



Miguel, California



Dayrl, Tyler
Michigan



Cheyenne, Arizona

PARTNER STYLE GUIDE

EXCERPT OF FEEDING
AMERICA BRAND BOOK

December 2024



Victoria, Heather, Olivia
Virginia

MISSION, VISION, BOILERPLATE

Mission:

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.

Vision:

An America where no one is hungry.

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 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.*

MESSAGING GUIDELINES



Alyson, Hawaii

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

Ending Hunger

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.

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.”

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.”

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.”

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.

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.”

Equating Meals to Dollars

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.

EXAMPLES:

\$1 helps provide at least 10 meals.

\$1 helps provide at least 12 pounds of food through the Feeding America network of food banks.

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.

CLAIMS AND CALCULATIONS

Meal Claim

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.)

STRENGTH-BASED COMMUNICATION

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.

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 accomplishmentCenter and uplift community voices and use person-first language
- 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

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.

VISUAL GUIDELINES

Cheyenne, Arizona

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.



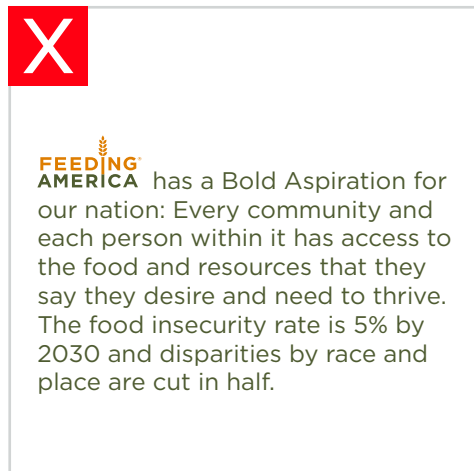
Other Colors
Avoid using non-approved or new colors as 1-color versions of the logo



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.

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.

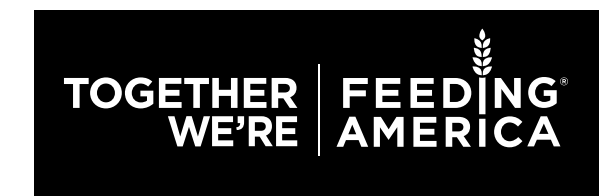
PRIMARY



1-COLOR BLACK



1-COLOR WHITE





THE LOGO IN LOCKUPS

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



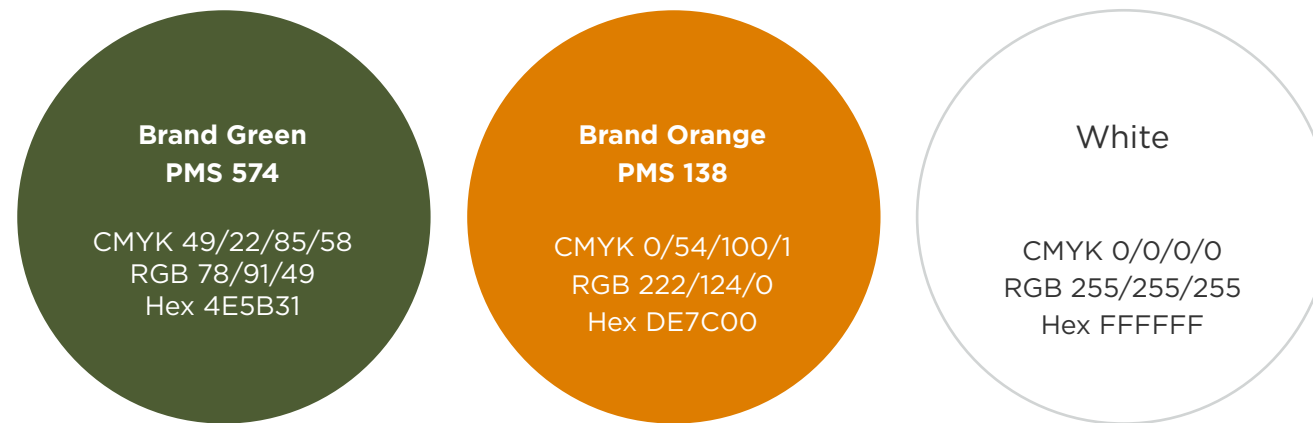
COLOR PALETTE

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. When looking at a full piece or composition, the 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

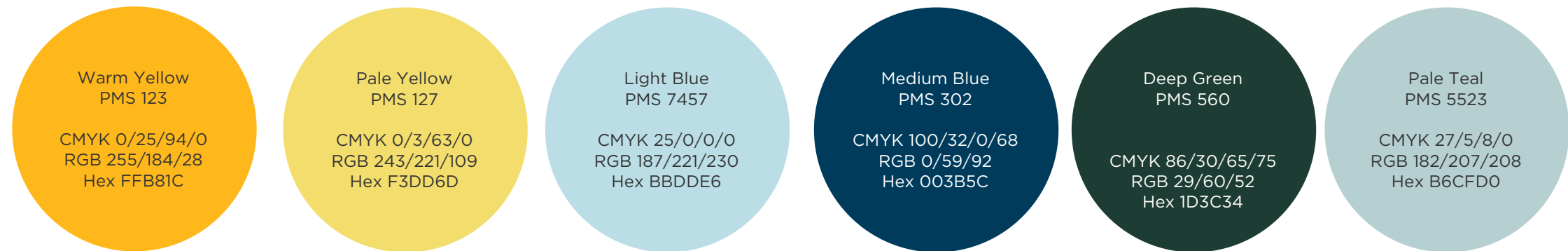
Always lead with our primary brand colors.



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

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

Gotham and Sentinel Fonts can be purchased at 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](#)

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*



Genie, Virginia



Tyleeq, Belinda
Virginia



Volunteers,
Community Food Bank of New Jersey

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.

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.”*



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.

USEFUL LINKS

[Full Feeding America Brand Book](#)

[FeedingAmerica.org](#)

[FeedingAmericaAction.org](#)

[Partner Resource Page](#)

[Feeding America Annual Report](#)

[Interactive Map the Meal Gap Research](#)

[Feeding America Socials](#)

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



For any inquiries, contact brand@feedingamerica.org