

Style Guide

FY2019

OVERVIEW

Philabundance is the Delaware Valley's largest hunger relief organization, serving more than 90,000 people each week in nine counties in PA and Southern NJ. Of those served, 30 percent are children, 16 percent are seniors and adults served include college students, families and the working class. Philabundance rescues, purchases and accepts donated food, and distributed 25 million pounds in 2017 through its own programs and a network of 350 partner agencies; about 70% of the food distributed was rescued. A one dollar donation provides two meals – Give now or learn more at Philabundance.org.

Preferred Language

Here are a few top facts:

- Philabundance is the Delaware Valley's largest hunger relief organization, rescuing and distributing food to help feed those in need and advocating for policies that increase food access.
- The mission of Philabundance is to drive hunger from our communities today and end hunger forever.
- Philabundance serves 90,000 low-income individuals each week who are at risk of hunger, 30% of whom are children and 16% are seniors. There are 750,000 individuals in the Delaware Valley who face hunger every day.

When referring to those Philabundance serves, use “clients,” or “those in need.”

Do not say Philabundance serves “the poor,” “the homeless” or “the less fortunate.” Many clients need temporary assistance to fill the gap between their paycheck and their bills or to help during a time of transition, such as a family death or a lay off. Before you refer to another person, think, would you want to be referred to in that way? If not, our clients likely wouldn't either.

Branding Elements

1

Brand Font

Always use one of our brand fonts

Calibri

2

Brand Font

Our alternative font used mostly in design documents

Chevin

3

Brand Font

Our alternative font used in design documents and on the web

Open Sans

4

Optional Headline Font

Our alternative headline font used mostly in design documents

Antonia

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Abbreviation

You can shorten Philabundance to PHLB once you've established the abbreviation. To do so, write “Philabundance (PHLB)” in the first instance of the body copy, then you can use “PHLB” throughout the rest of the document. Do not use “PB” which can be mistaken for peanut butter.

PHLB

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Color Use

Here are approved Philabundance colors, which you can use for font or design elements:

HUNTER GREEN

PMS 357
C85 M39 Y91 K38
R33 G91 B51
HEX# 215B33

IGUANA GREEN

PMS 368
C54 M1 Y100 K0
R131 G193 B65
HEX# 83C141

BEEF FUSCHIA

PMS 2415
C42 M100 Y22 K4
R155 G0 B112
HEX# 9B0070

SQUASH YELLOW

PMS 137
C0 M41 Y100 K0
R252 G163 B17
HEX# FCA311

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Logo Use

Our logo is comprised of the wordmark and tagline. It must be set horizontally and should be used with the tagline whenever possible. The wordmark can be hunter green, black or white, whichever is most clear on your background color or design.

If possible, use the hunter green logo with the tagline.

PHILABUNDANCE
Driving hunger from our communities

If not, use the hunter green without the tagline.

PHILABUNDANCE

For events benefiting Philabundance, use the Benefiting logo with the tagline.

BENEFITING
PHILABUNDANCE
Driving hunger from our communities

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Additional Branding Elements

Please include the Philabundance logo on collateral pieces containing the **beet hunger** and **squash hunger** graphics.

