

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 485 C
C10 M100 Y100 K2
RGB 214 0 24
#d60018



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

GRAYSCALE



PANTONE 424 C
C58 M50 Y49 K17
RGB 107 107 107
#6b6b6b



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

BLACK & WHITE



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.)

CALIBRI LIGHT

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

CORBEL

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

MISUSE OF LOGO INCLUDE



CHANGING LOGOMARK



STRETCHING & DISTORTING



CHANGING LOGOMARK & LOGOTYPE PROPORTIONS



CHANGING FONT OR COLOR



REVERSING LOGOMARK