

The guidelines in this document demonstrate how to use the Capital Area Food Bank of Texas identity and how to ensure visual consistency and legibility in all communication. It is important that everyone understands, supports and complies with these guidelines.

Logo Use Overview

To access jpg versions of the logo, go to <http://www.austinfoodbank.org>, click on “news center”, and then click on “image gallery”. For eps, bmp, tif and other versions, email communications@austinfoodbank.org with your request. When using any logo, always use official electronic files provided by the Capital Area Food Bank communications department. Never modify, retype, re-color, or otherwise alter any version of the logos. Do not place the logo on a black background or a dark background that makes the outline of the logo difficult to see. The minimum recommended logo size is 10% of the original file size. Leave at least an 8pt letter “e” amount of white space around the logo.

You may re-size the logo only if the height and width stay in their original proportion to one another (e.g. if you reduce the height by 25%, you must also reduce the width by 25%).

Tip: Holding down the SHIFT key while using your mouse to re-size the image will preserve the logo proportions.

For print work in black and white, only use the black and white versions of the logo.

Available Variations of the Logo:

- Vertical
- Horizontal
- Four-color
- Single color (color choices are blue, yellow, brown and red)
- Black and white

Unacceptable Use of the Logo:



Scaled Incorrectly



Old Logo



Unofficial Font



For foundation use only



For non-color print communication



For color and web communication



For CAFB Partner Agencies



Special versions (see communications dept. for proper use)

Acronyms, Proper Names and Shorthand

Capital Area Food Bank of Texas	Official name for the Food Bank
Partner Agency	Agencies eligible to receive food from the Food Bank
Official Program Names	Fresh Food for Families (FFFF) Regional Food Delivery Healthy Options Program for the Elderly (HOPE) CHOICES: Nutrition Education Program Central Texas Food Rescue Kids Cafe CAFB Education Program Texas Second Chance Food & Fund Drives

Questions? Call Kerri Qunell, VP Communications at 512.282.2111x228 or email kqunell@austinfoodbank.org