



Midwest
FOOD BANK®

The mission of Midwest Food Bank is to share the love of Christ by alleviating hunger and malnutrition and providing disaster relief.

brand guideline



Welcome to the Midwest Food Bank team!  This guide will help you share our brand story and understand the look, feel, and quality that defines us.



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**Our brand
touches millions
of lives every day**

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 Brand Story

People are hungry.



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The need:

In every community around the world, there are people hungry for food, hungry for connections with others that nourish their souls, and hungry to share in work that positively impacts lives every day. We rescue food that might otherwise go to waste and distribute it to food pantries, shelters, and other nonprofit partners at no cost.

The Offering:

Rooted in the Christian calling to share the love of Christ and serve those in need, our employees, volunteers, and financial partners give of their time, talents, and treasures to alleviate hunger and malnutrition. Hope is also delivered by responding to disasters with food, water and other needed supplies.

The Result:

We cultivate collaborative relationships that enable us to sustainably build a geographically diverse network of people, facilities, transportation, and industry partners to expand efforts to alleviate hunger and malnutrition. We do so with a heart of accommodation, dedicating ourselves to innovative solutions for today's challenges and future opportunities. It's working. It's never done.



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 **Our History**

Founded in 2003 with God’s guidance and provision, we started in a small shed with a simple mission to share excess food with those in need. Through His blessing what started as a small operation has

grown into a nationwide network, sharing food and hope with millions every year. We remain committed to serving others with faith, efficiency, and compassion, trusting in God to guide our mission.



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 **Our Mission**

To share the love of Christ by alleviating hunger and malnutrition and providing disaster relief.

Our vision is to serve those in need with excellence, providing physical and spiritual nourishment.

This mission is our standard for every program, partnership, and message. It calls us to put Christlike love into practical action, to move food with care and faithful stewardship, to honor the dignity of every person, and to stand ready when crisis strikes.

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 **Brand Promise**

Inspire kindness in everyone.

Brand Promise is the feeling we create whenever someone encounters Midwest Food Bank. It turns our mission into an everyday experience that people can see, hear, and join. It guides tone, design, hospitality, and decision-making so kindness is the outcome and the invitation.



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 **Brand Ambition**

Become the voice of hope in every story.

This brand vision means that when people see Midwest Food Bank, they can count on real help. It is meals delivered with kind interactions and careful stewardship that strengthen local communities.

 **Copher Family, Illinois** ▶



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 **Brand Pillars**

Faith. Service. Community. Integrity.

Brand Pillars are like the four legs of a chair. They give strength, balance, and purpose to everything we do. They help define what we stand for and support the development of our brand essence, tone, and messaging.



Faith: Rooted in belief. Led by purpose.
Service: Unified. Consistent. Collective.
Community: Help that stays home.
Integrity: Trust built through capable, honest work.

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 **Brand Positioning**

Leading Efficient Hunger Relief.

United by Faith for Community Impact

Brand positioning helps us claim a clear, memorable space in people's minds. We may be many things, but we can't be known for all of them. Strong positioning helps us lead with what matters most.

**Top Rated
Charity**

Charity
Navigator
★★★★

Platinum
Transparency
2025
Candid.

ECFA
ACCREDITED

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Brand Essence

Brand Essence is our constant character. It sets how Midwest Food Bank should feel in every interaction. Use it to check every message, design, and decision so kindness is clear and help is tangible.



We are
not seeking validation
not motivated by profit
not looking for fame
not in it for the spotlight
not compromising our mission
not competitive

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Our Tone of Voice

Brand Voice is how our values sound, shaping how people feel, understand, and respond. We use everyday words, protect dignity, guide by faith, and keep messages light and actionable so people feel welcome and ready to help.

Use Inclusive Language

Be Positive and Hopeful

Maintain Warm Professionalism

Together we are building a world less hungry.

Welcome every background. Leave people feeling able to help. Present solvable problems. Be clear, concise, and friendly. Honor each person's dignity, even if it sometimes means leaving things out. Share real experiences, and promise only what is possible.

Tell Authentic Stories

Show Empathy and Respect

Avoid exaggerated and exclusive language, skip jargon, complex terms, or anything that alienates your audience. **Stay away from clichés** like "beacon of hope" or "who needs it most" as they lose impact. Protect our brand's reputation by avoiding language that could cheapen our or our partners' image. Keep the tone approachable, not overly formal. Most importantly, don't use fictional or exaggerated testimonials, stick to real, authentic stories to build trust.



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Our visual identity becomes the signature people trust



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Primary Logo

Our primary logo remains unchanged. Only use the full color primary logo on white or light backgrounds. Use the single color version over solid colors, or images.

Single color (Any primary brand colors)



Full color



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Primary Logo Spacing

The clear space ensures that our primary logo is never crowded by other elements, maintaining clarity and brand integrity. The logo should not be displayed smaller than the minimum size guidelines.

Minimum Size



Minimum Spacing



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 **Stacked Logo**

Stacked logos are more adaptable across smaller spaces. Use the full-color primary logo on white or light backgrounds, and the single-color version over solid colors or images.

➤ **Single color (Any primary brand colors)**



➤ **Full color**



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 **Stacked Logo Spacing**

The clear space ensures that the logo is never crowded by other elements, maintaining clarity and brand integrity. The logo should not be displayed smaller than the minimum size guidelines.

➤ **Minimum Size**



➤ **Minimum Spacing**



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Logo Mark

A standalone mark builds a fast, instantly recognized symbol for the brand. Use it for bold apparel and spaces, co-branding, and system elements, not only when space is tight.



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Logo Misuse

Never alter or distort the logo. Do not change proportions, rotate, add effects like shadows, or use unapproved colors.

DONT drop the logomark

DONT change size ratio

DONT distort or rotate the logo

DONT add a gradient or shadow to the logo

DONT allow low contrast application

DONT ignore safe space around logo



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 **Brand Element**

The frame brand element, used as a focal point in visuals to highlight key areas and helps guide the viewer's attention while reinforcing brand identity.



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 **Brand Element**

Curved Corner Element. An iconic visual marker used across printed materials, reinforcing brand recognition even without the logo present. Place it in bottom right corner for best use.



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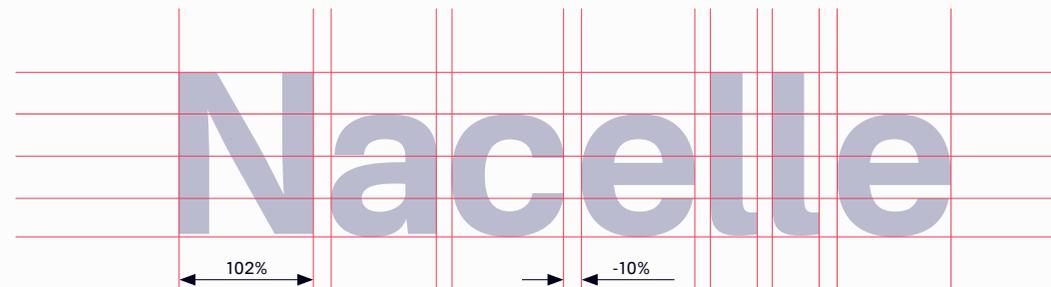
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Typography - Primary Font

Nacelle, our primary font is the required type family for all brand communication. Keep weights and styles consistent with approved pairings, avoid substitutions, and do not alter letterforms.



Typography

Typography creates hierarchy, guides attention, and supports clarity. Use scale, weight, shade, and spacing intentionally to lead the reader through the message.

— H1 Headline, Nacelle Bold

Titles and headlines should express our Why.

— P2 Title, Nacelle Bold

Highlighted supporting subtitles are bolded.

— H3 Headline, Nacelle Regular

The most important detail we want people to read and leave with is presented with a larger text in a short three or four line paragraph.

— H2 Headline, Nacelle Heavy

whatwe do

— P2 Text, Nacelle Regular

All supporting details, full stories we want to share, or any expanded content in a longer format can be displayed using our P2 paragraph styles. This will provide more space without sacrificing readability.

— Button/Accent, Nacelle Heavy

Gift a Meal

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Photo of James, once 'caught in an endless loop of hunger and homelessness', found stability and purpose through the support of Midwest Food Bank and our partners. Today, he works in a kitchen serving others in need while reunited with his family.

hope &
relief.

Color

Brand colors are key in shaping how people perceive and remember our brand, giving it a distinct and **reliable identity**, and sets the tone for how people feel.

PRIMARY COLORS



MFB Light Stone
#f6f3ed | 3 3 5 0



MFB Faithful Red
#ed4056 | 0 90 60 0



MFB Purple Promise
#000022 | 100 90 0 90



MFB Generous Green
#293a2c | 75 53 75 58



MFB Harvest Gold
#ffc415 | 0 24 98 0

ENVIRONMENTAL ACCENT

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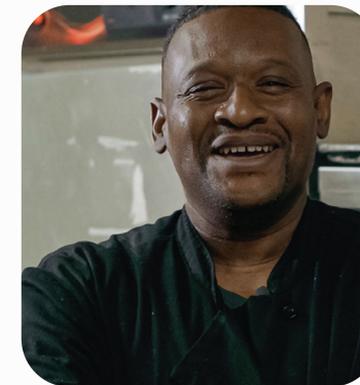
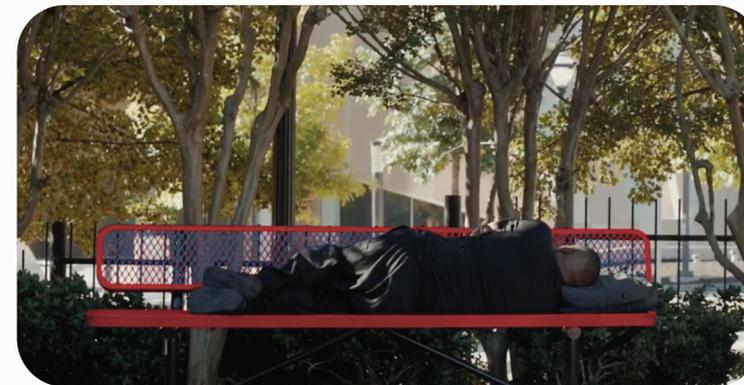
Photography

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Photography

On-brand photography captures real, high resolution moments that reflect organized teamwork, generosity, and care. Keep lighting, composition, and tone consistent with brand examples.



United
by faith for
community
impact.



Lives changed
through service.





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Application is where
our brand stops being
a theory



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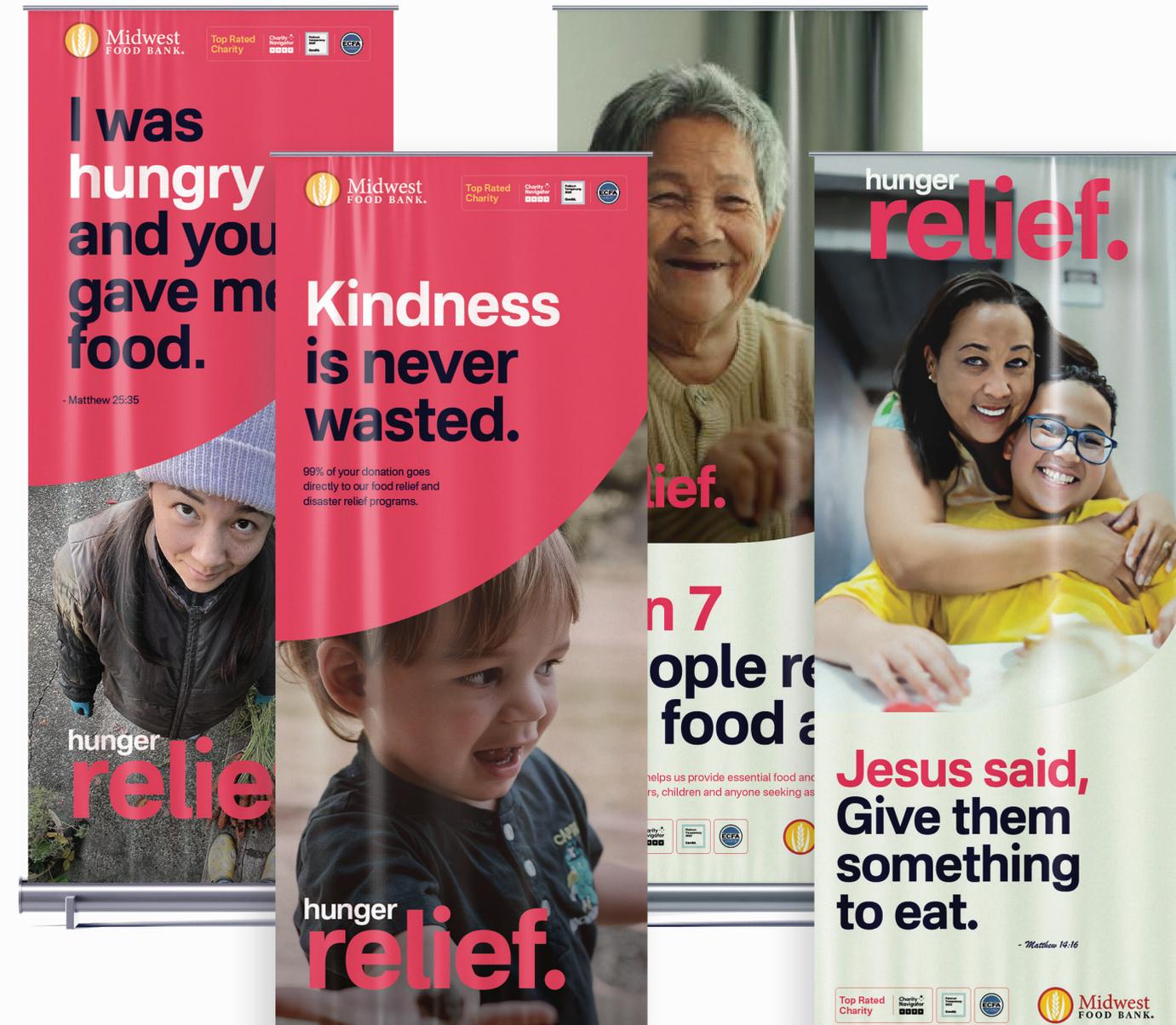
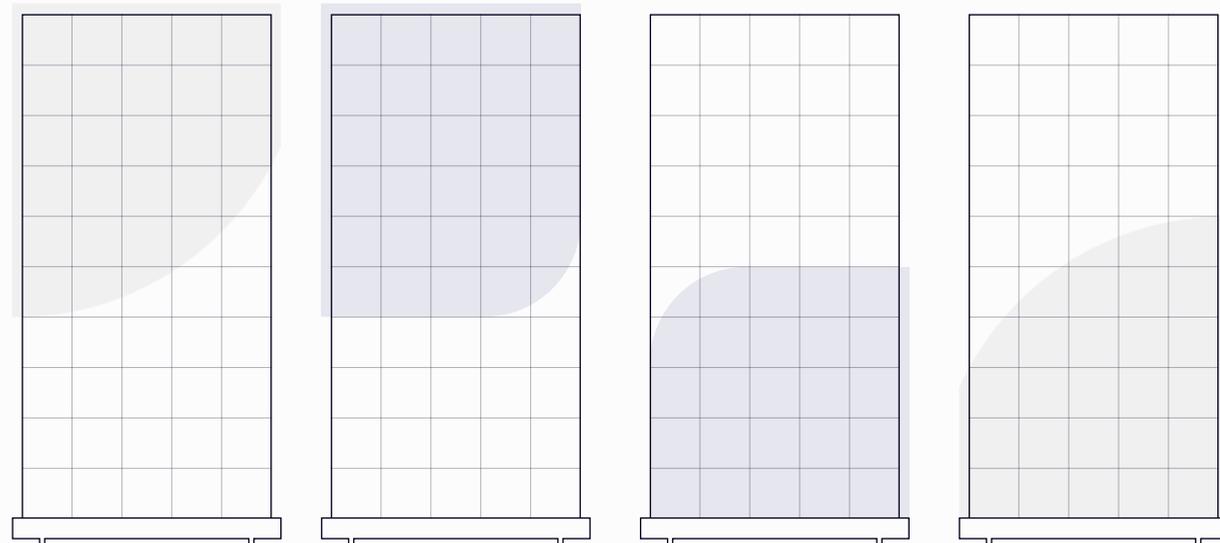
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Roll-Up Banners

These banners are visually striking, clear, and professional, designed to capture attention instantly while communicating one key message at a glance.



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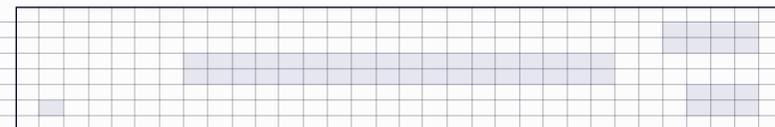
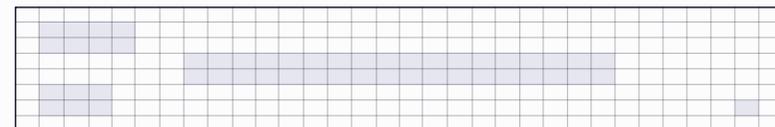
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 **Trailer Graphics**

Large semi trailer graphics are a cost-effective way to boost visibility and trust. They turn every mile driven into brand exposure, acting like mobile billboards that promote our mission day and night.



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Printed Collateral

The print layout system uses a consistent modular grid to organize text, imagery, and color for clarity and balance. The design directs focus with strong typographic hierarchy, authentic photography, and strategic use of the brand's core colors to create recognizable, cohesive materials.

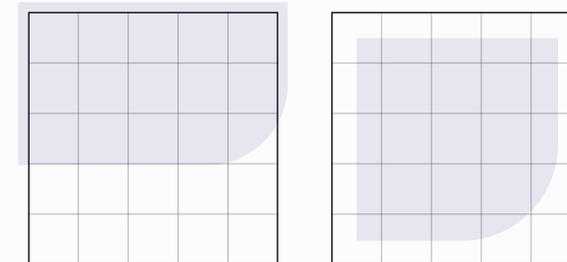
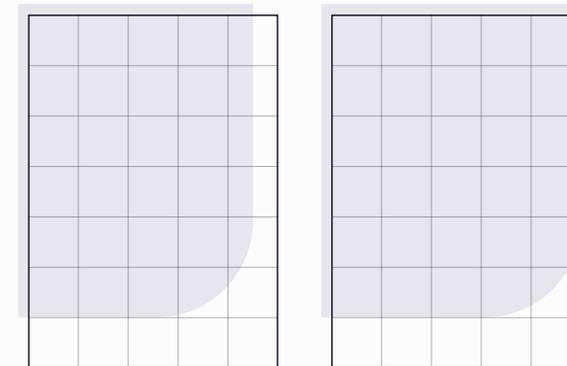
Table tent ↘



Square brochure ↗



Horizontal brochure ↘



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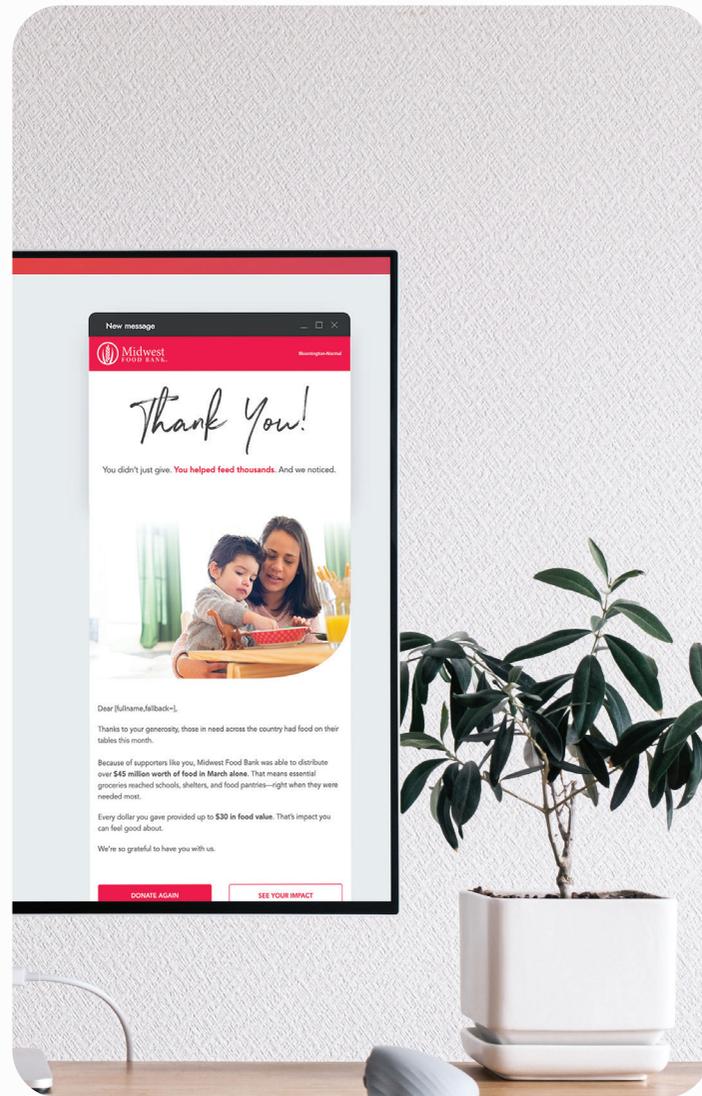
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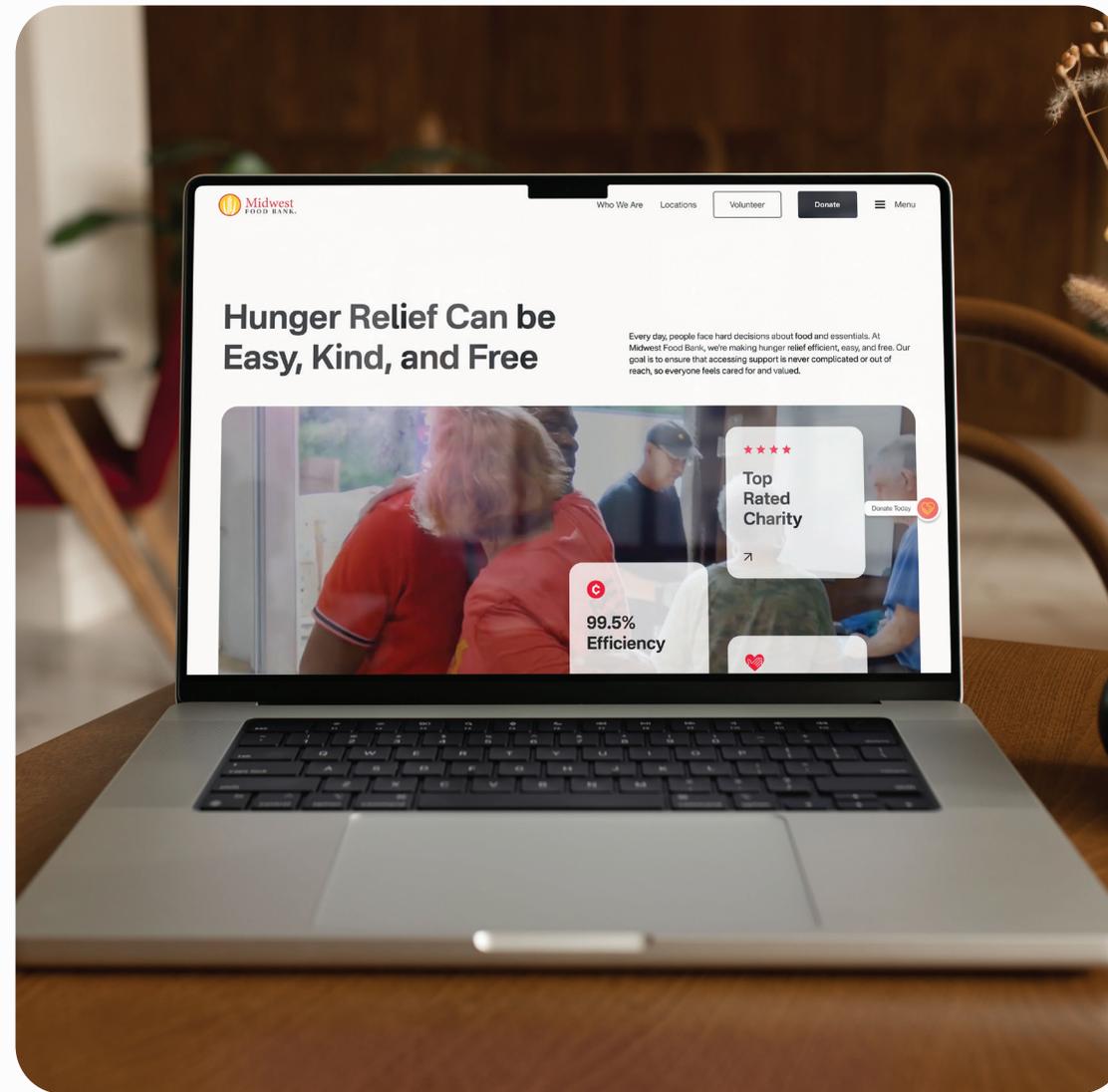
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Digital Assets

A strong digital asset reflects a brand through consistent visuals, tone, and user experience. It communicates clearly, loads quickly, and feels cohesive across platforms.



Social Media ↗



Website



Social Media Ads



Midwest Food Bank is recognized as the largest independent food bank in the Nation.

We turn every \$1 donation into \$30 in food.

Less than 1 cent of every dollar is spent on administration.

We serve 2M+ people through 2,400 non-profit partners every year.

We serve 25 states and internationally.

Food here is always free!

Midwest Food Bank is powered by more than 36K volunteers!

We are 99%+ efficient!

"...and he has filled him with the Spirit of God, with skill, with intelligence, with knowledge ...to devise artistic designs..."

Eccles 35:31



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MIDWESTFOODBANK.ORG/RESOURCES