



MOVEABLE FEAST

Feed People | Fortify Health | Foster Hope

BRAND GUIDELINES

This guide represents the identity and brand of Moveable Feast and illustrates proper usage, colors, fonts, and brand requirements.

Moveable Feast logo is the most immediate representation of our organization and its mission. It is a valuable organizational asset that must be used consistently in the proper, approved forms.

LOGO OPTIONS

Primary & Alternative Logos

Moveable Feast logo can appear in two formats. The primary logo should be used for print and digital materials as space permits. The alternative logo may be used when the logo is a stand alone image, or needs to be used within a vertical space.



PRIMARY LOGO



ALTERNATIVE LOGO

Logo Seal

Moveable Feast logo seal may be used for print and digital materials whenever space permits. The logo seal may be used when the logo is a stand alone image, or needs to be used within a vertical space.



LOGO SEAL

MINIMUM CLEAR SPACE

The minimum clear space (X) around the logo is equal to the height of the capital letter height of the word Feast within the logotype. For example, if the logo is being used at 5" wide, there should be a minimum of .5" clear space around the logo. To create the greatest impact, allow even more space around the logo. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.



MINIMUM SIZE

The primary logo should not be used smaller than 1.25" wide.

Minimum size should be used only when layout space is extremely limited.

If logo needs to be used within a smaller space, only the logotype should be used.

minimum logo width: 1.5 in.



less than 1.5 in.



minimum logo width: 2 in.

The tagline logo should only be used when there is a minimum space of 2" – any smaller and the tagline will be completely unreadable.



LOGO COLOR OPTIONS

The Moveable Feast logo should appear at 100% opacity on solid backgrounds.



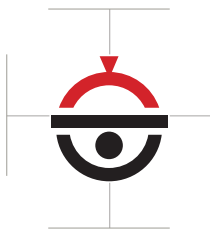
Full color on white background. This option is the preferred and main logo usage for Moveable Feast. The logo should not be used smaller than 1.5" wide.



One color option should be white solid color backgrounds or, in appropriate cases, over photography where the full color option is not legible.



Single color option may be used in white, black, or the primary brand colors for embroidery work and other cases where tints may not be feasible.



The logo mark may be used as a stand-alone element within a layout that already has the main logo in the design. If used as a stand-alone graphic, no other design elements should be within one-half the width or height of the graphic.

The logomark may be used for the company's social media (as desired), favicon, or as a graphic element with explicit approval.

PRIMARY FONTS

The primary fonts are Bebas Neue Pro and Cabin. Cabin is used for the tagline.

Bebas Neue Pro Bold
Bebas Neue Pro Bold Italic
Bebas Neue Pro
Bebas Neue Pro Italic
Bebas Neue Pro Middle
Bebas Neue Pro Middle Italic
Bebas Neue Pro Book
Bebas Neue Pro Book Italic
Bebas Neue Pro Light
Bebas Neue Pro Light Italic
Bebas Neue Pro Thin
Bebas Neue Pro Thin Italic

Cabin Bold
Cabin Bold Italic
Cabin Semibold
Cabin Semibold Italic
Cabin Medium
Cabin Medium Italic
Cabin Regular
Cabin Italic

ALTERNATIVE FONTS

The alternative font is Arial. This font can be used when the primary fonts are not accessible or for websafe typesetting.

Arial Bold
Arial Bold Italic
Arial Regular
Arial Italic

PRIMARY COLORS

Moveable Feast has three primary colors.



Pantone: 1795 C
CMYK: 11-99-96-20
HTML: #D2252A
RGB: 210-37-42



Pantone: Neutral Black C
CMYK: 0-0-0-100
HTML: #231F20
RGB: 35-31-32



Pantone: Cool Gray 8 C
CMYK: 0-0-0-60
HTML: #808285
RGB: 128-130-133

SECONDARY COLOR PALETTE

Moveable Feast has four secondary color.



Pantone: 7409 C
CMYK: 1-33-95-0
HTML: #fbb329
RGB: 251-179-41



Pantone: 7741 C
CMYK: 74-24-100-8
HTML: #4e8c40
RGB: 78-140-64



Pantone: 1595 C
CMYK: 1-74-99-0
HTML: #f16622
RGB: 241-102-34



Pantone: 268 C
CMYK: 75-100-14-3
HTML: #632b7f
RGB: 99-43-127

INCORRECT LOGO USAGE

The Moveable Feast logo should NOT be altered or manipulated in any way. The logo standards apply for all content that is created and controlled by Moveable Feast. If members or outside agencies have any question about appropriate usage for the logo, please direct all questions to: info@mfeast.org | 410-327-3420



✗ Do not stretch or distort logo



✗ Do not rotate or flip logo



✗ Do not change colors of logo



✗ Do not use a different typeface



✗ Do not add other effects



✗ Do not change the scale between elements or rearrange them



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ISSUED BY: MOVEABLE FEAST

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