



FOOD FORWARD

brand guide



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What We Do

Food Forward fights hunger and prevents food waste by rescuing fresh surplus produce, connecting this abundance with people in need and inspiring others to do the same.



About Us

Food Forward is a non-profit organization that fights hunger and prevents food waste by rescuing fresh surplus produce, connecting this abundance with people in need and inspiring others to do the same.

We aim to collect fresh fruits and vegetables that would normally go to waste from backyard fruit trees, public orchards, farmers markets, and the downtown Los Angeles Wholesale Produce Market. 100% of the produce we recover is donated to hunger relief agencies across 8 counties in Southern California.

01 Core Identity

The Food Forward's design system focuses on a simple and organic approach in representing community unity, empowerment, and joyfulness. The colors and imagery aimed to communicate the message of empowerment and food justice.

Brand Traits

Food Forward's brand and identity focuses on promoting the hunger and food waste issues to showcase the aspect of food justice.

Joyfulness

We cultivate a meaningful, fun, positive and spirited work environment.

Commitment

We believe that access to wholesome food and fresh nutritious produce is not a privilege, but a right. We work hard to end food inequality and reduce food insecurity for everyone.

Community-Minded

We aim to include and connect people in the community, and to remain open, diverse, respectful, and accessible. We take pride in offering people meaningful volunteer and work experiences.

Our Slogan

The slogan is meant to clarify the core value of “Food Forward” and what we do. Our organization seeks to provide access to wholesome food and fresh nutritious produce for people in need.

It should always be shown in a vertical hierarchy and can't be mixed or swapped with each other.

Harvest Food.

Fight Hunger.

Build Community.

Logo

Primary Logo

Our logo showcases the best part of our mission, providing food to people in need. The hand passing the orange represents giving food to people in need. The arched ribbon attached to the hand references the “Forward” where food is moved forward by people’s passion to fight hunger. The angle of the logo creates more giving and forward feeling.

Secondary Logo

The secondary logo strongly emphasizes the hand passing the orange without any texts. It can be used as a profile picture for various social media platforms or any smaller products that will not fit the original logo.

primary logo



secondary logo

Black + White Logo

If color printing is not available, this is how the Food Forward logo should be shown in black and white.



Logo Usage

Clear Space

The clearspace size around all sides should be equivalent to the height of the 'o' in Forward. The measurement should start from the edges around the logo.

Logo Angle

The logo should always be shown at a 15 angle degree. This angle is core to our message of unity and warmth.

Size Restraints

One inch in height is the smallest the logo should be used.



clear space



logo angle



size restraints

Colors

The warm orange color is the main color used in the logo and should always be the solid orange. Dark blue navy is the secondary/accent color used less often and mostly for head titles, subtitles, graphic assets.

Orange

Represents the joy and warmth our organization uses to convey our case.

Dark Blue Navy

Represents trust and loyalty our volunteers and team have for the cause they are fighting.

Orange

RGB 248.150.31

CMYK 0.49.99.0

HEX #f8961f

PMS 3588C

Orange

RGB 21.52.123

CMYK 100.94.20.7

HEX #29367b

PMS 3591CP

Color Usages

Correct Usage

If the logo is ever used with colored backgrounds, these are acceptable combinations. These color combinations highlight the bold and strength of our organization purpose.

If used on the orange or blue background, the logo has to be in either opposite color or white. Logo should be the orange color if use white background.

Incorrect Usage

Do not:

- + outline the logo
- + use more than two colors



correct usage



incorrect usage

Type Pairings

Futura

Futura is our organization's main font. Futura is a versatile typeface that demonstrates its bold and powerful display designs. The font's vivid geometric shapes makes it ideal for our organization's passion and values towards food justice.

This typeface is used for the titles, subtitles, and small captions.

Adelle

Adelle is a slab serif typeface and designed specifically for editorial use mainly in newspapers and magazines. Its font line weight bring a readable and neutral look when used in text sizes. It contains a energetic character which reflects our organization's brand traits. This typeface is used for the mainly body text.

Futura Bold | Headtitles

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Futura Medium | Small Captions

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Adelle Regular | Body Text

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

02 Imagery

Flat drawings of various fresh food and photographs are an extension of our branding goal.



Pattern

Outline drawings of fresh food represent the main mission of collecting fresh fruits and vegetables that would normally go to waste.

Those pattern color should be in the brand orange or the white. If using the brand orange on the gray background or photography, show it at 30%.



Photographs

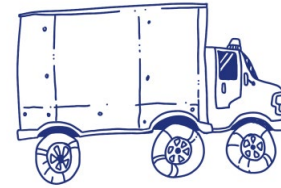
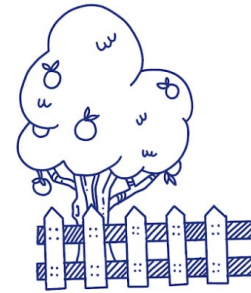
Photography should focus on the faces of various individuals volunteering to help people in need. Hands also is a symbol for “helping hands” which reinforced by our hand logo.



Other Outline Drawings

The outline drawings are possible graphic assets for the website, poster, and other marketing materials. It helps to visualize our mission crystal clear and loud.

Outline drawings are intended to be organic and minimal, yet it emphasizes our bold spirited feelings towards the hunger.



03 Applications

The following are various applications of our brand to spread awareness about Food Forward. Our application shows our values toward the cause we aim to help.



Stationary



Zachariah Jobe
Facilities Supervisor

Contact
zach@foodforward.org
818-764-1022
foodforward.org

7412 Fulton Ave, Suite #3
North Hollywood, CA 91605



foodforward.org

FOOD FORWARD
7412 Fulton Ave, Suite #3
North Hollywood, CA 91605

name
street number
Town Name, State
zipcode



Name

In January 2019, while walking his dog through his neighborhood in Valley Glen, California, Rick Nahmias stumbled - almost literally - upon the concept that became Fodo Forward. Rick founded Food Forward as a grassroots volunteer effort with a simple mission: to fight hunger by fostering community interaction at a local level. When you take a close look at many Los Angeles yards and parks, they are littered with fallen, unwanted, rooting fruit. Sadly, some see this fruit as an inconvenience. Or worse, it goes completely unnoticed. Many of these orange, lemon, and grapefruit trees are descendants from when the greater Los Angeles area was blanketed with commercial citrus groves.

Rick realized that if there was such an abundance of wasted fruit in his own neighborhood, the volume across the Southern California area must be immense. This could become a nutritious food source for the community's food insecure and a perfect complement to the dry goods agencies receive in abundance, often lacking in vitamins and other nutrients. Taking a new, yet still citrusy approach to the old adage, "When life gives you lemons, make lemonade," Rick, with a small group of friends and like-minded folk, began offering to glean his neighbor's trees. After each harvest, they would drive the produce directly to local food banks and pantries. The produce was (and still is to this day) donated 100% free of charge.

sincerely,
Chris Hammers

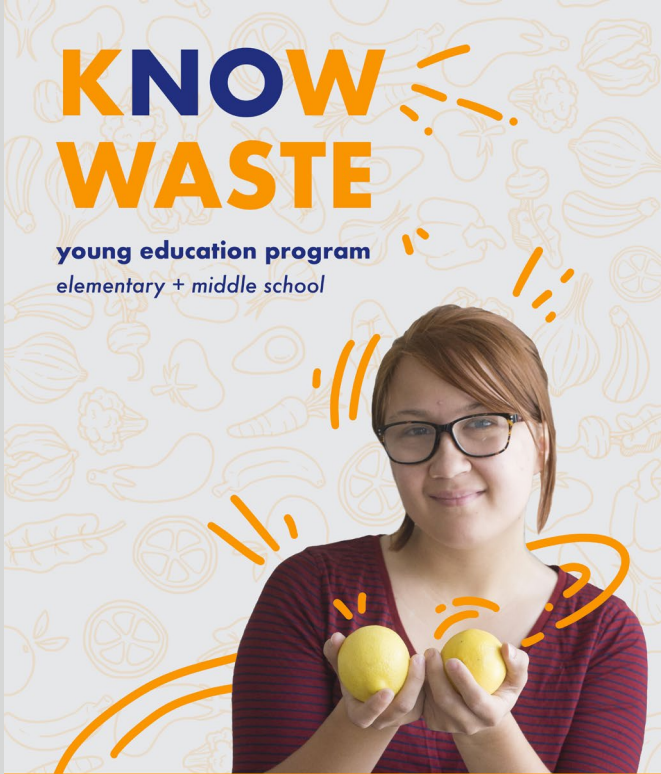
Main Office

7412 Fulton Ave, Suite #3
North Hollywood, CA 91605

Contact

info@foodforward.org
805-630-2728
foodforward.org

Posters



**KNOW
WASTE**

young education program
elementary + middle school

**FOOD
FORWARD**

what it is?

Since 2016, kNOw Waste has partnered with 12 elementary schools, serving over 1,000 students throughout Los Angeles, and we are excited to continue working with more schools in the 2018-2019 academic year.

info sessions

nov 17 + 19 / 7 - 9pm / Lowman Elementary
dec 17 + 19 / 7 - 9pm / James Middle School



**KNOW
WASTE**

young education program
elementary + middle school

**FOOD
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Social Media

Our main marketing platform is social media. We use it mainly to reach out to our audiences and spread awareness about food justice. It allows volunteers, people in need, and hunger relief agencies to connect with each other. Social media is also a platform for sharing events, albums, videos and ideas.



social media profile pictures



facebook page example

Website

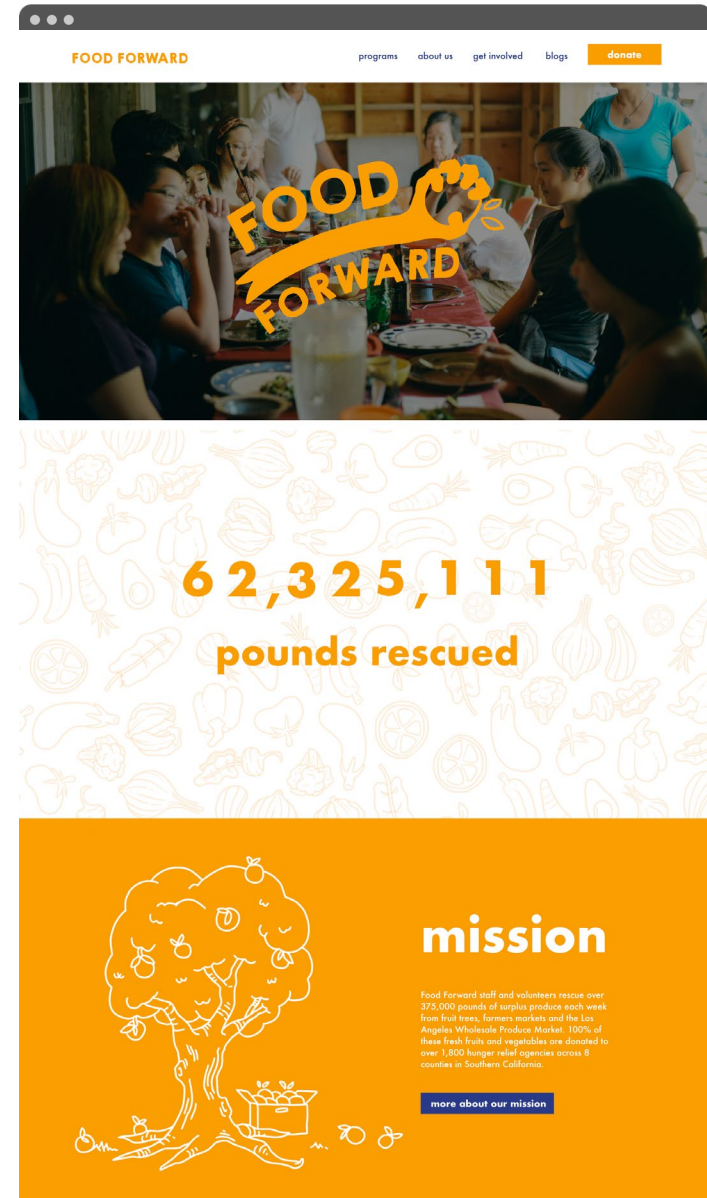
Food Forward website contains everything the user needs to know about information related to the organization. The layout is very user friendly and simple to find just about anything the user is looking for.

Webpage Previews:

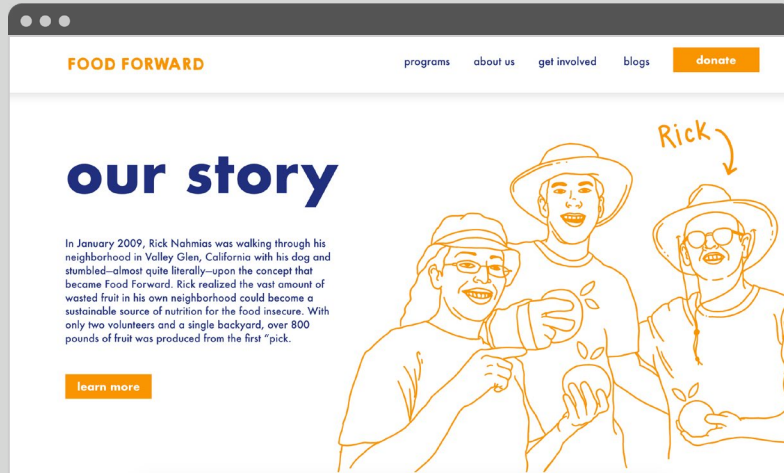
- + mission
- + our story
- + our programs
- + news / event
- + donate / volunteers

Food Forward website address:

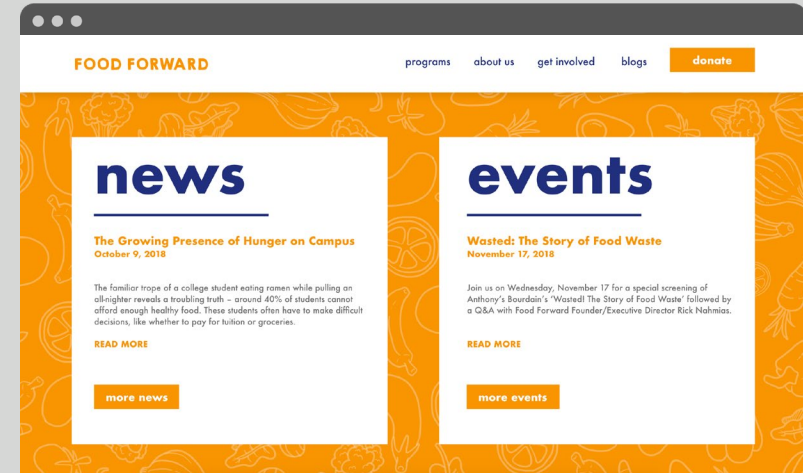
www.foodforward.org



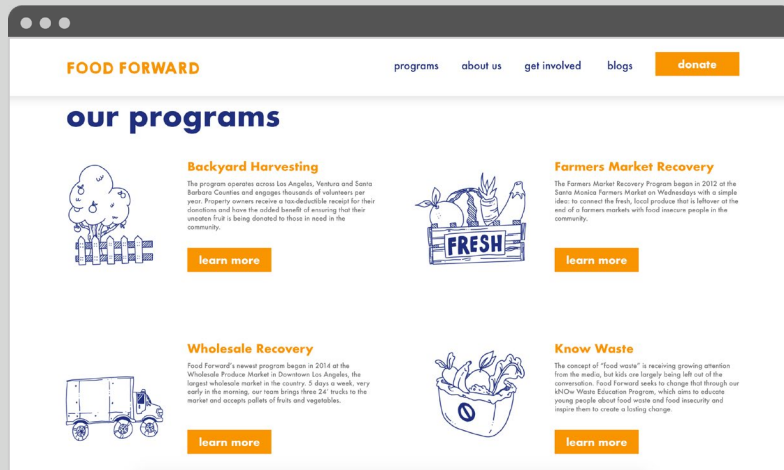
main home website preview



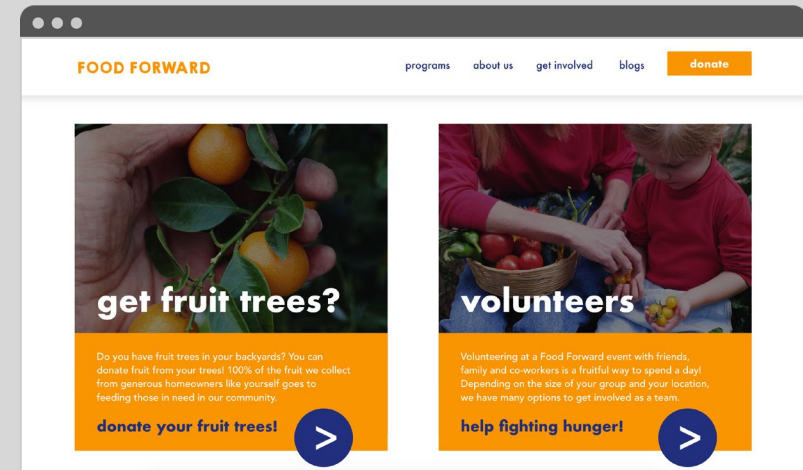
our story section



news + events section



our programs section



donate + volunteers section

Pin Badges

Pin badges are our giveaways and is a form of marketing and exposure for our organization.



Cardboard Boxes

Cardboard boxes are for fresh food and made for easy transport of food to hunger relief agency sites. Our logo and pattern incorporated in the packaging to make boxes readily recognizable.



Shirts

Examples of various apparel designs are for volunteers and team members to wear to show unity and community. They are available for purchase by anyone and comes in children and adult sizes.





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