



NETWORK PARTNER TOOL KIT

As part of The Community FoodBank of New Jersey (CFBNJ) Network Partner Contract, there are standard requirements for how members are to link to the CFBNJ brand in public-facing materials.

This Network Partner Tool Kit will help you understand the brand linkage standards within your contract and provide visual examples of how to use the CFBNJ branding in conjunction with your own.

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SECTION 1: ABOUT CFBNJ





FOOD FOR TODAY.

HELP FOR TOMORROW.

HOPE FOR THE FUTURE.

The Community FoodBank of New Jersey (CFBNJ), a member of Feeding America®, has been delivering food, help, and hope across the state since 1975. We got our start in the back of our founder’s station wagon in downtown Newark and have since grown into the largest anti-hunger and anti-poverty organization in New Jersey, with facilities in Hillside and Egg Harbor Township.

Our employees fight hunger every day. CFBNJ provides nutritious food for millions of meals through our network of more than 800 community partners, including pantries, soup kitchens, mobile pantries, and child and senior feeding programs. We inspire healthy lifestyles through SNAP application assistance and nutrition education classes that provide practical information on nutrition, cooking, food safety, and physical activity. The FoodBank also seeks to provide long-term solutions to the problem of hunger through workforce development initiatives.

For our hungry neighbors, CFBNJ is a powerful agent of change that fills the emptiness caused by hunger and provides resources that are essential to earning a sustainable living. We leverage our partnerships and community of donors to actively encourage others to get involved in the fight against hunger.

SECTION 2: REQUIRED BRAND LINKAGE STANDARDS



CONTRACT GUIDELINES

These guidelines provide clarity on how members should link to CFBNJ in public-facing materials.

Per your contract, regarding the use of The Community FoodBank of New Jersey (CFBNJ) name:

1. The CFBNJ master brand logo or the CFBNJ partner logo shall appear in color, unless its on a black and white item; and it shall be at least 20% of the size of the Network Partner's logo.

As a rule: The CFBNJ master brand logo or CFBNJ partner logo will be placed as near to the Network Partner logo as possible; minimally, it must be on the same page.





2. The Network Partner must identify itself as a Partner of CFBNJ, using the CFBNJ-approved logo on at least five (5) of the following ten (10) communication assets listed below.

COMMUNICATION ASSETS LOGO PLACEMENT GUIDANCE:

WEBSITE

Place the CFBNJ logo on the homepage, above the fold or on the footer. Also, include the CFBNJ logo on your site's About page/section if the logo is above the fold on the homepage.

EMAIL

Place the CFBNJ logo in the signature, agency-wide.

FACEBOOK PAGE

Place the CFBNJ logo in the cover section of your main Facebook page.

ANNUAL REPORT

The CFBNJ logo could be featured on the front, back or inside cover.

NEWSLETTERS (DIGITAL AND PRINT)

The CFBNJ logo may appear on the front page/header or back page/footer.

LETTERHEAD

Place the CFBNJ logo on the same page as your logo.

BUSINESS CARDS

The CFBNJ logo may be placed anywhere on your business cards. Note: text instead of a logo is permitted for business cards only, due to their small size.

LOBBY OR ENTRANCE

The CFBNJ Network Partner Poster must be clearly visible to visitors. Displaying this poster is mandatory.

EQUIPMENT

A branded sticker must be placed on all major equipment if CFBNJ donated it.

TRUCKS

The CFBNJ logo should be on the same panel as your logo. If CFBNJ donated the vehicle, use of the CFBNJ logo is mandatory.

SECTION 3: EXAMPLES OF BRAND LINKAGE

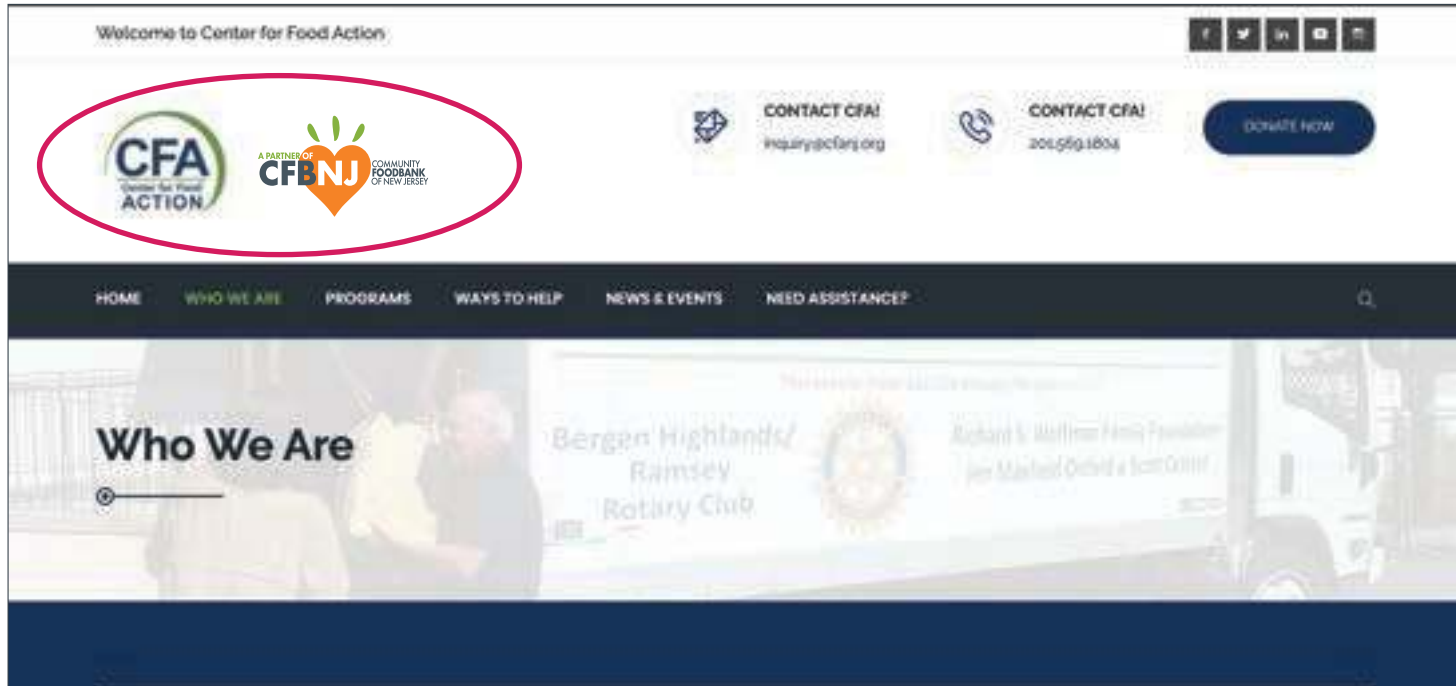


DIGITAL

Please note: The CFBNJ master brand logo or the CFBNJ partner logo shall appear in color, unless its on a black and white item; and it shall be at least 20% of the size of the Network Partner's logo.

1. WEBSITES

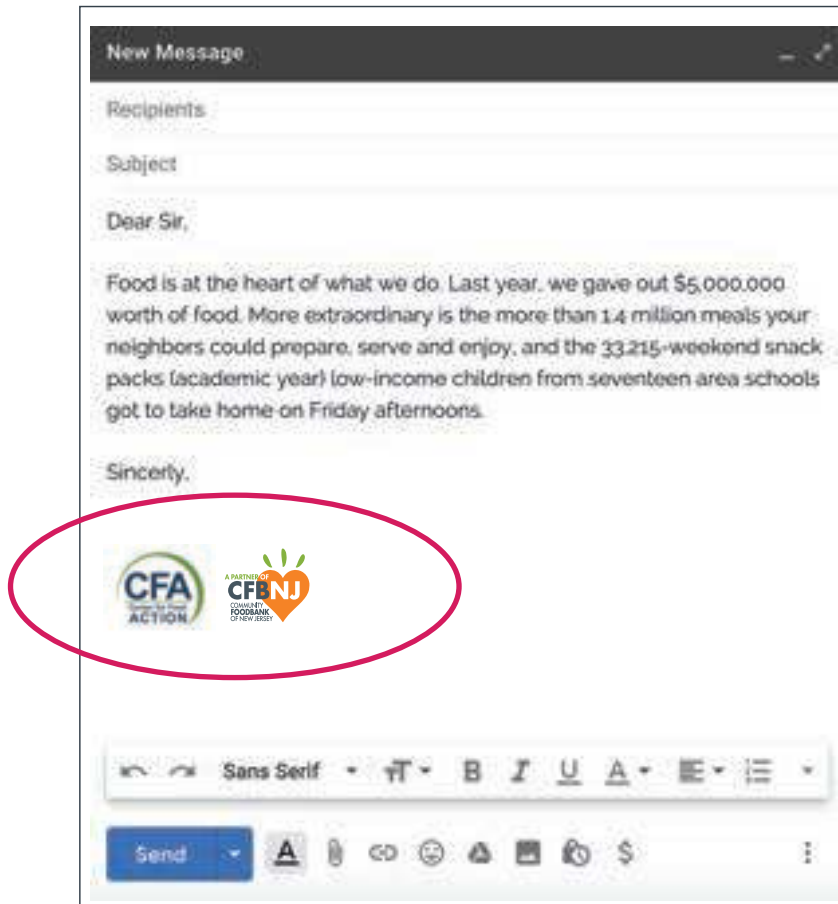
CFBNJ master brand or partner logo should be placed on your homepage in the area above the fold or on the footer. The CFBNJ master brand or partner logo should also be included in your About page/section if the logo is above the fold on the homepage.





2. EMAIL

Place the CFBNJ logo in the email signature, agency-wide.



3. E-NEWSLETTER

The CFBNJ logo may appear on the header or footer.





4. FACEBOOK

Place the CFBNJ logo in the cover section of your main Facebook page.





PRINT

Please note: The CFBNJ master brand logo or the CFBNJ partner logo shall appear in color, unless its on a black and white item; and it shall be at least 20% of the size of the Network Partner's logo.

1. ANNUAL REPORT

The CFBNJ logo could be featured on the front, back or inside cover.





2. LETTERHEAD

Place the CFBNJ logo on the same page as your logo.



3. BUSINESS CARD

The CFBNJ logo may be placed anywhere on your business cards. Note: text instead of logo is permitted for business cards only, due to their small size, but must spell out Community FoodBank of New Jersey.





4. PRINT NEWSLETTER

The CFBNJ logo may appear either on the front or back page.

CFA
Center for Food
ACTION

A PARTNER OF
CFBNJ
COMMUNITY
FOODBANK
OF NEW JERSEY

□ □ 2021 □ □ □ □ □ □ □ □

 **Emergency Food Program**

Food is at the heart of CFA's work. CFA's Emergency Food Program provides approximately 4,600 emergency food packages each month to local families and individuals struggling to put food on their tables. Diabetic food packages are also available.

A PARTNER OF
CFBNJ
COMMUNITY
FOODBANK
OF NEW JERSEY

DISPLAY

Please note: The CFBNJ master brand logo or the CFBNJ partner logo shall appear in color, unless its on a black and white item; and it shall be at least 20% of the size of the Network Partner's logo.

1. LOBBY OR ENTRANCE

The CFBNJ Network Partner Poster must be clearly visible to visitors. **Displaying this poster is mandatory.**





2. EQUIPMENT

A “Fueled by CFBNJ” or “Powered by CFBNJ” sticker must be placed on all major equipment if CFBNJ donated it.



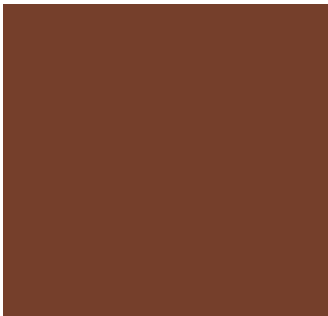
3. TRUCKS

The CFBNJ logo should be on the same panel as your logo. If CFBNJ donated the vehicle, use of the CFBNJ logo is mandatory.



SECTION 4: BRANDING ASSETS





MASTER BRANDING ASSETS

1. MASTER LOGO

The CFBNJ logo is designed in vertical and horizontal proportions to accommodate placement in various dimensions. It is also available in various file formats (jpeg, png, eps) as well as options for placemet on dark and light backgrounds.

Master Logos are available for download at cfbnj.org/partner-agencies



LOGO DOs AND DON'Ts

Below are some guidelines that demonstrate the appropriate (and inappropriate) usage of the CFBNJ logo.

DO:



DO: Place the logo over photography that provides the appropriate contrast for optimal legibility.



DO: Keep the logo placement level and even.



DO: Keep the x, y scaling in the native proportions.

DON'T:



DON'T: Place the logo over busy photography that does not have consistent and appropriate contrast.



DON'T: Change the logo's orientation or rotation



DON'T: Disproportionately scale or resize.

LOGO DOs AND DON'Ts CONT.

DO:



DO: Display the logo in the color combinations as specified.



DO: Use the logo files provided without alterations.



DO: Always show the logo in its entirety.



DO: Keep the logo free of added graphics and effects.

DON'T:

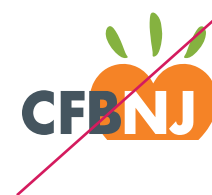


DON'T: Change the colors of the logo.

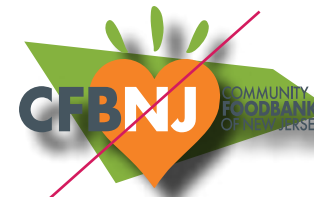


FOOD, HELP, HOPE!

DON'T: Try to recreate the logo or make alterations to the text.



DON'T: Crop the logo in any way.



DON'T: Add graphics, effects or drop shadows.

EQUIPMENT STICKERS



2. ADDITIONAL ASSETS

For branded equipment please contact cfbnjcares@cfbnj.org



PARTNER STICKER



PARTNER POSTER

A PARTNER OF
CFBNJ COMMUNITY FOODBANK OF NEW JERSEY

**JOINED IN
THE FIGHT AGAINST
HUNGER & POVERTY
IN NEW JERSEY**

**FOR FOOD ASSISTANCE:
(908) 355-3663
CFBNJ.ORG**

Scan with your device to learn how to apply for food assistance benefits

@cfbnj

*This Agency provides food at no cost. No fee of any kind may be required in connection with CFBNJ food or non-food products. This institution is an equal opportunity provider.

SECTION 5: NETWORK PARTNER CHECKLIST





NETWORK PARTNER CHECKLIST

CHOOSE 5 OR MORE:

- CFBNJ Logo on Website
- CFBNJ Logo on Email Signature
- CFBNJ Logo on Facebook Page Cover
- CFBNJ Logo on Annual Report
- CFBNJ Logo on Letterhead
- CFBNJ Logo on Business Cards
- CFBNJ Logo on Newsletter Template
- CFBNJ Logo on Truck

MANDATORY:

- CFBNJ Network Partner Sign Posted in Lobby/ Main Entrance
- CFBNJ Sticker on Equipment if donated by CFBNJ
- CFBNJ Logo on Vehicle if donated by CFBNJ