



Miguel, California



Dayrl, Tyler  
Michigan



Cheyenne, Arizona

## BRAND BOOK

October 2024



Victoria, Heather, Olivia  
Virginia



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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.

Our mission is to advance change in America by ensuring equitable access to nutritious food for all in partnership with food banks, policymakers, supporters and the communities we serve.

An  
America  
where  
no one  
is hungry.



Ms. Gong, Ms. Lam  
California



Irene, Elijah  
Texas



## **BOILERPLATE:**

Feeding America is committed to an America where no one is hungry. We support tens of millions of people who experience food insecurity to get the food and resources they say they need to thrive as part of a nationwide network of food banks, statewide food bank associations, food pantries and meal programs. We also invest in innovative solutions to increase equitable access to nutritious food, advocate for legislation that improves food security and work to address factors that impact food security, such as health, cost of living and employment.

We partner with people experiencing food insecurity, policymakers, organizations and supporters, united with them in a movement to end hunger.

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

## **SHORT-FORM BOILERPLATE\*:**

Feeding America® is the largest hunger-relief organization in the United States. As part of a network of more than 200 food banks, 21 statewide food bank associations, and over 60,000 agency partners, food pantries and meal programs, we helped provide 5.3 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 consists of food banks, pantries, meal programs, state associations and the Feeding America national organization working together alongside communities to end hunger in America.

The Feeding America national organization supports communities in several ways, including:

- Sourcing food from farmers, government agencies, manufacturers and retailers, and sharing with food banks.
- Providing financial support from donors to network members, such as food banks and pantries, to address hunger and its root causes in the unique context of their own communities' needs and priorities.
- Advocating for policies that improve food security and partnering to address factors that impact it, such as health, cost of living and employment.

Visit [FeedingAmerica.org](https://www.feedingamerica.org) to learn more about the Feeding America network.

# THE FEEDING AMERICA NETWORK

## THE FEEDING AMERICA NETWORK CONSISTS OF:



While all of these entities 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. Avoid using the term “member food bank” to describe partner food banks.

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

For more detailed descriptions of our various network members, review our [Contract Agreements Guide](#).



## 2030 BOLD ASPIRATION

Feeding America has a Bold Aspiration for our nation: Every community and each person within it has access to the food and resources that they say they need to thrive.

The food insecurity rate is 5% by 2030, and disparities by race and place are cut in half.

For supporting narrative, communication considerations and Q&A related to the Bold Aspiration, visit the 2030 [Bold Aspiration Resources](#) on HungerNet.



Adriana's Daughter, Adriana  
California



Good Shepherd Food Bank  
Maine



# VOICE & TONE



Voice and tone help describe how to express Feeding America's unique personality through everything we say, do and create.

### **Voice**

Our brand voice is an outward reflection of our mission, vision and values. It comes through in our written communication, personal interactions with our staff, and everything in between. We use one brand voice across everything we say and do, and it does not change based on the audience we are communicating with.

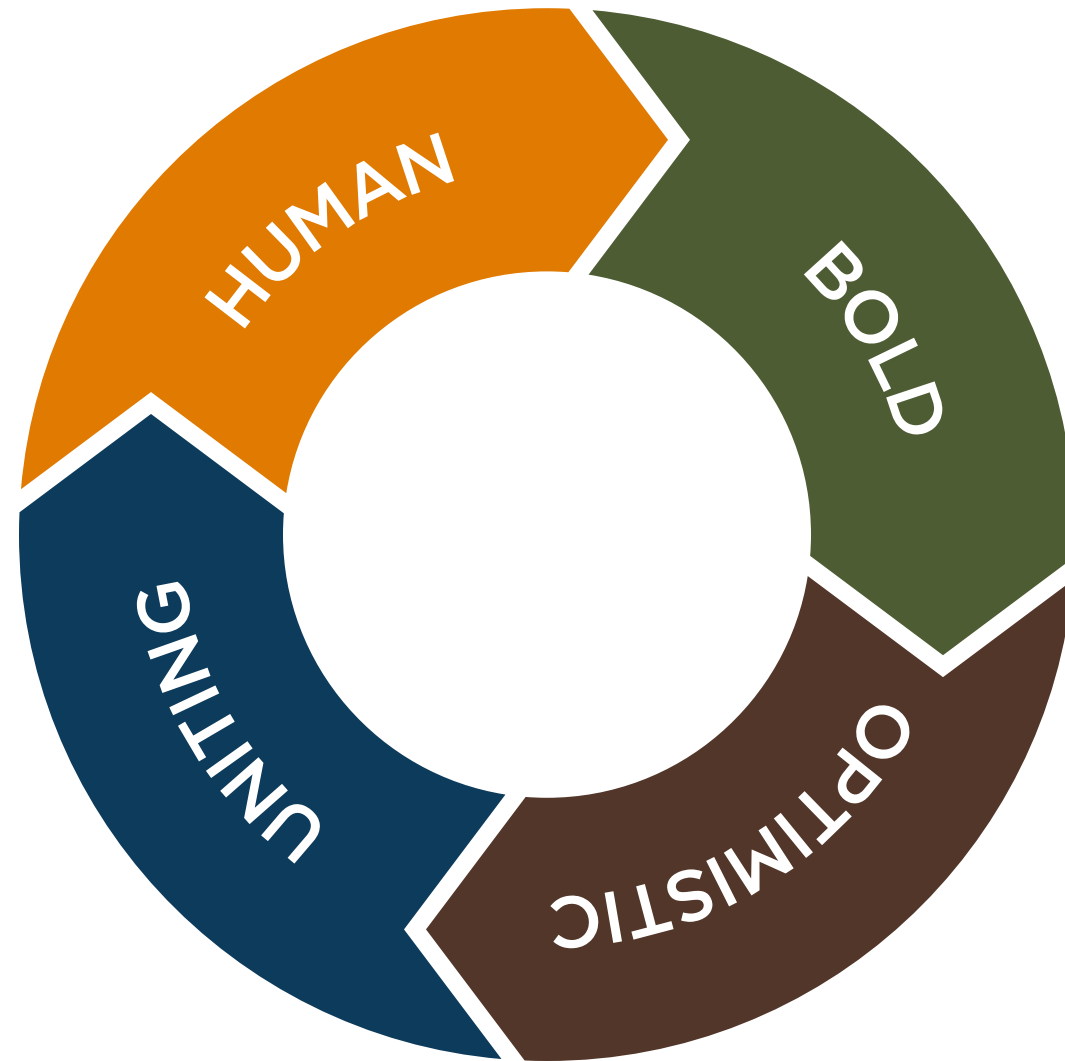
All Feeding America content and communications should align with our brand voice. When we use a consistent voice, we reinforce our identity.

### **Tone**

Our brand tone is about more than the words we use, it is how we bring our brand voice to life through our communications.

Unlike our brand voice, which always stays the same, our brand tone may change slightly when communicating across various channels and media, and under different circumstances. For example, the way we communicate during a crisis should feel different from the way we communicate for Hunger Action Month, and our tone also changes slightly from channel to channel.





## **HUMAN**

We center people experiencing food insecurity in everything we do, including how we communicate. This means, lead with the strengths and power of people facing hunger, not their challenges or shortcomings. We make it clear that they are the hero in their own stories and the authority in their own experiences.

## **BOLD**

Our communication addresses both hunger and its root causes, and takes a clear stance on issues related to our mission. We do not shy away from courageous conversations.

## **OPTIMISTIC**

Though our work is serious, our communication conveys the hope and resolve in our belief that together as a network and with our communities, we can end hunger.

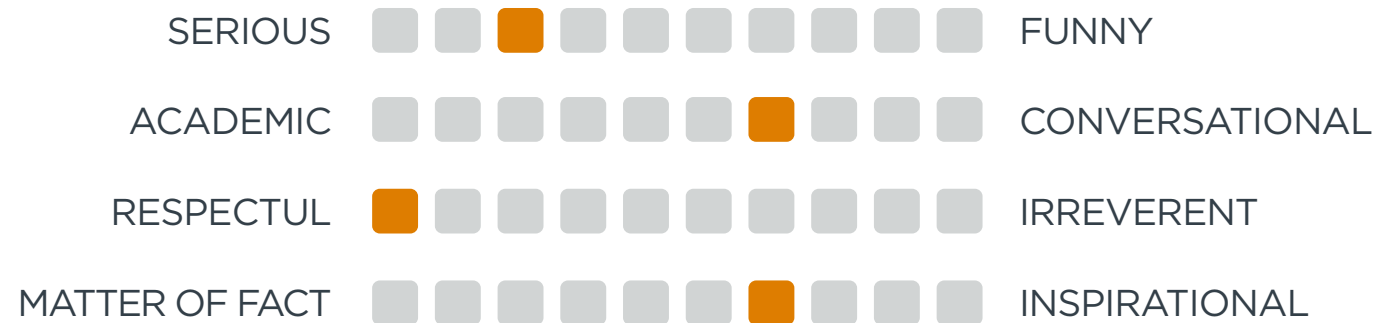
## **UNITING**

Our communication focuses not on the role of Feeding America alone, but on the partnerships with people experiencing food insecurity, communities, and the Feeding America network that makes ending hunger possible.

# OUR OVERARCHING TONE

Our tone is defined by four dimensions that can be dialed up or down, based on the communication channel, scenario or audience:

While reflecting our brand voice (Bold, Optimistic, Human and Uniting), the overall tone of our communication is more serious, more conversational, very respectful and more inspirational.



The following pages include general guidance regarding Feeding America’s overarching brand tone, as well as how it may fluctuate based on channel.

## WHEN SPEAKING AND WRITING, WE ARE:

### MORE SERIOUS, NOT FUNNY

- Maintain seriousness about hunger and the obstacles and challenges that come along with it

### MORE CONVERSATIONAL, LESS ACADEMIC

- Remember, our brand voice is Human
- Use conversational language to convey approachability and relatability
- Avoid jargon and technical terms

### VERY RESPECTFUL, NOT IRREVERENT

- Remember, our brand voice is Uniting
- Talk directly to the audience (“you”)
- Always take a strength-based approach and use language that reflects the preferences of people experiencing food insecurity

### MORE INSPIRATIONAL, LESS MATTER-OF-FACT

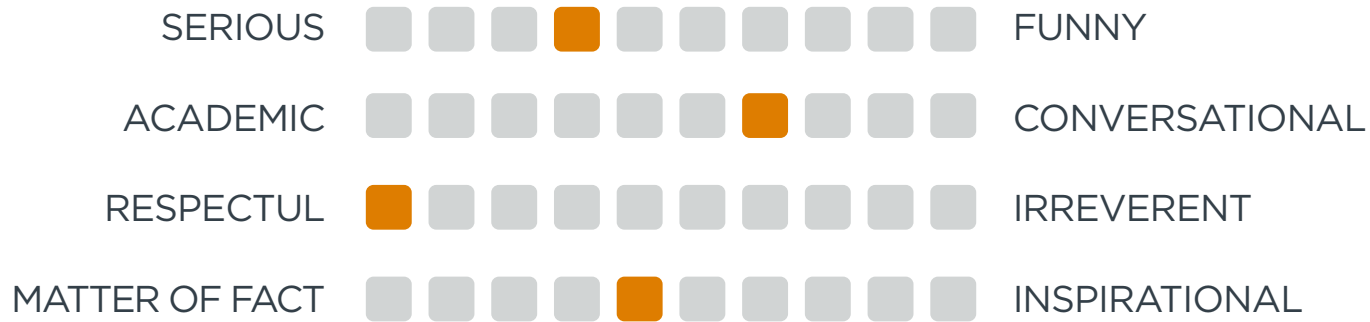
- Remember, our brand voice is Bold and Optimistic
- Convey hopefulness that together we can end hunger in America
- Use stories to support data, whenever possible and appropriate
- Use words like “join,” “together,” “collectively,” and “we” to emphasize the partnership between Feeding America, people experiencing food insecurity, donors, policymakers and others working together to end hunger in America

# TONE RECOMMENDATIONS

## WEBSITE (FEEDINGAMERICA.ORG)

With the depth and breadth of the website, our tone is going to fluctuate based on each page's content and calls to action. When in doubt, defer to the overarching Feeding America brand tone.

- Eliminate jargon and technical terms and adopt a more conversational tone
- For pages that contain information about hunger in America, partnerships, products, programs or services, adopt a more matter-of-fact tone
- For pages that encourage people to join the movement, make a donation or engage with Feeding America in some other way, talk directly to the audience (“you”) and adopt an inspirational tone



### EXAMPLES:

#### HUNGER ACTION MONTH

This September, every action, big or small, is one step closer to an America where no one is hungry. Your voice, your actions and your commitment are critical in the movement to end hunger.

#### CONNECTING HEALTH AND FOOD ACCESS

Good health is important for all of us, no matter our age. If we don't have access to enough nutritious foods, either because they are too expensive or unavailable, it can impact our health.

Feeding America's health and nutrition programs are about more than just meals. We also focus on how getting nutritious foods can improve health and well-being. We work with food banks nationwide to address food insecurity, nutrition and health.



# TONE RECOMMENDATIONS

## ORGANIC SOCIAL MEDIA

- Eliminate jargon and technical terms and adopt a conversational tone with the goal of building relationships and community
- Talk directly to the audience (“you”)
- Use inspirational language that encourages engagement on our social channels and with Feeding America
- Highlight stories, whenever possible



### EXAMPLE:

What foods do you eat to fuel your body and your dreams?

The Feeding America network is working in partnership with people experiencing hunger, along with advocates, policymakers, donors and volunteers to transform the charitable food system together, so we can all get the foods we need. We do this by:

- Working with and listening to people experiencing hunger in an effort to expand their choices and remove barriers to getting food
- Supporting the Feeding America network and advocating for policies and federal nutrition programs, like the Supplemental Nutrition Assistance Program (SNAP) and The Emergency Food Assistance Program (TEFAP)

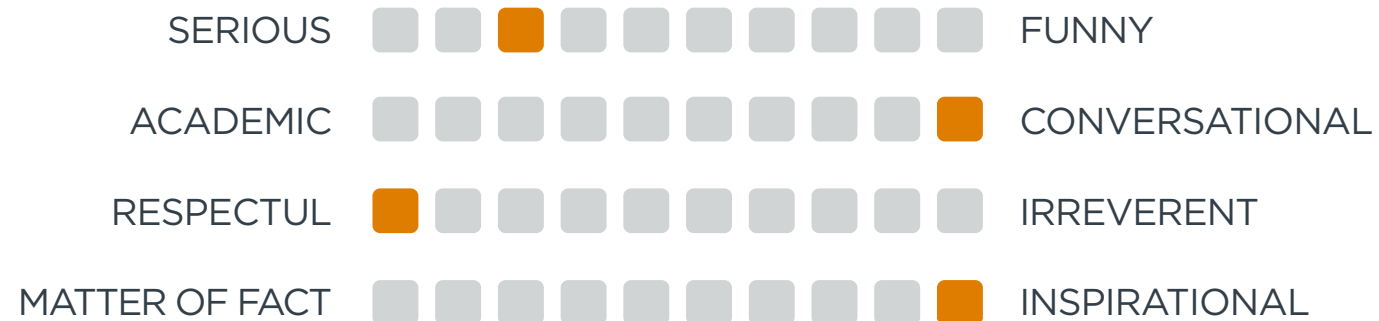
You can join us in the movement to end hunger.

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

# STONE RECOMMENDATIONS

## EMAIL & OFFLINE DIRECT MAIL

- Minimize jargon and technical terms and adopt a conversational tone
- Talk directly to the audience (“you”)
- Use stories to support data, whenever possible and appropriate
- Convey hopefulness that together we can end hunger in America
- Emphasize the partnership among Feeding America, people experiencing food insecurity and donors, working together to end hunger



### EXAMPLES:

#### EMAIL COPY

*When kids are fed, futures are nourished. That's why today, we're launching our Back to School Drive, so kids and their families can get the meals and groceries they need to thrive. By making a donation today, you can join the Feeding America network of food banks in making sure every student has the food they need to learn and grow.*

#### DIRECT MAIL COPY

*Together, we can support neighbors as they feed and nourish their futures...futures like young Braelleigh's. Her mom, Natasha, wanted to make Thanksgiving special—particularly because Braelleigh's birthday was the next day! She wasn't sure if preparing a Thanksgiving meal would be possible. "Just being just us, sometimes it's too much," Natasha says.*

*Through a local holiday food distribution, offered through the Feeding America network, Natasha got the ingredients she needed to prepare a delicious meal, including traditional holiday dishes like turkey, casserole, pudding pie and Jubilee rolls.*

*[Formal\_Salutation], please send a special contribution today and join us in ensuring more families can come together around the table to celebrate this holiday season.*

# MESSAGING GUIDELINES



Alyson, Hawaii



The messaging guidelines in this section offer guidance for communicating on behalf of Feeding America.

Use the guidelines in this section in combination with the foundational messaging elements found on pages 5-10 of this Brand Book, and the brand voice guidance found on pages 12-16.

These pages include information on how we talk about our work, including our communication pillars and outcomes, how we talk about hunger in America, the work of the Feeding America national organization and the Feeding America network, and food and meals. It also includes guidelines for strength-based communication and a link to more resources for communication surrounding Diversity, Equity and Inclusion (DEI) and identity-based language.

Aligning to the guidance provided here ensures consistent messaging that reinforces our identity and protects the Feeding America brand.

Feeding America editorial style generally follows the [Associated Press Stylebook](#) (AP style), with some exceptions. For style questions not covered in this guide, refer to the latest edition of the AP Stylebook.

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



Jeff, Florida

## HOW WE TALK ABOUT OUR WORK

Feeding America has established four communication pillars\* as a result of its national initiative: Elevating Voices to End Hunger.

Developed to complement our organization's strategic framework, these communication pillars together encapsulate the many ways the Feeding America network aims to respond to the needs of neighbors experiencing food insecurity. These pillars also acknowledge the fact that Feeding America is moving beyond focusing solely on "feeding" people and into work that also addresses the root causes of food insecurity.

A topline message for each communication pillar is included on the following pages. For supporting messaging for each pillar, please refer to [Feeding America's Messaging Center](#).

*\*Based on feedback from 36,000 people who shared their challenges in accessing food.*

INCREASE ACCESS

PRIORITIZE DIGNITY

IMPROVE HEALTH

EXPAND OPPORTUNITY

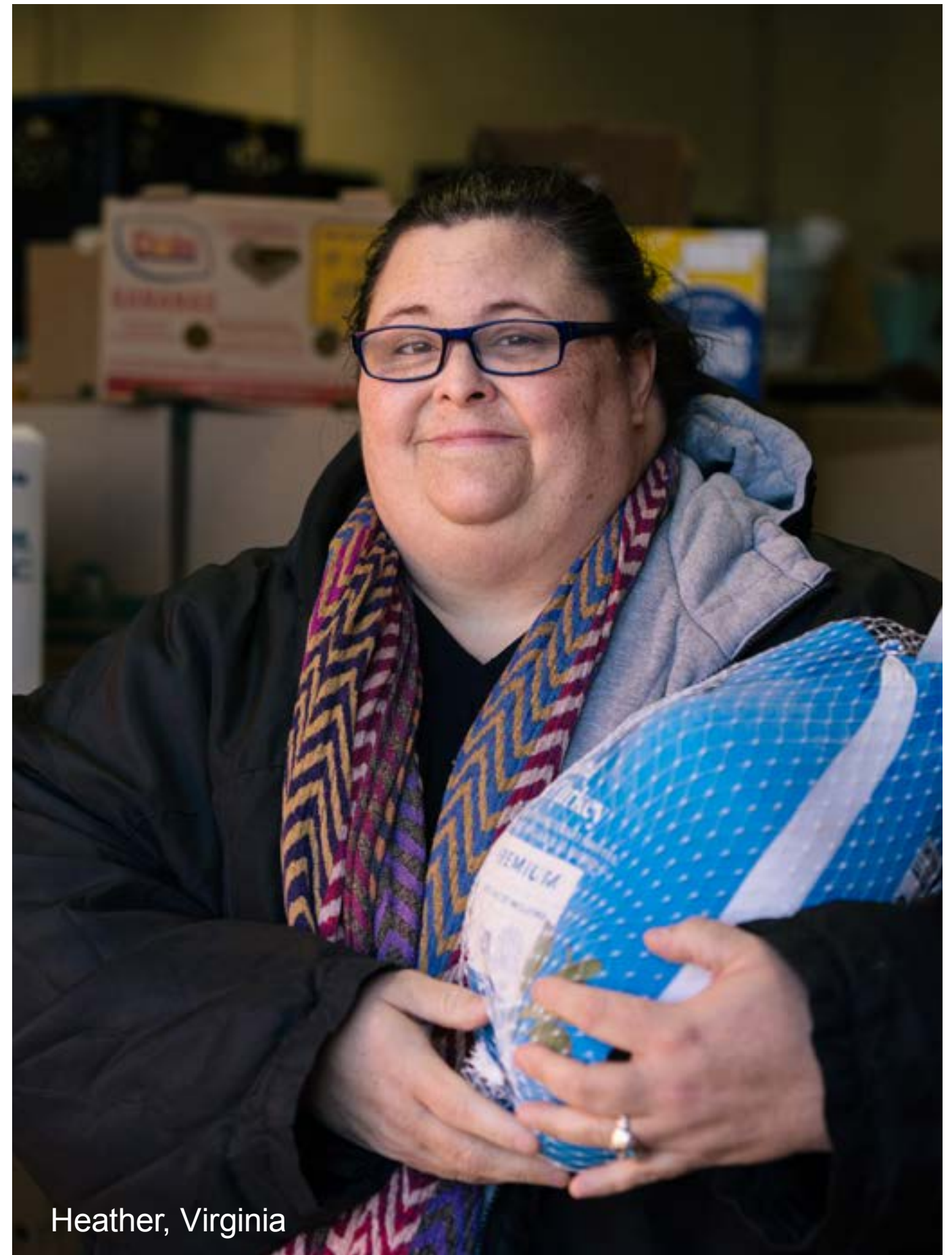


## INCREASE ACCESS

Everyone needs nutritious food to thrive. We help tens of millions of people who experience food insecurity gain access to the food and resources they need to thrive through a nationwide network of food banks, statewide food bank associations, food pantries and meal programs.

### WE DO THIS BY:

- Distributing a nutritious mix of culturally preferred food, including surplus food that would otherwise go to waste, to food banks to share with communities across the country
- Supporting network members to more effectively and equitably help people facing hunger access food and other resources
- Advocating to improve food security and address factors that impact it, such as health, cost of living and employment



Heather, Virginia



## PRIORITIZE DIGNITY

Everyone deserves dignified access to food. The Feeding America network prioritizes the dignity of people who experience food insecurity so we can transform the charitable food system together.

### WE DO THIS BY:

- Designing a dignified neighbor experience that prioritizes the preferences of people experiencing food insecurity, expands their choices and removes barriers to access
- Ensuring anti-hunger policies prioritize the agency of the people most impacted
- Supporting network members to ensure that critical federal nutrition programs, like the Supplemental Nutrition Assistance Program (SNAP) and The Emergency Food Assistance Program (TEFAP), can work to end hunger with accessibility, equity and dignity



Alyson, Hawaii

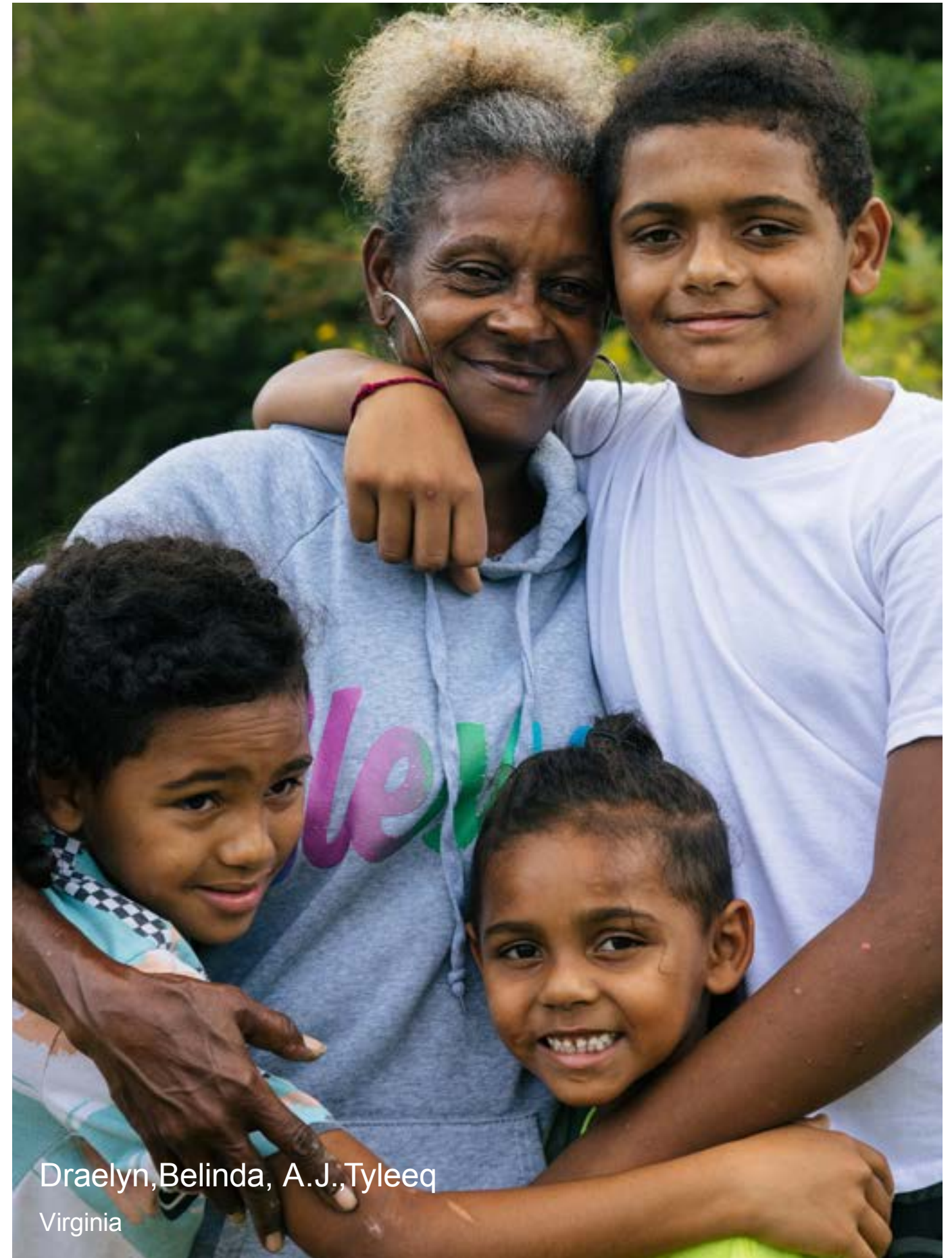


## IMPROVE HEALTH

Access to nutritious food is critical for overall health and wellness and preventing conditions like heart disease and diabetes. The Feeding America network is working to help families who experience food insecurity improve their health outcomes.

### WE DO THIS BY:

- Distributing a nutritious mix of culturally preferred foods
- Supporting network members to promote healthy food choices
- Forging health partnerships to connect people to other resources



Draelyn, Belinda, A.J., Tyleeq  
Virginia



## EXPAND OPPORTUNITY

Ending hunger requires more than food. It requires economic opportunity for all. In partnership with people facing hunger, their communities and the entire Feeding America network, we are working to support individuals' and families' ability to improve their financial well-being.

### WE DO THIS BY:

- Advocating to strengthen SNAP and other policies that help people with more financial support for putting food on the table
- Supporting network members that connect people experiencing food insecurity with other services that can increase their income
- Forging partnerships to help those facing hunger increase their income



Miguel, California

# HOW WE TALK ABOUT OUR WORK

## Hunger in America

### Food Insecurity and Hunger: Defined

Our primary goal is to improve food security. 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, a well-established measure by the United States Department of Agriculture (USDA,) is defined as “having inadequate resources to acquire enough food for a healthy, active life” over a specified timeframe (typically 12 months). While public understanding of ‘food insecurity’ may vary, it is typically understood that it generally refers to inadequate or uncertain access to food.

### 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. Please keep the following guidelines in mind:

Food insecurity can be used to explain a lack of access to the food one needs, or uncertainty about where food will come from, in the short term. This term can be used with general audiences (not just academic or research audiences), so long as it is accurate. It is appropriate to use the term with or without the USDA definition to speak more generally about the need for food.

Use the USDA definition of food insecurity and check the USDA and FANO estimates before discussing quantity (e.g., the number of food-insecure individuals; the prevalence of food insecurity in a community, etc.) or trends (e.g., rising or falling food insecurity rates).

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:** XX million people in America face hunger each year. Millions of people face hunger every day.

**INCORRECT EXAMPLE:** XX 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.



# HOW WE TALK ABOUT OUR WORK

## 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

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.” The preferred statements acknowledge the individual agency of people experiencing food insecurity rather than positioning Feeding America and the network as the central actors or saviors.

If you need to use the less-preferred term “providing meals” for brevity or clarity, it is acceptable to do so in light doses. Aim to avoid “feeding people,” or “helping feed,” as it minimizes the individual agency of people experiencing food insecurity.

### Mention of a Specific Food Bank in the Network

Mention of a specific food bank should be followed by “a Feeding America partner food bank.” This label highlights the food bank’s contribution to our national movement.

**EXAMPLE:** The Greater Boston Food Bank, a Feeding America partner food bank...

Mention of other entities within the network (excluding food banks) should be followed by “a partner of the Feeding America network.”

**EXAMPLE:** Peter’s Pantry, a member of the Feeding America network...

### 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.

### Foods to Encourage

Use “Foods to Encourage” (F2E) to refer to Feeding America’s measurement of food distributed by the network that follows the USDA MyPlate guidelines. However, since the public does not recognize this term, only use it when discussing the measurement or the amount of distributed food classified as such. When communicating externally, use terms like “nutritious” or “healthy” instead.

### Cultural Foods

Use “cultural foods” or “culturally preferred foods” to describe the foods preferred by communities. Avoid “culturally appropriate foods” to remove the connotation of Feeding America labeling food as “appropriate” or “inappropriate.”

### Food Rescue

Feeding America rescues food from going to waste. 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.”

### Healthy vs. Healthful

Feeding America uses “healthy” to describe foods or practices that promote good health. Do not use the term “healthful.” “Nutritious” 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.

### 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.



# STRENGTH-BASED COMMUNICATION

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

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

# 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 systemic inequities** 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 race, 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:** “Last year, 53 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:** “Last year, 53 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.”

# STRENGTH-BASED COMMUNICATION

## General Language Best Practices

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.



# STRENGTH-BASED COMMUNICATION

## 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.”

## Specific Language Best Practices: 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 systemic inequities 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.

# STRENGTH-BASED COMMUNICATION

## 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 individual’s preferred way to be acknowledgment. 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.

# STRENGTH-BASED COMMUNICATION

## Specific Language Best Practices: Preferred Terms

### 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 the 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 63% of all U.S. counties but 87% 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.



# STRENGTH-BASED COMMUNICATION

## Specific Language Best Practices: Terms to Avoid

The next few pages include some strength-based terms that Feeding America prefers to avoid across its communication and content. This list is not exhaustive.

### 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 systemic inequities.

Instead, describe specific inequities 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 inequities. 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.

# IDENTITY-BASED LANGUAGE

## DIVERSITY, EQUITY AND INCLUSION

### Umbrella Terminology for Race and Ethnicity

[Visit Feeding America's Terminology Dictionary for Discussing Race, Ethnicity and Identity for more detailed guidelines on specific language for race, ethnicity and identity.](#)

#### BLACK AND BROWN COMMUNITIES/PEOPLE

**Feeding America Definition:** Interpretations of what the term includes vary.

**Preferred Usage:** Do not use this broad and imprecise term in racial, ethnic, or cultural references unless a part of a direct quotation.

#### Black, Indigenous and People of Color (BIPOC)

**Feeding America Definition:** Like “people/communities of color,” BIPOC refers broadly to multiple races that are not white, non-Hispanic individuals. However, some use BIPOC to acknowledge that not all people of color experience systemic racism equally, recognizing that Black and Indigenous people are disproportionately impacted by racial injustice.

**Preferred Usage:** Avoid using this term, as some view it as more inclusive by distinguishing the experiences of Black and Indigenous people, while others see it as less inclusive by diminishing the experiences of others.

#### PEOPLE/COMMUNITIES OF COLOR

**Feeding America Definition:** Broad reference to multiple races that are not white, non-Hispanic individuals.

**Note on “Community”:** Community can encompass individuals living in close proximity geographically, or those sharing identity, culture or values, irrespective of location.

**Preferred Usage:** “Communities of Color” and “People of Color” can be used interchangeably.

When referring to individuals or a specific group:

- Use the identity the person or group self-identifies as
- Be specific. Use language like “Black individuals,” “Chinese Americans” or “members of the Seminole Tribe of Florida”
- This term is generally used across multiple groups. Do not refer to a single person as a person of color

When referring to multiple individuals or groups of diverse racial or ethnic backgrounds (that are not white, non-Hispanic):

- Be specific whenever possible. Consider breaking down data or narratives to reflect the unique experiences of individuals or groups within the broader “people of color” category

# IDENTITY-BASED LANGUAGE

## DIVERSITY, EQUITY AND INCLUSION

### Umbrella Terminology for Race and Ethnicity

[Visit Feeding America's Terminology Dictionary for Discussing Race, Ethnicity and Identity](#) for more detailed guidelines on specific language for race, ethnicity and identity.

#### Additional Considerations:

Some individuals object to the term for various reasons, including that it lumps anyone who isn't white together into one monolithic group.

"People/Communities of Color" is not reflective of the self-identification of all individuals it seeks to encompass. For example, Native American communities have specifically advocated against identification that references skin color.

- **Alternative Language Definition:** Specific language that matches the way groups or individuals identify; racially marginalized individuals; racialized individuals; people from various racial and ethnic backgrounds; diverse groups; various heritages; different cultures.

#### EXAMPLE:

"Some groups like children, seniors, and people of color face hunger at much higher rates. Through this fund, Feeding America will broaden and deepen relationships within communities of color."

#### ALTERNATIVE LANGUAGE EXAMPLES:

"Today, there are still far too many barriers to good health, and those barriers are disproportionately experienced by historically marginalized groups."

"We will expand our efforts to bring members of underrepresented communities together and provide a platform to co-create solutions."

#### MINORITY

- **Feeding America Definition:** Broad references to multiple races other than white in the United States
- **Preferred Usage:** Context-dependent (though discouraged). Ensure accuracy in each circumstance, as definitions of racial minority varies by location. Preference is for other preferred language in this document (refer to People/Communities of Color entry) or specificity. For example, use terms like "Black individuals," "Chinese Americans," or "members of the Seminole Tribe of Florida"
- **Additional Considerations:** This term can lead to connotations of groups feeling less than and othered



# IDENTITY-BASED LANGUAGE

## DIVERSITY, EQUITY AND INCLUSION

### Identity and Demographic Language

#### LGBTQ+/LGBTQIA2S+

- **Feeding America Definition:** Umbrella terms to reference individuals with diverse sexual and gender identities, including but not limited to lesbian, gay, bisexual, transgender, questioning, queer, intersex, asexual and/or two-spirit individuals.
- **Preferred Usage:** The shorter LGBTQ+ term aligns with AP style guidance and works best for external and network audiences and uses where space is limited. When appropriate and/or preferred by the person/community/organization you are communicating with or about, the longer and more inclusive LGBTQIA2S+ term is also acceptable, but avoid mixing multiple acronyms in the same communication. Feeding America's Pride + Progress employee resource group uses LGBTQIA2S+, for example.

Do not use either term to refer to an individual. Instead, refer to an individual by their specific identity, using language the individual self-identifies.

Depending on context, it can be helpful to explain some of the letters. "A" can stand for asexual (an individual who experiences little or no sexual attraction) or, sometimes, "ally." In Feeding America's usage, the "A" stands for asexual. "2S" stands for two-spirit, which refers to a gender role, not sexual orientation, and is specific to Native American and Alaska Native peoples. Two-Spirit is a connection to culture and spirituality. The [Indian Health Service](#) has more detail.

"Cisgender" refers to people whose gender identity aligns with the sex assigned to them at birth.

"Queer" is an umbrella term covering people who are not heterosexual, cisgender or either. It is acceptable to use for people and organizations who use the term to identify themselves.

- **Pronouns:** Always use an individual's self-identified pronouns. When communicating about an individual whose identified pronouns are unknown, do not assume gender. Instead, use a gender-neutral pronoun (they/them/their). This is acceptable even in singular usages.
- **Research Usages:** Research Usages: Other acronym variations (e.g., LGBT, Non-LGBTQ) are acceptable when citing data that uses those terms to indicate the effects of marginalization on this community, as individual studies might only encompass data from certain populations. Wherever possible, research reports should specify populations cited and use the most accurate acronym/descriptor accordingly.

#### EXAMPLES:

*The anonymous donor designated their gift to support LGBTQ+ food initiatives.*

*According to the U.S. Census Bureau, LGBT adults were nearly twice as likely to live in households without enough food in 2021 than non-LGBT adults.*

# IDENTITY-BASED LANGUAGE

## DIVERSITY, EQUITY AND INCLUSION

### Geography Terminology

#### RURAL

**Feeding America Conceptual Definition:** Rural and urban are multidimensional concepts. While population density is often the primary consideration, geographic isolation can also play a significant role.

**Feeding America Technical Definition:** Feeding America typically delineates urban and rural areas at the county level. Counties categorized as metropolitan (metro) by the United States Office of Management and Budget (OMB) are labeled as “urban,” while non-metropolitan (non-metro) counties are designated as “rural.”

The broad metro and non-metro categories can be refined using Rural Urban Continuum Codes (RUCC) developed by the United States Department of Agriculture (USDA). The 2023 RUCCs categorize metro counties into three groups based on population size, while non-metro counties are divided into six groups based on urbanization level and proximity to metro areas.

A metro (urban) county is defined as one within a metro area, encompassing either a) a central county containing at least one

urbanized area (with a population exceeding 50,000); or b) an outlying county economically linked to a central county (with at least 25% of workers commuting between the two). Counties falling outside these parameters are classified as non-metro (rural) counties.

**Preferred Usage:** Please consult the 2023 Rural Urban Continuum Codes Excel file on [this page](#) or contact the Research Team at [research@feedingamerica.org](mailto:research@feedingamerica.org).

**Additional Considerations:** Feeding America adopts county-based definitions from the OMB and USDA to ensure consistency and align with widely used standards for economic data and research. These definitions help in tracking regional population and economic trends. However, we remain open to feedback from food banks regarding how these definitions align with their contextual understanding of service areas.



# VISUAL GUIDELINES

Cheyenne, Arizona



VISUAL GUIDELINES

# LOGO

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



# LOGO - ELEMENTS

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





# LOGO - CLEARSPACE

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.



# LOGO VARIATIONS AND SIZES

## 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

# LOGO - COLOR USAGE

## 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.





# LOGO - GENERAL RESTRICTIONS

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.



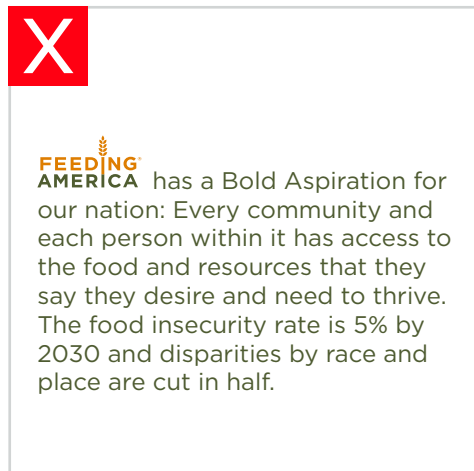
**Other Colors**  
Avoid using non-approved or new colors as 1-color versions of the logo.



**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

# WHEAT STALK

The Feeding America wheat stalk symbolizes an America where everyone has the food they need and a desire to thrive. It is one of our key visual assets to generate awareness for the issue of food insecurity, and to represent the Feeding America network of food banks.

# WHEAT STALK - SYMBOL ELEMENTS

The wheat stalk symbol consists of a vertical stalk and exactly nine kernels. The orange color signifies the movement to end hunger and the Feeding America brand. The wheat stalk is a registered trademark and should always include the ® symbol. Note that the symbol has a shorter stalk than the wheat stalk in Feeding America logo, which creates a more iconic and easier-to-implement mark. In some instances it is okay to use the symbol without the stalk, but ® rules still apply.





# WHEAT STALK - CLEARSPACE

To ensure the symbol's visibility, a generous area of clearspace should always surround it. This protects the symbol from competing visuals, such as text and graphics, and builds long-term recognition for our movement.

**Clearspace**  
Clearspace is measured by the height of the top kernel.

**Minimum Clearspace**  
The minimum clearspace must always be this distance on the left, right, top and bottom of the wheat stalk symbol. No matter what, the wheat stalk must have 9 kernels.



**Registration Mark**  
The registered trademark symbol ® must always be included when using the wheat stalk symbol. When using the symbol multiple times in a design, the ® symbol must only be included once.

# WHEAT STALK

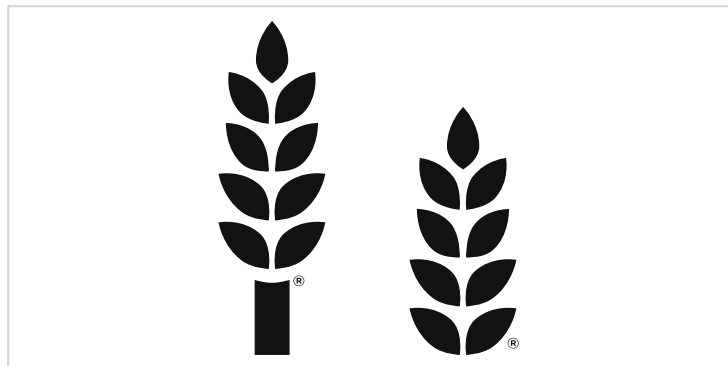
## Symbol Variations

The wheat stalk symbol is available in a number of variations. The orange full-color positive versions are preferred, but black and reverse versions are also available.

PRIMARY



1-COLOR BLACK



1-COLOR WHITE



## Minimum Sizes

When the symbol is reproduced at small sizes, it should appear no smaller than 0.5 inches or 30 pixels tall for all applications. This ensures that our symbol is always clear and legible.

4-COLOR PROCESS / 1-COLOR SPOT

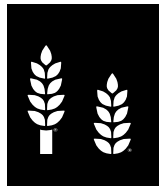
0.5 in



0.5 in



0.5 in



DIGITAL APPLICATION

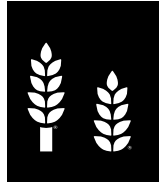
36 px



36 px

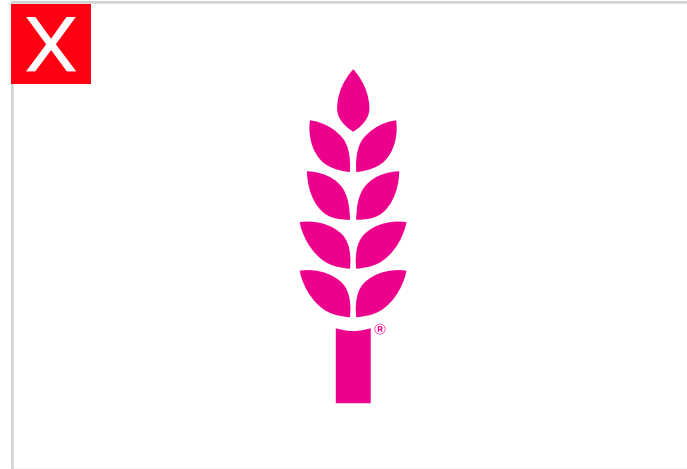


36 px



# WHEAT STALK - GENERAL RESTRICTIONS

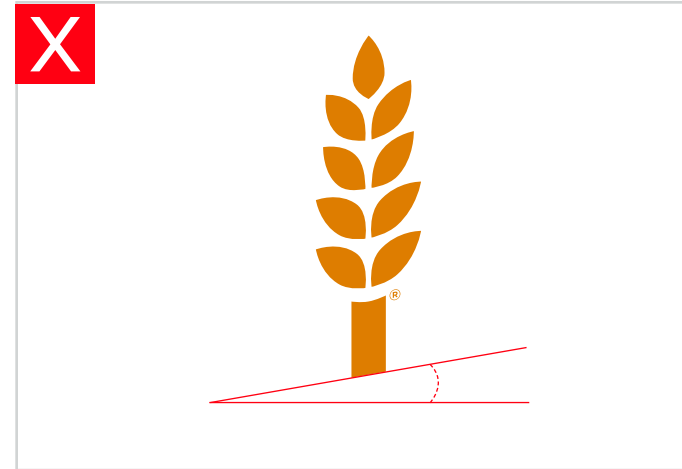
The symbol must be used correctly in order to maintain brand integrity and consistency. Here are some examples of incorrect usage. Note that any alteration of the symbol is considered misuse. Only use supplied digital artwork.



**Do not**  
Change the symbol color. It should only be used in orange, white or black.



**Do not**  
Skew or distort the symbol.



**Do not**  
Angle or rotate the symbol.



**Do not**  
Alter the relative proportion of the symbol elements.



**Do not**  
Place the symbol over background or photos without sufficient contrast.



**Do not**  
Add or remove kernels from the symbol.



**Do not**  
Apply graphic effects to the symbol.



**Do not**  
Use the wheat stalk as a graphic pattern that does not meet the minimum clear space requirement.

VISUAL GUIDELINES

# BRAND ARCHITECTURE AND LOGOS



# BRAND ARCHITECTURE

## Introduction

We have adopted a Connected Brand Architecture, enabling us to:

- Maintain flexibility to honor the wishes of neighbors through the use of sub-brands when necessary
- Leverage the strength of our primary Feeding America brand to lift up our products, initiatives and experiences
- Easily demonstrate if a product, service or initiative is public and donor-facing, or internal or network-facing
- Increase resource efficiencies, saving staff & financial resources and solving for brand challenges before they arise

# BRAND ARCHITECTURE

## Logo Conventions

### Logos for public and donor facing initiatives:

Title case Gotham font in brand orange with the Feeding America lockup



### Logos for internal departments and internal & network-facing products, services and tools:

Title case Gotham font in brand green with the Feeding America lockup



Always consult the Brand Team for all new logos by emailing [brand@feedingamerica.org](mailto:brand@feedingamerica.org).

# BRAND ARCHITECTURE

## Sub-Brands

### Development

Sub-brands represent an extension of our primary brand. With our Connected brand architecture, we expect to have a limited number of sub-brands.

Sub-brands can be used for current and future products that:

- Need to deviate from the primary brand to reflect the needs and preferences of neighbors; and/or
- Need to reach different target audiences; and/or
- Require different brand strategies from those of our primary brand

### Logo Convention

Feeding America sub-brands should adopt the existing MealConnect branding convention:

- First word Gotham, in title case brand orange, connected word Gotham in title case brand green, coupled with the Feeding America logo lockup
- If only one word, use brand orange
- Future sub-brands should also follow the same convention. There can be exceptions, for example in cases where FANO is part of a broader coalition or to honor the wishes of neighbors.

### Naming Convention

- Use descriptive naming that explicitly describes what the product, tool or service does
- Avoid invented names and acronyms
- Never name a product, tool or service after an individual or family
- Always consider if the new tool, product or service needs its own name, or if it can align with existing products, tools or services. For example, can it become part of the Learning Hub?

Always consult the Brand Team for the creation of all new sub-brands by emailing [brand@feedingamerica.org](mailto:brand@feedingamerica.org).



# BRAND ARCHITECTURE

At A Glance (Illustrative, Not Complete; See pages 58 & 59 for complete look.)

## Public and Donor-facing Initiatives



## Internal department & internal and network-facing products, services, tools



\*"Together We're Feeding America" logo may only be stacked in context of partnerships lockups to allow space for partner logo.



# THE LOGO IN LOCKUPS

## Logo Lockup Types



### Campaign and Initiatives

2023 Farm Bill |

Hunger Action Month® |

Hunger Council® |

Map the Meal Gap |

Team Feed Corporate |

Team Feed® |

The State of Senior Hunger in America |

What's Cooking? |

### Conferences

Annual Conference |

Excellence in Finance & HR Conference |

Fall Forum |

Feed Nourish Connect Conference |

National Anti-Hunger Policy Conference |

Philanthropy Operations & Analytics Conference |

Unite Conference |

Research and Innovation |

Connected Technology |

### Development and Partnerships

Enterprise Society |

Food Rescue Fund |

Guiding Partner |

Leadership Partner |

Mission Partner |

Philanthropy |

Product Donations |

Supporting Partner |

Together We're® |

van Hengel Society |

### Movement Platforms

Elevating Voices |

# THE LOGO IN LOCKUPS

## Logo Lockup Types



### Network Communication and Capacity Building

- Access Capacity Services | FEEDING AMERICA
- Collaborative Capacity Building Services | FEEDING AMERICA
- Economic Mobility Services | FEEDING AMERICA
- Equitable Capacity Services | FEEDING AMERICA
- Food Sourcing & Nutrition Services | FEEDING AMERICA
- Food Sourcing Services | FEEDING AMERICA
- Leadership Engagement Services | FEEDING AMERICA
- Network Fundraising Services | FEEDING AMERICA
- Partner Network Services | FEEDING AMERICA
- Strategic Capacity Development Services | FEEDING AMERICA

### Network Member Types

- Affiliate Food Bank | FEEDING AMERICA
- Partner Food Bank | FEEDING AMERICA
- Partner State Association | FEEDING AMERICA
- Redistribution Organization | FEEDING AMERICA
- Regional Cooperative | FEEDING AMERICA

### Network Technology and Solutions & Services

- Ceres | FEEDING AMERICA
- Choice Mobile | FEEDING AMERICA
- Choice System | FEEDING AMERICA
- Grocery Purchasing Program | FEEDING AMERICA

### 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)

# THE LOGO IN LOCKUPS

## 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.

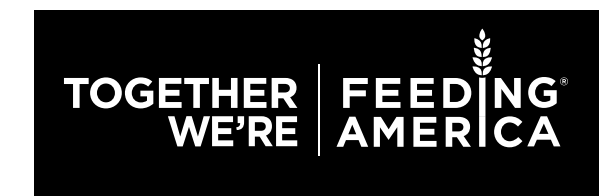
#### PRIMARY



#### 1-COLOR BLACK



#### 1-COLOR WHITE





# THE LOGO IN LOCKUPS

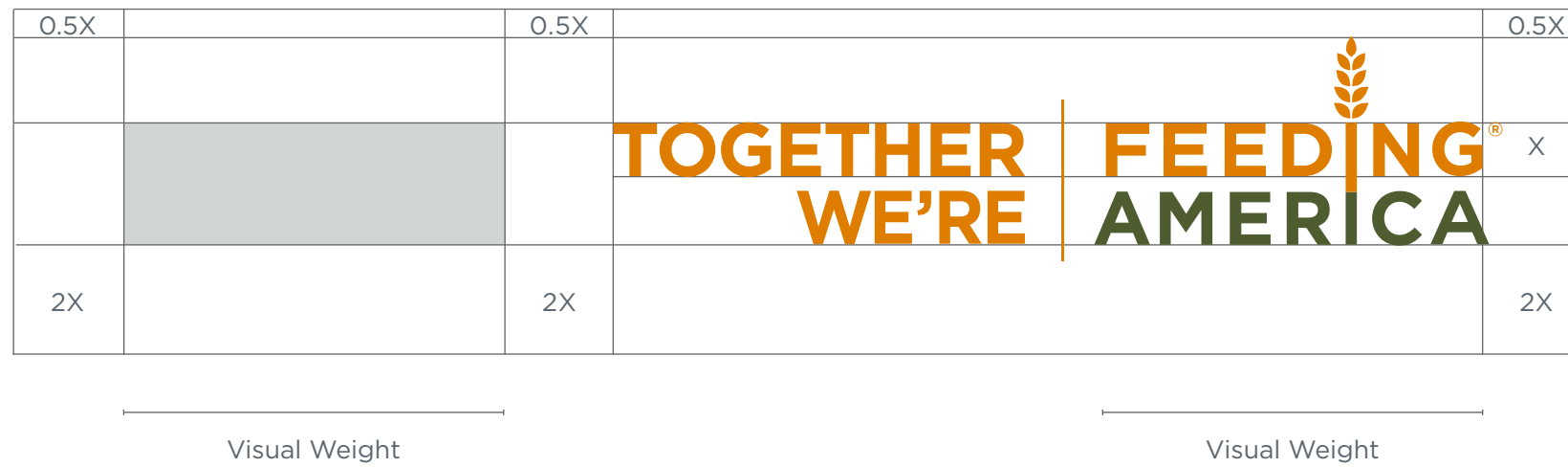
## SPECIAL LOCKUPS

### Together We're Feeding America

This lockup is primarily used for partners. Partner logos follow the same clear space rules when locked up with the Together We're Feeding America logo lockup.

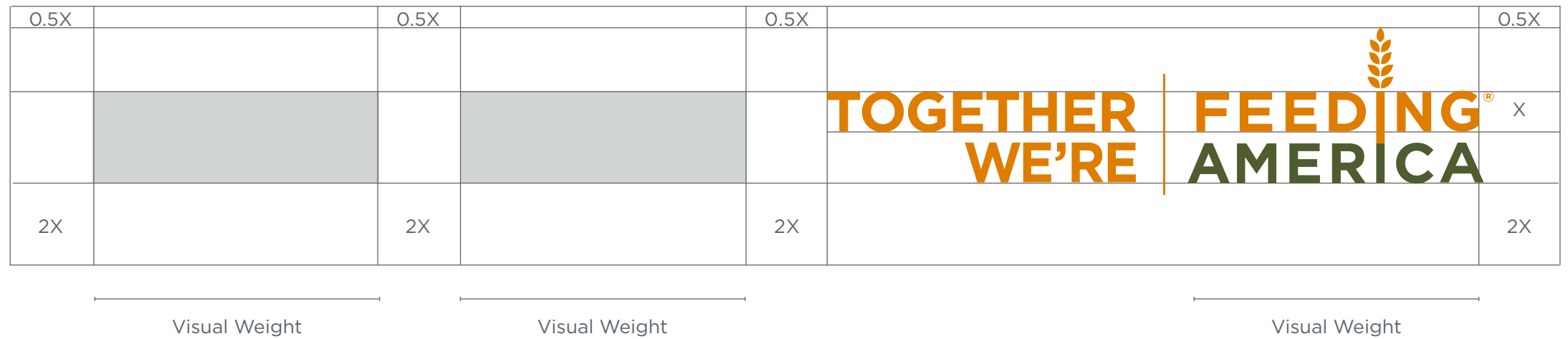
#### CLEAR SPACE

SINGLE PARTNER  
LOGO CLEARSPACE



#### CLEAR SPACE

MULTIPLE PARTNER  
LOGO CLEARSPACE

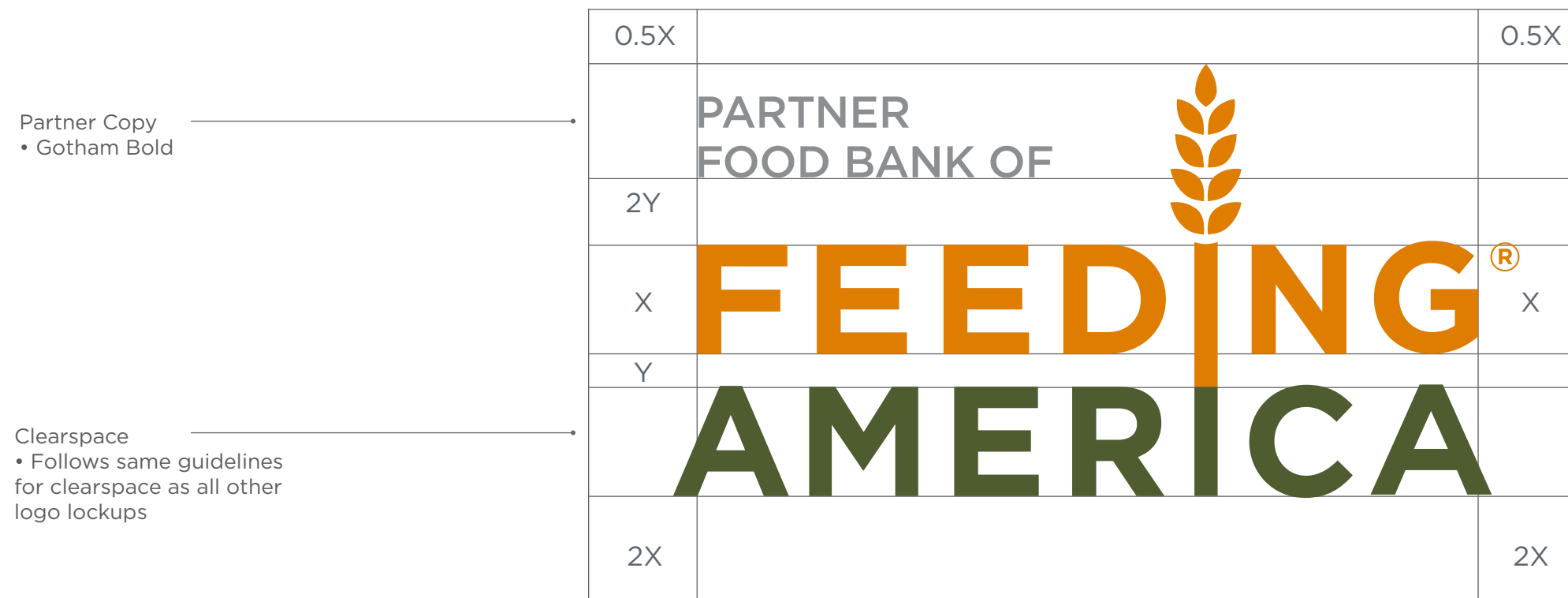


# THE LOGO IN LOCKUPS

## NETWORK MEMBER LOCKUPS

### Clear Space

All network member lockups follow the same clear space guidelines as other lockups. The partner copy has been adjusted to be more legible at small sizes while maintaining a consistent placement and spacing to the logo.



# THE LOGO IN LOCKUPS

## NETWORK MEMBER LOCKUPS

### Partner Food Banks

Our logo should be no smaller than 25% of the partner food bank logo's size. This ensures Feeding America is clear and recognizable. Clear space guidelines are consistent with other logo lockups.

0.5X		0.5X		0.5X
4X	 <p><b>GREATER CHICAGO</b> - <b>FOOD</b> - DEPOSITORY®</p>			X
0.5X		0.5X		0.5X

# THE LOGO IN LOCKUPS

## PARTNER FOOD BANK NAMING LOCKUPS

### Feeding America + Geography

Partner Food Bank lockups follow the same clear space and minimum sizes as the primary logo. The localization copy should be consistently spaced from the main mark.

0.5X		0.5X
		
X	<b>FEEDING</b> ®	X
	<b>AMERICA</b>	
0.5X		
	Eastern Wisconsin	
X		X





# THE LOGO IN LOCKUPS

## 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
						
2X		2X				2X



# THE LOGO IN LOCKUPS

## 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.



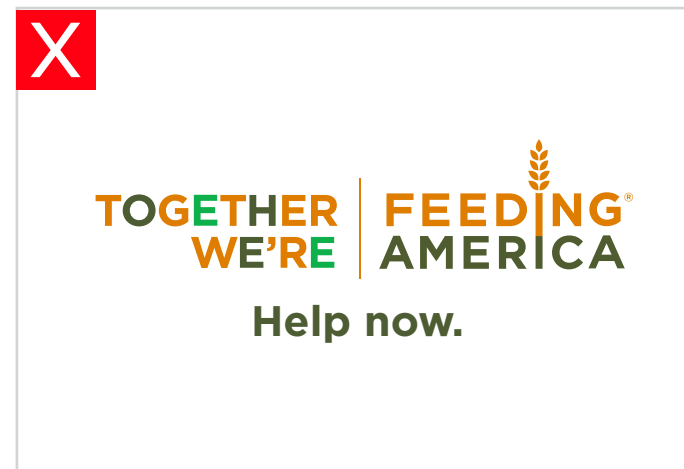
**Color Disparity**  
Avoid using a 1-color version of the logo with a 4-color partner mark.



**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.

# THE LOGO IN LOCKUPS

## When to Consult the Brand Team

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

- ☑ Logos
- ☑ Logo Lockups
- ☑ Naming Conventions
- ☑ Design Guidelines
- ☑ Branded Partner Ads

VISUAL GUIDELINES

# TYPOGRAPHY

## Primary Typeface

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



## Accent Typeface

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](#)

# TYPOGRAPHY

## Typesetting

Our typesetting guidelines to make it easy to deploy across all applications, while also also maintaining consistency.

### Headline

- Leading set at 90% of type size
- Example set at 90/81 pt
- Sentence case

Everyone needs  
nutritious food  
to thrive.

### Body Copy

- Leading set at -115% of type size
- Example set at 30/34 pt
- Sentence case

It only takes a few minutes to help families  
as they work hard to keep food on the table.

### Call-to-Action

- Sentence case

Help now at [FeedingAmerica.org](https://FeedingAmerica.org)

## Statistics Treatment

Statistics are a powerful way to communicate key information. Use color and scale to make them as clear and impactful as possible. Disclaimer: The statistics on this page are intended to show treatment only. Statistics are updated yearly. If using a statistic, please verify it is current and present it in a strength-based manner.

**1 in 7**

FACT

**1 in 7 people  
in America experience  
food insecurity.**

**49  
Million**

FACT

**49 million people brought  
food home with help  
from the Feeding America  
network in 2022.**

**\$1000**

**Million**

FACT

Since 2020, Feeding America has provided over \$100 million in grants to network partners like food banks to help them support communities of color and rural communities that are disproportionately impacted by food insecurity.

# TYPOGRAPHY

## Statistics Treatment

The typesetting system is flexible and works well even in small-scale applications like social media. The key is to use, bold, scaled-up type for the primary statistics while keeping the secondary statistical information in close proximity, but smaller. Disclaimer: The statistics on this page are intended to show treatment only. Statistics are updated yearly. If using a statistic, please verify it is current.

### Primary Statistic

- Gotham Bold
- Use scale to make a bold statement with the statistic being showcased

5.3  
Billion

### Secondary Characters

- Secondary characters, such as percentage symbols or connecting words like 'in' or 'of,' should be scaled

### Accent

- Gotham book underlined and all-caps showcased

FACT

### Secondary Statistic Information

- Gotham Bold
- Centered or left-aligned depending on the application

Neighbors facing hunger  
gained access to 5.3 billion  
meals in 2023 supported by  
the Feeding America network.



# TYPOGRAPHY

## General Restrictions

Below are examples of things to avoid when using the brand elements. While not exhaustive, these should showcase some common mistakes that don't align with our updated brand guidelines.



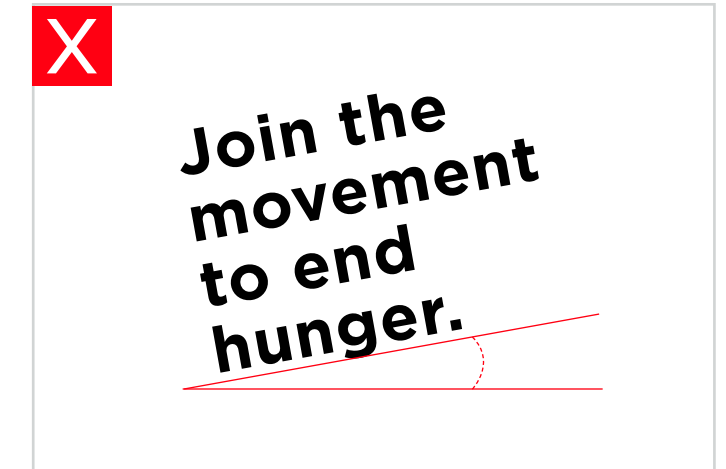
**Color**  
Avoid using too many colors in type.



**Effects**  
Avoid adding effects (like drop shadows) to type.



**Alignment**  
Avoid varying the alignment of type.



**Type Rotation**  
Avoid rotating type.



**Contrast**  
Avoid using colors that lack sufficient contrast with the background.

VISUAL GUIDELINES

# COLOR PALETTE

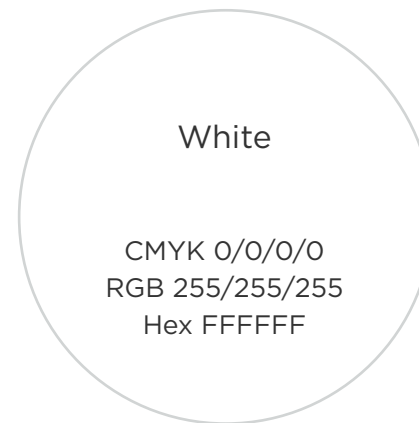
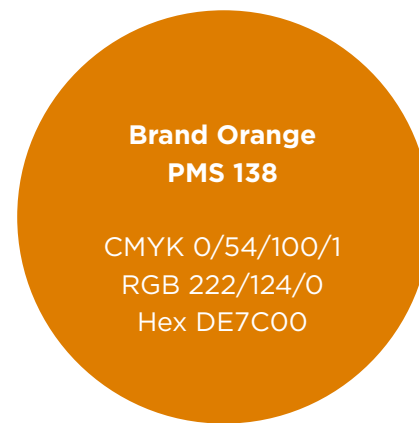
# COLOR PALETTE

## 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. 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

### Primary Brand Colors

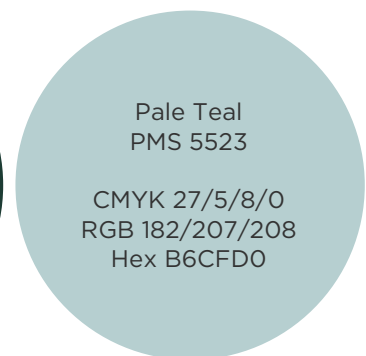
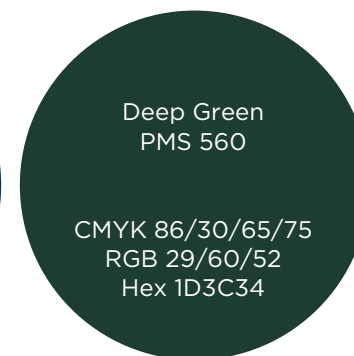
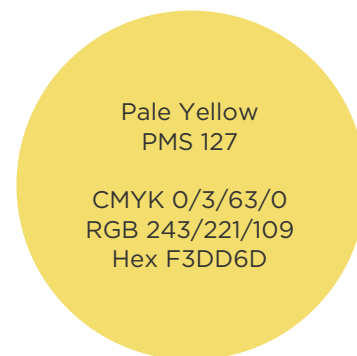
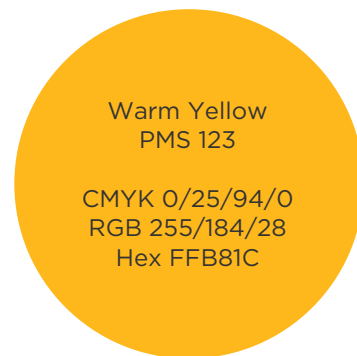
Always lead with our primary brand colors.



## Secondary and Tertiary

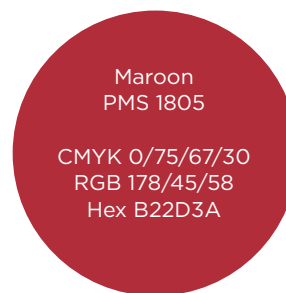
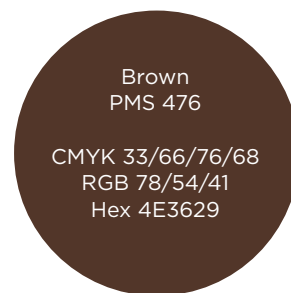
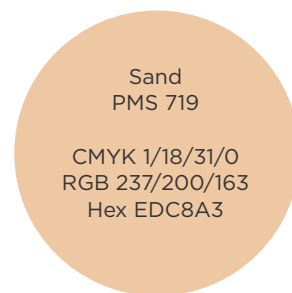
### Secondary Brand Colors

These should support and complement the primary brand colors.



### Tertiary Brand Colors

These should only be used in limited situations as accents.



**Note:** Only use maroon for calls-to-action

# COLOR PALETTE

## Color Usage

Always consider the accessibility of a composition when using our entire color palette. Be conscientious of color contrast so that everyone can benefit from our valuable messaging. For more information, use the Contrast and Color accessibility tool: <https://webaim.org/resources/contrastchecker/>

Lighter colors work best when used in combination with the darker, more natural colors.

If using a lighter background, pair it with one of the darker colors in the palette for ample contrast.

Like this...

...or this.

Here's a good combo.

And another.

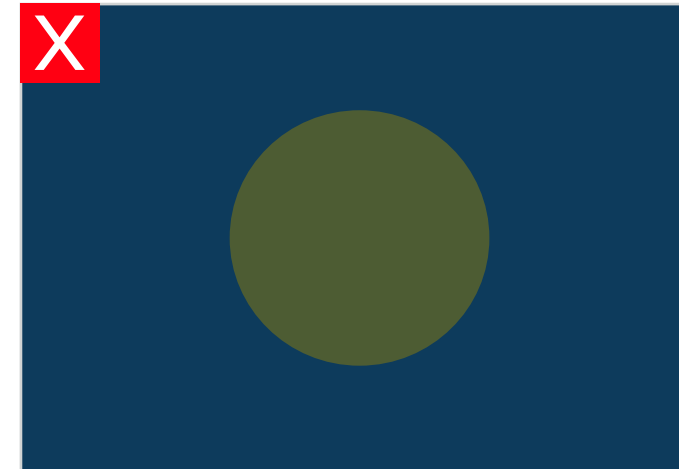
# COLOR PALETTE

## General Restrictions

Below are examples of things to avoid when using the brand colors. While not exhaustive, these showcase some common mistakes that don't align with our brand guidelines.



**Adding Colors**  
Do not add colors to the color palette.



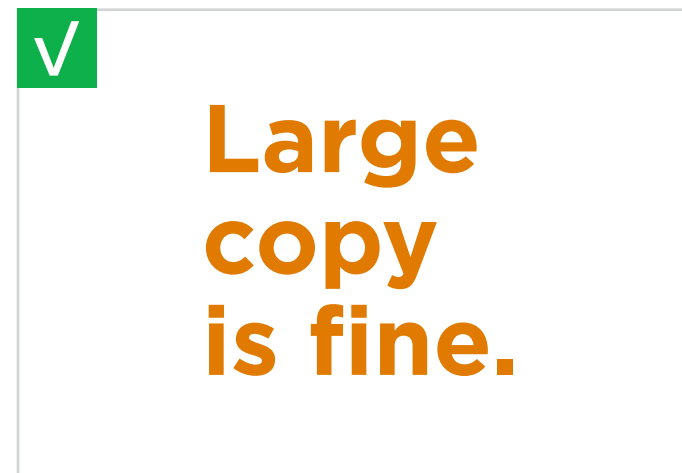
**Color Contrast**  
Avoid color combinations that lack sufficient contrast.



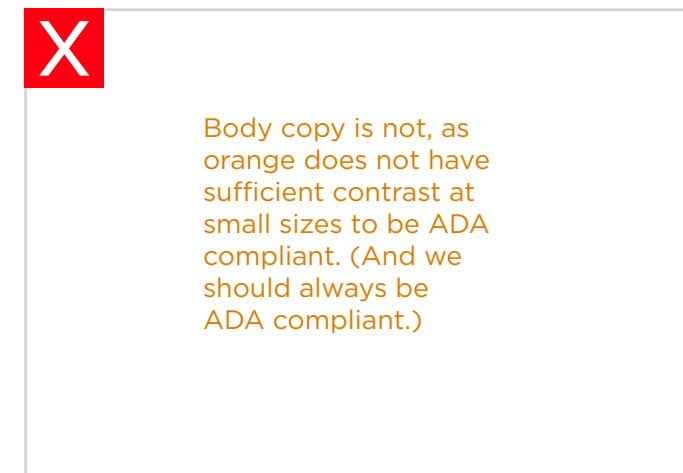
**Gradients**  
Avoid using gradients.

## ADA Compliance

Orange presents certain issues when used, especially in digital applications, as it lacks sufficient contrast to be ADA-compliant at certain sizes.



**Color Contrast**  
Avoid color combinations that lack sufficient contrast.



**Orange in Small Copy**  
Avoid using small orange text, especially against light or similar colored backgrounds.



VISUAL GUIDELINES

# IMAGERY

High-quality, strength-based photography is a powerful element of our brand and should be used whenever possible. We are committed to showing real people in real situations, and representing their stories through images that are positive and uplifting, rather than negative and sympathy-inducing. Whenever we use a real person in a photo in the Brand Book, where possible, we label the photo with their first name and state, to ensure humanity and to acknowledge their role in our mission.

We are committed to representing the diversity and demographics of people experiencing food insecurity in our photography. Selections should reflect that food insecurity disproportionately impacts Black, Native American, Pacific Islander, and Hispanic/Latino communities, while also affecting a significant number of white individuals. Additionally, our photography should highlight the experiences of people in the South and rural areas, households with children, single-parent families, veterans, active military members, LGBTQ+ individuals, and older adults, among others.

For more information on who is most impacted by food insecurity, refer to [Feeding America's Map the Meal Gap](#).

A woman with long dark hair and a tattoo on her chest, smiling while holding a cardboard box in a warehouse setting. The background shows industrial equipment and overhead lights.

We want  
to capture  
moments  
that inspire.

Cheyenne, Arizona



# 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 and 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:

To provide context for images that feature neighbors, volunteers or network staff, include the following information on the lower left side of the image in Arial font, with no italics. This helps to personalize the images, foster a sense of connection, and provide viewers with meaningful context about the individuals and their roles within the community.

#### Images with one person:

Name  
State

#### Images with more than one person:

Name, Name, Name  
State

#### Images with more than one person in the same family\*:

Family Name  
State

*\*If family name is not available, include the name of the organization, activity or group*





# IMAGERY

## 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.



# IMAGERY

## 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.

VISUAL GUIDELINES

# ICONOGRAPHY

# ICONOGRAPHY

## Creations and Construction

Feeding America icons serve as a visual shorthand, communicating ideas quickly and effectively.

To maintain consistency within the set, all icons are designed within a square structure.

They must feature a uniform circular outline and be colored olive green. When used on dark backgrounds, the icon color should be white.

When crafting new icons, ensure they adhere to the same circular outline with a 20-point width to maintain uniformity.



## Size and Spacing

Icons must always be protected from infringement. A clear space of 0.5X around the icon must be maintained at all times. "X" is defined by the height of the icon.

Every icon is optimized for small usage, but please refrain from reducing its size below 0.50 inches for print or 48 pixels for digital applications.

0.5X	X	0.5X
X		X
0.5X	X	0.5X



Print: 0.50 inches  
Digital: 48 pixels

# ICONOGRAPHY

## Primary Icons

The wheat stalk is a powerful symbol in Feeding America's brand identity, representing growth, nourishment and sustenance.

The primary icons stand out as the only ones featuring the wheat stalk, emphasizing their importance and centrality to our mission.



**DONATE**

In the Donate icon, the wheat stalk signifies the direct impact that financial contributions have in providing food to people facing hunger.



**VOLUNTEER**

In the Volunteer icon, the inclusion of the wheat stalk underscores the effort and helping hand required to address hunger.



**ADVOCATE**

In the Advocate icon, the wheat stalk represents the collective voice needed to influence policy and drive systemic change.



# ICONOGRAPHY

## Supplementary Icons

The icons we incorporate will simplify complex information, making it easily understandable at a glance.

Well-designed graphics can convey ideas quickly, making the content more accessible and shareable. Icons and infographics also support brand consistency across multiple platforms, reinforcing the brand's identity.



Community



Food Donation



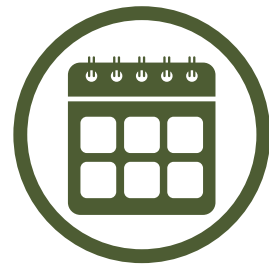
Monetary Donation



Policy



Contact



Event

LIGHT BACKGROUND



DARK BACKGROUND



# ICONOGRAPHY

## Usage Examples

### Icons can be used in:

- Official Feeding America website
- Brochures, flyers, posters and other printed materials produced by Feeding America for promotional purposes
- Social media posts, cover photos and profile images on Feeding America's official social media accounts
- Email newsletters, fundraising appeals and other communications sent to Feeding America's supporters and donors
- Banners, signage and displays at Feeding America-sponsored events, conferences and community outreach activities
- Training manuals, handouts and presentations for volunteers involved in Feeding America's programs and initiatives
- Press releases, media kits and other communications distributed to journalists and media outlets covering Feeding America-related news and events

If you wish to create a icon, please contact the [Brand Team](#).



Social Media



PowerPoint

VISUAL GUIDELINES

# GRAPHICS AND SHAPES

# GRAPHICS & SHAPES

## Creations and Construction

Graphics and shapes are graphical elements used to enhance visual communication within the Feeding America brand. These elements include illustrations that convey key messages quickly and effectively.

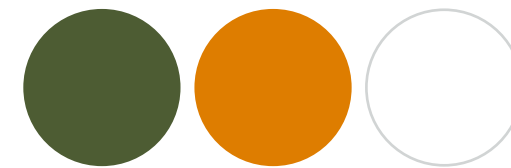
- New graphics should align with the existing style in terms of simplicity, color palette and overall aesthetic
- Maintain the same level of detail and the full-color scheme
- Ensure that new shapes and guides are relevant to Feeding America's mission and messages
- They should be immediately recognizable and meaningful to the audience
- Keep designs simple and straightforward. Avoid cluttered or overly complex graphics that can distract from the message

If you wish to create a new pattern, please contact the [Brand Team](#).



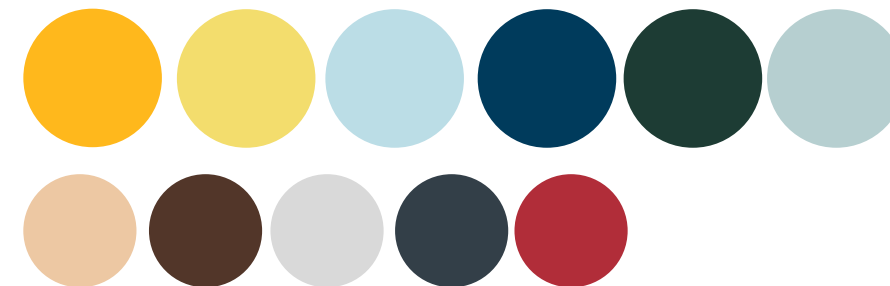
### Primary Brand Colors

Always lead with our primary brand colors.



### Secondary and Tertiary Brand Colors

These should support and complement the primary brand colors.



# GRAPHICS & SHAPES

## Suggested Graphics

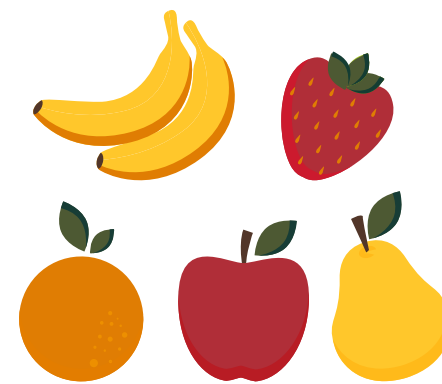
To download these graphics and shapes, [click here](#).



Stick Figure



Food Plate



Fruits



Tea



Utensils



Financial Donation



Heart



House



Truck

# GRAPHICS & SHAPES

## Usage Examples

### When graphics and shapes can be used:

- To visually support and clarify textual information. For example, use the plate of food graphic next to statistics about meals served
- To draw attention to important messages or calls-to-action. The dollar symbol can highlight donation opportunities, while the open hands graphic can emphasize volunteering efforts
- Always use the provided full-color graphics without altering their colors. This ensures a cohesive and recognizable visual identity across all platforms
- Use graphics to break up large sections of text and create a visual hierarchy, making content easier to digest and more engaging. For example, the heart graphic is ideal for materials focusing on community support and care

### Places to use graphics and shapes:

- Websites, social media posts and email campaigns benefit from the visual appeal of our graphics
- Brochures, flyers, posters and annual reports can all incorporate these graphics to visually represent key data and narratives
- For presentations, enhance slides with graphics to make data points and messages more memorable
- Integrate multiple graphics within infographics to visually communicate complex information



### Internal Memo



VISUAL GUIDELINES

# PATTERNS

# PATTERNS

## Pattern 1



**BRAND ORANGE PMS 138**

Single Shape are in Multiply or  
Screen Transparency in 20%



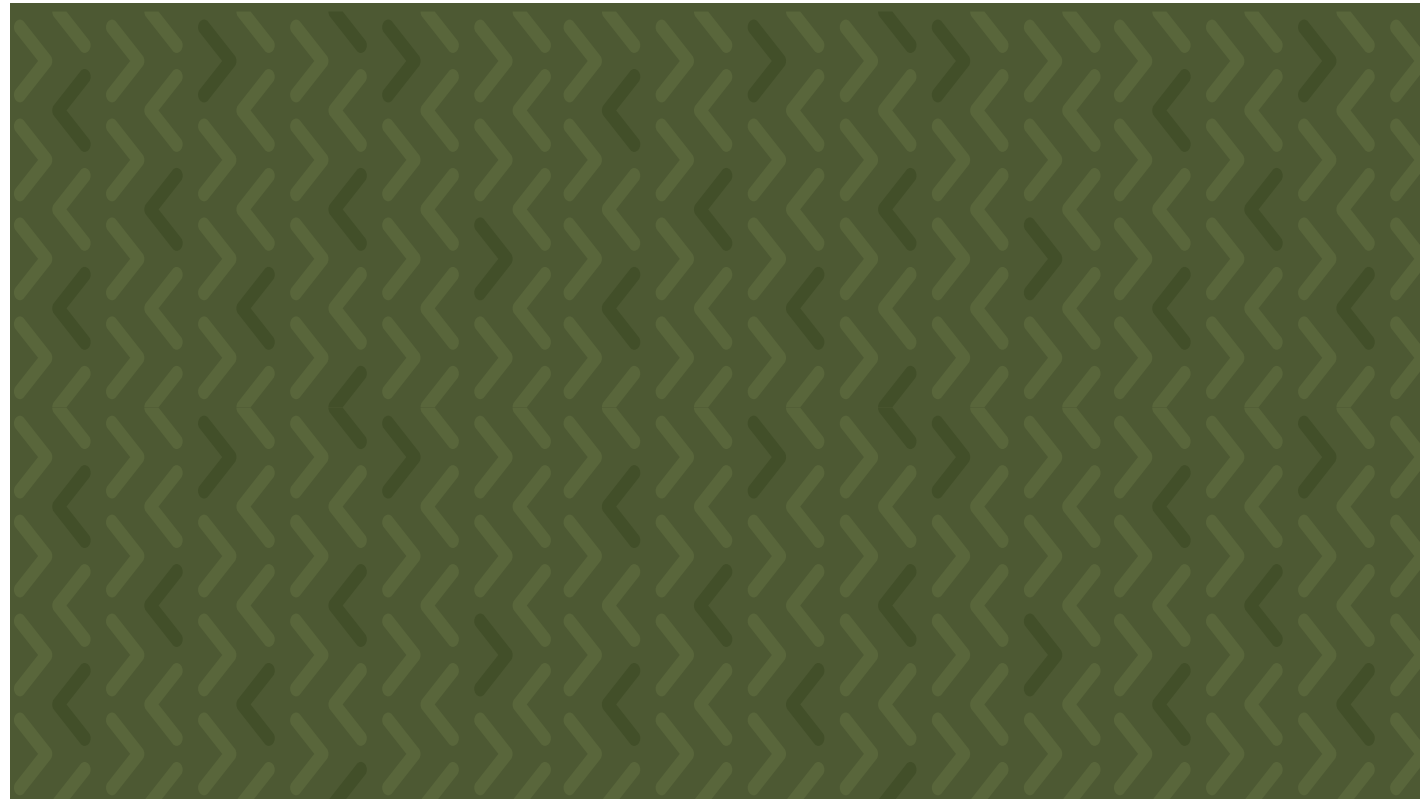
# PATTERNS

## Pattern 2



**BRAND GREEN PMS 574**

Single Shape are in Multiply or  
Screen Transparency in 20%



# PATTERNS

## Pattern 3



**BRAND ORANGE PMS 138**

Single Shape are in Multiply or  
Screen Transparency in 20%



# PATTERNS

## Usage Examples

**Background Patterns:** Incorporate as a background element throughout printed materials, digital assets and presentations to reinforce our focus on food security.

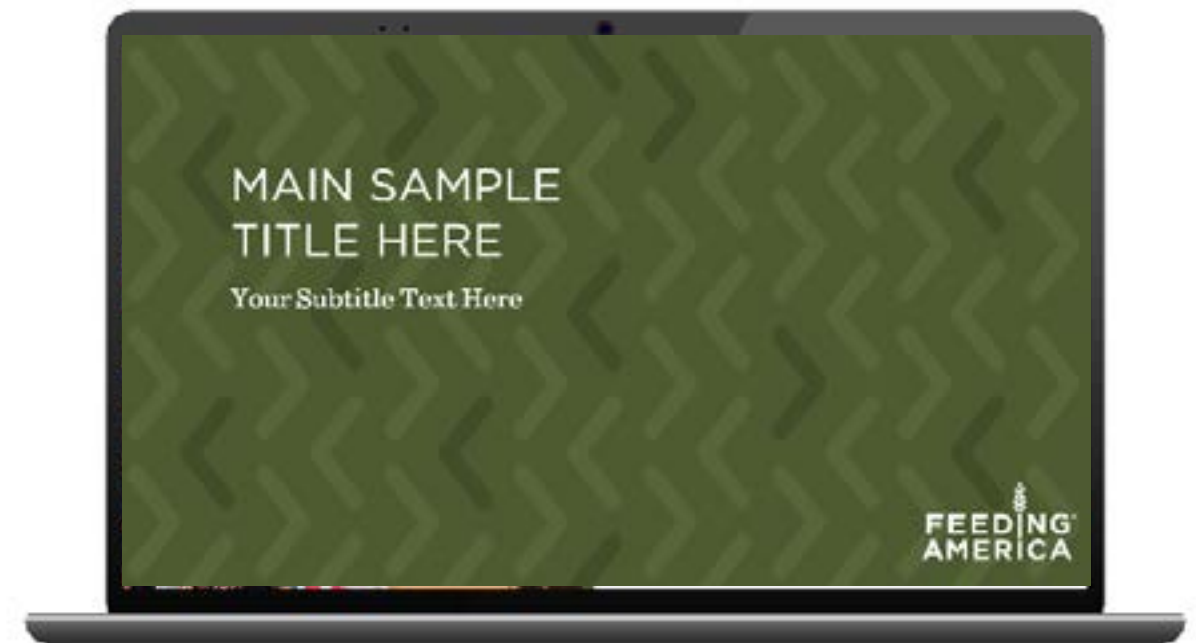
**Border Patterns:** Use as a border pattern to frame text, images and other content in our marketing materials, reports and promotional items.

**Seasonal Patterns:** Use as graphic element inspired by harvest themes, holiday motifs or to use in seasonal campaigns, fundraising appeals and event promotions.

**Digital Patterns:** All patterns are optimized for use on our website, social media channels and digital marketing materials to enhance the online brand experience and maintain visual consistency across digital platforms.



**Event Signage**



**PowerPoint**



VISUAL GUIDELINES

# TEXTURES



# TEXTURES

These textures in our design symbolize authenticity and a connection to the natural world, reinforcing our human-centric focus. They textures add depth and warmth, making our materials feel more tactile and relatable.

They also underscore our commitment to transparency and sincerity, enriching our visual identity with a sense of genuineness while grounding our brand in the reality of the communities we serve.



Cornfield 1



Cornfield 2



Cornfield 3



Cornfield 4



Food 1



Food 2



# TEXTURES

These textures in our design represent innovation, progress, and the tangible impact of our efforts. They convey a sense of modernity and precision, reflecting the organized and strategic approach of Feeding America.

They also symbolize the collaboration and infrastructure behind our mission, reinforcing the strength and reliability of our network.



Basket 1



Basket 2



Cardboard 3



Sackcloth 4



Truck Metal 1



Truck Metal 2



# TEXTURES

## Definition and Guidelines

Textures add depth and visual interest to surfaces.

Textures should align with our brand aesthetic.

Ensure textures do not interfere with the legibility of any of the information being conveyed.

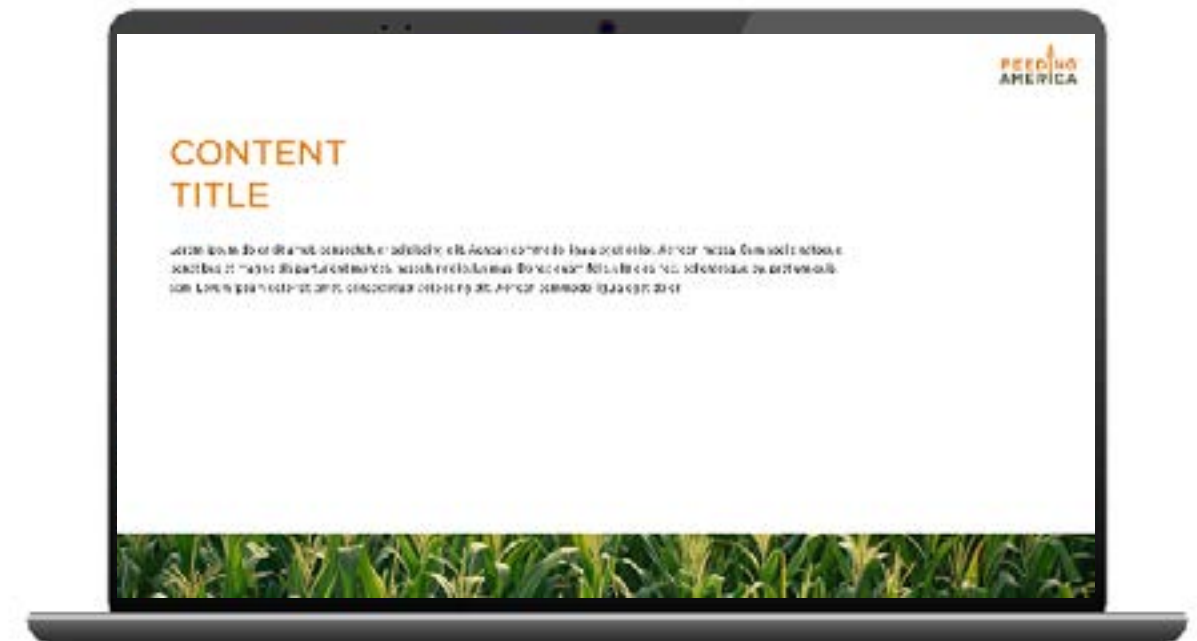
Use flat colors or gradients as alternatives to textures.

## Usage Examples

- Add a subtle paper texture or grainy texture to the background of printed materials, such as brochures, flyers and posters, to create a tactile feel and add visual interest without overwhelming the content
- Incorporate a soft fabric texture or brushed metal texture into the design of our website, social media graphics and digital marketing materials to enhance the visual appeal and create a sense of depth in digital environments
- Apply a distressed overlay or vintage texture to photographs or illustrations used in our branding materials, such as annual reports or fundraising appeals, to evoke a sense of authenticity and timelessness
- Use textured elements, such as a rough brushstroke or a hand-drawn texture, to highlight key messages, add emphasis to headlines or create visual contrast in our print and digital communications
- Apply texture effects, such as embossing or debossing, to printed materials, such as business cards or event invitations, to add a tactile dimension and create a memorable brand experience for recipients



**Collateral Material**



**PowerPoint**

VISUAL GUIDELINES

# MUSIC



# MUSIC

## Selection, Style and Tone

Feeding America's music should radiate hope, positivity and optimism, reinforcing our message of community support and transformation with empathy and warmth.

While it's crucial to balance the seriousness of the issue, our music must also inspire a sense of hope and possibility. This duality ensures that, as we acknowledge the gravity of food insecurity, we also highlight the progress and positive impact our collective efforts are making.

For instance, our [Full Effect PSA](#) campaign used optimistic and positive music that didn't shy away from the reality of hunger but focused on the impactful fight against it, presenting a positive angle rather than a negative perspective.

Genres like acoustic, folk, pop and light orchestral create warmth and positivity with instruments like piano, guitar, strings and light percussion. Following these guidelines ensures our music amplifies our mission to end hunger and foster community resilience.



## Usage Guidelines

### Where to use music:

- Incorporate music into video content, including promotional videos, animations and storytelling pieces, to enhance emotional impact and engagement
- Be cautious with music selection for content dealing with serious or sensitive issues, ensuring it is respectful and appropriate
- Add music to social media posts and stories to attract attention and make content more memorable
- Use music in digital campaign assets to create a cohesive and immersive experience for the audience
- Use as background music in videos and presentations to support the narrative and enhance emotional resonance
- Implement music during the intro and outro of videos to establish and conclude the tone
- Include music in interactive media, such as websites and mobile apps, to create a more engaging user experience
- Refrain from using music in highly informational or technical content where it might distract from the key message

### How to incorporate music:

- Choose music that aligns with the brand's voice uplifting, positive and optimistic. Avoid overly dramatic or melancholic tracks
- Ensure music style is consistent with Feeding America's overall brand voice. Avoid genres that are aggressive, dark or overly dramatic
- Use moderate to upbeat tempos that maintain energy and engagement without being overwhelming. The rhythm should complement the pacing of the visual content
- Maintain a balanced volume that does not overshadow spoken words or important audio elements. Adjust the music volume as needed to ensure clarity
- Use smooth fade-in and fade-out techniques to seamlessly integrate music into videos or presentations. Abrupt starts and stops should be avoided
- Match the length of the music track to the duration of the visual content. Looping should be done carefully to avoid noticeable repetition

### Legal considerations:

- Ensure all music tracks are properly licensed for use in Feeding America's content. Avoid using unlicensed or pirated music to prevent legal issues
- Utilize royalty-free music libraries or stock music resources to find suitable tracks that meet the brand's needs and legal requirements

VISUAL GUIDELINES

# ANIMATION

# ANIMATION

## Selection, Style and Tone

Feeding America's animated content should feel like a wave of inspiration, radiating hope and positivity with every frame.

Animation is an essential tool used to engage and motivate our audience, reinforcing our message of community support and transformation. Using clean, modern aesthetics and smooth, natural transitions, animations should create a dynamic and engaging visual experience that is both professional and approachable.



[See Logo Animation](#)

# ANIMATION

## Usage Guidelines

### Do's:

- Evoke a sense of hope, community and positive change. Animation should inspire action and engagement without overwhelming the viewer
- Use a clean, modern aesthetic that aligns with the overall visual identity of Feeding America. Avoid overly complex or cluttered animation
- Incorporate the brand's vibrant color palette to maintain consistency and to evoke optimism and attention
- Colors should be used to highlight key messages and actions
- Use smooth, natural transitions to maintain a professional and approachable feel; abrupt or jarring movements should be avoided
- Use Feeding America-approved fonts and maintain legibility. Text should be clear and easy to read, complementing the animation without overshadowing it
- Include brand icons and graphics in a meaningful way; ensure they are used consistently with the overall brand guidelines
- Ensure all animation is high-quality and optimized for various platforms, including web, social media and presentations
- Be mindful of accessibility in your animation; include captions or text where necessary and ensure animation does not rely solely on sound to convey messages

### How to Use:

- Ensure that animation aligns with the brand's overall aesthetic and tone; it should be smooth, professional and cohesive with the rest of the design elements
- Each animation should have a clear purpose. Avoid using animation purely for decoration; it should enhance understanding or engagement
- Keep animation simple and unobtrusive. Overly complex or flashy animation can distract from the main message and frustrate users
- Adjust the speed and timing of animation in accordance with the content. Quick animation can make the interface feel responsive, while slower animation can build anticipation or emphasize importance
- Ensure animation does not interfere with accessibility. Provide options for users to disable animation with motion sensitivity, and make sure all animated content is also accessible through other means

### When to Use:

- To illustrate complex ideas, processes or data that might be difficult to convey through static images or text alone
- To highlight key messages, calls-to-action or important transitions within the content
- To guide users through the interface, making navigation intuitive and engaging
- To evoke emotions and create a connection with the audience, reinforcing the brand's message



# ANIMATION

## Appropriate Placement for Animation

**Websites:** Use animations on landing pages, in interactive elements and within infographics to engage visitors and guide them through content.

**Social Media:** Create animated posts or stories to capture attention in users' feeds and convey messages quickly and effectively.

**Presentations:** Enhance presentations with animated transitions and elements to maintain audience interest and illustrate points clearly.

**Email Campaigns:** Include subtle animations in email headers or call-to-action buttons to increase engagement without overwhelming the reader.

**Videos:** Use animations in explainer videos, promotional content and educational materials to break down information and make it more digestible.

VISUAL GUIDELINES

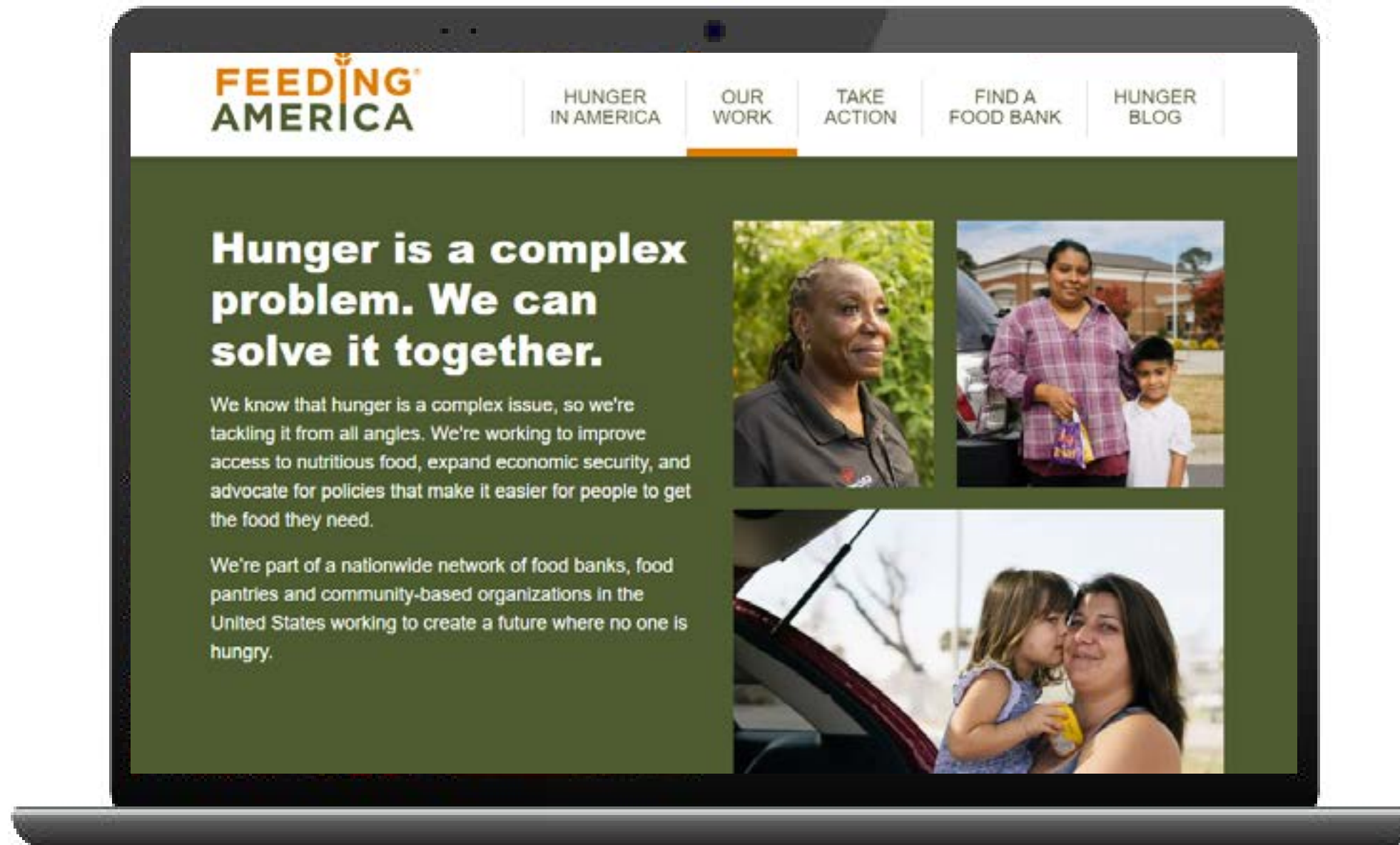
# EXTENDED APPLICATIONS

The following pages showcase a variety of directional examples of communications that leverage the assets and guidelines throughout this book to create work that elevates and enhances the core Feeding America brand.

# EXTENDED APPLICATIONS

## Website Style Guidelines

All who work on Feeding America's website should reference the [Website Design System Style Guide](#).



# EXTENDED APPLICATIONS

## Newsletter, Memos, etc.



Tyleeq, Virginia

### Headline

Itamenda volum que perit quidunt inissitia cum etur millore porerectorro equiberem fugiae simusantint eicius dolorro vitium, to dolorero ius ma nihit ati quam is reperchit estiiscium rem que sed quuntotas re parcias sum aAcimagnim adit autatur, consequatis estis molo dis restiunt.

nos pelit quam ape pera vellabo rposed quiate estibus seri cus enis explique est quae latia voluptur si dolupta turempera non exerit rem re volupti oresti que laborerum que eatecum voloreicil ipit quas nus et eos eum etur? Illesti beatem nonsed maxim quodiste maximet lia ne natatiu ndipsum eosam.



Alyson, Hawaii

### Headline

Itamenda volum que perit quidunt inissitia cum etur millore porerectorro equiberem fugiae simusantint eicius dolorro vitium, to dolorero ius ma nihit ati quam is reperchit estiiscium rem que sed quuntotas re parcias sum aAcimagnim adit autatur, consequatis estis molo dis restiunt.

nos pelit quam ape pera vellabo rposed quiate estibus seri cus enis explique est quae latia voluptur si dolupta turempera non exerit rem re volupti oresti que laborerum que eatecum voloreicil ipit quas nus et eos eum etur? Illesti beatem nonsed maxim quodiste maximet lia ne natatiu ndipsum eosam.



Community Food Bank of New Jersey  
New Jersey

### Headline

Itamenda volum que perit quidunt inissitia cum etur millore porerectorro equiberem fugiae simusantint eicius dolorro vitium, to dolorero ius ma nihit ati quam is reperchit estiiscium rem que sed quuntotas re parcias sum aAcimagnim adit autatur, consequatis estis molo dis restiunt.

nos pelit quam ape pera vellabo rposed quiate estibus seri cus enis explique est quae latia voluptur si dolupta turempera non exerit rem re volupti oresti que laborerum que eatecum voloreicil ipit quas nus et eos eum etur? Illesti beatem nonsed maxim quodiste maximet lia ne natatiu ndipsum eosam.



# EXTENDED APPLICATIONS

## Report Covers



Kaycee, Washington



Liceaecus aut unt omnim  
poristae,simolupta collum.



Alyson, Hawaii



Liceaecus aut unt omnim  
poristae,simolupta collum.



Tyleeq, Virginia



Liceaecus aut unt omnim  
poristae,simolupta collum.



# EXTENDED APPLICATIONS

## Ad-Like Materials



Kaycee  
Washington

**Liceaecus aut unt  
omnim poristae,  
simolupta collum.**

Lore omniet quodips  
antium in porum arci.

Join the movement at  
[FeedingAmerica.org](https://FeedingAmerica.org)



Tyleeg, Belinda  
Waynesboro, Virginia

**Liceaecus aut unt  
omnim poristae,  
simolupta collum.**

Lore omniet quodips  
antium in porum arci.

Join the movement at  
[FeedingAmerica.org](https://FeedingAmerica.org)



Arlene  
Washington

**Liceaecus aut unt  
omnim poristae,  
simolupta collum.**

Lore omniet quodips  
antium in porum arci.

Join the movement at  
[FeedingAmerica.org](https://FeedingAmerica.org)



# EXTENDED APPLICATIONS

## Video Endframe

Our typesetting guidelines are intended to keep things simple and easy to deploy across all applications, while also keeping things consistent.

### Scale

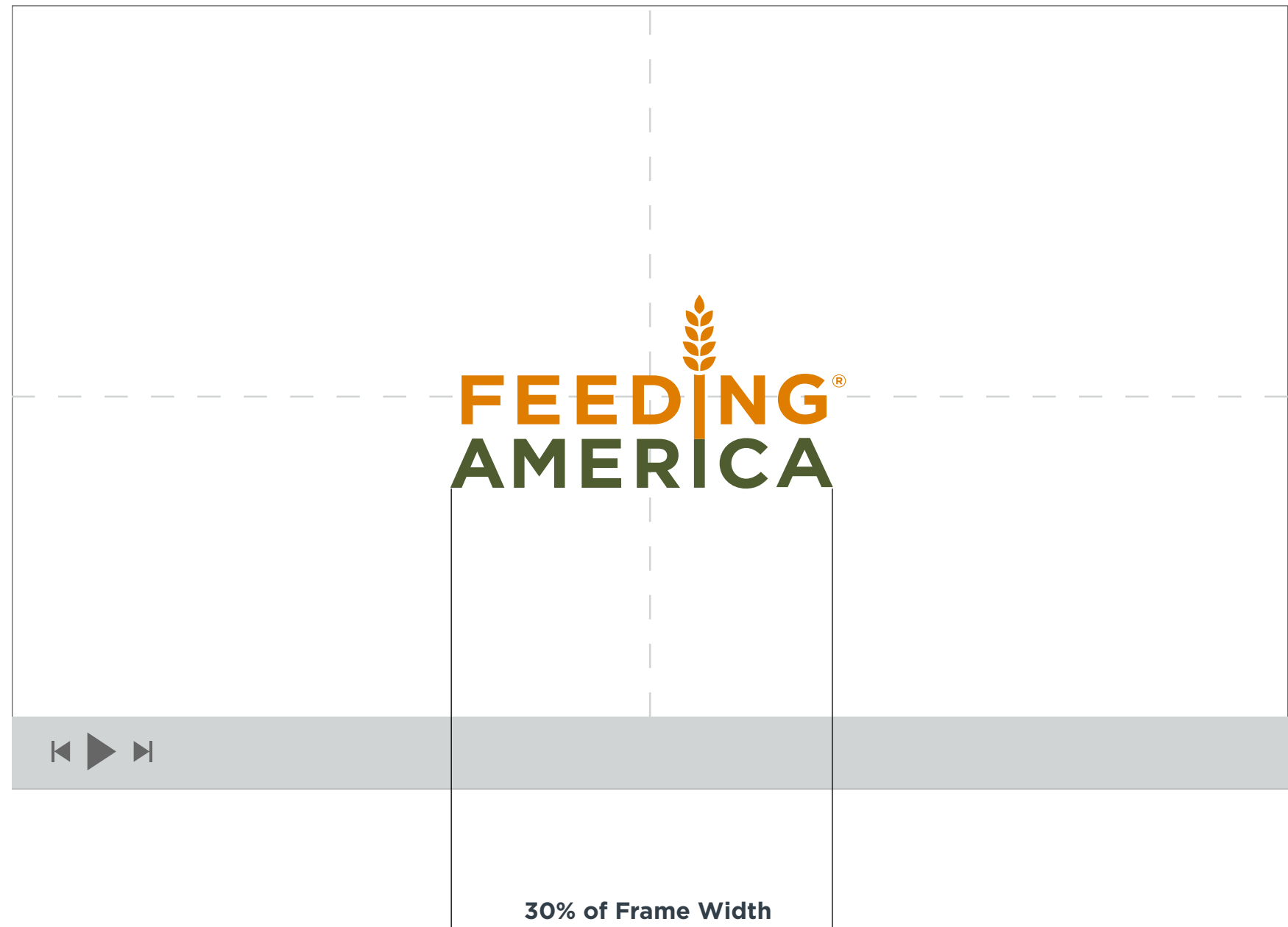
- Logo should be 30% of frame width

### Background

- White to ensure legibility

### Placement

- Centered vertically and horizontally



# EXTENDED APPLICATIONS

## Virtual Backgrounds

A variety of branded virtual backgrounds are available for use on Webex and other platforms. Please choose from one of these options when using a Feeding America background, as they were created to align with our brand guidelines.

If you wish to create a new background, please contact the [Brand Team](#).



GUIDELINES

# TECHNICAL WRITING



# GRAMMAR AND PUNCTUATION

**Feeding America follows the Associated Press (AP) Stylebook for grammar and punctuation.**

Below are frequently used elements of AP style. For style questions not covered in this guide, refer to the latest edition of the AP Stylebook. For spelling, refer to the latest edition of the Merriam-Webster Collegiate Dictionary.

## **& (Ampersand)**

Spell out the word “and” in copy. The & symbol is acceptable for social media and infographics. Do not use the + (plus) symbol in place of “and.”

## **Acronyms**

Avoid introducing acronyms unless they’ll be repeated frequently and are important to know. Using too many acronyms can be confusing and frustrating for your audience. On first mention, spell out the entire term, followed by the abbreviation in parentheses. For subsequent mentions, use the abbreviation alone. Acronyms do not need periods between letters. Do not use the abbreviations FA or FANO in external-facing communication.

**EXAMPLE:** *One tool lawmakers can invest in is the Summer Electronic Benefits Transfer (Summer EBT) program.*

If the second reference is close to the first and the acronym won’t be mentioned after that, consider using a different word instead of an acronym.

Examples include “the foundation,” “the program” or “the department.”

Widely recognized abbreviations and acronyms, like NASA, can be used without spelling them out first. Check the AP Stylebook for guidance on specific acronyms.

## **Apostrophe**

Apostrophes are used only to form possessive nouns. For plural possessive nouns, add an apostrophe to the end of a word (individuals’). Do not use an apostrophe to form the plural of an acronym or numerals (PSAs, 1960s, person in their 50s).

## **Boldface**

Do not use boldface type to emphasize words within copy. Bold type is reserved for headlines and subheadings. To emphasize words within copy, use italics but sparingly.

# GRAMMAR AND PUNCTUATION

## Bulleted Lists

Feeding America style recommends bullets instead of numbered lists. Be consistent and use either bulleted lists or numbered lists within a single document but not both. Begin bulleted items and series in a sentence with the same part of speech and verb tense. If the items in a list form a complete sentence, use proper punctuation.

**EXAMPLE:** *The Feeding America network helps to feed people experiencing food insecurity; advocates for strong federal nutrition programs; and educates the public about hunger.*

## Capitalization

Do not capitalize the words “network” or “member.” The terms “food bank” and “food rescue” are not capitalized, unless they’re part of a proper name.

### EXAMPLES:

- *200 food banks*
- *The Idaho Food Bank*

Always capitalize a title that precedes a name.

**EXAMPLE:** *Chief Executive Officer Claire Babineaux-Fontenot ...*

Never capitalize:

- Job titles that follow a name
- Seasons, unless referring to a publication issue
- Cardinal points, unless referring to a specific region

**EXAMPLES:** *A food bank serves western Illinois. There are many food banks in the South.*

Capitalize proper Feeding America team names, but use lowercase for the common noun in plural uses.

**EXAMPLES:** *Marketing and Digital Experience Team, Equity Department, Research and Communication teams*

When discussing the U.S. Farm Bill, capitalize it when referring to a specific year’s legislation. When writing generally about the historical legislation or the legislative process (as opposed to the bill itself), use lowercase.

### EXAMPLES:

- *A key Feeding America priority for the 2023 Farm Bill will be ensuring individuals have access to the food they need by bolstering federal nutrition programs contained in the legislation.*
- *TEFAP funding for food purchases is set by the farm bill every five years and, in emergencies, through other legislation.*

# GRAMMAR AND PUNCTUATION

## Commas

Do not use a serial or Oxford comma before “and” or “or” in a simple series.

**EXAMPLE:** *We source produce, dairy and protein.*

Do use a serial or Oxford comma in a series of complex phrases.

**EXAMPLE:** *“We’re incorporating fruit and veggies, using whole grain items and healthier oils, and using moderation in recipes,” she said.*

## Composition Titles

Capitalize the principal words, including prepositions and conjunctions of four or more letters. Capitalize an article (a, an, the) or a word of fewer than four letters if it’s the first or last word in the title. Italicize the titles of books, reports, songs, television shows, computer or video games, poems, lectures, speeches and works of art. Do not italicize holy books, such as the Quran or the Bible, or reference books like directories, dictionaries, encyclopedias and handbooks.

**EXAMPLES:** *The State of Senior Hunger in America, Encyclopedia Britannica, CBS Evening News*

## Contractions

Contractions (such as can’t, we’re, it’s) are acceptable when they fit the tone that is appropriate for the audience.

## COVID-19

Capitalize all letters. On second reference, “the pandemic” is acceptable. “Global pandemic” is redundant and should be avoided.

## Dashes

Em dashes (—) can be used to set off a thought or a series within a phrase. Create an em dash by pressing the minus key twice between two words, with no spaces between the words and the minus signs. Do not put spaces on either side of an em dash.

## EXAMPLES:

- *Hunger—or not having enough to eat—is a problem in America.*
- *We can all make a difference—and that impact starts with little actions.*

In Word, the em dash can also be found in the special characters tab under the insert tab, symbols option.

# GRAMMAR AND PUNCTUATION

## Dates and Seasons

When the month, date and year are written together, use commas before and after the year.

### EXAMPLES:

- *Sessions will be available on demand until April 29, 2022, via the link used to log in to the conference.*
- *On Sunday, August 29, 2021, Hurricane Ida made landfall.*

When writing only the month and year, don't use a comma.

**EXAMPLE:** *The next annual conference will be held in April 2022.*

When writing the month and date together, don't use the ordinal indicator with the date ("st," "nd," "th").

Incorrect: September 17th, 2021

Correct: September 17, 2021

Seasons aren't capitalized: winter, spring, summer and fall. For a season or month of a specific year, don't include "of" between the season or month and the year.

Incorrect: The last event was held in summer of 2021.

Correct: The last event was held in summer 2021.

When sharing the date of an event, include the day of the week as well, if space allows. Do not abbreviate the days of the week, unless required by space restrictions.

**EXAMPLE:** *The webinar will be held Monday, November 8.*

## Ellipses

An ellipsis is made up of three periods with a space on either side. Use an ellipsis to show that words were deleted from a quote. Be careful to avoid changing a quote's meaning.

**EXAMPLE:** *"As a network of 200 food banks and 60,000 food pantries ... Feeding America is uniquely positioned to connect businesses that have extra food to people in need of assistance," said Kathryn Strickland, chief network officer at Feeding America.*

If the deletion comes at or after the end of a sentence and the quote continues after it, include a period, a space, and then the ellipsis, for a total of four dots.

**EXAMPLE:** *"Certain urban centers and rural communities face particular challenges. ... That is why we are accelerating our efforts to address disparities," said Claire Babineaux-Fontenot, CEO of Feeding America.*

# GRAMMAR AND PUNCTUATION

## Exclamation Points

Exclamation points should not be used in Feeding America documents, as they're inconsistent with the serious nature of our work. Exclamation points are acceptable for use in Feeding America direct marketing and social media channels.

## Feeding America Board of Directors

Capitalize Board of Directors or Board when specifically referring to the Feeding America Board of Directors. On second reference, "Board of Directors" or "Board" are both acceptable. Don't capitalize when using "board" in a compound adjective, as in "board-approved," or as an adjective, like "board meeting."

## Health care, child care

Health care and child care are two words in all instances.

## Hyphens

Hyphens should be used in most compound adjectives and in measurements used as adjectives.

**EXAMPLES:** *hunger-relief organizations, five two-pound packages*

An exception is compound adjectives that start with an adverb. These compounds where the first word ends in "-ly" should not be hyphenated.

**EXAMPLES:** *significantly lower in nutrients*

Additionally, some compound adjectives are well known enough to not create any risk of confusion. In these cases, no hyphen is needed.

**EXAMPLES:** *food insecurity rates, high school students*

Hyphens should not be used in compound adjectives that come after the noun they're describing.

**EXAMPLES:** *The event was in person.*

## Latin Abbreviations

Latin abbreviations should not be used in Feeding America communication to external audiences. The following can be used in internal documents:

- e.g. (exempli gratia), meaning "for example"
- i.e. (id est), meaning "that is" or "in other words"
- etc. (etcetera), meaning "unspecified additional items"
- et al. (et alia), meaning "and others," typically standing in for two or more names and used especially in bibliographical information

The abbreviations "i.e." and "e.g." are always followed by a comma.

**EXAMPLES:** *The use of technology (e.g., texting, apps) may help reach students.*

## Numerals

Spell out numbers one through nine. Use numerals for 10 and above. Always use numerals for dollar amounts, ages, numbers in the millions or billions, percentages, temperatures, and times and dates. In tables and charts, all numbers, even those lower than 10, can be represented with numerals.

**EXAMPLES:** *\$10, 3 years old, 3 million, 9%, 8 degrees*

An exception to this is the use of ratios that describe the number of people facing hunger.

**EXAMPLES:** *In America, 1 in 8 children face hunger.*

Do not use numerals to begin a sentence.

**EXAMPLES:** One in eight people face hunger. (Here, since the first number in the ratio is spelled out, the second is spelled out as well.)

An exception is starting a sentence with a year, if appropriate.

## EXAMPLES:

- 2020 was a year of high demand for food banks nationwide.
- The network serves more than 9 million children.



# GRAMMAR AND PUNCTUATION

## Parentheses

Use parentheses sparingly. If the information is important, make it part of the sentence. If it can't be made part of the sentence, consider removing the information or saying it another way.

## Percentages

Use the % symbol paired with a numeral, with no space. Spell out "percent" only when the number is the first word in a sentence.

### EXAMPLES:

- *Of people who answered the question, 67% agreed.*
- *Fifteen percent of people responded to the survey.*

## Periods

Use one space after the period or other punctuation at the end of a sentence.

## Quotation Marks

Double quotation marks (" ") should only be used for a direct quote, or to indicate a word or phrase is a misnomer or slang expression.

Commas and periods should always be included inside the closing quotation mark. A question mark or exclamation point that is part of the quoted material should be placed within the closing quotation mark. If the text within the quote is not a question or exclamation, the mark should follow the quote.

**EXAMPLES:** *Did you see the 2021 Hunger Action Month campaign, "Food shouldn't be an impossible choice"?*

Use single quotation marks ( ' ') to show a quote within a quote.

**EXAMPLES:** "So many folks just say, 'Thank you so much. I appreciate how nice you are to all of us,'" she said.

# GRAMMAR AND PUNCTUATION

## Registered Trademarks

In copy, the symbols ® or ™ should be used to identify programs on their first mention and do not need to be included in subsequent mentions. Use superscript font on these marks to raise them to the proper position and size.

Copyright symbols are not necessary for copy on FeedingAmerica.org, because the contents of the site are copyrighted and the logo is featured prominently on each page. For press or third-party content, use the ® symbol on the first mention of Feeding America.

To insert the copyright symbol ©, press Ctrl+Alt+C. To insert the trademark symbol ™, press Ctrl+Alt+T. To insert the registered trademark symbol ®, press Ctrl+Alt+R.

## States

Spell out state names when they stand alone. When following a city name, abbreviate states as recommended by AP style. Find a full list of abbreviations on this page.

Don't use two-letter postal code abbreviations except in a mailing address or when space is limited.

**EXAMPLES:** *Boston, Mass.—not Boston, MA*

When a city and state are written together, use commas before and after the state.

**EXAMPLES:** *FIND Food Bank in Indio, Calif., captured those family recipes in a community cookbook*

## Subject/Verb Agreement

When the subject of a sentence is composed of two or more nouns or pronouns connected by “and,” use a plural verb.

**EXAMPLES:** *The student and his parents are frequent volunteers at the food pantry.*

When a compound subject contains both a singular and a plural noun, the verb should agree with the part of the subject that is nearer to the verb.

**EXAMPLES:** *In America, 1 in 8 children face hunger.*

## The Feeding America Network

Do not use language that implies that Feeding America owns or operates the network. Being careful about this language is important for upholding our contractual agreement with network food banks and recognizing the unique, disparate contributions made by food banks vs. the national organization.

Do not use “Feeding America’s network.” Instead, use “the Feeding America network.” Do not capitalize “network” other than in legal documents, as capitalization has a legal connotation.

Do not capitalize “national organization” as it creates an unnecessary distinction between the Feeding America national organization and the collective network, of which we are a member. Do not refer to the Feeding America national organization as “headquarters” or the “national office.” It is appropriate to use “Feeding America” when referring to the national organization. Do not use the acronym “FANO” in external communication.

# GRAMMAR AND PUNCTUATION

## Titles

Capitalize a person's title only if it precedes their name and isn't modified. Don't capitalize titles that follow names.

### EXAMPLES:

- *Chief Executive Officer Claire Babineaux-Fontenot ...*
- *Claire Babineaux-Fontenot, chief executive officer at Feeding America, ...*

## Time

Give decades in full numbers, with no apostrophe (the 1960s).

"Fiscal year" should be spelled out in editorial copy. "FY" is only acceptable in internal communication.

For times of day, use lowercase for "a.m." and "p.m.," with periods.

Do not use zeroes after the hour for a time on the hour. Leave a space between the hour and a.m. or p.m.

**EXAMPLES:** *2 p.m., 12:15 p.m.*

To write a time range, use either a hyphen or "to"/"through"/"from," but not both.

**EXAMPLES:** *10 a.m.-3 p.m., from 2 to 5 p.m., 2005-2010, from 2005 through 2010 (Note that in the examples above, "p.m." was used only once because the time range occurred entirely in the afternoon.)*

Always specify a time zone when sharing the time of an event. With the time, use the abbreviations ET (Eastern Time), CT

(Central Time), MT (Mountain Time) and PT (Pacific Time).

*EXAMPLE: 2:30 p.m. CT*

## Toward

Use "toward," not "towards."

## Websites

Web addresses are given in the same typeface as the text in which they appear.

**EXAMPLES:** *Please visit [FeedingAmerica.org](https://www.feedingamerica.org).*

Do not include "www." before the web address.

Add a hyperlink to any web address listed in digital materials. Don't underline web addresses written in printed materials.

Capitalize each word in URLs, including the F and A in Feeding America and any word that follows the "/" mark. This capitalization makes URLs easier to read and is important for accessibility.

### EXAMPLES:

- *[FeedingAmerica.org/Act](https://www.feedingamerica.org/act)*
- *[SupportFeedingAmerica.org/Gift](https://www.supportfeedingamerica.org/gift)*

## Well-being

The noun is hyphenated as "well-being." Do not use "wellbeing."

# ACCESSIBILITY AND FORMATTING

**Ensuring accessibility in Feeding America products and communications is critical to ensuring an equitable experience for all. We aim to adhere to the following accessibility and formatting guidelines, including:**

## Written Text

In documents, websites and slides not meant for projection at live events, aim to use minimum 12 pt./16 px. font/pixel size. In content that will be projected, text should be no smaller than 24 pt./32 px. Aim to keep font sizes consistent. Where possible, use brand-compliant sans-serif fonts like Gotham or Arial for primary typeface.

Margins should be no smaller than one inch on each side of a Word document. If your document is longer than desired, reduce your word count—do not shrink the margins. Set up line and paragraph spacing to be easy to read. Paragraph indentation is not necessary if you use line breaks.

To support document navigation, use heading styles in Word when creating documents, and do not skip heading levels. Ensure accessibility in the source material first before converting a document to a PDF, as it is much more difficult to remediate a PDF.

## Accessible Images

Use alternative (“alt”) text for all images and graphs/charts that includes any image text and key information the graphic is relaying. Alt text can be added in all Microsoft Suite tools and in design tools such as Canva.

Follow color contrast guidelines in the “Color Palette - Color Usage” section of this Brand Book. If you are creating a data tool, map or chart that relies on color contrast to relay information, use a color blindness simulator to ensure the detail is accessible.

## Tables and Charts

Avoid unnecessary or complicated tables when you can use plain text. If tables are needed, follow the preceding accessible font and margin guidelines, use table headers and avoid split or merged cells.

To promote readability, tables and charts can contain more abbreviations than body text. For example, instead of the word “and” the ampersand (“&”) can be used. Numerals can be used instead of spelling out numbers within a table. Make columns wide enough to avoid confusing line breaks in copy.

## Descriptive Links

Unless you need to expressly convey a URL address, do not use raw URLs or generic or duplicative “click here” and “read more” hyperlink text. Instead, use descriptive hyperlinks that are concise yet informative of where clicking the link will lead the reader.

Incorrect: Click here to read the USDA Food Security Report  
Read the USDA Food Security Report at <https://www.ers.usda.gov/publications/pub-details/?pubid=102075>

Correct: Read the [USDA Food Security Report](#)

## Slide Presentations

In addition to following the preceding accessibility guidance, improve the experience of individuals using screen readers to navigate slide presentations by setting the reading order of slide contents. To further improve presentation navigation, give every slide in your presentation a unique and informative title at the top. If you have multiple slides on a single topic, use a number in each slide title to differentiate them, such as “Fundraising Update (1 of 3),” “Fundraising Update (2 of 3)” etc.

# FREQUENTLY USED TERMS AND PROGRAMS

**Use the following style, including capitalization and spacing, for these terms and programs:**

501(c)(3)

à la carte

BackPack Program

Brown Bag Program

Ceres

Child Nutrition Programs

Commodity Supplemental Food Program (CSFP)

Community Food and Nutrition Program (CFNP)

Electronic Benefits Transfer (EBT)

Feed Nourish Connect (FNC)

Feeding America Board of Directors, Board of Directors, Board

*Capitalize when referring to the Feeding America Board.*

Food and Drug Administration (FDA)

Foods to Encourage (F2E)

*Only use this term in reference to the measurement or the amount of food*

*distributed that is classified as F2E. Otherwise, use “nutritious” or “healthy.”*

Food and Nutrition Service (FNS)

Hunger Action Day

*A designated rallying day celebrated each September.*

Hunger Action Month

Hunger Action Month is September.

HungerNet

Kids Cafe

*Don’t use an apostrophe or accent mark.*

Map the Meal Gap

MealConnect

Mobile Food Pantry Program

MPIN (County-Level Compliance) Reports

National Council (NAC)

National School Lunch Program

Network Activity Report (NAR)

OrderAhead

Partner State Associations (PSAs)

Quarterly Poundage Report (QPR)

Redistribution Organizations (RDOs)

School Breakfast Program

School Pantry Program

Senior Grocery Program

SNAP Application Assistance

Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)  
*Include the serial comma, since it’s part of the program’s official name.*

Summer Food Program

Supplemental Nutrition Assistance Program (SNAP)

The Emergency Food Assistance Program (TEFAP)

United States Department of Agriculture (USDA)



LANGUAGE  
CONSIDERATIONS  
AND 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.*
- *Donate today to help provide meals to people like [child's name].*
- *Your donation can help us provide more meals through programs like the Senior Grocery Program.*

## **INCORRECT EXAMPLES:**

- *Every dollar you donate will help the network provide twice the amount of fresh produce.*
- *Donate today to help feed children in need.*
- *Your donation will help us 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.

## 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 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. Matches from different partners cannot be combined.

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.*



# MATCHING OPPORTUNITIES

## True Matches

### 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.

### EXAMPLE:

*(Language can change based on feedback from the corporate 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.

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

# FREQUENTLY USED STATISTICS

NATIONAL FOOD INSECURITY AND FOOD WASTE STATISTICS	SOURCE	LAST UPDATED
47 million people in America face hunger. (1 in 7 people in America face hunger.)	USDA	2024 (data from 2023)
[Nearly] 14 million children in America face hunger. (1 in 5 children in America face hunger.)	USDA	2024 (data from 2023)
5.5 million (1 in 14) seniors face hunger	Feeding America	2022 (data from 2021)
More than 22 million children in America count on school meal programs	USDA	2023 (data from 2019)
80 million tons of food is wasted each year in America, including 36 million tons in pre-consumer food waste.	ReFED (converted to pounds)	2021
49 million people in America received charitable food assistance in 2022.	Feeding America, Charitable Food Assistance Participation Estimate	2023 (data from 2022)
FEEDING AMERICA NETWORK FOOD SOURCING AND DISTRIBUTION STATISTICS	SOURCE	LAST UPDATED
In FY 2023, the Feeding America network provided 5.3 billion meals to people in need.	Feeding America	November 2024
In FY 2022, Feeding America sourced 1.8 billion pounds of produce through the network.	Feeding America	November 2023
In FY 2022, the Feeding America network distributed 646 million pounds of meat, fish and poultry.	Feeding America	November 2023
In FY 2023, the Feeding America network and our partners rescued 3.96 billion pounds of food.	Feeding America	November 2024
FEEDING AMERICA NETWORK SNAP APPLICATION STATISTICS	SOURCE	LAST UPDATED
In FY 2022, the Feeding America network helped neighbors submit more than 376,000 SNAP applications.	Feeding America	November 2023



## USEFUL LINKS

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

[FeedingAmericaAction.org](https://www.feedingamericaaction.org)

[Feeding America Annual Report](#)

[Interactive Map the Meal Gap Research](#)

[Feeding America Socials](#)

- [Facebook](#)
- [Instagram](#)
- [Twitter](#)
- [LinkedIn](#)



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