



Brand Kit

For creativity and consistency



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LOGOS

Main Logo Features



Logo Mark



Word Mark

Logo Variations?

Alternative LOGOs

Logo Variation

Voces logo



LPFEC logos

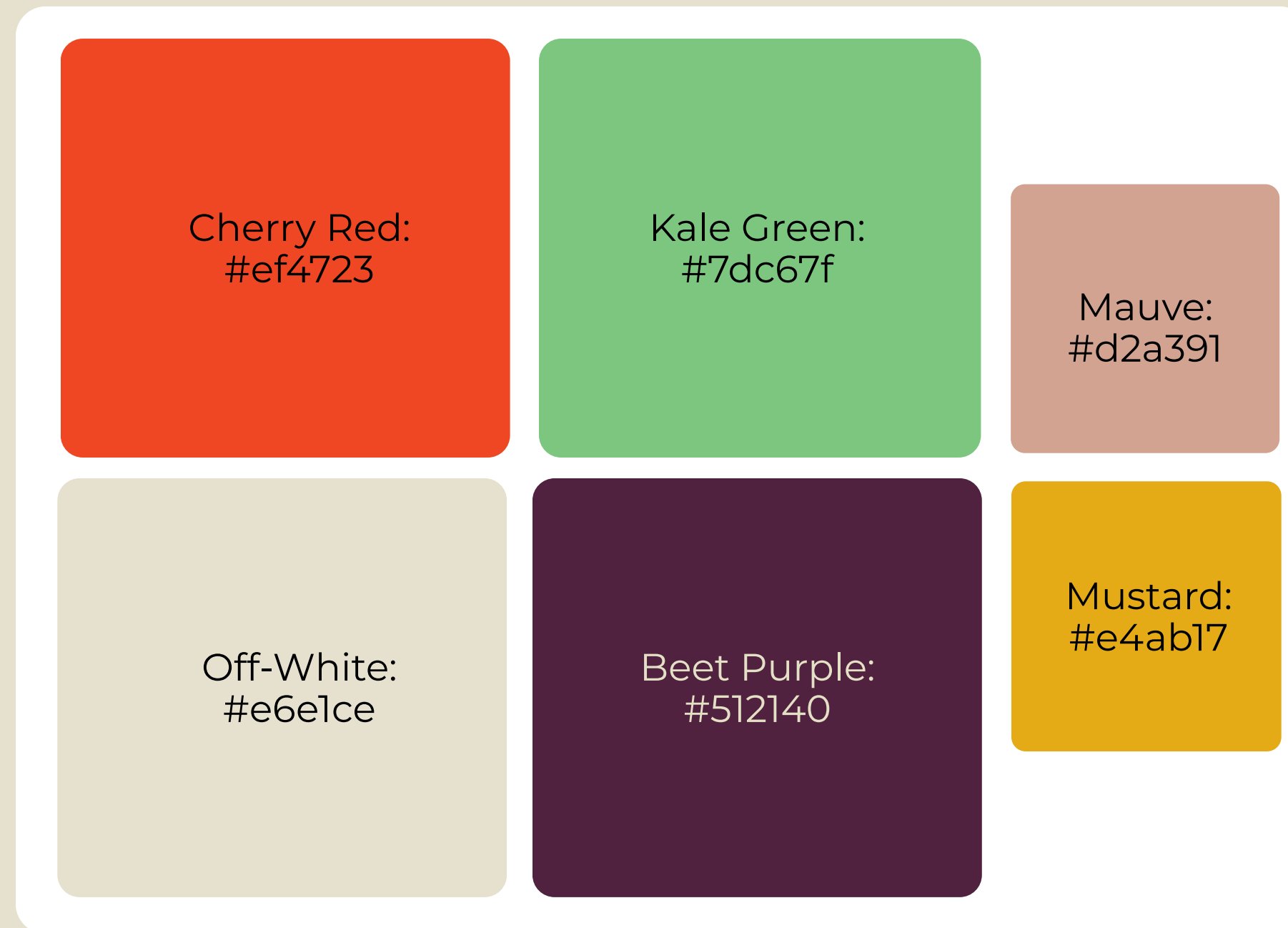


Color Palletes and Uses

GFC Logo colors



LPFEC color palette



- Use Off-White, Beet Purple, and Kale Green for large blocks of color.
- Use Cherry Red + Kale Green, Cherry Red + Mustard, Mauve + Mustard, or Beet Purple + Kale Green for accents.
- Make sure text color is visible on background.

Fonts

Fonts we use

Bitter Regular and **Bold**

Good for Print (posters and such)

Free to download: <https://fonts.google.com/specimen/Bitter>

Html code:

```
<link rel="preconnect" href="https://fonts.googleapis.com"> <link rel="preconnect" href="https://fonts.gstatic.com"
crossorigin> <link href="https://fonts.googleapis.com/css2?
family=Bitter:ital,wght@0,100..900;1,100..900&display=swap" rel="stylesheet">
```

Montserrat

A good supporting type for large bodies
of text and anything digital (titles can
still be Bitter)

Brand Personality

Services/Products: Fruit Gleaning, Fruit for Good, Mobile Farm Workforce, LPFEC, Employee Foodshare Program, Farms to Food Access Project, Policy Advocation, more!

Personality: Friendly, neighborly, inclusive, etc.

Communication Style: Direct, excited, detailed, English/Spanish, advocacy/justice, etc.

Sounds/Scents/Tastes: Yummy, fresh gleaned foods!

Patterns/Shapes: Flecks on logo, circles/rectangles/rounded edge rectangles

Typography: Logo is Bitter and Mundial; but for all future project use Bitter and Montserrat

Layout: White text in colored blocks, centered text (but sometimes left-justified), painterly color blocks in Annual Report

Photography: Varied between shots of staff and volunteers (mostly cell phone but some professional), stock of food

Illustrations: Design on Fruit for Good Apple Chips

Story/Statements: Found on website; multi-cultural open, community-led coalition that aims to enhance health equity through food access and shared community leadership

Brand Personality Sign Offs



- Gratitude:
 - Thank you from the bottom of our heart and the core of our apple!
- Empower:
 - Our food is Our Power / Nuestra Comida es Nuestro Poder

Brand Personality Language

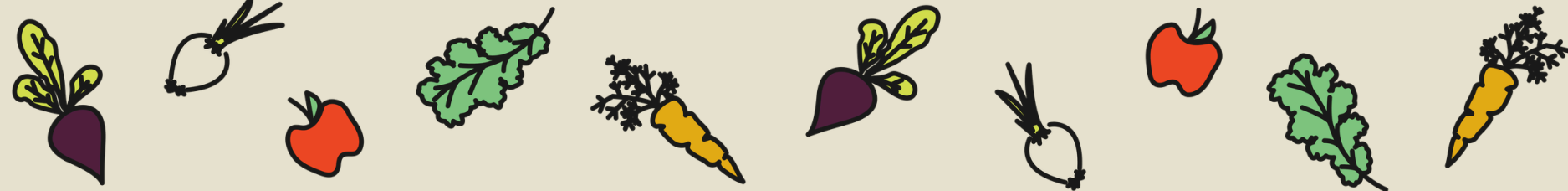
Mission Statement

We work together to build a just and thriving food system in Southwest Colorado.

Key messaging

The Good Food Collective partners to build a food system where everyone can access nourishing food, families have financial stability, local food producers thrive, and community members lead the way!

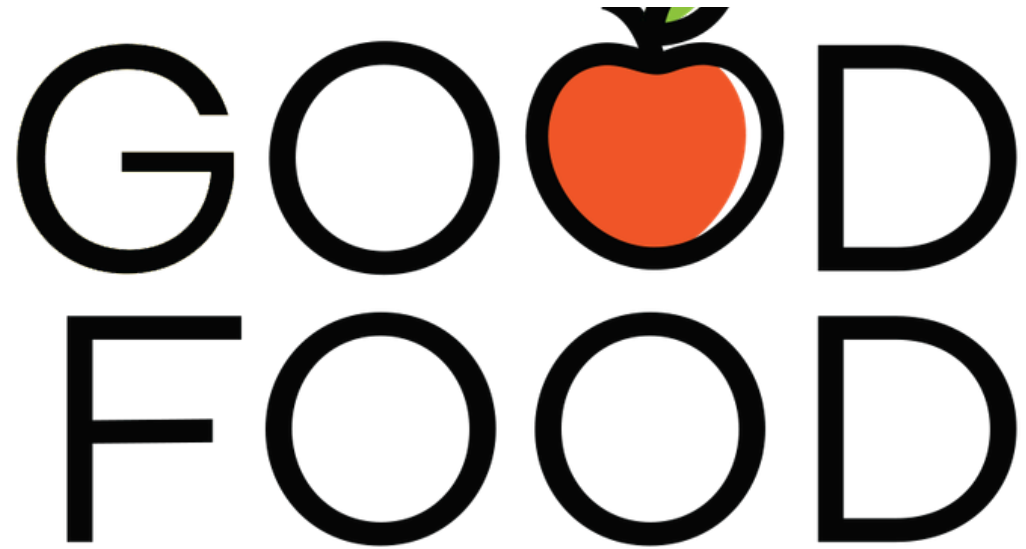
Brand Personality Icons



Things not to do

Giant blocks of
chartreuse or
bright orange

Stretching/morphing of logos or text



Taking Photos

Priorities clean crisp edges, no blurry photos!

- It's okay to go slow
- Assign 1 person as photographer during events. This is their only job.
- Take way more photos than you think you'll need.
- Take close ups, wide views, and shots from above as well as below.
- Take videos too! they can be used for social media, and to get photos from.

Inclusivity is very important to us! Look for shots that include...

- difference ethnicity's.
- wide age range
- team work
- community bonding

Ideal photos include:

- bright colors
- good lighting
- smiling people
- action shots

Placement of the subject is important too.

- Rule of 3rds. If you divide a photo into 3 rows and 3 columns, the subject matter should be along one of the lines.
- Leaving negative space to one side of the subject conveys movement and create visual interest.

Close ups of working hands and produce make good poster back grounds and letter heads.

Examples of Good Photos



Above photo is good because both subjects are on one of the 3 vertical lines (rule of 3rds) and they are smiling.



Above photo is good because of the rule of 3rds, there is diversity in age and ethnicity, it is an action shot, and they are smiling.



Photo to the left is good because it is from a lower angle (different often= interest), it is an action shot, and follows the rule of 3rds.



Photo to the left is good because it has good lighting, is an action shot, and follows the rule of 3rds.

Presentation Templates



THE GOOD FOOD COLLECTIVE

Title


Date/subtitle/author



THE GOOD FOOD COLLECTIVE

Table Title

Fiscal Agent	Standard	Revised	HadaNou
Assumed Revenue	\$1,500,000.00	\$1,500,000.00	\$1,500,000.00
Fiscal Fee	\$75,000.00	\$35,750.00	\$20,000.00
Large Grant Rate (3%)		\$19,050.00	
Investment Income	\$ (10,000.00)	\$ (10,000.00)	\$ -
1 time return		\$ (4,500.00)	
Total:	\$65,000.00	\$40,300.00	\$20,000.00



THE GOOD FOOD COLLECTIVE

Headline

- Supporting information
 -

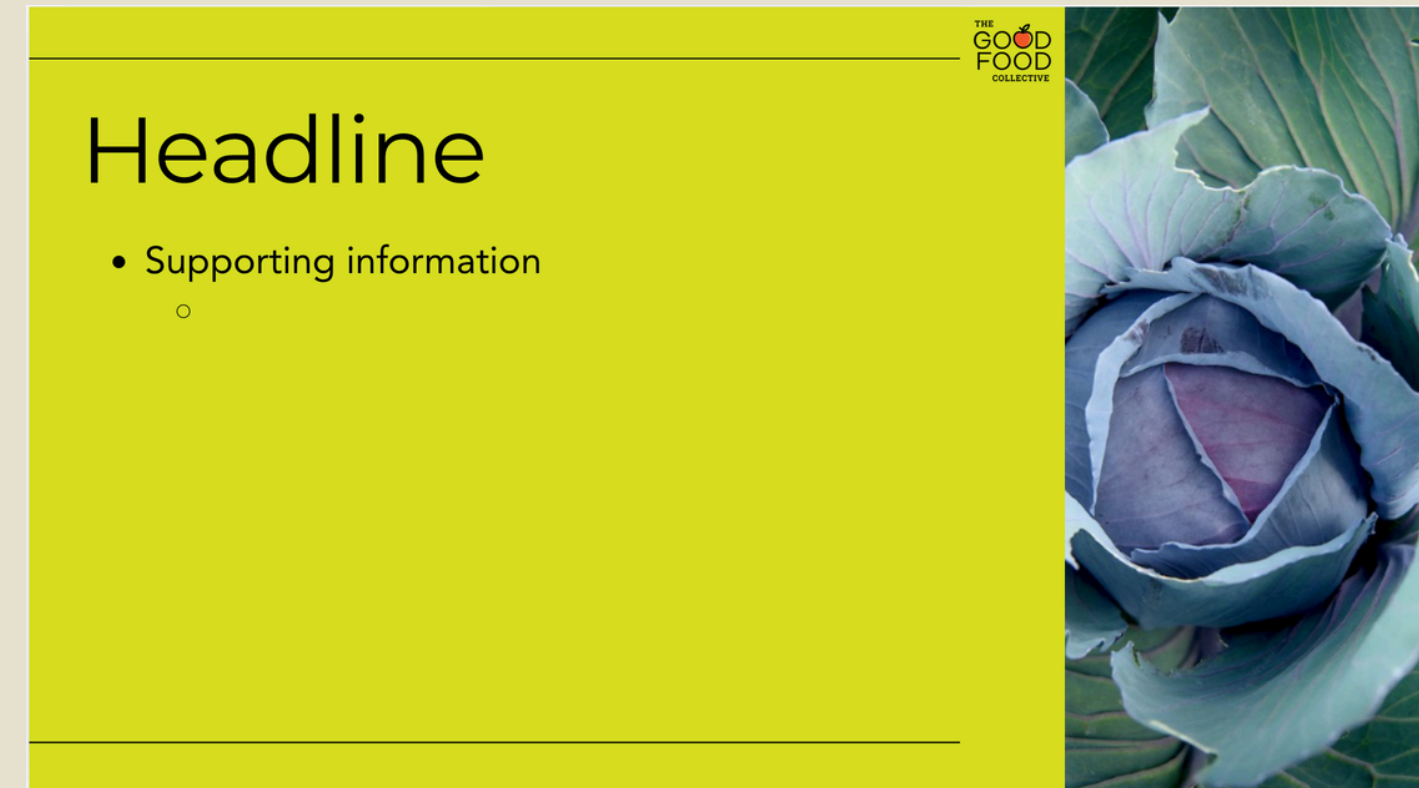
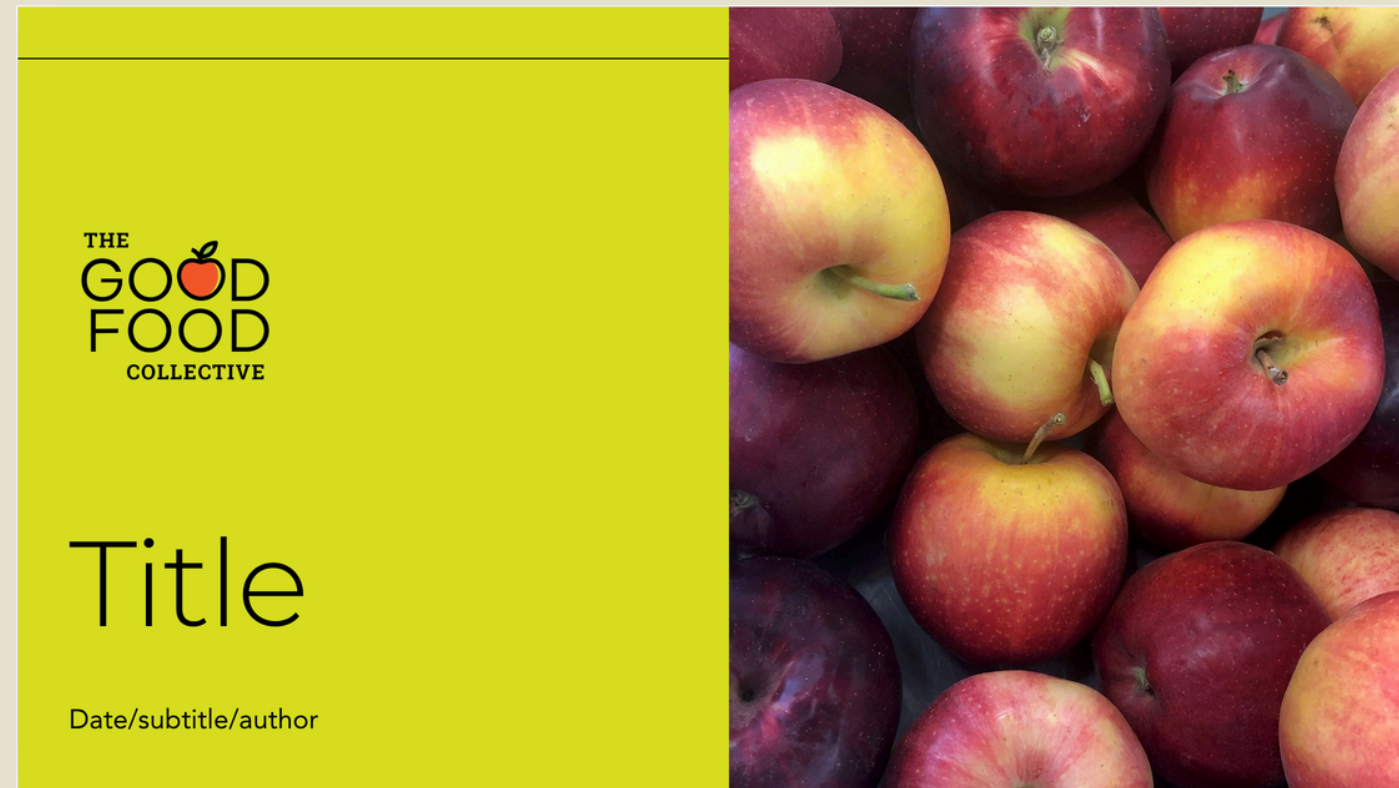


THE GOOD FOOD COLLECTIVE

Headline Conclusion


- Final goals/ expectations
 -

More Presentation Templates



Possible Presentation Templates

THE GOOD FOOD COLLECTIVE



Title

Date/subtitle/author

English Español



THE GOOD FOOD COLLECTIVE

Next Steps


- Supporting information
 -

	Action Item	Deadline
Add final reminders for your piece here		
Add a top idea		
Add a top idea		

THE GOOD FOOD COLLECTIVE

Headline

- Supporting information
 -




More slide option in linked Doc

THE GOOD FOOD COLLECTIVE

Headline Conclusion

- Final goals/ expectations
 -



Business Card Templates



CONTACT US!

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info@goodfoodcollective.org



**NUESTRA
COMIDA
ES NUESTRO
PODER**



**Support Farmers. Feed neighbors.
strengthen communities.**

goodfoodcollective.org



ERIN JOLLEY

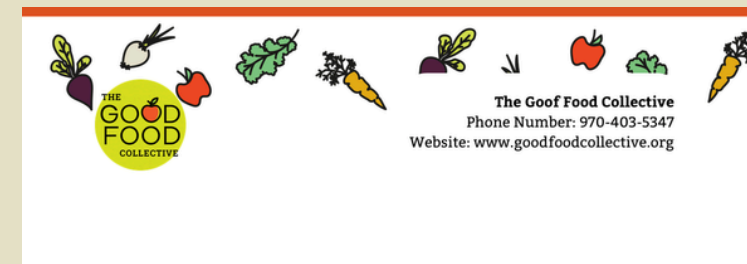
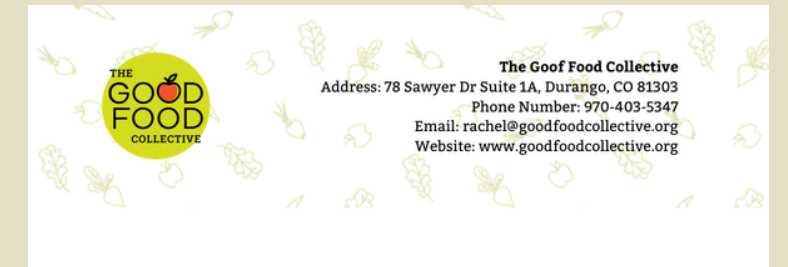
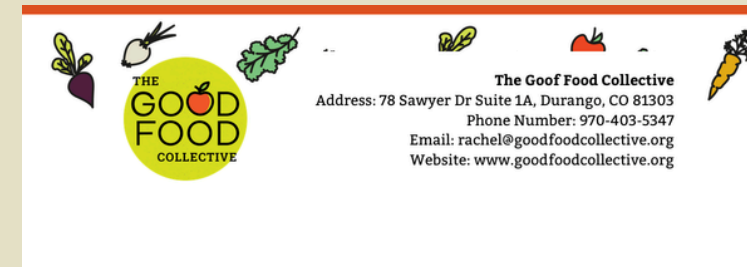
Food Business Projects

foodaccess@goodfoodcollective.org

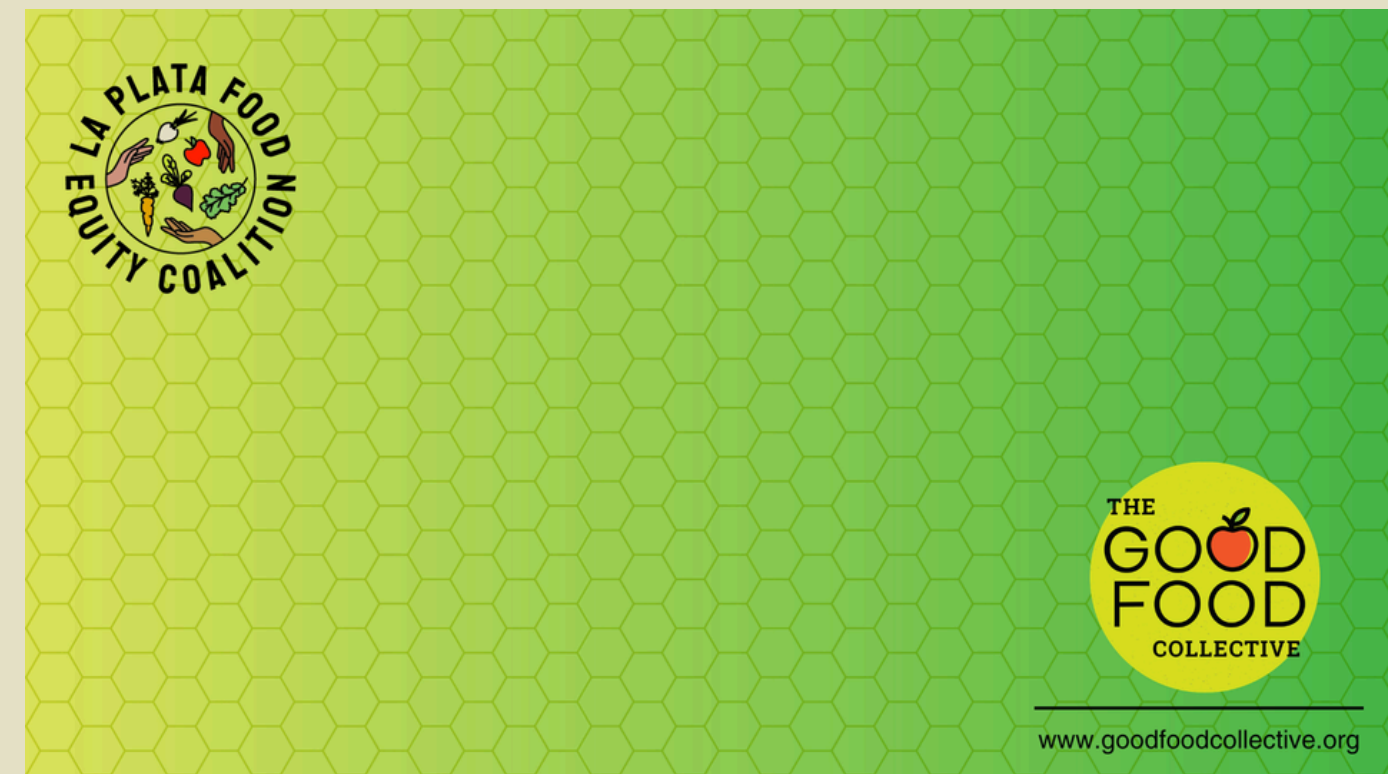
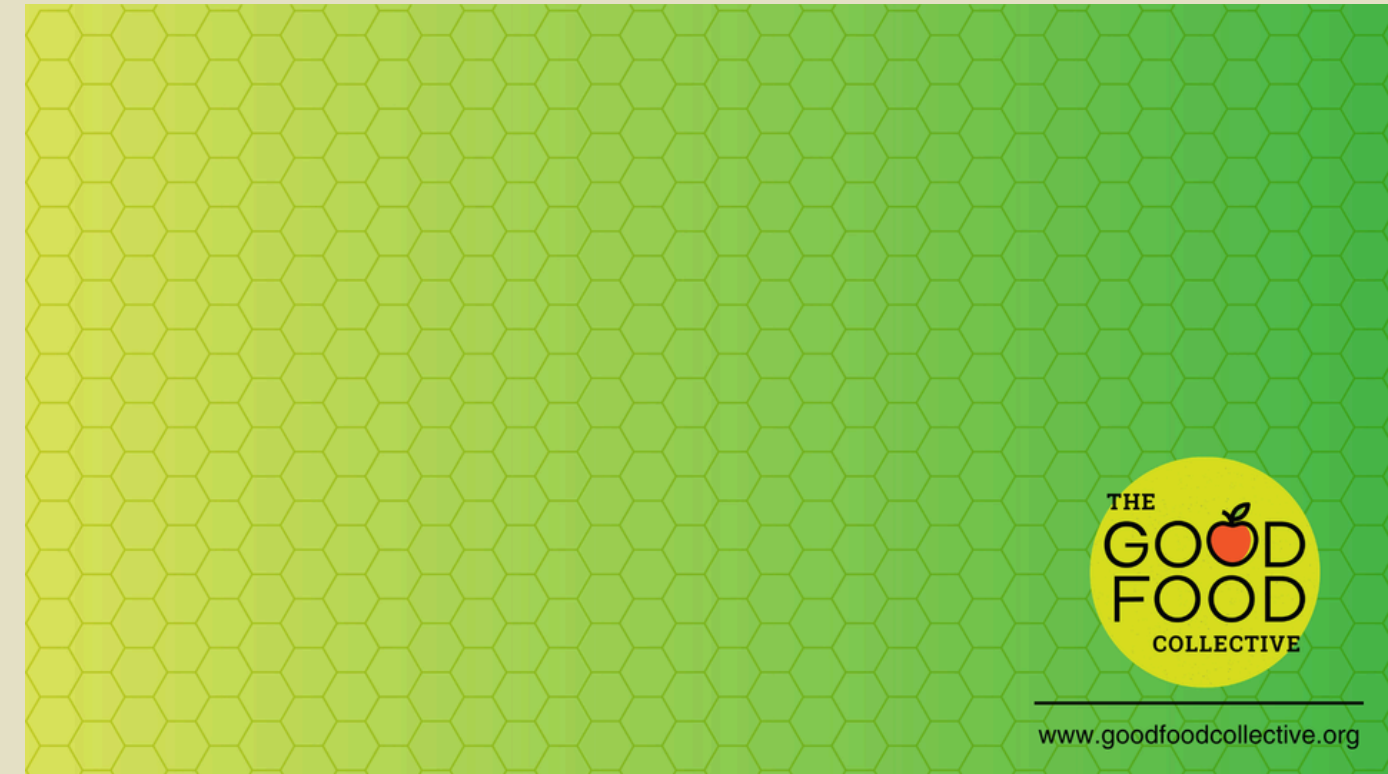
702-526-2133

goodfoodcollective.org/food-business

Letterheads



Previously Used Zoom Backgrounds

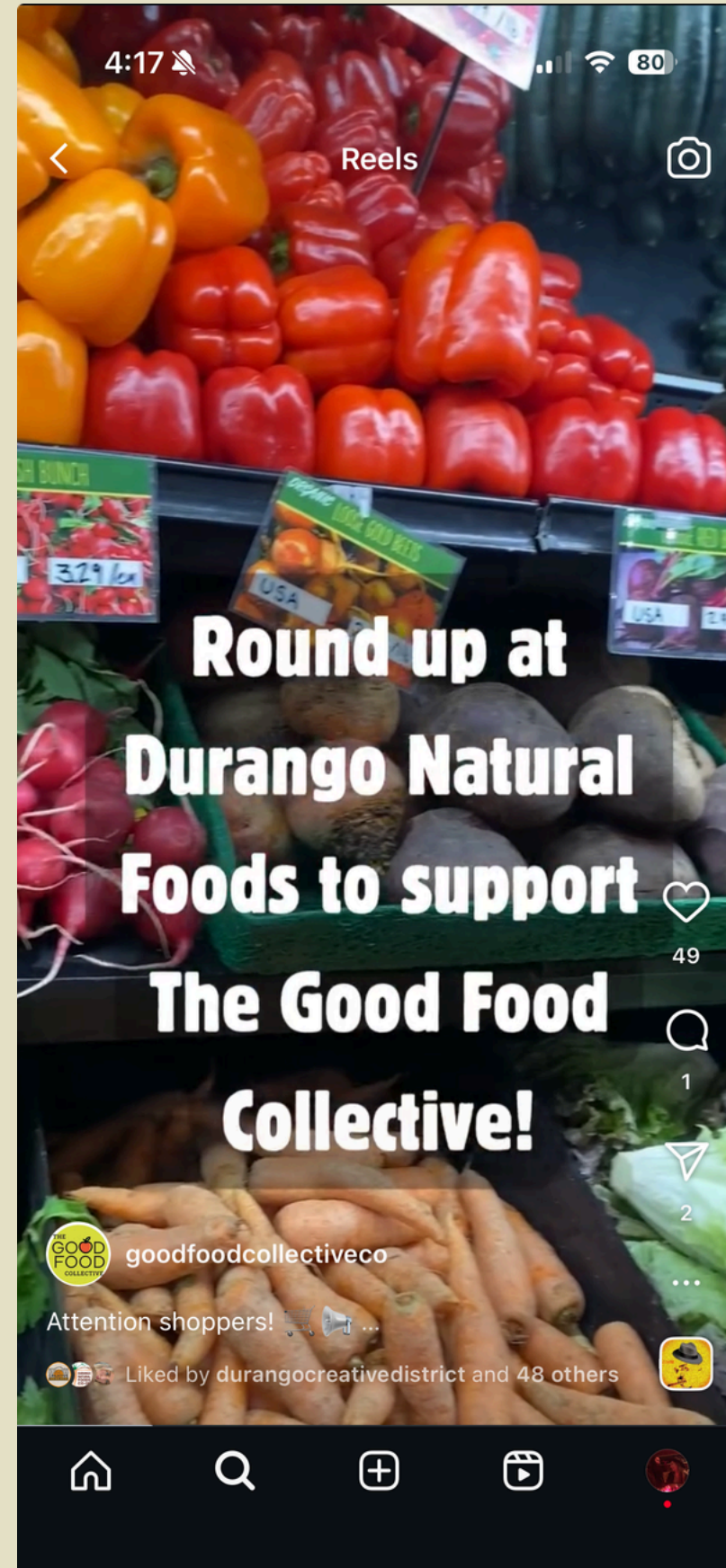


Possible Zoom Backgrounds



Reel Template

- to start creating in Canva, click “create”, “video”, “Instagram reel”
- place 3 or more videos, ideally 5 seconds long or less to create a 30 sec or less long video
- set to music- what part of the song belongs there? (you got this)
- if its informational- voice over or single video with audio, no music? low volume music? (can be longer than 30 sec but less than 60!)
- Share- all done!



Things to look out for

- leave yourself plenty of space around the edges and bottom. Once it's posted there will be other things on the screen too!
- panning videos should move slowly but not crawl.

Poster Template

- Here is a very basic example of poster design.
- Feel free to add to it, but always include the GFC logo, website, and a QR code of easy access. (the website and QR code shown here are for the farm to school event, they will need to be replaced)
- Stay true to the style guide and have fun!

