



The **hunger solution**  
**C E N T E R**

Brand Standards Manual

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Photo credit: Pexels.

# Our Mission

The Hunger Solution Center's mission is to nourish our community and eliminate food waste in the Great Lakes Bay Region. We achieve this by:

- Rescuing and redistributing surplus food to those in need through a safe and coordinated system
- Providing nutritious meals and hope in the heart of Saginaw
- Treating all individuals with dignity and respect, regardless of perceived need, race, or religious beliefs
- Fostering a welcoming environment where everyone in our community can find support
- Cultivating partnerships and volunteer engagement to maximize our impact

Through our combined efforts, we strive to create a hunger-free community where no food goes to waste and every person has access to the nourishment they need to thrive.



Photo credit: Pexels.

# Our Core Values

## Our Core Values

At the Hunger Solution Center, our core values guide every aspect of our mission to alleviate hunger and reduce food waste in the Great Lakes Bay Region. These values, shared by both Hidden Harvest and the East Side Soup Kitchen, form the foundation of our work:

### Compassion and Dignity:

We treat all individuals with respect, regardless of their circumstances. Everyone is welcome at our table, and we provide meals and hope without judgment.

### Efficiency and Sustainability:

We strive to rescue and redistribute surplus food efficiently, reducing waste while meeting the needs of our community.

### Collaboration:

We believe in the power of partnerships. By working together with numerous community organizations, we maximize our impact and reach those most in need.

### Innovation:

We continuously adapt and grow to meet evolving needs, finding creative solutions to combat hunger and food insecurity.

### Community Empowerment:

Through our programs, we not only provide immediate relief but also support workforce development and connect our guests with vital resources to help them thrive.

### Stewardship:

We are committed to making the most of every resource entrusted to us, whether it's food, funds, or volunteer time, to serve our community effectively.

### Inclusivity:

We recognize the diverse needs of our community, including the ALICE population (Asset Limited, Income Constrained, Employed), and strive to support all who face food insecurity.

### Education:

We believe in the importance of raising awareness about food insecurity and teaching our community about nutrition and resource management.



Photo credit: Pexels.

# Final Logo

The Hunger Solution Center logo has been thoughtfully designed to embody our mission, values, and collaborative spirit. At its heart, the logo's symbol represents the vital partnership between The East Side Soup Kitchen and Hidden Harvest, two organizations united in their commitment to addressing hunger in our community. This symbolic union extends further to represent the teamwork of our dedicated volunteers who serve tirelessly.



## The Symbol

The intertwining elements of the symbol illustrate how these partnerships and volunteer efforts come together, completing our service with love and compassion. Visually striking and meaningful, our logo captures attention and inspires action, embodying the warmth and energy of our community-focused approach. It effectively differentiates the Hunger Solution Center from other organizations while maintaining a professional appearance, serving as a powerful visual representation of our collaborative, passionate approach to solving hunger in our community.



## Logo Limited Color Options

The logo options include a black & white version, a grayscale options.

# Brand Colors

The color palette chosen for the Hunger Solution Center logo is vibrant and meaningful, designed to evoke warmth, energy, and compassion. Our palette consists of three primary colors:



## Red (Heart):

The outer heart shape is rendered in a bold red. This color symbolizes love, passion, and urgency, reflecting our commitment to addressing hunger with dedication and care.

## Orange (Handshake):

The handshake within the heart is depicted in a warm orange. This color represents enthusiasm, creativity, and determination, highlighting the collaborative spirit and innovative approach of our organization.

## White (Outline):

The white outline of the handshake provides contrast and clarity, ensuring the logo remains distinct and legible across various applications. It also symbolizes purity and transparency in our mission.

## These colors were carefully selected to:

- Capture attention and inspire action
- Represent the warmth and energy of our community-focused approach
- Differentiate the Hunger Solution Center from other organizations while maintaining a professional appearance

When using the logo or creating materials for the Hunger Solution Center, it's crucial to maintain color consistency. Use the exact color values (which should be specified in RGB, CMYK, and Pantone codes in a separate color guide) to ensure brand coherence across all platforms and media.

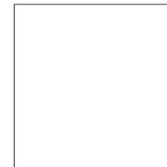
The combination of red and orange creates a visually striking logo that stands out while conveying the essence of our mission: bringing people together to solve hunger through collaborative, passionate action.



**Heart Red**  
C: 12  
M: 22  
Y: 10  
K: 10



**Handshake Orange**  
C: 12  
M: 22  
Y: 10  
K: 10



**Outline White**  
C: 12  
M: 22  
Y: 10  
K: 10

# Typography

The typography for the Hunger Solution Center logo has been carefully designed to communicate our mission and values effectively by focusing the viewer on “hunger solution”.

The **hunger solution**  
C E N T E R

## Logo Typography

The logo typography is arranged to emphasize our core purpose:

“hunger solution” is the focal point of the logo, presented in lowercase letters to convey a friendly and approachable tone. “the” is intentionally de-emphasized due to its minimal semantic importance. “CENTER” is set in uppercase letters and spaced widely, serving as a visual underline for “hunger solution” and providing a solid foundation for the entire logo.

## Typeface Selection

The primary typeface used across all elements of the Hunger Solution Center logo is Futura Medium.

## Futura Medium:

Used for all text elements in the logo: “the”, “hunger solution”, and “CENTER”. Characteristics: Sans-serif, geometric, modern, highly readable. Conveys a sense of efficiency, forwardness, and clarity, aligning with our mission to provide clear, effective solutions to hunger.

## Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
~!@#\$%^&\*()\_+

## Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
~!@#\$%^&\*()\_+

# Logo Non-Color Options



## Logo Non-Color Options

To maintain the strength and clarity of our brand identity, it's crucial to use the Hunger Solution Center logo appropriately across various applications. While the full-color version is preferred, there are situations where alternative versions are necessary. Below are guidelines for using the logo in black & white, white on black, and grayscale

### 1. Black & White Version:

The black & white version of our logo should be used in situations where color printing is not available or when placing the logo on light-colored backgrounds. This version maintains the integrity of our design while ensuring clarity and legibility in monochrome environments.

### 2. White on Black Version:

For applications on dark backgrounds or in reverse-print situations, use the white on black version of our logo. This high-contrast option ensures visibility and impact when the logo needs to stand out against darker colors or images.

### 3. Grayscale Version:

The grayscale version of our logo is suitable for documents or materials where full color is not possible, but some tonal variation is desired. This version uses shades of gray to maintain the visual hierarchy and depth of our original design.

### General Guidelines:

Always maintain clear space around the logo to preserve its visual impact. Avoid placing the logo on busy patterns or backgrounds that may reduce its visibility.

When using the logo over colored backgrounds, choose the version (color, black & white, or white) that provides the best contrast and readability. Do not alter the proportions, colors, or elements of the logo in any of these variations.

For digital applications, use the appropriate file format (vector formats for scalability, raster formats for web use) to ensure the highest quality representation of our brand.

By adhering to these guidelines, we ensure that the Hunger Solution Center logo remains a strong and consistent representation of our brand across all media and applications.

# Clear Space

To maximize the impact and visibility of the Hunger Solution Center logo, it's essential to maintain a minimum amount of clear space around it. This space ensures that the logo remains distinct from other graphic elements such as images or text.



## Determining Clear Space

The clear space is determined by the height of the handshake symbol formed by the shaking hands in our logo. Use this height as a measuring unit to create space around the entire logo (see diagram for reference).

## Select the Heart Symbol

Use the height of this symbol to determine the required clear space around all sides of the logo.

# Minimum Size for Logo

To maintain the legibility and integrity of the Hunger Solution Center logo, it's crucial to adhere to minimum size requirements. These guidelines ensure that the logo remains clear and recognizable across all applications, from large-scale signage to small print materials.

## Full Color Logo (Vector)

The full color version of the Hunger Solution Center logo should not be reproduced at a size smaller than 1/2 inch (12.7 mm) in height.



## Black & White Logo (Vector)

For black and white reproductions, the logo can be used at a slightly smaller size. The minimum size for the black and white version is 1/4 inch (6.35 mm) in height.



## Digital Applications (Pixel)

For digital applications, ensure that the logo (in both color and black & white) is displayed at a minimum of 50 pixels in height at a minimum resolution of 72 pixels per inch.



# Logo Misuse

To maximize the impact and visibility of the Hunger Solution Center logo, it's essential to maintain a minimum amount of clear space around it. This space ensures that the logo remains distinct from other graphic elements such as images or text.

**Wrong Colors - Symbol**  
Do not change the official colors of the logo.



**Wrong Colors - Type**  
Do not change the type or the symbol.



**Altered Typeface**  
Do not change the typeface in the logo.



**Distorted Logo**  
Do not stretch the symbol or the text.



**Patterns**  
Do not add a texture or pattern to the logo.



**Rotation**  
Do not rotate the logo.



**Altered Symbol**  
Do not remove parts of the symbol.



**Altered Symbol Continued...**  
Do not change the symbol.



## Logo Misuse Continued...

**Don't Use Full Color Logo Over Full Color Photo**  
The full color logo is preferred but cannot be used with poor contrast.



**Increase Contrast Over Full Color Photo**  
The black & white logo and a fade of white over the photo can improve legibility.



# Logo Variations

The Hunger Solution Center logo has been designed with long-term brand recognition and flexibility in mind. While the full logo (symbol and typography together) should be used as the primary representation of our brand, we anticipate

## Current Usage

For the initial period (approximately the first three years), always use the full logo with both the symbol and typography together. This helps establish strong brand recognition and association between the visual elements. We will begin the transition to symbol only option by using the symbol alone on the back of the business card.

## Future Flexibility

After about three years of consistent use and brand establishment, we may introduce more flexible usage of our logo elements:



## Symbol Only:

The symbol may be used independently of the typography in situations where:

- Space is limited (e.g., social media profile pictures, small promotional items)
- The brand is already well-known in the context
- A more abstract or iconic representation is desired



## Typography Only:

The typographic portion of the logo may be used without the symbol when:

- A more text-based design is appropriate (e.g., formal documents, certain signage)
- The symbol is being used prominently elsewhere in the design  
There's a need to emphasize the full name of the organization

## Vertical Arrangement:

The Hunger Solution Center logo is also available in a vertical configuration to accommodate various design needs and space constraints. In this arrangement, the symbol is positioned above the typography and is slightly larger than in the horizontal (preferred) arrangement. Notably, the word "the" is shifted upward and positioned over the top of the "h" in "hunger". This vertical version provides a compact alternative while maintaining the essential visual elements of our brand identity.



# Logo Application

The Hunger Solution Center logo is more than just a symbol—it's a visual representation of our mission, values, and impact in the community. Proper application of our logo across various mediums ensures consistent brand recognition and reinforces our message of hope and nourishment.

In this section, we'll explore how to effectively use our logo in different contexts, from digital platforms to physical signage, promotional materials to official documents. By adhering to these guidelines, we maintain the integrity of our brand while maximizing its visual impact.

The following examples demonstrate the versatility of our logo and provide inspiration for its application across diverse communication channels, always with the goal of strengthening our connection with the community we serve.



Photo credit: Canva.

# Stationery Application

In our stationery system, we've carefully balanced the use of color and contrast to create a cohesive and professional look that reinforces our brand identity. The primary approach is to maintain high readability while incorporating our brand colors effectively:

## High Contrast Elements:

For maximum legibility, we use black typography on white backgrounds for essential information such as addresses, contact details, and body text. This ensures clarity and professionalism in our communications.

## Color Application:

We've integrated our brand's signature red color boldly where possible. This is evident in the full bleed red background on the back of the business card and the footer of the letterhead. This strategic use of color adds visual impact and reinforces brand recognition.

## Logo Placement:

The Hunger Solution Center logo is prominently featured on all stationery items. On white backgrounds, we use the full-color version of the logo to maintain brand consistency and visual appeal.

## Versatility:

This approach allows for flexibility across various printed materials while maintaining a cohesive look. Whether it's a business card, letterhead, or envelope, the combination of high-contrast text and strategic color use ensures our brand is both recognizable and professional.

By balancing these elements, our stationery system effectively communicates our brand identity while ensuring all information remains clear and accessible to recipients.

