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
   Authenia

5. 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.
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

**BEET 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

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 Logo](image)

- If not, use the hunter green without the tagline.

![Philabundance Logo](image)

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

![Benefiting Logo](image)

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

![Beet Hunger](image)  ![Squash Hunger](image)