



FOODBANK
OF IOWA

BRAND STYLE GUIDE

Updated June 2025

FOOD BANK OF IOWA COLOR PALETTE

Color Usage

FOR PRINT MATERIALS: Use CMYK or Pantone PMS colors ONLY.

FOR DIGITAL MATERIALS: Use RGB or Hex.



Orange Primary PANTONE PMS: 152 c
HEX: E57200
CMYK: 0,66,100,0
RGB: 229,114,0

Uses:

- Main FBOI color and most-associated with our brand
- Used for main titles and headers for text
- Can be used as a background (with white or dark red text only)



Dark Red Primary PANTONE PMS: 483 c
HEX: 653024
CMYK: 10,82,81,63
RGB: 101,48,36

Uses:

- Main FBOI color and most-associated with our brand
- Used for sub-headers, accent text boxes, and important info
- Can be used for background depending on desired feel (with white text only)



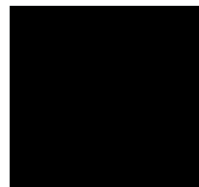
Green PANTONE PMS: 458 c
HEX: D9C756
CMYK: 10.9.71.2
RGB: 217.199.86

Uses:

- Support and highlight primary colors in design and typography
- Can be used as accents to complement the primary colors



White - Background
HEX: ffffff
CMYK: 0.0.0.0
RGB: 255.255.255



Black - Body Text
HEX: 000000
CMYK: 100.100.100
RGB: 0.0.0

FOOD BANK OF IOWA LOGO USAGE



2-Color Vertical

The two-color version uses PMS 152 orange and PMS 483 dark red. These colors should be used whenever the primary identity can be shown. PMS stands for Pantone® Matching System.



Reverse

If color is not economical, or practical, another option is to use black for the logo. If required, the logo may be reversed out of black, or a solid color.



1-Color Vertical

If printing style dictates, or colors are limited, this is the preferred application, using PMS 483 dark red.



Horizontal

The Horizontal logo (hands to the left, text to the right) should be used when the vertical logo does not fit, or allow for proper spacing guidelines.



Spacing

The Food Bank of Iowa logo should always be surrounded by a generous amount of clear space. The height of the letters in Food Bank should be maintained around the entire logo.

FOOD BANK OF IOWA LOGO DO'S & DON'TS

Logo Size and Shape

The Food Bank of Iowa logo should never appear any smaller than 3.8" (.375") in height. It should also remain proportionate, and never be stretched.



FOODBANK
OF IOWA



FOODBANK
OF IOWA



FOODBANK
OF IOWA

Logo Color

The colors of the Food Bank of Iowa logo must be within Brand Guidelines. Acceptable colors are: 2-color Orange & Dark Red; 1-color Dark Red or Orange; Reverse Black or White



FOODBANK
OF IOWA



FOODBANK
OF IOWA



FOODBANK
OF IOWA

Background Colors with Logos

The preferred background color for Food Bank of Iowa materials is White. However, other colors within Brand Guidelines may be used. When using a dark background (such as black), the logo should be White.



FOODBANK
OF IOWA



FOODBANK
OF IOWA



FOODBANK
OF IOWA



FOODBANK
OF IOWA

FOOD BANK OF IOWA TYPOGRAPHY

Headers

OSWALD, ALL CAPS, REGULAR

Subheaders

Oswald, Sentence Case, Regular

Body Text

Montserrat, size 12 font, Regular