



Brand Guide

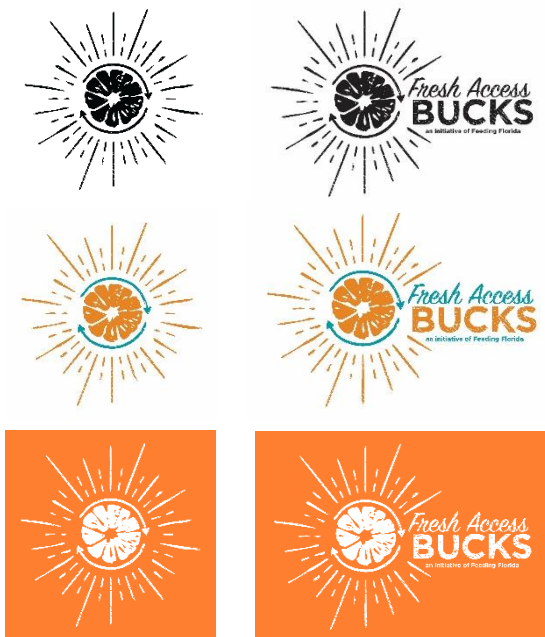
A reference tool that helps maintain consistency in what a Fresh Access Bucks (FAB) brand looks, feels and sounds like across multiple platforms.

FAB Voice

Fresh Access Bucks as a brand is accessible and approachable to it's audience, making the aesthetic connection between fresh foods, the local farms the come from, and the health and wellbeing of FAB customers and partners through bright, impactful imagery and language.

Fresh Access Bucks (FAB) is a USDA funded statewide nutrition incentive program that increases the purchasing power of SNAP recipients to buy fresh fruits and vegetables at farmers markets, produce stands, CSAs, mobile markets, and community grocery outlets. FAB's approach to addressing food access, affordability, and nutrition education aims to work with the entire food system: from producer to consumer to build healthy, resilient communities supported by robust local food systems.

Logos



Proper Logo Usage

Do's:

- Use full color logo against white or light colored back ground
- Use solid white logo against a dark background
- Use solid black against a light background
- Adjust logo size proportionally

Don'ts:

- Use logos on background that makes them illegible
- Stretch or skew logo image
- Alter logo image
- Add additional text to the logo image
- Alter the colors or orientation of the image

Fonts

MyriadPro-Regular

MyriadPro-Bold

MyriadPro-BoldIt

MyriadPro-It

Gotham Medium

Gotham Book

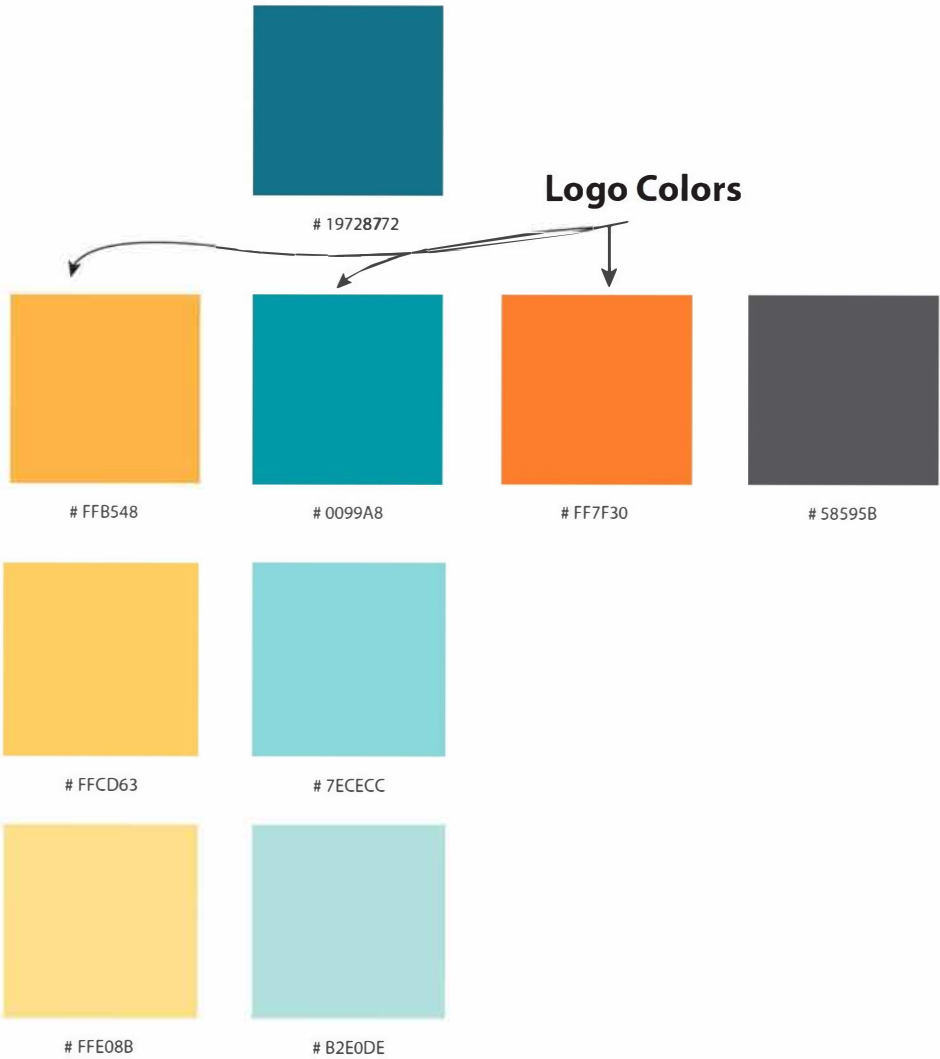
Gotham Book Regular

Gotham-Bold

VENEER

SignPainter

Colors



Hashtags

#freshaccessbucks #foodaccess #youSNAPweMATCH