

BRANDING AND COMMUNICATIONS GUIDE

for Sacramento Food Bank & Family Services Partner Agencies



As a partner agency of Sacramento Food Bank & Family Services (SFBFS), helping the public understand our mutual relationship is important in building awareness around hunger relief and the food access services we provide together. To have success in the fight against hunger, our collaboration is essential, so we invite you to co-brand your organization with ours.

Co-branding is beneficial because it helps to:

- Extend reach, generating a higher level of interest and understanding in the work being done by our organizations.
- Establish and reinforce credibility.
- Demonstrate that organizations with similar values can partner to provide services that work toward a common purpose or vision.
- Leverage expertise to benefit our community and community members.

Discussing Our Partnership

When discussing your relationship with us, please describe yourself as a “partner agency” of Sacramento Food Bank & Family Services. This helps reaffirm the linkage between us and provides context for those outside our organizations.

Correct: “We are a partner agency of Sacramento Food Bank & Family Services.”

Incorrect: “We work with Sacramento Food Bank & Family Services.”

When discussing Sacramento Food Bank & Family Services, be sure to use our full name in all applications to help avoid confusion between us and other organizations.

Helping Others Understand Our Partnership

Below are a few examples of ways we encourage you to explain our partnership. However, please reach out to our Partner Agency & Community Engagement (PACE) team members for any clarification or language you may need for assets you are putting together, such as press releases, speeches, hunger statistics, webpages, social media posts, talking points and other digital or printed materials.

Examples in Text

- A. [Your Agency/Organization Name] is a partner agency of Sacramento Food Bank & Family Services.
- B. [Your Agency/Organization Name] is part of Sacramento Food Bank & Family Services’ countywide network of partners providing food assistance to community members experiencing hunger.
- C. A portion of the food we provide to our neighbors experiencing hunger comes through our partnership with Sacramento Food Bank & Family Services.

We can build a stronger hunger relief network in Sacramento County by educating others about our collective work, so here are a few other ways we can work together to highlight our partnership:

- Ask us to attend and be a part of special activities at your organization, such as openings, anniversaries, milestones, media announcements, etc.
- Ask our staff to attend relevant presentations with your organization and staff.
- Invite and allow our staff to visit your food distributions and interact with clients to collect stories and anecdotes about how the food and services help people struggling with hunger. Our staff are well versed in ethical story collection and protecting clients' privacy. We have consent forms that allow us to capture only what a client has agreed to share.

SFBFS' Identity

As a partner agency, you may use Sacramento Food Bank & Family Services' name and/or logo in your printed materials, on your website and social media pages, etc.

Properly using our name and logo helps cement our identity in the minds of external audiences. If your agency elects to use our name or logo, below are guidelines and procedures for your organization to follow.

Use of Sacramento Food Bank & Family Services in Text

If you refer to Sacramento Food Bank & Family Services in text, please adhere to the following guidelines:

- Sacramento Food Bank & Family Services
 - NOT Sacramento Food Bank and Family Services
 - NOT Sacramento Food Bank
- After referencing Sacramento Food Bank & Family Services at least once, you may use SFBFS as an abbreviation throughout the remainder of the document.
- DO NOT use "the" before our organization's name.
 - **Correct:** "The food we distribute comes from Sacramento Food Bank & Family Services."
 - **Incorrect:** "The food we distribute comes from the Sacramento Food Bank & Family Services."

Use of Sacramento Food Bank & Family Services' Logo

If your agency uses the Sacramento Food Bank & Family Services logo, please attempt to use a full-color version first. A sample of the full-color version is below. It should only be placed on backgrounds that are white or light in color.



Correct



Incorrect

If necessary, you may use a one-color version of our logo. The only colors approved for use in a one-color format are black or, if on a dark background color where the primary logo does not show up well, white.



Please DO NOT stretch, crop or alter the SFBFS logo in any way.

We understand that your organization may not have someone trained in layout and design, so we can offer suggestions and guidance for marketing assets at your request. Please contact our PACE team for assistance.

Research and Talking Points

Sacramento Food Bank & Family Services will periodically provide fact sheets with local food insecurity statistics and information about the impact the network is making throughout Sacramento County. We strongly encourage the use of the data and talking points provided in order to present a consistent message and bolster our collective work.

Social Media

We encourage you to tag us in your social media posts and follow our channels. A list of our social media accounts is below:

- Facebook - facebook.com/sfbfs
- Instagram - instagram.com/sacfoodbank
- Twitter - twitter.com/SacFoodBank
- LinkedIn - linkedin.com/company/sacfoodbank
- YouTube - youtube.com/SacFoodBank
- Threads - threads.net/@sacfoodbank

Working with the Media

Accurately describing our relationship and using Sacramento Food Bank & Family Services' full name is especially important when talking to the media.

If you do speak to a media outlet about your work and your partnership with us, please let our PACE team know. We like to keep track of those interactions for our records.

Need assistance with media interactions? Contact Kevin Buffalino, Director of Communications, at (916) 456-1980 or kbuffalino@sacramentofoodbank.org.

Requests

If you have a request for any of the following, please contact a member of our PACE team.

- Requests for a Sacramento Food Bank & Family Services logo. Please let us know how you anticipate using the logo as different file formats are used for different purposes, and we want to be sure we provide you with the right format.
- Requests for comments or quotes in your materials, like brochures, press releases, speeches, etc.
- Requests to attend an event at your location or on your behalf. Please provide as much notice as possible and let us know the date, time, location, event description and overview of our staff's role at the event.
- Examples of consent forms to use when collecting client stories, including text, images, video, audio, etc. Our staff is happy to walk you through some basics of ethical story collection and best practices.

Thank you for being a part of the countywide network and helping to alleviate hunger!