

Blessings in a Backpack
Brand Guidelines



**BLESSINGS IN A
BACKPACK**

Updated November 2024

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Brand guidelines, or a brand style guide, are documentation of Blessings in a Backpack's branding specifications, from the exact colors to use, specific fonts and weights, and the ways our logo can and cannot be used.

Why is the Brand Graphics Policy Important?

Brand graphics involve the use of logos, typefaces, and colors to create a clearly recognizable image for an organization. This policy is necessary for an organization as large and diverse as Blessings in a Backpack to build and communicate a clear institutional brand identity for its various target markets.

A successful brand graphics program helps the organization develop strong name recognition by defining a consistent “look” for all materials that audiences can identify with Blessings in a Backpack. This does not mean that all materials must look identical; rather, they must clearly belong to the same family by using logos, typefaces, and colors consistently.

Following this policy officially identifies your program or chapter as part of the organization, increasing brand identity with your audience and making it more likely that your message will be received effectively.

This policy applies to all brochures, publication, websites, social media, and any other type of marketing materials produced by the organization for external audiences. Materials governed by the policy include, but are not limited to, the following:

- Promotional and recruitment brochures
- Banners and posters
- Annual or impact reports
- Organization websites
- Social media platforms
- Magazines or newsletters
- Promotional videos
- Signage
- Stationary and business cards
- Presentations
- Promotional items and merchandise
- Events
- Departmental program information

Blessings in a Backpack's Mission, Vision, and Structure

Mission statement

Blessings in a Backpack mobilizes communities, individuals, and resources to provide food on the weekends for school-aged children across America who might otherwise go hungry.

Vision statement

Every school-aged child in America has the nourishment needed to learn and grow. As a leader in the movement to end childhood hunger, Blessings in a Backpack strives to ensure children do not go hungry on the weekends by empowering individuals and communities to take action.

Our structure

Blessings in a Backpack is a national organization made up of seven regional chapters and more than 1,200 community-driven programs, including our affiliates. We share the goal of preventing childhood hunger on the weekends for the kids who need us most.

Our Boilerplate

Updated fall 2024

Blessings in a Backpack is a nonprofit organization dedicated to mobilizing communities, individuals, and resources to provide food over the weekend for school-aged children across America who might otherwise go hungry. By providing non-perishable, child-friendly food each Friday, Blessings in a Backpack helps bridge the gap for children who may rely on school meals as their primary source of nutrition.

To learn how you can help feed a child, visit blessingsinabackpack.org.

The Blessings Name

To standardize all communications, **BIB**, **BIAB**, or any acronym should never be used.

Our brand awareness depends on consistency. Use “Blessings in a Backpack” for the first reference and, if applicable, “Blessings” for successive references.

Examples:

- First reference: Blessings in a Backpack
- Successive references: Blessings

For Chapters:

Use “Blessings in a Backpack Location Chapter” for the first reference and the abbreviation “Blessings” for subsequent references, if applicable. The word “chapter” should be lowercase when written without the chapter name.

Examples:

- First chapter reference: Blessings in a Backpack First Coast Chapter
- Successive references: Blessings

Example sentence: Our chapter provides food for 3,000 children.

For Programs:

The same guidelines apply for programs: use “Blessings in a Backpack Program Name” for the first reference and the abbreviation “Blessings” for successive references, if applicable. The word “program” should also be lowercase.

Examples:

- First program reference: Blessings in a Backpack Mill Creek Elementary
- Successive references: Blessings

Example sentence: Volunteers are raising money to start a new Blessings in a Backpack program.

Typography (Fonts)

CUBANO

Cubano's personality is defined by its rounded corners, wide strokes, and semi-condensed letterforms. This typeface is the original basis of the Blessings in a Backpack primary logo.

Lato

The semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness. This typeface is used for the tagline in the Blessings in a Backpack logo.

[Click here to download and installed our branded fonts to your computer \(instructions included!\)](#)

**ABCDEFGHIJK
LMNOPQRSTU
VWXYZ
1234567890
!@#%&(){}?**

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklm**no**pqrstuvwxyz
1234567890
!@#%&(){}?

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklm**no**pqrstuvwxyz
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Color Palette

The proper usage of our color palettes is an important aspect of reinforcing a consistent brand image in all of our visual communications, including promotional and educational materials to be distributed internally and/or externally in print or through digital or social media.

Primary Palette

The logo color palette reinforces our brand messaging of cultivating excellence, being smart and protective.



PMS 186
CMYK 0-92-77-22
RGB 200-16-46
HEX #c8102e

Accent Palette

The accent palette provides depth while maintaining the professional integrity of the signature palette.



PMS 2172
CMYK 90-41-0-18
RGB 20-123-209
HEX #147bd1



PMS 2035
CMYK 5-100-98-0
RGB 225-31-38
HEX #e11f26



PMS 2421
CMYK 72-14-100-1
RGB 85-160-69
HEX #55a045



PMS 7406
CMYK 3-25-100-0
RGB 247-191-20
HEX #f7fb14



PMS 2011
CMYK 8-38-78-0
RGB 231-166-82
HEX #e7a652



PMS 2413
CMYK 79-18-48-1
RGB 33-155-145
HEX #219b91



PMS 1805
CMYK: 0-82-74-33
RGB: 67-11-18
HEX #ab1e2c



PMS 7478
CMYK 39-0-25-0
RGB 153-214-202
HEX #99d6ca



PMS 518
CMYK: 0-36-4-71
RGB: 75-48-72
HEX #4b3048



PMS 7506
CMYK 3-16-34-0
RGB 245-213-172
HEX #f5d5ac

Logo

The Backpack logo visually represents what the organization actually does.

The intense warm red color of the backpack is highlighted with a stylized heart to symbolize the caring nature of the organization. The backpack is stuffed with cheerful and colorful food items that reinforce the impact the organization has on children.

General Logo Guidelines

To maintain a high level of quality and consistency in a variety of applications, the following guidelines must be followed when applying the logo:

Quality

The logo should be reproduced from an original vector-based electronic file. You can find the logo and tagline online at: blessingsinabackpack.org/media

Size

To maintain readability, the logo should not be reproduced any smaller than 1 1/8 inches (1.125) in length.

Color

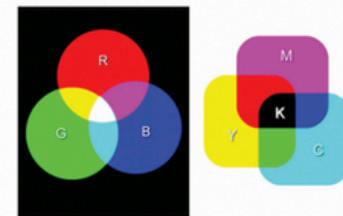
Printed applications should use the CMYK color space version of the logo, while web or screen-based applications (video, presentations, mobile, etc.) should use the RGB color space with hexadecimal values.

Placement

No version of the logo may be used to replace the words Blessings in a Backpack in a sentence or headline. They may only be used as stand-alone design elements. For specifications on the application of specific versions of the logo, please refer to any of the following pages for more details.



Do not use low resolution



Welcome to **BLESSINGS IN A BACKPACK** fundraiser.

Full Color Logo

The Blessings in a Backpack Primary Logo in full color is for applications where full color is desired. The logo is available with and without the tagline.



Who will feed the kids this weekend?



Single Color Logos

The Blessings in a Backpack Primary Logo in black and white is for applications where full color, grayscale is not available or desired.



Who will feed the kids this weekend?



Please note that the background shape is not part of the logo.

Gray Scale Logo

The Blessings in a Backpack Primary Logo in grayscale is for applications where full color is not available.



Unacceptable Mark Usage

1. Do not alter colors



2. Do not alter proportions



3. Do not remove elements



4. Do not rotate the logo



5. Do not invade clear space



6. Do not add drop shadows



7. Do not blur the logo



8. Do not skew the logo



9. Do not alter fonts



10. Do not alter layout



11. Do not crop the logo



12. Do not add elements



12. Do not add an outline



Adding a Chapter or Program Name to the Logo

Blessings in a Backpack has made allowances for each chapter and program to add its name to the logo.

*Example of a **correct program logo**.*

The program name is in Lato and flushed to the left.

It's using the primary red for our color palette.

The state is spelled out, per our style guide.



*Example of an **incorrect program logo**.*

The program name is not in Lato, and is centered and

using the incorrect shade of red.

The state is abbreviated and not written out.



Brand Voice

Upbeat and optimistic

Blessings in a Backpack communicates the serious issue of childhood hunger in an upbeat and positive manner. Keeping our mission in mind, we use clear and concise language. Blessings does not use harsh or exaggerated terms to describe the children we serve or our work. Blessings does not use any words that would indicate violence. We want the audience to feel the positive impact they can make in a child's life with Blessings in a Backpack.

Words we don't use:

- Starving
- Famished
- Malnourished
- Undernourished
- Impoverished
- Poor
- Needy
- Disadvantaged
- Homeless or houseless
- Meal Kits
- Sacks
- Snacks
- Fight
- Combat
- Battle

Use these words or phrases instead:

- Food insecure or food insecurity
- Hunger, hungry, or hunger pangs
- Hunger-free weekends
- Child-friendly food
- Shelf-stable food
- Easy-to-prepare food
- Prepacked food
- Weekend food
- Prevent weekend hunger
- End childhood hunger on the weekends
- Bridge the weekend hunger gap

Note: When phrases like "food insecure" or "easy to prepare" come before a noun, the phrase is hyphenated. When it comes after a noun, write the phrase as separate words.

Food Solutions Terminology

Blessings in a Backpack's National Food Solution provides our programs, chapters, and affiliates with pre-approved, healthy, and kid-friendly food options. The organization works directly with food manufacturers and a national distributor to provide the most cost-effective prepacks or menu line items available for all markets.

Premium prepacks are prepackaged food consisting of 7–8 kid-friendly, nutritious items with approximately 850–965 calories per bag.

Standard prepacks are prepackaged food consisting of 6–7 kid-friendly, nutritious items with approximately 700–820 calories per bag.

Menu line items are pre-approved food items available through our national distributor Sysco used for packing events and weekend food bags. The food is delivered to the program location, packaged in food service quantities that are larger and more cost-effective than purchasing through local grocers.

- *Spell the words "prepack" and "prepackaged" without a hyphen.*
- *For consistent messaging throughout the organization, please refrain from calling the prepacks "meal kits," "snacks," or "sacks" and use the phrasing above.*



Food Names

Below are the correct spelling, punctuation, and capitalization of food items that are often misspelled:

- Buddy Fruits applesauce pouch
- Cheez-It Baked Cheddar Crackers
- Chef Boyardee Mac & Cheese
- Dick & Jane Educational Snacks Food & Nutrition
- Dick & Jane Educational Snacks Fun & Fitness
- Dick & Jane Educational Snacks English & Spanish
- GoGo squeeZ applesauce pouch
- Jack Link's Sweet BBQ Chicken Bites
- Pepperidge Farm Goldfish Crackers
- Scooby-Doo Cinnamon Graham Cracker Snacks
- VBlend Dragon Punch Vegetable Juice
- VBlend Wango Mango juice
- WOWBUTTER spread
- Zee Zees breakfast bar

Kellogg's brand:

- Chat Snax Graham Crackers
- Cinnamon Multi-grain Flakes Cereal
- Frosted Flakes Multi-Grain for Schools
- Frosted Mini-Wheats
- Froot Loops Cereal
- Nutri-Grain Bar
- Tiger Bites Grahams Crackers

General Mills brand:

- Blueberry Chex
- Cinnamon Toast Crunch
- Cheerios
- Cinnamon Toast Crunch Cereal Bar

Signature Event Graphics

A chapter initially started all the signature events. Now that multiple chapters are hosting the same signature events – and we are opening them up to programs in the future – creating branded standardized event graphics will positively impact awareness-building and result in long-term national recognition for the event and Blessings in Backpack.

The goal for recreating the signature event graphics is to create branded images that can stand alone and do not need to be used in conjunction with the Blessings logo. Standard graphics for signature events will strengthen brand integrity and limit mixed messaging. **All signature event graphic templates can be found in the Blessings in a Backpack Team Brand Hub and have three versions: full color and single color black and white.**



Our signature events:

Golf events kinds *drive* revenue for Blessings in a Backpack chapters/programs nationwide.

- The golf event graphics are customizable in Canva by having the word “CLASSIC” and location editable. Chapters/programs have the flexibility to change the word "CLASSIC" to another golf event, like a "SCRAMBLE" or "SHOOTOUT."



The “Do It Yourself” run/walk is done on your own time, at your own pace, and in your place.

- The "DIY 5K" event graphic is customizable in Canva by having the words “5K RUN” and location editable. Chapters have the flexibility to change "5K RUN" to another distance or type of race. For example, it could say, "10K RUN/WALK," "5K YOUR WAY," or "HALF MARATHON."



The "Race to Feed" event is a bracket-style competition in which teams "race" to pack weekend food for Blessings in a Backpack programs.

- The event graphic is customizable in Canva by having the location editable.



The "Bridge the Gap" gala features a night of fine dining, adult beverages, and entertainment. But this graphic could be used for any gathering that raises awareness, funds, and community support for local chapters/programs.

- The event graphic is customizable in Canva by having the location editable.