



# SECOND HARVEST

**FOODBANK**  
OF SOUTHERN WISCONSIN

**BRAND GUIDE**

## Brand Truth

Nutritious food should not be a privilege. At Second Harvest Foodbank of Southern Wisconsin, we are here to end hunger and ensure everyone understands that food is our universal, human right. Like air and water, everyone must have access to food, regardless of their circumstances. It is not a question of deserving – we were born to be nourished, and to help nourish one another.

When we have sustenance, we are better able to sustain strong relationships – as parents, partners, friends, and human beings. Good food helps fuel our lives – our ability to be fully present for each other and for ourselves. Good food should not be a luxury.

As a network leader, Second Harvest works with a vast range of community supporters to spread the word that if one of us is struggling, it is the responsibility of all of us to help ease that struggle. Through our food rescue efforts with grocers, and our work with farmers and producers, we supply hundreds of partner agencies with food and resources to assist the community. We endeavor to empower people to access food assistance anytime they need it – to educate and end the stigma of needing support.

It is human and essential to lean on one another at all times, not just during periods of difficulty. Second Harvest would not survive without the tremendous support of our community – a network of volunteers, partners, donors and more. None of us survive without the support of others – to be in need is never shameful. To need support is to be human.

Our vision at Second Harvest is to ensure that every member of our community has enough nutritious food to thrive. Through our work at Second Harvest we find strength by participating, hope by listening, and connection by sharing.

Together, we can share strength, hope, connection, and purpose. Together, we can share our vision and our truth – nutritious food belongs to us all.



## Brand Tone

### IS

A Leader  
Driven  
Helpful  
Capable  
Accepting  
Ambitious  
Forward-thinking  
A Partner  
Humanitarian

### BUT ISN'T

Superior  
Aggressive  
A Savior  
Limitless  
Needy  
Competitive  
Revolutionary  
A Sidekick  
Transactional

## Logo Misuse

The SHFB logo lockup and submarks should only be used in the ways detailed in these brand guidelines. This page lists explicit examples of how NOT to use the Second Harvest logo lockup.



Do not change spacing of elements.



Do not change the alignment of the logo elements.



Do not distort, twist, or warp.



Do not change the color combinations.



Do not outline the logo elements.



Do not fill the logo shape with an image.

Color Palette



Pantone: 172 C  
Hex: FF4B2C  
CMYK: 0-86-92-0  
RGB: 255-75-44



Pantone: 302 C  
Hex: 043546  
CMYK: 96-69-50-46  
RGB: 4-53-70



Hex: 365D6B  
CMYK: 81-53-45-21  
RGB: 54-93-107



Hex: FAF8ED  
CMYK: 1-1-6-0  
RGB: 250-248-237

A large, stylized sunburst or gear-like graphic in a lighter blue shade is positioned in the upper right background. It features a central circle with radiating triangular segments.

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NOURISH FIRST