



Dare to Care

Food Bank

Partner Branding Guidelines

These guidelines support clear and consistent messaging to uphold our commitment to professionalism and brand integrity. We ask all Dare to Care partners to adhere to these guidelines to support brand recognition and engagement from our neighbors.

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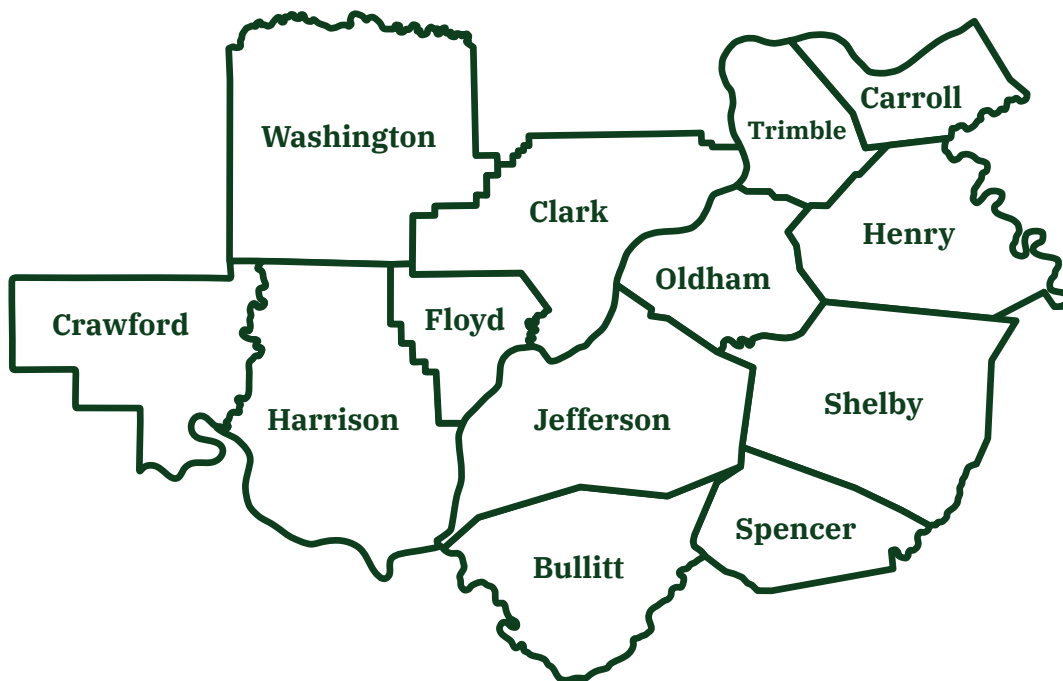
Brand Identity

Who we are, and what we stand for.

Our Common Mission



Working together to provide pathways to end hunger in our community.



The Lifeline

Procure

Dare to Care secures food and funds from local and national donors.

Prepare

Our team of staff and volunteers sort and allocate food, proactively and consistently determining the level of need in each community.

Partner

We distribute food to our network of emergency kitchens, shelters and pantries, adhering to the highest food safety standards.

Provide

Neighbors receive meals and groceries through hundreds of access points.





Visual Standards

We thoughtfully created standards for Dare to Care's brand and our partners to maintain a consistent identity for neighbors and supporters. Our brand reflects our logos, colors, tone, style and fonts and the perceptions we hold in the minds of our key stakeholders. We encourage our partners to include Dare to Care's established branding in their materials to help us maintain consistency.

Logos



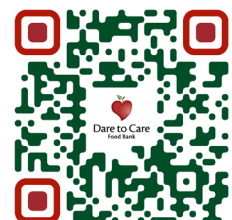
Main Logos



Partner Logos



When using the Dare to Care logo, please use the versions provided in this QR code or link.



Logo Best Practices

- Partner logos should always appear larger than the Dare to Care logo; this shows the partner is the owner of the materials or event.
- Do not change the colors or aspect ratio of Dare to Care's logo.
- The Dare to Care logo should be no smaller than 25% of the partner's logo.
- Do not flip, rotate or stretch the logo.

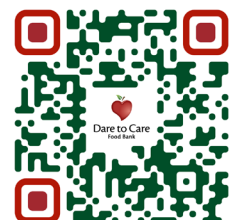
Correct



Incorrect



When using the Dare to Care logo, please use the versions provided in this QR code or link.



Colors



Dark Green

Hex: #004D28



Light Green

Hex: #E3F2CF



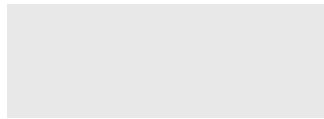
Apple Red

Hex: #CB323B



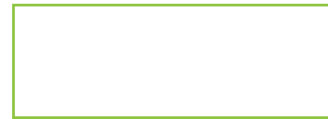
Black

Hex: #000000



Light Gray

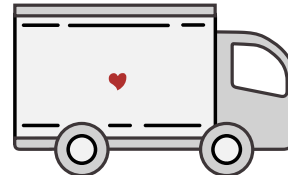
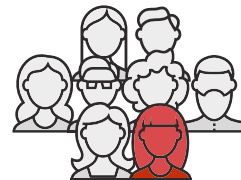
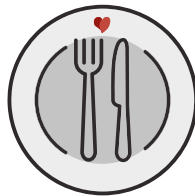
Hex: #E8E8E8



White

Hex: #FFFFFF

Iconography



Typography

IBM Plex Serif Bold should be used for headlines.

Bold

IBM Plex Serif Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
1234567890!@#\$\$%^&*0_+

IBM Plex Serif Regular should be used for most body copy.

Bold

IBM Plex Serif Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQ
qRrSsTtUuVvWwXxYyZz
1234567890!@#\$\$%^&*0_+

IBM Plex Sans Regular should be used for buttons, labels and micro-copy.

Bold

IBM Plex Sans

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqR
rSsTtUuVvWwXxYyZz
1234567890!@#\$\$%^&*0_+



Imagery Matters

Dare to Care aims to represent our neighbors in an uplifting way. We recognize food insecurity is not a happy story, but we also recognize our neighbors are more than their struggles or the challenges they face. Our neighbors live full lives, and that is what we hope to highlight. Remember, we want to capture moments that inspire and provide hope.





Language & Communication

We thoughtfully created standards for Dare to Care's brand and our partners to maintain a consistent identity for neighbors and supporters. Our brand reflects our logos, colors, tone, style and fonts and the perceptions we hold in the minds of our key stakeholders. We encourage our partners to include Dare to Care's established branding in their materials to help us maintain consistency.

Key Messages



Dare to Care's partners are key to sharing our story and achieving our common goal of a hunger-free community. When speaking of the work we do together, here are key points to share.

Neighbors

the individuals and families we serve who may be facing food insecurity.

Trauma Informed Approach

interacting with our neighbors in a way that considers the trauma a neighbor may have faced or currently experiencing.

Choice

allows people seeking food to choose for themselves what products they receive.

Agency Partner

approved organizations that partner with Dare to Care to distribute foods (also known as partners).

Food Pantry

a distribution center where neighbors facing food insecurity can receive food.

Food Bank

safely procures and stores millions of pounds of food that is delivered to local food programs or pantries.

Food as Medicine

the use of food and nutrition as a way of preventing and treating chronic, non-communicable diseases.

Strength-Based Communication

Communication Best Practices

Dare to Care adheres to best practices for strength-based communication. Strength-based communication is defined as communication that emphasizes the strengths, opportunities and power of an individual, group or community. It represents people positively in a way that feels authentic and uplifting rather than focusing solely on the challenges a community faces. Strength-based communication avoids language that positions Dare to Care as the hero or end-all-be-all for saving a community. Rather, strength-based communication acknowledges individual agency. We position people facing food insecurity as the heroes in their own stories.

Correct

“Every child deserves nutritious food to thrive in school and outside of school. We provide summer meals to after-school programs. Visit our website for a full list of meal sites available to our neighbors.”

Incorrect

“Hungry children and vulnerable people shouldn’t have to struggle. For 50 years, Dare to Care has helped families put food on the table. Visit our website to find a full list of sites that serve our hungry neighbors.”

Strength-Based Communication

It DOES:

Represent

Represent people positively in a way that is authentic and uplifting

Acknowledge

Acknowledge and celebrate the ability and desire of individuals to overcome obstacles and shape their own futures

Uplift

Center and uplift community voices and use first-person language

It DOES NOT:

Discredit

Discredit individual ability, agency or accomplishment

Ignore Systematic Inequalities

Focus solely on challenges without providing context to the systemic inequities that create them

Wrongfully Frame

Frame needs as weaknesses

Sterotype

Use stereotypical language

Claim Heroism

Position an organization or its donors as the hero or savior

Define

Define people by their circumstances

What is it?

A boilerplate is a straightforward paragraph we include in written materials to summarize key information about our organization. For example, we use this at the end of our news releases. We encourage partners to use this standard description when sharing information regarding our partnership to members of the media.

Boilerplate Copy:

About Dare to Care

Dare to Care Food Bank is a local nonprofit agency working with hundreds of partners to provide pathways to end hunger in our community. For more than 50 years, Dare to Care has been a leader in Kentuckiana's efforts to fight hunger with programs that support a nourished community where everyone can thrive, including children and seniors. In the past year, Dare to Care distributed more than 20 million meals across eight Kentucky counties and five Indiana counties. Dare to Care invites the public to support its mission year-round by donating, volunteering, and staying connected through social media. To learn more about Dare to Care and its work in the community, visit www.daretocare.org.



Journalists can be helpful partners in uplifting our organizations and critical watchdogs in ensuring our operations are transparent. When the opportunity arises to speak with a reporter, here are some helpful tips to acing your interview.

Be Prepared

- Know the interview format. Will this be a phone call, virtual call or in-person interview?
- Know the focus. Ask what the reporter's angle will be and who else they are talking to.
- Anticipate what questions will be asked.
- Know your subject.
- Develop key messages.
- Keep it simple.

Be a Good Interview Subject

Make sure to be:

Positive

Specific

Credible

Human

Quotable

Confronting Your Errors

- Avoid “we didn't do anything wrong/not our fault.”
- Clearly own the mistake; focus on how you're preventing future errors.
- Tell the truth in a timely fashion.

Stay Connected

Social Media is a useful tool to share your organization's culture and mission with those invested in your work. Not only can you connect with new audiences, you can build relationships with existing neighbors and supporters. When sharing our collective impact, we encourage you to follow and tag Dare to Care, utilizing the branding and key messaging shared in this document. The Dare to Care brand is recognized and trusted in our community; proper use of logos and messaging is crucial to maintain that trust and recognition.



/DareToCareFoodBank



@DareToCareFoodBank



Dare to Care Food Bank



@DareToCareFB



**daretocare.org
/newsletter-signup**

Contact Us

For more information about partner messaging, please reach out to our partner communications team at Feedback@daretocare.org.

