



# Partner Style Guide

Excerpt of Feeding  
America's Brand Book

February 2026



Liam, Bradley, Taylor, Virginia

**Introduction**

- 04 Overview
- 05 Mission and Vision
- 06 Brand Purpose and Promise
- 07 Boilerplate
- 08 The Feeding America Network

**Messaging Guidelines**

- 10 Overview
- 11 How We Talk About Our Work: Hunger in America
- 12 How We Talk About Our Work: Network
- 13 How We Talk About Our Work: Food and Meals
- 15 Strength-Based Communication: General Do’s and Don’ts
- 16 General Language Best Practices
- 18 Eliminating Saviorism
- 18 Eliminating Othering Language, Coded Language and Framing of Needs vs Individual Weaknesses

- 19 Preferred Terms

- 21 Terms to Avoid

**Messaging Guidelines for Fundraising**

- 23 Language Considerations and Messaging Guidelines for Fundraising
- 28 Additional Resources
- 29 Useful Links

**Visual Guidelines**

- 32 **Logo**
- 33 Logo Elements
- 34 Logo Clearspace
- 35 Logo Variations and Minimum Sizes
- 36 Color Usage
- 37 General Restrictions
- 38 **Brand Architecture**
- 39 Introduction
- 40 Special Lockups, Together We’re Feeding America
- 41 Logo Lockups, Corporate Partners
- 42 Logo Lockups, General Restrictions

43 **Typography**

- 44 Primary Typeface
- 45 Accent Typeface
- 46 How to Purchase Fonts
- 47 **Color Palette**
- 48 Primary
- 49 Secondary
- 50 Tertiary
- 51 **Imagery**
- 52 Selects
- 53 Retouching Notes
- 54 Key Restrictions



# Introduction

Adriana, California

**The Feeding America brand embodies who we are and influences the look, feel and voice of everything we create. It 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 fair 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.

Our Brand Purpose is our fundamental reason for existing—the specific social change and impact we seek to create. Our Brand Purpose expresses Feeding America’s core mission and the problem we aim to solve in society.

**Rooted in the voices of neighbors facing hunger, we unite communities through a nationwide network to ensure everyone has access to food and a thriving future.**

Our Brand Promise is what stakeholders (e.g., donors, neighbors, community members) can consistently expect from engaging with our organization. It encompasses both the tangible outcomes we deliver and the emotional experience of supporting our work.

**Together, we act with unwavering commitment to provide nourishing food to end hunger at its roots—so everyone can live fuller, healthier lives.**

## Boilerplate:

Rooted in the voices of neighbors facing hunger, Feeding America® unites the country ensuring everyone has access to food and a thriving future. We support tens of millions of people as part of a nationwide network of 250+ food banks, 20+ statewide food bank associations, 10+ regional co-ops and 60,000+ agency partners, food pantries and meal programs. Powered by leaders and volunteers embedded in local communities, we are one of the nation's most effective food distribution systems driving immediate impact today—and a catalyst for long-term change through advocating for legislation that improves food security and work to address its factors.

We partner with people experiencing food insecurity, policymakers, organizations and supporters united with the unwavering commitment to provide nourishing food and work to end hunger at its roots so everyone can live fuller, healthier lives.

Visit [FeedingAmerica.org](https://FeedingAmerica.org) to learn more.

## Short-form Boilerplate\*:

Rooted in the voices of neighbors facing hunger, Feeding America® unites communities through a nationwide network to ensure everyone has access to food and a thriving future. As part of a network of 250+ food banks, 20+ statewide food bank associations, 10+ regional co-ops and 60,000+ agency partners, food pantries and meal programs, we helped provide 5.9 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.*

## The Feeding America Network

While all of these entities—including the Feeding America national organization—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. Mention of a specific food bank should be followed by “a Feeding America network food bank.”

Do not capitalize “network” or “national organization.”

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

---

# Messaging Guidelines

Farmer, Michigan

## This section offers guidance for communicating on behalf of Feeding America.

These pages include guidelines for strength-based communication alongside information on how we talk about our work. Aligning to the guidance provided ensures consistent messaging that reinforces our identity and protects the Feeding America brand.

Feeding America's editorial style generally follows the [Associated Press Stylebook](#) (AP style), with some exceptions.

For spelling, refer to the latest edition of the [Merriam-Webster Collegiate Dictionary](#).



Volunteer, Golden Harvest Food Bank

## How We Talk About Our Work

### Hunger in America

#### Food Insecurity and Hunger: Defined

While hunger and food insecurity are related, they are technically distinct. “Hunger” refers to the personal discomfort of not having enough food, stemming from food insecurity. Food insecurity is defined as “having inadequate resources to acquire enough food for a healthy, active life” over a specified timeframe (typically 12 months), per the United States Department of Agriculture (USDA).

#### Food Insecurity and Hunger: Appropriate Use

In Feeding America communications, both “hunger” and “food insecurity” are acceptable terms, but it is crucial to recognize their distinct meanings and use each accurately.

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.

Do not describe the total population experiencing food insecurity as “facing hunger every day,” as the physical sensation of hunger may fluctuate, while the experience of food insecurity persists.

- ✓ **CORRECT EXAMPLE:** 48 million people in America face hunger each year. Millions of people face hunger every day.
- ✗ **INCORRECT EXAMPLE:** 48 million people in America face hunger every day.

Do not state that food insecurity or the number of people experiencing food it is increasing, as levels 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.

You can mention an increase in the need for food, demand of the network or within the charitable food sector, including Feeding America, if supported by specific data from a particular time.

- ✓ **CORRECT EXAMPLE:** Between 2019 and 2020, the number of people served by the charitable food sector increased 33%, from 40 million to 60 million.

## The Roles of Feeding America National Organization and the Feeding America Network

### **Ending Hunger**

Feeding America works to end hunger in America. We prefer using “end” or “ending” hunger rather than “solve” or “solving.” Additionally, we avoid “fight” or “fighting” hunger. “Join the movement to end hunger” is our preferred call to action, rather than “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**

To acknowledge the individual agency of people experiencing food insecurity rather than position Feeding America and the network as central actors or saviors, 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.”

### **Food Pantries and Meal Programs vs. Agencies**

Feeding America uses the phrase “food pantries and meal programs” to describe the programs through which food is provided to people. Use this phrase instead of “agencies,” as “agency” may not be widely understood by general audiences.

Additionally, “meal program” is preferred over “soup kitchen,” as “soup kitchen” can carry negative and outdated connotations.

## 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. This includes non-food items like cleaning products, over-the-counter medicine, personal hygiene supplies, or baby products, which are essential but cannot be purchased with SNAP, making them harder to obtain.

#### Cultural Foods

Use “culturally preferred foods” to describe the specific foods desired by communities. The phrase reflects that all food is shaped by culture and that communities have distinct food preferences that are often difficult to obtain due to access-related barriers.

Avoid “culturally appropriate foods” to remove the connotation of Feeding America labeling food as “appropriate” or “inappropriate.”

#### Food Rescue

Feeding America rescues surplus food, giving perfectly good food a second chance. The food rescued comes from various stages of the food industry supply chain and excludes consumer waste. Use the term “food rescue” instead of “food waste.”

#### Nutritious vs. Healthful

Feeding America uses “nutritious” to describe foods that promote good health. Do not use the term “healthful.” “Healthy” 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 are 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 the entire network.

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

## Strength-Based Communication

### Introduction

Feeding America follows best practices for strength-based communication, which 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.

### 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 futures
- ✔ Use facts
- ✔ Focus on what we all need to be successful
- ✔ Use gender-neutral pronouns or individually preferred pronouns

#### 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 root causes that create them
- ✘ Frame needs as individual weaknesses
- ✘ Position an organization or its donors as heroes or lifesavers
- ✘ Define people by their circumstances
- ✘ Use coded language that perpetuates stereotypes
- ✘ Assume gender

## Strength-Based Communication

### General Language 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 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 for the root causes 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 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:** “In 2023, more than 50 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 military member 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:** “In 2023, more than 50 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.”

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 deciding 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 sort 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.

## Specific Language Best Practices

### Eliminating Saviorism

**Avoid positioning Feeding America, the network, donors or partners as the “heroes” or central actors in a narrative.**

Instead, recognize the individual agency of people experiencing food insecurity and ensure they are portrayed as the heroes in their own stories. Feeding America, its donors, etc. should be positioned as playing a role in supporting people facing hunger. Commonly, saviorism appears in phrases like “Your support feeds people in need,” or “Your donations change lives.”

These phrases can be reframed to acknowledge the 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.”

### Eliminating Othering Language, Coded Language and Framing of Needs as Individual Weaknesses

**Avoid language that otherizes or victimizes, such as “struggles,” “suffers,” and “vulnerable.”**

Instead, discuss what everyone needs to thrive and the barriers that can make thriving harder for some people than others.

Similarly, avoid coded language that describes racial or other identity characteristics with seemingly identity-neutral terms.

Examples include “other side of town,” “inner city,” “meal ticket,” “wrong crowd” and “risky behavior.”

Do not frame food insecurity and other needs as individual weaknesses, imply unworthiness, or guilt or highlight character flaws.

For example, avoid “admits” when describing someone sharing their challenges, as it implies wrongdoing. Instead, use verbs like “says,” “shares” or “explains.” Avoid the “bills vs. meals” trope when possible, as it perpetuates stereotypes that people experiencing food insecurity are bad budgeters.

Avoid using “those” in reference to the people we serve, such as “those in need” or “those served by the food bank.” This phrasing is othering and separates people facing hunger from the rest of society.

## Specific Language Best Practices: Preferred Terms

### **Neighbors Experiencing Food Insecurity**

Use the terms “neighbors experiencing food insecurity,” “people who experience food insecurity” or similar when describing those who receive services from the Feeding America network or are currently or recently experiencing food insecurity. On the second reference, it is appropriate to simply use “neighbor.”

When determining if this term is suitable, it is not necessary to verify how recently they experienced food insecurity or strictly adhere to the USDA definition, although it generally describes those who have experienced food insecurity in the recent past or roughly the past year. An exception is if referring directly to USDA data; ensure the term aligns with their definition.

“People we serve” may be used when necessary, specifically when discussing those directly receiving services from Feeding America. “People who access food and resources through the Feeding America network” is also acceptable, but the use of “neighbors experiencing food insecurity” and “neighbors” is preferred, as they are both strength-based and well-received by those experiencing food insecurity. Avoid terms like “clients” and “the hungry.”

### **Lived and Living Experience**

Several terms acknowledge the unique value and perspective of individuals who have lived experience with food insecurity such

as “lived experience,” “lived expertise” or “living experience.” Optimal practice involves asking for an individual’s preferred way to be acknowledged. If not feasible, “lived experience” is preferred.

### **People Experiencing Poverty, People Living on a Low Income**

Avoid using “the poor,” “poor people” or “the needy” in Feeding America content and minimize the use of “in need” when possible. Instead, use terms such as “people experiencing poverty” and “people living on a low income.” When referring to children, use “children living in low-income households,” considering that most children are not income earners.

### **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 refers to a substantial difference in an outcome between two demographic groups, which deviates significantly from one group’s representation in the overall population being assessed. This suggests 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 62% of all U.S. counties but 86% 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 plan to use a description of disproportionate impact that isn’t already approved, consult with the Research Team to confirm its accuracy in your context.

While it’s crucial to address the disproportionate impact of food insecurity, Feeding America recognizes the importance of doing so without excluding people. This often involves acknowledging that while some groups are disproportionately affected, hunger exists in every zip code in America.

Additionally, avoid using lengthy lists of disproportionately impacted groups. Instead, provide specific examples tailored to the audience for each communication.

## Support

Avoid using the verb “empower” to describe the support organizations provide to communities or individuals. “Empower” implies that people or communities lack power until institutions grant it to them. Instead, use “support” or “supported.” Alternatively, be specific about the action taken and use language like “directed resources to,” “shifted power to,” “created policies to support,” or “sought leadership/guidance from.”

## Family and Household

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

### Family

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

### Household

The Census defines a household as all individuals occupying a single housing unit, regardless of their relationship. It distinguishes between “family household” and “nonfamily household.” When discussing food insecurity rates, stick to “household,” as measurements are made at this level, ensuring accuracy.

## Specific Language Best Practices: Terms to Avoid

### Priority Populations

This term was used to refer to groups who shared identities or a geographic location within Feeding America's 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 serves, as it can imply blame and obscure barriers to accessing food and other resources.

Instead, describe specific disparities faced, such as "disproportionately affected/impacted," "marginalized," or other plain language like "communities hit hard by the pandemic."

Similarly, refrain from using "at-risk," "underprivileged," or "disadvantaged." Instead, address the underlying root causes. For instance, use terms like "underserved communities," "under-resourced communities," or "communities historically marginalized."

### Master

Avoid using 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.

---

# Messaging Guidelines for Fundraising

## Language Considerations and Messaging Guidelines for Fundraising

### Charitable Commitment and Efficiency Rating

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.
- Make a gift now to help provide kids with the food they need to learn and grow, this weekend and beyond.
- Your donation can help us provide more meals through programs like the Senior Grocery Program.

#### INCORRECT EXAMPLES:

- Every dollar you donate provides twice the amount of fresh produce to the network.
- Donate today to feed children in need.
- Your donation will 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" must 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](https://FeedingAmerica.org).

### National Meal Claim in Cause Marketing

For cause marketing campaigns and activations, the claims language needs to include campaign start/end dates and "\$1 helps provide at least 10 meals secured by Feeding America on behalf of local partner food banks."

### National Meal Claim Usage Exceptions

- Long-form copy: The words "at least" only need to be included once if the claim is repeated.
- Short-form copy: The words "at least" do 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 for donors about the impact of their gifts.

Challenge matches use funds that have already come in, usually from corporate and strategic gift 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.

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.

### **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. Match disclaimers are drafted between the funder of the match, Legal, Development and Integrated Marketing.

### **EXAMPLE:**

(Language subject to modifications based on feedback from the corporate or strategic gift 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

## Useful Links

### Feeding America Communications Channels

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

#### Feeding America Socials

- [Facebook](#)
- [Instagram](#)
- [X](#)
- [LinkedIn](#)
- [Bluesky](#)
- [TikTok](#)

### Research & More

[Interactive Map the Meal Gap Research](#)

[Elevating Voices: Insights Report](#)

[Partner Resource Page \(for up-to-date logos and stats\)](#)

[Feeding America Annual Reports](#)



# Visual Guidelines

---

Visual Guidelines

Logo

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



Before getting into the guidelines, let's look at the elements that make up the Feeding America logo.



Clearspace 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.



## 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



## 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.

4-COLOR PROCESS / 1-COLOR SPOT



1 in



1 in



1 in

DIGITAL APPLICATION



73 px



73 px



73 px

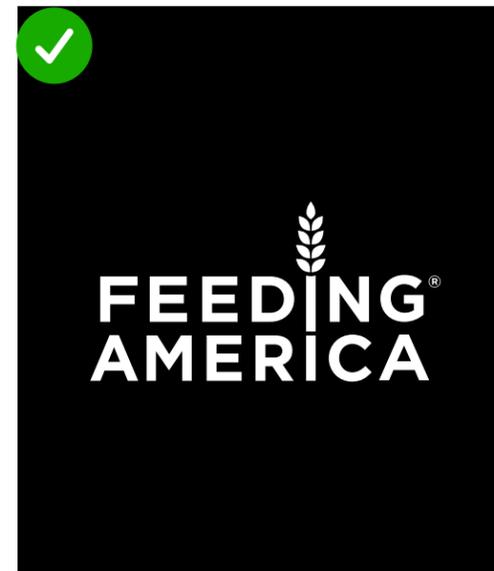
## Full-color Usage

When using the full-color logo, it is recommended to appear on a 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.



## 1-color Usage

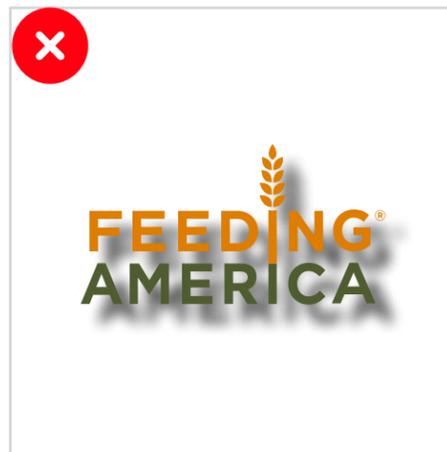
The 1-color logo can appear on both black and colored backgrounds. When using a colored background always ensure that there is sufficient contrast between the logo and the background.



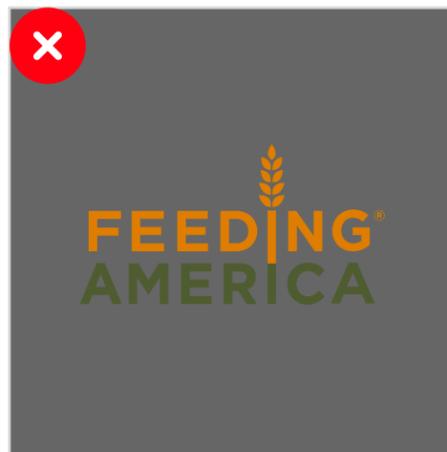
Below are examples of restrictions when using the Feeding America logo. While not exhaustive, these showcase some common mistakes that don't align with our brand guidelines.



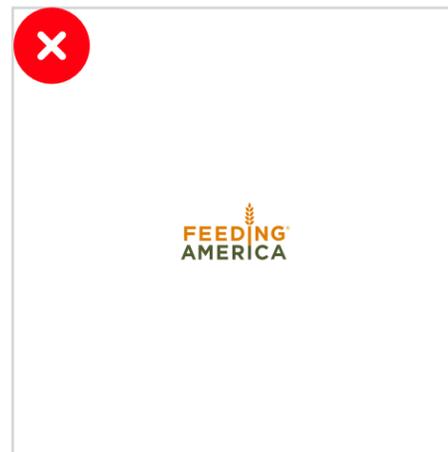
**Altering Logo**  
Avoid altering the logo in any way.



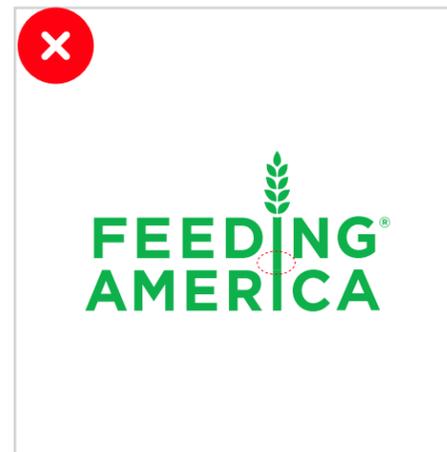
**Effects**  
Avoid adding effects to the logo.



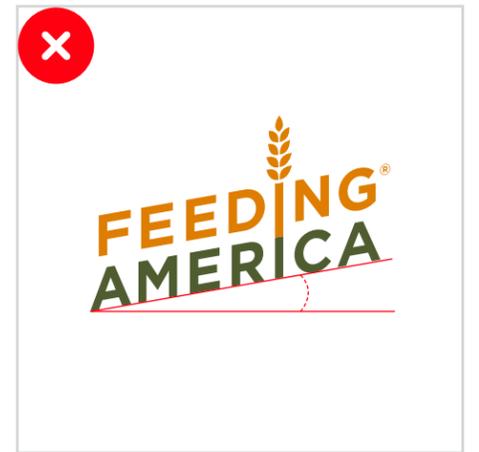
**Contrast**  
Avoid backgrounds that don't have sufficient contrast.



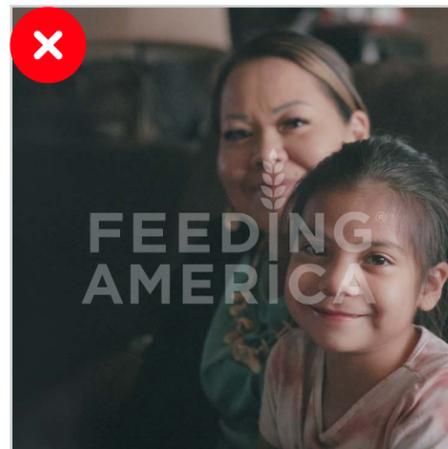
**Minimum Size**  
Avoid using the logo smaller than the recommended minimum size.



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



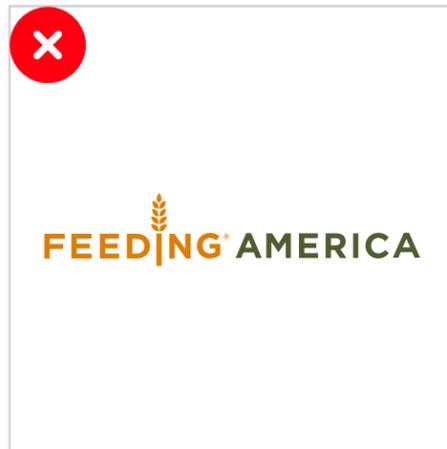
**Rotating or Distorting Elements**  
Avoid rotating, skewing or distorting any elements in the logo or lockup.



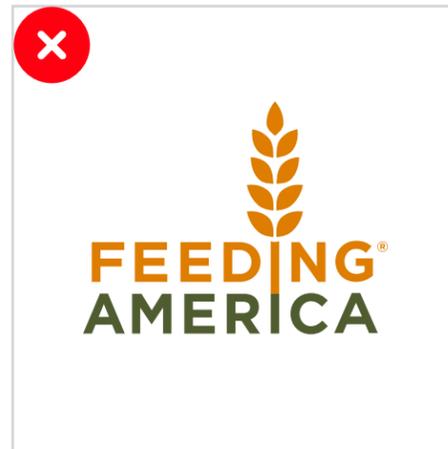
**Tints & Transparency**  
Avoid tinting or altering the transparency of the logo or lockup.



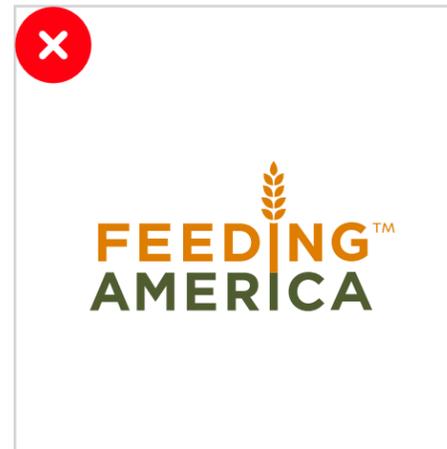
**Do not**  
use the logo within text.



**Do not**  
reposition the logo components.



**Do not**  
change the relationship of the wheat kernels to the text.



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



**Do not**  
flip the colors of the logo.

---

Visual Guidelines

# Brand Architecture

## 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](mailto:brand@feedingamerica.org)

## 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.

#### 4-COLOR PROCESS



1 in

#### DIGITAL APPLICATION



120 px

### VARIATIONS

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

#### PRIMARY



#### 1-COLOR BLACK



#### 1-COLOR WHITE



## Logo Lockups, Corporate Partners

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

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



## Logo Lockups, General Restrictions

Below are examples of things to avoid when using the logo in lockups. 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.

---

Visual Guidelines

# Typography

Gotham is our primary typeface.

Use it for any type, especially 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

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

## How to Purchase Fonts

Always consult the Feeding America Brand Team when creating the following materials by emailing [brand@feedingamerica.org](mailto:brand@feedingamerica.org).

Gotham and Sentinel Fonts can be purchased at [www.monotypefonts.com](http://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](#)

---

Visual Guidelines

# 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. Always lead with our primary brand colors. Color scheme should consist of three colors in the following proportions: 60% of the primary color, 30% of the secondary color, 10% of the tertiary color

**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

## Secondary Colors

These should support and complement the primary brand colors.

<b>Warm Yellow</b> PMS 123 CMYK 0/25/94/0 RGB 255/184/28 Hex FFB81C	<b>Pale Yellow</b> PMS 127 CMYK 0/3/63/0 RGB 243/221/109 Hex F3DD6D	<b>Light Blue</b> PMS 7457 CMYK 25/0/0/0 RGB 187/221/230 Hex BBDDE6	<b>Medium Blue</b> PMS 302 CMYK 100/32/0/68 RGB 0/59/92 Hex 003B5C	<b>Deep Green</b> PMS 560 CMYK 86/30/65/75 RGB 29/60/52 Hex 1D3C34	<b>Pale Teal</b> PMS 5523 CMYK 27/5/8/0 RGB 182/207/208 Hex B6CFD0
---	---	---	--	--	--

## Tertiary Colors

These should only be used in limited situations as accents.

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

---

Visual Guidelines

# 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, multifaceted 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 the situations of people featured may have changed.

Artwork and photography are licensed to Feeding America and are for sole use by Feeding America and network 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. Use of these images by entities outside of the network is not allowed without the consent of Feeding America.

### Guidelines for Labeling Neighbor Images:

- For photos with one person, include their first name and state in the lower-left or lower-right corner of the image. Use the same font size, no italics, and place both the name and state on one line (e.g., "Genie, Virginia")
- For photos with multiple people, list their first names on one line, followed by their state. Be consistent with using commas between names rather than "and" (e.g., "Tyleeq, Belinda" followed by "Virginia")
- For neighbors receiving food assistance, include only their first name, followed by state.
- For other individuals such as Staff and Volunteers, include their name followed by state, then include their title on the next line. Use the same font size, no italics, and place both the name and state on one line, followed by their title on the next line.
- If the full title is known, include the full title on the second line below their name and state.
- If the full title is not known, include a general identifier for the individual and their role. Potential options include Volunteer, Advocate, Staff, Donor and Farmer.
- For volunteer images without names, label as "Volunteer(s)," and include the food bank name. If the group is part of an organization or activity, you may include that information as well.



Amy, Maryland



Misti, Tennessee



Volunteers, Community Food Bank of New Jersey

## 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.

Additionally, be mindful not to over-edit or manipulate the image to the extent that you lose the original context or authenticity. With advancements in AI, it's essential to ensure backgrounds and settings remain true to the moment captured, maintaining the integrity of the story being told.



Barb, Jeff, Florida

### **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 contrasting, 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.

## Key Restrictions

Below are examples of things to avoid when using brand imagery. 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 whenever possible. Resolution should be determined by channel needs.



**Lighting and 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.



For any inquiries, contact [brand@feedingamerica.org](mailto:brand@feedingamerica.org)