

SURREY FOOD BANK

BRAND GUIDE &
COMMUNICATIONS PLAN





The Surrey Food Bank provides food to families living in Surrey and North Delta. We pride ourselves on supplying nutritious food in a respectful and dignified environment.



As a non-profit, charitable organization, we operate because of donations of money and food. These donations come from individuals, organizations and corporations.



Volunteers are essential to our success. We depend on volunteers for many different functions – everything from sorting and distributing food to representing us at community events.

About Us

We lead with care and dignity in the effective distribution of nutritious food to those in need and build partnerships to provide related services to eliminate poverty in our community

THE SURREY FOOD BANK BRAND



LOGO BRAND STYLE SHEET

LOGO



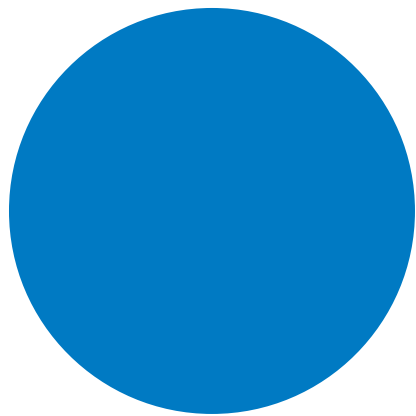
HOLIDAY LOGO



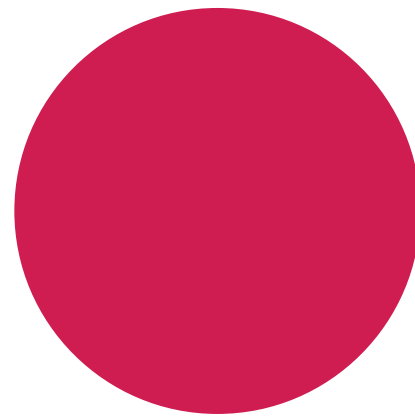
DARK BACKGROUNDS



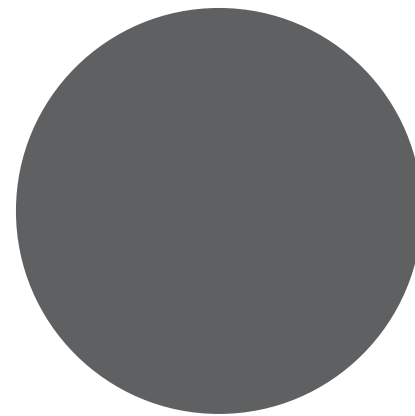
LOGO



C 100 M43 Y0 K0
R0 G122 B194
#007AC2



C13 M100 Y58 K2
R207 G29 B82
#CF1D52



C0 M0 Y0 K77
R95 G96 B98
#3B3B3B

FONTS

Avenir LT Std 95 Black
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Avenir LT Std 55 Roman
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Avenir LT Std 35 Light
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

ADDITIONAL ELEMENTS



SIGNATURE BACKGROUND



PEOPLE LIKE YOU
CLIENTS | VOLUNTEERS | DONORS

PROGRAM LOGOS

Felizia
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Breathing
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Alex Brush
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1234567890

ADDITIONAL FONTS

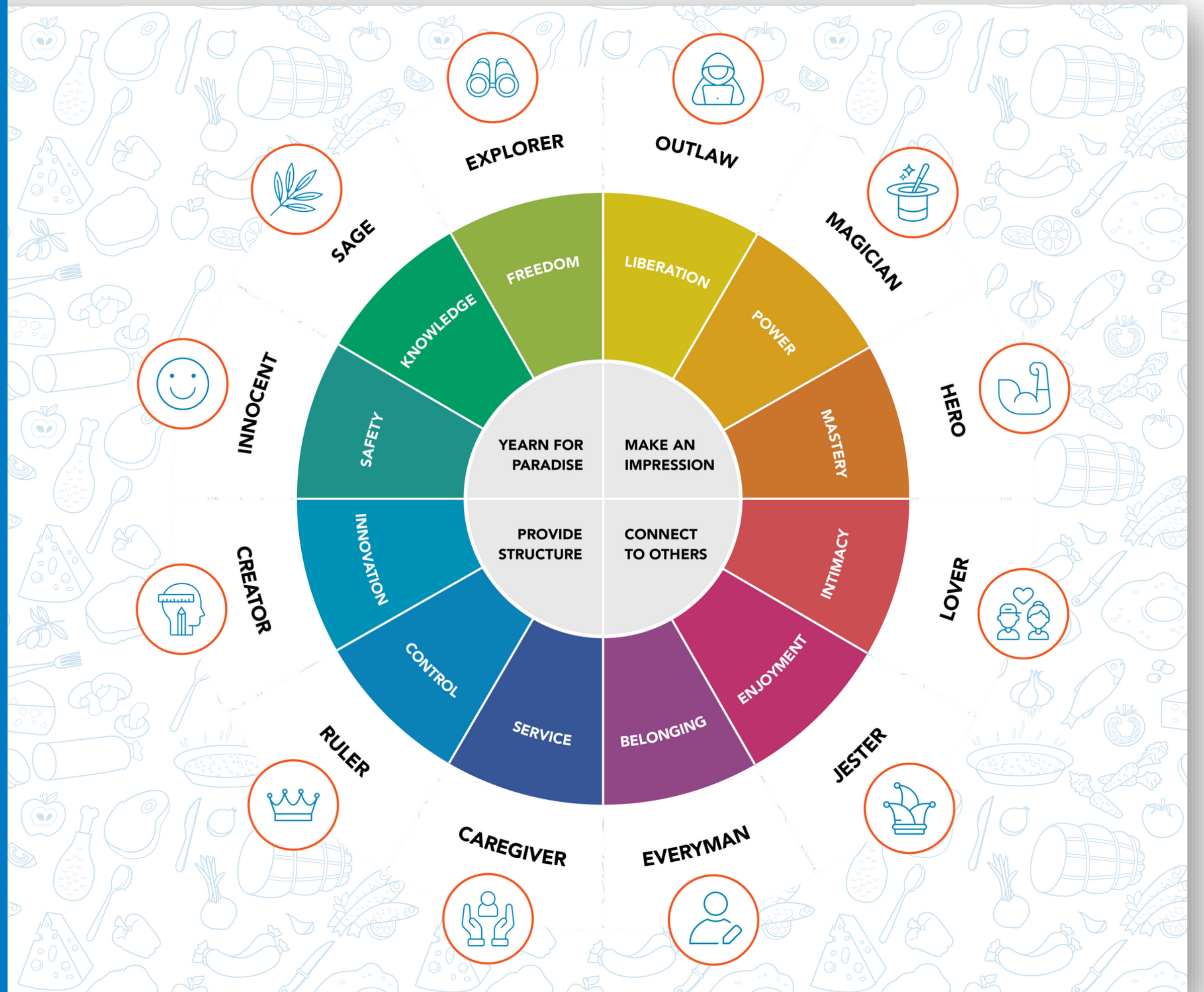
Montserrat
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ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Futura
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Century Gothic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

COMPLIMENTARY FONTS

THE SURREY FOOD BANK Brand Archetype



THE CAREGIVER



VISION:

A Nourished and Thriving Community, Free of Poverty

MISSION:

We lead with care and dignity in the effective distribution of nutritious food to those in need and build partnerships to provide related services to eliminate poverty in our community

CORE DESIRE:

To help others. To provide stability and build a safe haven for all.

STRATEGY:

Do things for others. Show compassion and generosity. Lead by example

MOTIVATION:

Seeking stability and control. Empathy and generosity.

The Caregiver Personality



The Caregiver archetype is a perfect fit for brands that help those in need. A warm, thoughtful, generous approach makes their customers feel secure, protected and cared for. Require external input in order provide care for those in need. In such a case, educational and conscience-evoking messages are key.



DRIVE: Support, Help Service, Recognition, Gratitude
FEAR: Anguish, Helplessness, Ingratitude, Neglect, Blame



INSPIRATION: Unicef, WWF, Red Cross, Peace Corps

Caregiver brands tend to depict the realness of everyday life. They don't shy away from reality and, in fact, wish to shed light on the world's problems. They appeal to the consumer's tendency towards sentimental feelings, devotion to family, and need for safety.



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Strengths

- 40 years of service
- Second-largest food bank in BC
- Multiple dedicated food programs
- Access to additional resources
- Large volunteer base
- Large Donor Base

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Weaknesses

- Loss of connection with the community
- Lack of awareness of services provided
- Lack of cohesive multi-channel messaging
- Lack of top of mind recall
- Information requirements causing clients to not register.

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Opportunities

- Host info sessions/tours to regain connect
- Enhance presence in the local online community groups
- Reestablish lost partnerships
- Update branding and messaging
- Mobilize the existing donor base
- Enhanced advocacy by the board
- Creation of additional fundraising events
- Upgrading the Website

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Threats

- The emergence of multiple food programs in the community
- Increased competition for donors and their time
- Organizations with stronger community links

Communication Objectives



Enhance brand awareness and amplify the vision and mission of the organization



Create a cohesive brand voice as an industry leader



Emerge as an advocate and community hub

THANK YOU



Unit 1 – 13478 78th Ave
Surrey, BC
V3W 8J6



604.581.5443



www.surreyfoodbank.org



surreyfoodbank

