPLICATION STATISTICS	SOURCE	LAST UPDATED
In FY 2022, the Feeding America network helped neighbors submit more than 376,000 SNAP applications.	Feeding America	November 2023

Useful Links

[FeedingAmerica.org](https://www.feedingamerica.org)

[FeedingAmericaAction.org](https://www.feedingamericaaction.org)

[Feeding America Annual Report](#)

[Interactive Map the Meal Gap Research](#)

Feeding America Socials

- [Facebook](#)
- [Instagram](#)
- [Twitter](#)
- [LinkedIn](#)



For any inquires contact brand@feedingamerica.org