



## **NO HUNGER BC**

Style Guide and Graphic Standard Manual

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# THE NO HUNGER BC BRAND

## The Brand

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No Hunger BC provides fresh food programs to connect communities across British Columbia (BC). No Hunger BC aims to help families and young individuals create a sustainable environment where food can be produced within their communities. The brand encourages learning, giving and teaching within BC Communities.

## Mission

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To end hunger, achieve food security, improve nutrition and sustainable agriculture in British Columbia.

## Vision

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A future of sustainable agriculture where young and old thrive in open and nutritious environments with no hunger in sight.

**Sustainable**      **Fun**  
**Helpful**      **Collaborative**  
**Fresh**      **Hopeful**

**NO**  
**HUNGER**  
**BC**

**feed the future**

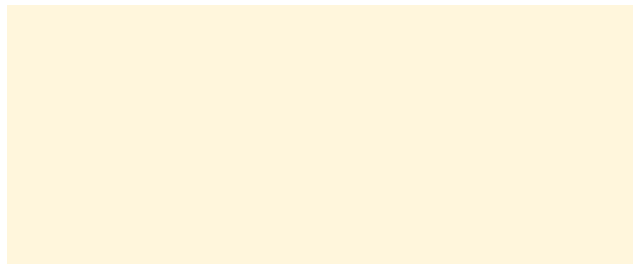
# COLOUR

The colour used for the No Hunger BC logo is primary orange. Secondary colours may be used for graphic material for digital marketing or promotional materials.



## Primary Orange

<b>RGB</b>	<b>241, 101, 34</b>
<b>CMYK</b>	<b>1, 74, 99, 0</b>
<b>Hex</b>	<b>#f16522</b>



## Secondary Cream

<b>RGB</b>	<b>255, 246, 219</b>
<b>CMYK</b>	<b>0, 2, 15, 0</b>
<b>Hex</b>	<b>#fff6db</b>



## Secondary Green

<b>RGB</b>	<b>57, 129, 69</b>
<b>CMYK</b>	<b>80, 27, 93, 12</b>
<b>Hex</b>	<b>#398145</b>

# TYPOGRAPHY

The font for the logo is DIN 2014 Extra Bold.

**DIN 2014 Extra Bold**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789**

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The font for written material, headings, body copy and graphic material is Calibri.

Calibri Light

*Calibri Light Italic*

Calibri Regular

*Calibri Italic*

**Calibri Bold**

***Calibri Bold Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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The font used for Business Cards and Email Signatures is Minion Pro.

Minion Pro Regular

*Minion Pro Italic*

**Minion Pro Semi Bold**

**Minion Pro Bold**

***Minion Pro Bold Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

# LOGO

Primary - Colour



Secondary - Solid Background



Primary - Icon Colour



Secondary - Horizontal Colour



Primary - Icon Solid Background



Secondary - Horizontal Colour Solid Background



# LOGO USAGE GUIDELINES

## Don't Change Colour



**NO  
HUNGER  
BC**

Only use brand colours for the logo. Always use the primary orange logo where possible.

## Don't Fill the Icon



**NO  
HUNGER  
BC**

The carrot logo must be prominent within the letter "O" as it is the defining mark of the brand.

## Don't Condense to 2 Lines



**NO  
HUNGERBC**

The wordmark must only take up one or three lines. Use the horizontal logo when necessary.

## Clear Space



Allow a minimum of 0.25 inches of clear space between the top, bottom and sides of the logo from other text, page edges or graphical elements.

## Social Media Icon



Use the carrot social media icon for all social communication channels.

# BRAND MATERIAL

## Business Card Sample



## Email Signature Sample

FirstName Last Name | Title



Tel: 604.123.4567 ext ### or 800.123.1234  
Fax: 604.123.4568

## Letterhead Sample

