Graphic Standards Guide

version 5

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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 Colors, Fonts & Variations

Full Color-RGB

Green: 159/166/23
Red: 179/8/56
Brown: 87/39/0

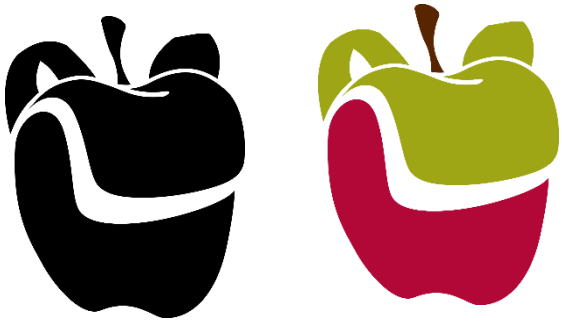
Full Color-CMYK

Green: 18/0/100/31
Red: 0/100/63/29
Brown: 0/60/100/79

FOOD BANK of LINCOLN
Child Hunger
PROGRAMS

Logo Font

"Child Hunger" is Gosmic Sans. Available for free download.



Reverse Logo

For use on a dark background
or over a photo



Incorrect Child Hunger Logo Uses



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