Brand Standards

foodbank
Our Mission

Our Vision
No one goes hungry.
LOGO STANDARDS

PRIMARY LOGO: HORIZONTAL
The Food Bank of Central & Eastern North Carolina’s logo is a strong brand asset in the fight against hunger in our 34-county service area. The logo should always appear as it does below.

SECONDARY LOGO: STACKED
The Food Bank’s stacked logo can be used any time the horizontal logo will not work.

TERTIARY LOGO: ICON
The Food Bank’s icon logo should be used as the social media profile picture and on apparel. This logo should not be used in any other way, unless accompanied by the primary or secondary logo.
CLEAR SPACE

Clear space is the area surrounding our logo that must be free of text or graphic elements. We measure clear space by the height of the “o” in Food Bank. An o-height space must exist around all four sides of the logo.

MINIMUM SIZE

Our horizontal logo should never be reproduced at a size smaller than 2” wide x .4” tall so that it can always be clear and legible. Our stacked logo should never be reproduced at a size smaller than 1” wide x .7” tall. Our icon logo should never be reproduced at a size smaller than .5” wide x .5” tall.

BRANCH LOGOS

Branches logos should only be used when the designed piece is going to be at that branch or in that branch’s counties. All clear space, minimum size, and improper usage rules apply to branch logos.
APPROVED VARIATIONS
The following logo variations can be used when circumstances require them.

The reverse version can be used on dark backgrounds.

The PMS 368 version can be used when only one color is permitted.

The black version can be used when printing only in black and white.

PROGRAM LOCKUPS
Program names will always be used in conjunction with the Food Bank logo.

COMMUNITY HEALTH & ENGAGEMENT

MIDDLE MILE PROGRAM

CHILDREN’S PROGRAMS

BACKPACK PALS

THREE SQUARES

RETAIL DONATION PROGRAM
The logo should **never** be reversed so the lettering is green & the plate is navy.

The logo should **never** use alternative colors.

The logo should **never** be shaded or less than 100% opacity.

The logo should **never** be horizontally or vertically skewed.

The logo should **never** be tilted.

The logo should **never** use a drop shadow, outer glow, or any other effect.

The logo should **never** be used without the plate icon.

The logo should **never** be rearranged.

**IMPROPER USAGE**

To preserve the integrity of our brand, we must use the Food Bank logo correctly in every application. Altering, distorting, or redrawing it in a way that's prohibited weakens our brand and what it represents. The examples below illustrate incorrect usage of our logo. While some may seem small departures from the standard, all are unacceptable and dilute our brand image.

**MEMBERSHIP & RECOGNITION LOGOS**

The Food Bank uses these logos throughout our collateral to show what organizations we are a member of and the levels of recognition we hold.

**EVENT LOGOS**

These logos are for Food Bank events.
PRIMARY COLORS
Our primary colors are used in our logo, symbolize our brand, and are consistent in all Food Bank collateral.

<table>
<thead>
<tr>
<th>Color Name</th>
<th>CMYK</th>
<th>RGB</th>
<th>HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 7697 C</td>
<td>76, 34, 21, 0</td>
<td>61, 141, 174</td>
<td>3d8cae</td>
</tr>
<tr>
<td>Pantone 7666 C</td>
<td>75, 80, 50, 0</td>
<td>99, 81, 109</td>
<td>63516d</td>
</tr>
<tr>
<td>Pantone P 136-12 C</td>
<td>58, 0, 46, 7</td>
<td>98, 183, 153</td>
<td>61b798</td>
</tr>
<tr>
<td>Pantone Warm Gray 4 C</td>
<td>11, 13, 15, 27</td>
<td>183, 173, 165</td>
<td>b6ada4</td>
</tr>
</tbody>
</table>

EXTENDED COLOR PALETTE
Our extended color palette includes colors that support and highlight our primary colors.

<table>
<thead>
<tr>
<th>Color Name</th>
<th>CMYK</th>
<th>RGB</th>
<th>HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 7546 C</td>
<td>73, 45, 24, 66</td>
<td>30, 56, 75</td>
<td>1d374b</td>
</tr>
</tbody>
</table>

PRIMARY FONT
Our primary font is Avenir.
Use Avenir Black for headlines, Avenir Medium for subheads and Avenir Book for body copy.
If italic is needed, use any of the Avenir Oblique options.
Note: You may have Avenir Next on your computer, which is also acceptable.

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Uppercase</th>
<th>Lowercase</th>
<th>Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avenir Black</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
<tr>
<td>Avenir Medium</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
</tbody>
</table>

SECONDARY FONT
Our secondary font is Myriad Pro.
Use Myriad Pro Bold for headlines, Myriad Pro Semibold for subheads and Myriad Pro Regular for body copy.
If italic is needed, use Myriad Pro Italic.

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Uppercase</th>
<th>Lowercase</th>
<th>Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Myriad Pro Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
<tr>
<td>Myriad Pro Semibold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
<tr>
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<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
</tbody>
</table>
**ACTION**

Action photos should highlight a natural event or situation and not look staged. Action photos should explain what the Food Bank does and praise the efforts of partners and volunteers. Models should never be looking down or have a sad, somber or angry look on their face. Models should never have dirty clothes or dirty faces. Cropping should be done only to create a more compelling image. Avoid perfect symmetry. Leave enough visual information to tell the story.

**PORTRAITS**

Models should make eye contact to engage the viewer and be shot in a respectful and dignified manner. They should have a smiling or neutral expression. Models should never be looking down or have a sad, somber or angry look on their face. Models should never have dirty clothes or dirty faces. Cropping should be done only to create a more compelling image. Avoid perfect symmetry. Leave enough visual information to tell the story.

**Photography** should support our mission & vision. Photos should express a hopeful message in an honest way and appear unstaged, shot in a natural environment with natural lighting. Photos should not contain any logos (sports teams, businesses, etc.) and should show the diverse population the Food Bank serves. Photos should always be at least 5” x 7” and 300 dpi.

**IMAGERY STYLE**

Photos should be at least 5” x 7” and 300 dpi. Avoid perfect symmetry. Leave enough visual information to tell the story.
FOOD
Food photos should be clear and in a natural environment. Food should be properly packaged/ stored (when applicable). Cropping should be done only to create a more compelling image. Avoid perfect symmetry. Leave enough visual information to tell the story.

WHERE TO FIND PHOTOS
Feeding America Photos: https://feedingamerica.sharepoint.com/sites/famedia
Stock Photos: istockphoto.com
Contact the Creative & Brand Manager to purchase images.
Food Bank Photos DevPhotoAlbum -> Documents -> Photo Album
Contact the Creative & Brand Manager for specific images.

IMPROPER IMAGERY
To preserve the integrity of our brand and our mission, we must use professional imagery at all times. The following imagery should never be used, as it weakens our professionalism.

FOOD
Clip art should never be used, not even on internal presentations.

Trite, overused images that do not communicate to the audience should never be used.

Overly staged stock images should never be used.

Duotones should never be used.

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USING THE ORGANIZATION’S NAME

In the first instance of using the organization’s name, use the full name of the organization “Food Bank of Central & Eastern North Carolina.” After using the full name of the organization once, Food Bank is acceptable, both words should be capitalized.

NOTE: With the brand refresh, FBCENC, Food Bank CENC, and Food Bank of CENC are no longer brand compliant.

Example:
“The Food Bank of Central & Eastern North Carolina partners with more than 900 partner agencies across 34 counties in the state. Last year, the Food Bank distributed more than 82 million pounds of food throughout its service area.”

When adding a branch to the name it should be written as follows, always using the ampersand (&) and the word “at.” Never use the @ sign.

Food Bank of Central & Eastern North Carolina at Durham
Food Bank of Central & Eastern North Carolina at Sandhills
Food Bank of Central & Eastern North Carolina at Greenville
Food Bank of Central & Eastern North Carolina at Wilmington
Food Bank of Central & Eastern North Carolina at New Bern

After using the full name, it is acceptable to refer to the branches as “the Durham Branch,” “the Greenville Branch,” “the New Bern Branch,” etc. with Branch always being capitalized when used in this way.

Example:
“The Food Bank of Central & Eastern North Carolina at Sandhills is located at 195 Sandy Avenue in Southern Pines. Last year, the Sandhills Branch distributed over 5.5 million pounds of food to partner agencies in their four county service area.”

MISSION & VISION STATEMENTS

The mission statement should be written as “Nourish people. Build solutions. Empower communities.” The vision statement should be written as “No one goes hungry.”

DEFINITIONS

Partners: In the context of the Food Bank’s work, this word refers to our partner agencies. They are the Food Bank’s front line representatives, and we could not do what we do without them. They are our partners in ending hunger.

Community: In the context of the Food Bank’s work, this word refers to our donors, supporters, and those we engage with to end hunger. Community could be businesses, corporations, foundations, individuals, etc. Can also be representative of elected officials and other non-profits or education resources.

Those we serve: Recipients, friends and neighbors in need, those/people facing hunger or are food insecure, families and individuals, etc.

PROGRAMS

Always capitalize the “P” in “Program(s)” when using as the entire program name.

Children’s Programs
Kids Cafe Program (Never use the accent over the “e” in “Cafe”)
Weekend Power Pack Program
Kids Summer Meals Program (also known as Summer Food Service Program or SFSP)
Three Squares (Food & Nutrition Services Outreach Program) Always use the word “Three” not the number.
Retail Donation Program
Community Health & Engagement (always with the ampersand)

INITIATIVES AND EVENTS: APPROPRIATELY WRITTEN EVENT TERMINOLOGY

Evening of Appreciation (called “Hunt-Morgridge” internally only)
Sort-A-Rama
Stamp Out Hunger (called “Letter Carriers” internally only)
Stop Summer Hunger
Hunger Action Month
Megan Weeks
Creative & Brand Manager
Food Bank of Central & Eastern North Carolina
1924 Capital Boulevard, Raleigh, NC 27604
PHONE 919.865.3075
FAX 919.875.0801
foodbankcenc.org


Distributed 82 million lbs. of food in 2018-2019!

Examples of Short Links
foodbankcenc.org/donate
foodbankcenc.org/holidaymeals
foodbankcenc.org/volunteer

Examples of Domains for Specific Events
chefseastnc.org
stopsummerhunger.org

Branch Websites
durham.foodbankcenc.org
greenville.foodbankcenc.org
newbern.foodbankcenc.org
raleigh.foodbankcenc.org
sandhills.foodbankcenc.org
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SOCIAL MEDIA

SOCIAL MEDIA USERNAMES
When sharing our social media accounts on flyers, websites, emails, etc., use the following links exactly:
- facebook.com/FoodBankCENC
- twitter.com/FoodBankCENC
- instagram.com/foodbankcenc
- youtube.com/FoodBankCENC
- flickr.com/FoodBankCENC
Our social media account information may be abbreviated to @FoodBankCENC (following the capitalization rules) in place of the full social network links.

AVATAR
All Food Bank social media accounts will use the icon version of the Food Bank logo.

PHOTOS
Photos to be used on social media must:
- Be at least 240 dpi (800 pixels wide) (file size: 345 KB)
- Be clear: Not blurry or out of focus.
- Feature faces, not people’s backs.
- Be descriptive. It should be easy to tell what is happening in the photo without a written caption.
- Be horizontal or square.
To submit a photo to social media, send it to the Digital Strategy Manager along with a caption of who is in the photo and what they are doing.

FOOD BANK HASHTAGS
- Stop Summer Hunger: #StopSummerHunger
- Hunger Action Month: #HungerActionMonth
- Holiday Meals Drive: #HolidayMeals
- Fresh Food Friday: #FreshFoodFriday
- #NoOneGoesHungry can be used year-round with all Food Bank content

BRANCH HASHTAGS
- Durham: #Durham
- Greenville: #GreenvilleNC
- New Bern: #NewBern
- Raleigh: #Raleigh
- Sandhills: #SandhillsNC
- Wilmington: #ILM

FOOD BANK HASHTAGS
The amount of food the Food Bank distributes that falls under “dry goods” is only 40%. Produce, refrigerated goods, frozen foods and frozen meals compromise 55% of all the food dispersed to their clients.

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LETTERHEAD TEMPLATES
Letterhead templates for the organization and each branch are available on Sharepoint under Development -> Letterhead Templates
All correspondence that needs to be placed on Food Bank letterhead and printed should be done on actual letterhead. It should not be printed from the electronic version or copied to black and white. The electronic version is for email use only.

EVENT WEAR
Navy Food Bank polos and fleeces are acceptable to wear to Food Bank events. For example: tabling events, check presentations, food drives, etc. Event wear will be distributed to you when you’ve completed your introductory period.

BUSINESS CARDS & NAMETAGS
Business cards & nametags will be distributed to you when you’ve completed your introductory period.

APPAREL & COLLATERAL
UNIFORMS
Staff who wear uniforms will be issued 12 short sleeve blue polos with the Food Bank's logo. They will also be issued 12 pairs of khaki pants and a Food Bank jacket. A white, black, or gray long sleeve shirt can be worn under the navy polos.

POWERPOINT TEMPLATES
Powerpoint templates for the organization and each branch are available on Sharepoint under Development -> Powerpoint Templates

Amy Beros
Vice President of Development
1924 Capital Boulevard, Raleigh, NC 27604
PHONE 919-865-3073
MOBILE 919-875-5801
FAX 919-875-5800
aberos@foodbankcenc.org
foodbankcenc.org

NOURISH PEOPLE. BUILD SOLUTIONS. EMPOWER COMMUNITIES.
LOGOS AND CONTACT INFORMATION
The Food Bank logo, sponsor logo, and Feeding America logo should appear on the trailer on both sides and the back. The Food Bank website and phone number should be prominently placed on both sides of the trailer and the back as well. The Food Bank will adhere to the sponsor’s logo guidelines when incorporating their logo into the truck design.

SPONSORSHIP GUIDELINES
Food Bank trucks can be branded with a company sponsored truck wrap. Either side, rear panel or all sides for a company can be wrapped, depending on availability. The following benefits can be offered:

- Company logo/tagline on branded Food Bank truck circulating in service area.
- Opportunity to introduce truck at company headquarters or another public relations opportunity.
- Each truck can be renewed on an annual basis at a discounted rate.

All wraps are subject to availability. For more information contact Jenna Temple, Manager of Corporate Partnerships, at jtemple@foodbankcenc.org or 919.865.3046.

COLORS
- Pantone 7546 C
  - CMYK: 73, 45, 24, 66
  - RGB: 30, 56, 75
  - HTML: 1D374B
- Pantone 368 C
  - CMYK: 65, 0, 100, 0
  - RGB: 98, 187, 70
  - HTML: 61BB46

All logo, imagery, font, and color standards apply to the TVs. Please reach out to the Creative & Brand Manager to make sure your content is brand compliant and/or to have your TV content designed.

TRUCK STANDARDS

TV STANDARDS
### TOBACCO-FREE CAMPUS

All Food Bank campuses are tobacco-free. No tobacco of any kind can be used on any Food Bank property.

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### WALLS

Anything that needs to be hung on the wall needs to have a maintenance work order submitted via SharePoint.

### SPILLS

Any spills need to be reported to the Housekeeper to be addressed immediately.

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## ACRONYMS

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABAWD</td>
<td>Able-Bodied Adults Without Dependents</td>
</tr>
<tr>
<td>AFP</td>
<td>Association of Fundraising Professionals</td>
</tr>
<tr>
<td>AIB</td>
<td>American Institute of Baking</td>
</tr>
<tr>
<td>APRI</td>
<td>Accreditation in Public Relations</td>
</tr>
<tr>
<td>CACFP</td>
<td>Child &amp; Adult Care Food Program</td>
</tr>
<tr>
<td>CSTP</td>
<td>Commodity Supplemental Food Program</td>
</tr>
<tr>
<td>DPI</td>
<td>Distribution Center</td>
</tr>
<tr>
<td>DHHS</td>
<td>Department of Health and Human Services</td>
</tr>
<tr>
<td>DPS</td>
<td>Durham Public Schools</td>
</tr>
<tr>
<td>EBT</td>
<td>Electronic Benefit Transfer</td>
</tr>
<tr>
<td>EMT</td>
<td>Executive Management Team</td>
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<tr>
<td>EPD</td>
<td>Environmental Peer Group</td>
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<tr>
<td>ERP</td>
<td>Economic Resource Program</td>
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<tr>
<td>F2E</td>
<td>Foods to Encourage</td>
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<tr>
<td>FLFHD</td>
<td>Food Lion Feeds Hunger Relief Day</td>
</tr>
<tr>
<td>FNS</td>
<td>Food and Nutrition Services</td>
</tr>
<tr>
<td>PRAC</td>
<td>Food Research &amp; Action Center</td>
</tr>
<tr>
<td>KASH</td>
<td>Knowledge, Attitudes, Skills, Habits</td>
</tr>
<tr>
<td>KSM</td>
<td>Kids Summer Meals</td>
</tr>
<tr>
<td>LFF</td>
<td>Legal Feeding Franchise</td>
</tr>
<tr>
<td>MPIN</td>
<td>Meals per Person in Need</td>
</tr>
<tr>
<td>APWHD</td>
<td>Able-Bodied Adults Without Dependents</td>
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</tr>
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<tr>
<td>PRAC</td>
<td>Food Research &amp; Action Center</td>
</tr>
<tr>
<td>KASH</td>
<td>Knowledge, Attitudes, Skills, Habits</td>
</tr>
<tr>
<td>KSM</td>
<td>Kids Summer Meals</td>
</tr>
<tr>
<td>LFF</td>
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<tr>
<td>MPIN</td>
<td>Meals per Person in Need</td>
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<tr>
<td>APWHD</td>
<td>Able-Bodied Adults Without Dependents</td>
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<tr>
<td>APP</td>
<td>Association of Fundraising Professionals</td>
</tr>
<tr>
<td>AIB</td>
<td>American Institute of Baking</td>
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<tr>
<td>APRI</td>
<td>Accreditation in Public Relations</td>
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<tr>
<td>CACFP</td>
<td>Child &amp; Adult Care Food Program</td>
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<tr>
<td>CSTP</td>
<td>Commodity Supplemental Food Program</td>
</tr>
<tr>
<td>DIHR</td>
<td>Department of Health and Human Services</td>
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<td>DPI</td>
<td>Durham Public Schools</td>
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</tr>
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### RALEIGH BUILDING COLORS

**Administrative/Visitors**
- Pantone 7666 C
- CMYK: 75, 80, 50, 0
- RGB: 99, 81, 109
- HTML: #63516D
- Sherwin Williams: Purple Passage SW 6551

**Partner Agencies/Warehouse**
- Pantone 368 C
- CMYK: 65, 0, 160, 0
- RGB: 98, 187, 70
- HTML: #61bb46
- Sherwin Williams: Electric Lime SW 6921

**Volunteer Center**
- Pantone 7697 C
- CMYK: 76, 21, 0
- RGB: 83, 141, 174
- HTML: #3d8cae
- Sherwin Williams: Major Blue SW 6795

**Shaw’s Williams**
- Bluebird SW 6794
- Shaw’s Williams: Bluebird SW 6794

**Wake County**
- Pantone Warm Gray 4 C
- CMYK: 11, 13, 27
- RGB: 183, 173, 165
- HTML: #b6ada4
- Sherwin Williams: Fog SW PG1010-2

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## BUILDINGS

### ACRONYMS

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<tr>
<th>Acronym</th>
<th>Meaning</th>
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<tr>
<td>APS</td>
<td>Mobile Vanjsan</td>
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<tr>
<td>NAAC</td>
<td>National Association of Letter Carriers</td>
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<td>NCDA</td>
<td>North Carolina Department of Agriculture and Consumer Services</td>
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<td>NCDA</td>
<td>National Council on Aging</td>
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<tr>
<td>PPU</td>
<td>Protein Power Up</td>
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<tr>
<td>PRSA</td>
<td>Public Relations Society of America</td>
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<tr>
<td>SRI</td>
<td>Recognition, Involvement, Participation and Empowerment</td>
</tr>
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<td>SAM</td>
<td>State Allocated Money</td>
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<tr>
<td>SAME</td>
<td>So All May Eat</td>
</tr>
<tr>
<td>SAR</td>
<td>Sort-A-Rama</td>
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<td>SECU</td>
<td>State Employees Credit Union</td>
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<td>Summer Food Services Program</td>
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<td>Shared Maintenance</td>
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<td>Social Media Ambassador</td>
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<td>Supplemental Nutrition Assistance Program</td>
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<td>Stamp-Out Hunger</td>
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<td>SOP</td>
<td>Standard Operating Procedures</td>
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<td>SSH</td>
<td>Stop Summer Hunger</td>
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<td>TAN</td>
<td>Temporary Aid for Needy Families</td>
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<tr>
<td>TEFAP</td>
<td>The Emergency Food Assistance Program</td>
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<tr>
<td>USADA</td>
<td>United States Department of Agriculture</td>
</tr>
<tr>
<td>WPP</td>
<td>Weekend Power Pack</td>
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</tbody>
</table>
QUESTIONS?
The Food Bank of Central & Eastern North Carolina’s Brand Standards have been developed to be as comprehensive as possible. However, they may not clearly resolve every question or situation. Contact the individuals below for clarification or to answer specific questions.

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All collateral that will be viewed by the public must be approved by the Communications Team to ensure brand standards have been followed. This includes anything created in-house or by an outside vendor. The Food Bank of Central & Eastern North Carolina reserves the right to update standards at any time.