

Eastern Illinois Foodbank Logo Guidelines

PRIMARY LOGO



Blue indicates **Clear Space**. The blue area must be kept free of other elements.

Grey padding indicates **Safe Zone**.

Magenta indicates logotype & logomark boundaries.

The minimum required **Clear Space** is defined by the height of the “F” in Foodbank.

COLOR SPECIFICATIONS

FULL COLOR



PANTONE 1797 C
C18 M100 Y91 K8
RGB 190 30 45
#be1e2d

PANTONE 426 C
C73 M67 Y66 K82
RGB 18 18 18
#121212

GRAYSCALE



PANTONE 10 C
C61 M52 Y52 K22
RGB 99 99 99
#636363

BLACK & WHITE



PANTONE 426 C
C73 M67 Y66 K82
RGB 19 19 19
#131313

PANTONE 426 C
C73 M67 Y66 K82
RGB 18 18 18
#131313

ALTERNATIVE LOGO VERSIONS & SPECIFICATIONS



Clear Space, Safe Zone, logotype & logomark indicators & boundaries are the same as above.

The minimum required **Clear Space** is defined by the height of the “F” in Foodbank.

FONTS FOR UNIFIED MARKETING PIECES

(such as flyers, posters, letters, etc.)

ACUMEN PRO CONDENSED EXTRA LIGHT
1234567890!@#%&*()_+==
ABCDEFGHIJKLMNOPQRSTUVWXYZ

CALIBRI LIGHT
1234567890!@#%&*()_+==
ABCDEFGHIJKLMNOPQRSTUVWXYZ

MISUSE OF LOGO INCLUDE



CHANGING LOGOMARK



STRETCHING & DISTORTING



CHANGING PROPORTIONS



CHANGING FONT OR COLOR



REVERSING LOGOMARK