

TYPOGRAPHY

Primary Typeface

Gotham is our primary typeface. Use it for key messages and calls-to-action.

Buying Gotham Fonts

To buy our Gotham fonts go to www.typography.com/fonts/gotham/styles. Gotham fonts are contained in the Gotham 1 style collection.

Every computer you own will need its own font license for this software. Open Type fonts (OTF) are compatible on both Mac and Windows systems.

Substitute Fonts

When the primary font can't be used, Arial must be utilized to replace Gotham. This font is available on almost all computers and devices.

**Gotham
Black
Bold
Medium
Book**

COLOR PALETTE



Brand Green

PMS 574C
CMYK 49/22/85/58
RGB 78/91/49
Hex 4E5B31



Brand Orange

PMS 138C
CMYK 0/54/100/1
RGB 222/124/0
Hex DE7C00



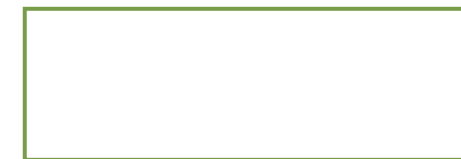
Accent Yellow

PMS 124C
CMYK 0/30/100/0
RGB 234/170/0
Hex EAAA00



Accent Green

PMS 576C
CMYK 54/5/94/24
RGB 120/157/74
Hex 789D4A



White

CMYK 0/0/0/0
RGB 255/255/255
Hex FFFFFFFF

MESSAGING

Feeding America - Eastern Wisconsin

Feeding America Eastern Wisconsin is the largest hunger relief organization in the state, with locations in Milwaukee and Appleton. Founded in 1982 by the Rotary Club of Milwaukee, Feeding America Eastern Wisconsin is an independent member of the Feeding America network. Collaborating with nearly 400 hunger relief programs including food pantries, meal programs, and shelters, the nonprofit organization provides healthy food for our neighbors facing food insecurity across 35 counties in Eastern Wisconsin.

To learn more about how we can all work together to solve hunger in Wisconsin, visit FeedingAmericaWI.org.

Mindful Meals

Mindful Meals, a program by Feeding America Eastern Wisconsin, is designed to break down barriers to food access by offering a dignified, convenient, and discreet solution for individuals and families in need. Utilizing the OrderAhead online platform, participants can select nutritious foods of their choice, eliminating the stigma and limitations of prepackaged food distributions. Through partnerships with trusted local organizations, Mindful Meals provides secure, flexible pickup locations, ensuring that nutritious food is accessible where and when it's needed most. This program not only addresses food insecurity but also fosters community collaboration to create a future where no one has to choose between essential needs and nourishment.

For more information about the program, visit the Mindful Meals page on our website at: <https://feedingamericawi.org/our-programs/mindful/>

LOGO VERSIONS



Full-color Logo

Black Logo

Reverse Logo



EMBLEM

The Mindful Meals emblem is a decorative badge that can be used to adorn program documents. It should only be used when the program logo is already present and is not to be locked-up directly in tandem with the Feeding America Eastern Wisconsin/Mindful Meals logo.

QUESTIONS?

If you have a brand usage question or request, please contact:

Business Development Manager
Carey Redmann, 920.360.5033
credmann@feedingamericawi.org