

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 marketing and 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
- With or without the “Partner Agency” text
- The bug (the cheese, apple, fish, bread without text)

Unacceptable Logo Use



**CAPITAL AREA
FOOD BANK
OF TEXAS**
Scaled Incorrectly



Old Logo



For black and white print communication



For color and web communication – DO NOT USE IF COPYING OR PRINTING IN BLACK AND WHITE.



Special versions
(See marketing and communications for proper use)

Other Corporate and Event Logos

When using any non-CAFB logo, please adhere to the same logo use guidelines. Do not re-shape, re-color, or otherwise modify the logo. For sponsored events and fund drives, it is acceptable to display the CAFB logo smaller than the logo for the organization hosting the event.

Acronyms, Proper Names and Shorthand

Capital Area Food Bank of Texas

Official name for the Food Bank

The Food Bank

Shorthand (the “f” and “b” are capitalized. When in the middle of a sentence, do not capitalize “the”.)

The Capital Area Food Bank

Shorthand (when in the middle of a sentence, do not capitalize “the”.)

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

For all questions regarding CAFB logo use and program names, please email communications@austinfoodbank.org.