

Graphic Standards Guide

version 4

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Logo and Variations

Full Color

2 color-RGB

Green: 52/121/85

Orange: 246/160/26



2 color-CMYK

Green: 80/31/77/16

Orange: 0/42/100/1

1 color-RGB

Green: 52/121/85

Orange: 246/160/26

1 color-CMYK

Green: 80/31/77/16

Orange: 0/42/100/1



1 color

Black



Reverse Logo

For use on a dark background
or over a photo



Colors and Fonts

Logo Colors and Fonts

RGB

Green: 52/121/85

Orange: 246/160/26

CMYK

Green: 80/31/77/16

Orange: 0/42/100/1

Logo Font

“Food Bank of Lincoln” is a customized version of the font Clarendon Roman.

Headings

Font is URW DIN. Header size 24. Sub-header size 18. Available for free download.

Body

Font is Lora. Size 11. Available for free download.

Website Colors and Fonts

RGB

Green: 52/121/85

Orange: 220/93/23

Gold: 217/153/64

Blue: 77/146/162

Accent Green: 182/215/65



CMYK

Green: 80/31/77/16

Orange: 9/77/100/1

Gold: 14/42/87/0

Blue: 71/29/31/1

Accent Green: 33/0/93/0

Headings

Font is URW DIN. Available for free download.

Body

Font is Lora. Available for free download.

Incorrect Logo Uses



Do not print in unauthorized colors.



Do not stretch or skew. Do not add shadows or embossing.



Do not tilt or angle the logo.



Do not place a border around the logo.

Child Hunger Logo and Variations

Full Color-RGB

Green: 159/166/23

Red: 179/8/56

Brown: 87/39/0

Full Color-CMYK

Green: 18/0/100/31

Red: 0/100/63/29

Brown: 0/60/100/79



Reverse Logo

For use on a dark background
or over a photo



Incorrect Child Hunger Logo Uses



Do not print in unauthorized colors.



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Do not tilt or angle the logo.



Do not place a border around the logo.