

## **Tagline**

A tagline is a short descriptive phrase that captures the essence of our brand message. Our tagline is: It takes more than a meal to end hunger. Because hunger and poverty are deep-rooted problems requiring long-term solutions, we do more than serve free meals – we teach employable skills and create work opportunities to lift families up and carry them forward with hope and dignity.

When used as a separate graphic element:

-The tagline should appear exactly as shown above, using the font Migrena Grottesque Regular.

-Black and white: If budget prevents the use of color, the tagline may appear in black as shown below.

When used in body copy:

-The tagline should be treated as regular text.

Example: “At FeedNC, we know that it takes more than a meal to end hunger.”

In headlines or subheads:

-Style should be consistent with other headlines and subheads used in that communication.

Example: If other subheads are bold, capitalized and in italics, then It Takes More Than A Meal To End Hunger should follow the same style when used in a subhead.

## **Logo**

The following is the official signature logo for FeedNC. The logo is an integral part of the company’s branding program and is comprised of key elements:

- A clean, fresh typeface for the FeedNC name
- A circular icon with a food basket, representing our role as a food-focused resource that nourishes body, mind and soul
- The descriptive Feed acronym words, which appear directly below the FeedNC name.

Restrictions: This signature logo may not be re-created, re-typeset, or re-proportioned. When enlarged, the logo should maintain proportional dimensions. Do not modify the size of the individual elements.

Black and white: It is preferable, whenever possible, to use the logo in color to further support the brand identity. When necessary or for cost-effectiveness, it is permissible to print the logo in black.

Without acronym: When the logo is used on materials or items that may be reprinted on a small scale, the logo may be used without the descriptive