BREAD
FOR THE WORLD

Brand Toolkit

Welcome to the

Bread Brand Toolkit

This Brand Toolkit was created to showcase the rules that explain how our brand should be used internally and externally. The document provides specific instructions about the brand's tangible elements in all forms of branded communications — from business cards to ads, packaging to signage, and everything in between. By following these specific brand guidelines, Bread will leave its fingerprint across all communications touchpoints.

Brand Assets Library:

Download

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01

Brand Heart:

the soul of the brand

Who We Are

Brand Promise

We will persist until we end hunger in the U.S. and around the world.

Brand Story

Nearly one in ten people around the world goes to bed hungry at night – **but hunger is solvable**. The U.S. government, working in concert with congregations and charities, has the power and resources to make hunger a problem of the past. For more than five decades, Bread has been a trusted leader in advocating for policies and programs that will end hunger for good.

Boilerplate

Bread for the World is a Christian advocacy organization urging U.S. decision makers to end hunger. We educate and equip people to advocate for policies and programs that will end hunger in the U.S. and around the world.

Narrative & Audience

Our Narrative

Brand Character:
Bread is a trusted leader in ending hunger. Guided by faith, experience and persistence, we bring together the voices of churches, organizations, individuals, and other groups to change laws and systems that allow hunger to persist.

Core Desire:
End hunger in the U.S. and around the world.

Motivation:
We believe that the U.S. government has a historic opportunity to end hunger in the U.S. and around the world. Ending hunger is not an impossible dream; collective will and action can change the course of lives for millions of people. We are called by our faith in Christ to help our neighbors, near and far.

Core Audience

Bread's audience deeply cares about hunger and considers it one of the most important issues facing our world today. They believe our country has a moral responsibility to help others; however, they aren't sure how to personally tackle such a big problem.

They trust Bread to demystify policy on their behalf and show them that advocacy really makes a difference.

Key Values

1. We value our faith.

Our faith in Christ compels us to love our neighbors near and far and is the foundation for our hope, story, mission, and values.

2. We value human flourishing.

We believe that every human being, created in the image of God, has inherent dignity that affords an opportunity to thrive in relationship with God, self, neighbor, and the environment, and to access enough nutritious food for good health.

3. We value justice.

We seek to establish effective systems, structures, and policies that affirm equality and advance equity among all human beings to alleviate hunger and poverty.

4. We value courage and prophetic voice.

In a spirit of wisdom and love, we will be bold in articulating and pursuing our vision of a world without hunger and advance equity among all human beings to alleviate hunger and poverty.

5. We value nonpartisanship.

We believe that effective and sustainable public policies are made when, in good faith, we employ a civil and bipartisan approach to develop and implement laws and programs to achieve our mission.

6. We value collaboration.

We believe in working alongside and building community with a diversity of churches, interfaith communities, institutions, and individuals, including people experiencing hunger, to achieve our mission.

7. We value impact.

We strive for excellence in our work and hold ourselves and our nation's leaders accountable in the pursuit of public policies that render measurable results and meaningful change for people everywhere affected by hunger.

Brand Voice

The Voice of Bread

Bread's unique voice should be carried throughout every piece of content, across our website, and in our presentations. Our tone should be adaptable depending on the situation, the audience, and the piece of content.

Compassionate:
We are driven by faith and integrity. We lean into our Christian values while welcoming those of all faiths and backgrounds.

Optimistic:
We celebrate possibility and abundance and do not lead with guilt, lack or despair.

Knowledgeable and Relatable:
We are informed and experienced while remaining relatable to diverse audiences. We make advocacy accessible and understandable to the everyday citizen.
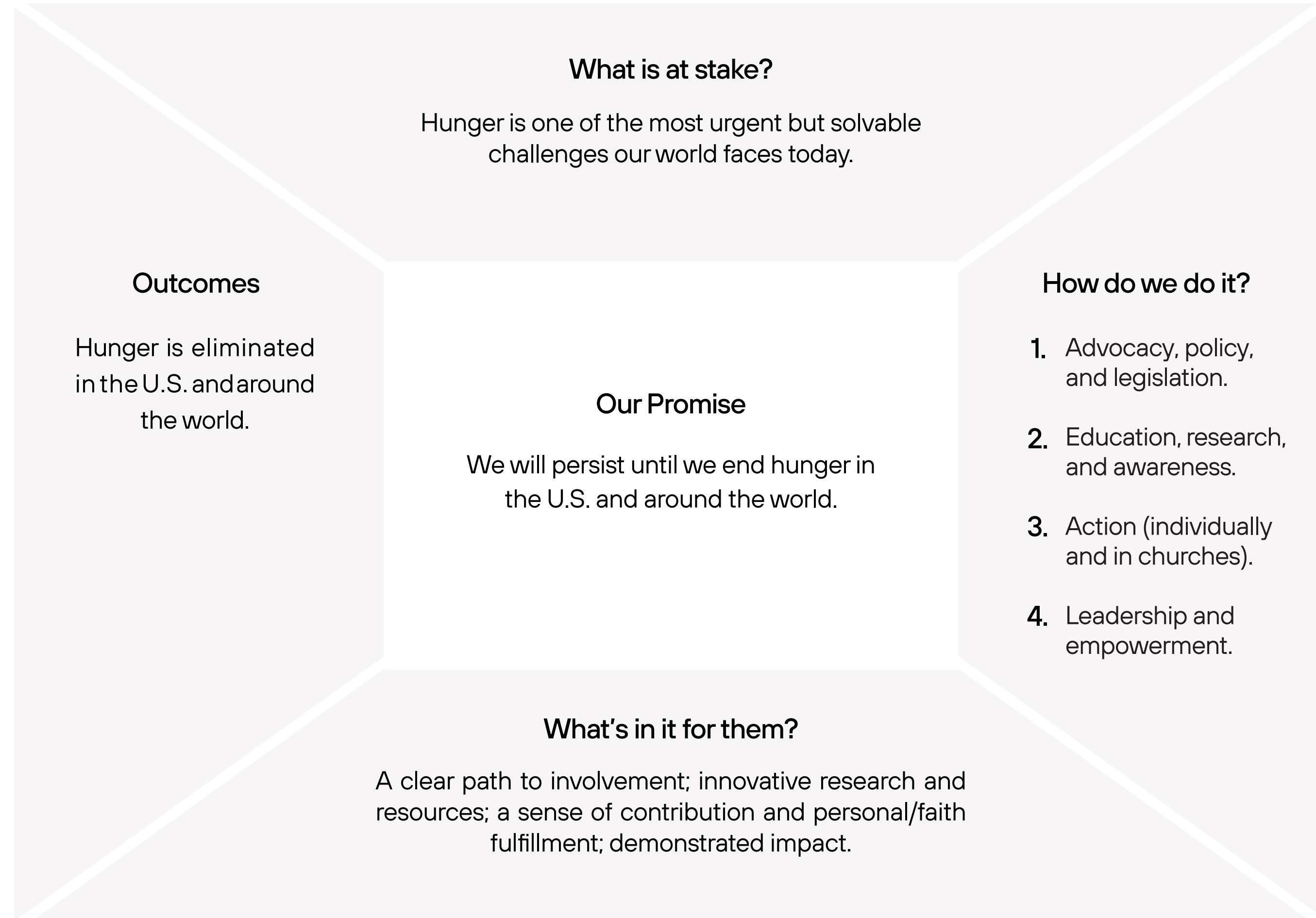
Messaging

Message Box

Key Audiences:

→   The Church
→   Government leaders
→   Target Subpopulations (by age, race, gender, and geography)
→   Activists
→   Donors
→   General Public

Purpose:

Lead advocacy efforts to end hunger.

Challenges:

01.   Make Bread a household name among Christians, policymakers and activists.

02.   Relatably speak to diverse audiences while maintaining a strong core identity.

03.   Empower audiences to believe advocacy matters.

What is at stake?

Hunger is one of the most urgent but solvable challenges our world faces today.

Outcomes

Hunger is eliminated in the U.S. and around the world.

Our Promise

We will persist until we end hunger in the U.S. and around the world.

How do we do it?

1.   Advocacy, policy, and legislation.

2.   Education, research, and awareness.

3.   Action (individually and in churches).

4.   Leadership and empowerment.

What's in it for them?

A clear path to involvement; innovative research and resources; a sense of contribution and personal/faith fulfillment; demonstrated impact.

Messaging

Writing Goals & Principles

All of our writing is informed and purposeful, while also relating to the audience in a familiar, friendly, and human way.

We are innovative, but not alienating. Our writing should reflect that we are forward-thinking experts making difficult concepts more approachable to our average audience.

In every piece of content created within the Bread brand, our goals are to:

Inspire & Educate:	Communicate our expertise in a trustworthy, friendly and encouraging way. Empower the audience to use the information we provide toward meaningful action.
Transform & Evolve:	Bread evolves the way the audience thinks about advocacy and the world's potential to end hunger. Make Bread's informed, innovative way of thinking approachable to audiences of all backgrounds.
Analyze & Interpret:	As an expert, Bread is trusted to explore complex topics and distill them into understandable, digestible and usable content.

We reach these goals by creating content that is:

Clear & Concise:	Make sure our content is easy to read by the audience we are targeting. Cover only the necessary information using approachable, simple words and sentences.
Useful & Relevant:	Make sure we know the purpose our content serves before beginning to write. Utilize analogies or situations that make sense to our audience and support our content's goal.
Inspiring & Approachable:	Our content should pull readers in. From the title to the conclusion, our audience should be engaged and looking to read more.

Messaging

Key Editorial Notes

Bread follows the Associated Press Manual of Style, and for issues of religion, the style guide of the Religion Newswriters Association (RNA).

Bread Name:	When using the short form ("Bread") for Bread for the World, use "Bread for the World" on first use, then "Bread".
Contractions:	Contractions are acceptable to use in emails, newsletters, blogs and website content. Avoid contractions when addressing a formal, academic audience.
Numbers:	Use the digit in titles and section headers. In all other places, if the number is higher than ten, use the digit; otherwise spell it out.
Dates:	Always spell out the day of the week and month and use the digit: Saturday, January 22
Commas:	Bread uses the Oxford comma: women, infants, and children. Note: This is an exception to AP Style.
Percents:	Always use figures and never % sign: 1 percent, 12.5 percent, 0.6 percent. Repeat percent with each individual figure: 10 percent to 15 percent. Fact sheets and charts may, however, use the % sign.
Bible Quotations:	In general but not absolute, use the New Revised Standard Version when using or quoting Scripture. For citations, use this form: Matthew 3:16, Luke 21:1-13, 1 Peter 2:1. No space between colon and number. Write out full names of books.

Messaging

Terms to Avoid

*Additional guidance is available for messaging and imagery in Bread's unabridged editorial style guide and photo guidelines.

Avoid	Use Instead
"America" or "USA"	"U.S." or "United States" ("US" for headlines)
"Americans"	Do not generalize. Use "children/women/families living in the U.S."
"End poverty"	Bread's core mission is to end hunger.
"Third-world" and "developing world/countries"	"Countries experiencing hunger"
"Developed country"	"Higher-wealth country"
"Acute hunger"	"Extreme hunger"
"Alien/illegal immigrant"	"Undocumented immigrant"
"Hungry person"	"Person experiencing hunger"
"Beneficiaries"	"People/families/households/communities receiving assistance"
"Lobbying"	"Advocating"
"Poor person"	"person experiencing poverty"
"The poor" and "the hungry"	"People experiencing hunger and poverty"

Messaging

Glossary

Hunger	Not consuming enough calories, not getting enough of the right nutrients, or not feeling confident that one has the ability to feed one's family sufficient nutritious food each day. • Globally, chronically not having enough nutritious food to eat. • In the United States, food intake is reduced and normal eating patterns disrupted because of a lack of money.
Malnutrition	A general term for being poorly nourished. It can mean eating too few calories, too many calories, not enough of the right nutrients, or too much of less healthy foods such as saturated fats.
Nutritious foods	Foods that are good sources of essential vitamins and minerals, protein, carbohydrates, and/or unsaturated fats.
Food security	Having access to sufficient affordable and nutritious food that meets dietary needs and food preferences for an active and healthy life.
Famine	Extreme scarcity of food where, even after available assistance has been distributed, there are critical levels of acute malnutrition and many more deaths than under ordinary circumstances, caused by starvation and disease.
Extreme poverty	Living on less than $1.90 a day, making it difficult to secure basic needs like food, safe drinking water, and shelter.
Food system	The path food travels from farm to fork. A food system includes growing, harvesting, processing, packaging, transporting, marketing, consuming, and disposing of food.
Resilience	The ability of a household, community, business, or natural environment to prevent, withstand, respond to, and recover from crises. Crises can be caused by climate change, economic disruptions, armed conflict, etc.
Wasting	A dangerous form of malnutrition also known as acute malnutrition. Wasting means that the person is far too thin for their height. Generally the result of significant weight loss because there is suddenly less food available and/or because a person has been seriously ill.

02

Logo Guidelines:
how to work with the logo

Download the logo files:

Download

Logo Lockups

The Logo

This distinctive symbol, composed with optical kerning, beautiful hand drawn sans serif typeface, and of refined weight and defined clear space, is instantly recognizable.

Built to be responsive, there is a logo variation suited for effective use in every context and at every scale.

Logo Lockups

Visual Impact

Carved out of a single rectangle, the appearance of a bowl sitting on a modern tabletop is left, as well as a full bowl sitting above an upside down, empty, bowl. This mark is the core of the logo and represents the rich history and future promise of our organization. Paired with our name, people see the identity behind the logo and what we do. We gather people, at many tables, to provide Bread for the World.
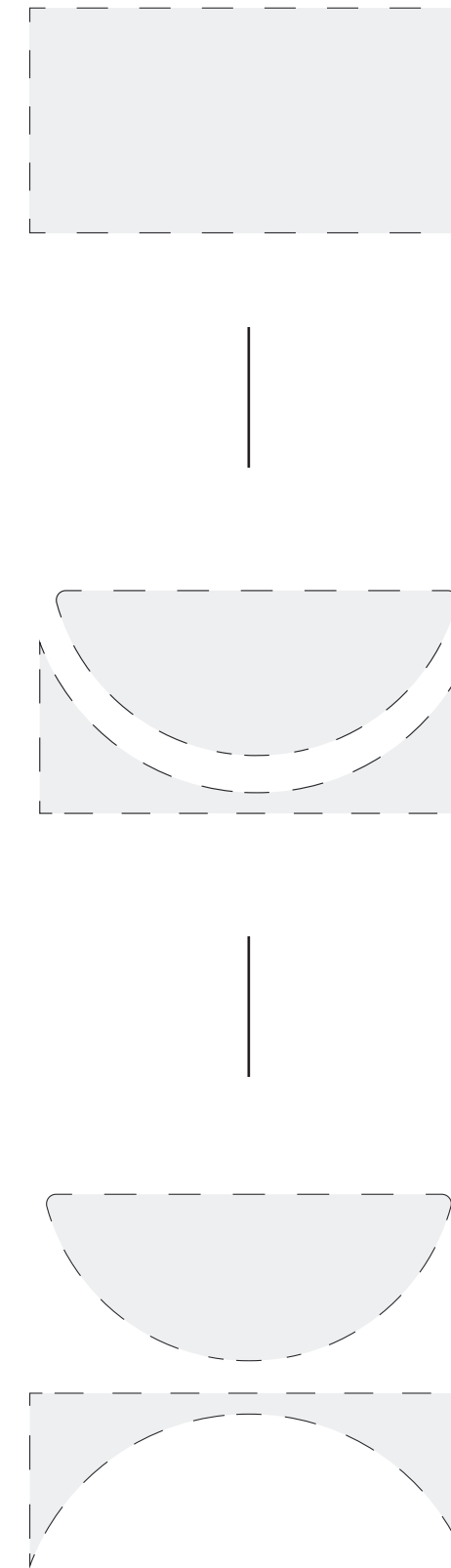
Logo Variations

The Logotype

Our desire is to capture audiences with our logo and ensure that its implementation never fails to directly connect them to our brand. As we retain the option to use build toward using the Version 1 logotype as a primary logo, we will strategically utilize the Version 2 logo during the intial roll out of our brand launch. Utilizing Version 2 will allow us to bring familiarity to existing audiences to our new brand name visual system and gently condition them to the Version 1 as our primary logo.

Version 2 will remain with the brand and may still be used when deemed effective.

BREAD

Version 1

BREAD
FOR THE WORLD

Version 2

Logo Variations

The Logomark

For extra small applications where the Bread logotype would lose impact due to weak legibility, the Bread logomark should be used instead.

Use Rules

01. Do not use in conjunction with the logotype.

02. The logomark should be relied on for small applications, but it may also be used at a larger scale when the brand name is apparent (e.g., in the corner of a social graphic).

03. Refer to scaling rules when implenting (pg. 20).

04. When designing for print or other materials where the company name would not otherwise be obvious. Always opt to use the logotype, NOT the logomark.

05. The logomark may be used as a social profile photo.

Logo Variations

Using the Logomark

For extra small applications where the Bread logotype would lose impact due to weak legibility, the Bread logomark should be used instead.

Website tab

Bread for the World

https://bread.org

Instagram feed

11:54

bread4theworld ...

Facebook page

Bread for the World
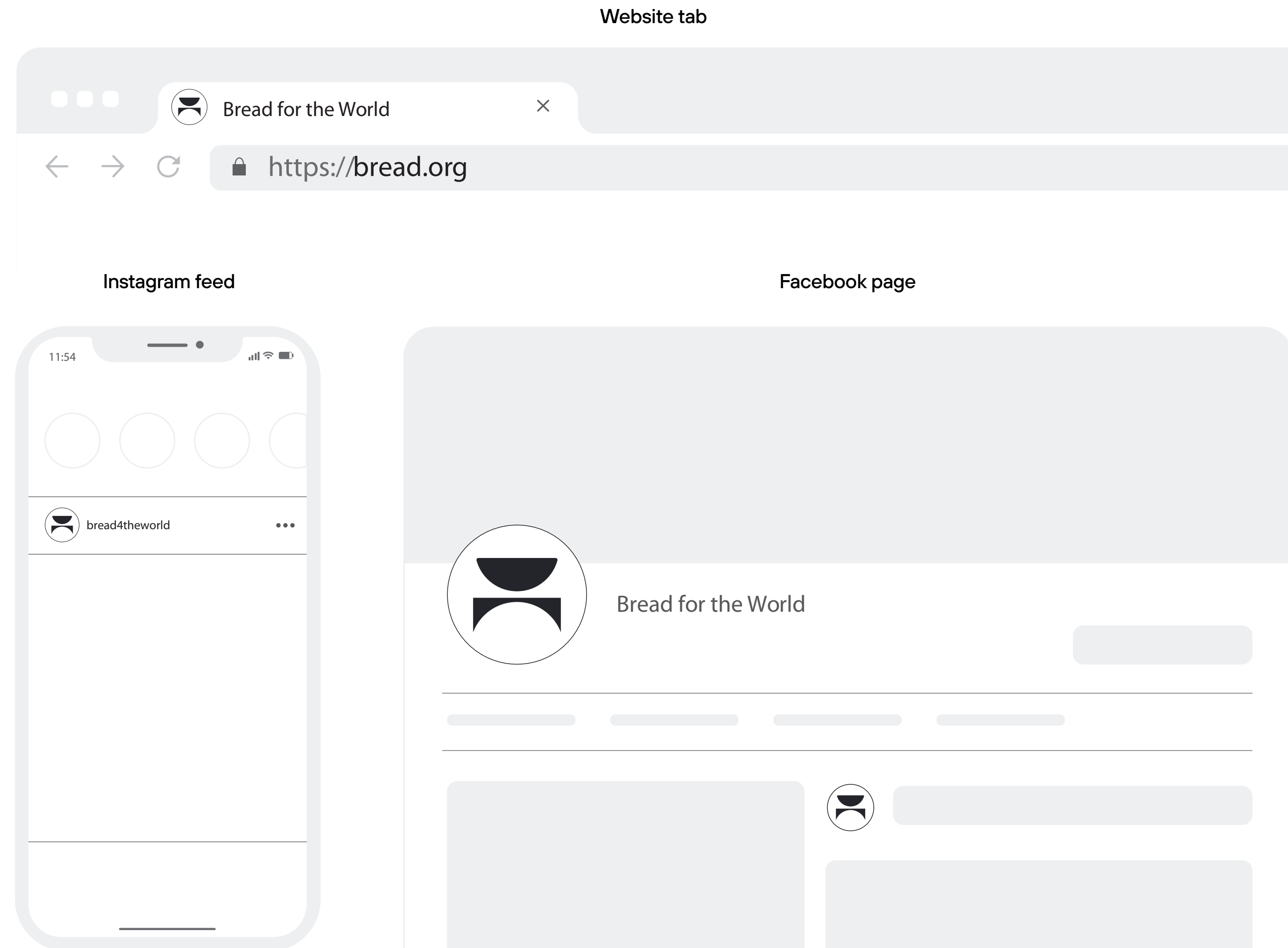
Logo Color

Color

The primary use of Shadow and White depicts powerful contrast—ultimately reflecting the power of Bread and its mission. Shadow, an almost black color, gives depth to design and character of professionalism. Combined with white, designs stay polished, clean, and modern, connecting with wide audiences.
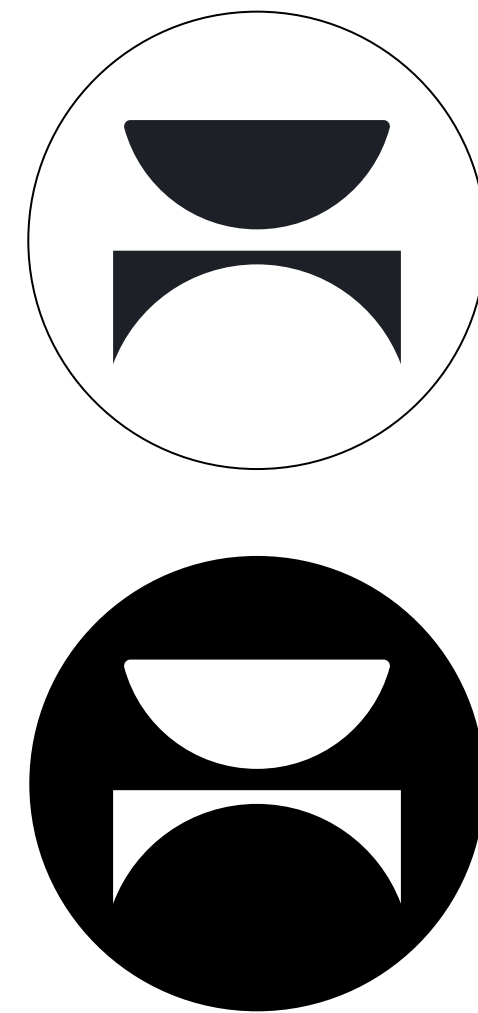
Scale

Scaling the Logo

The logo is designed to be responsive and scale to small sizes for print and screen. When scaling, be intentional, always prioritizing legibility and contrast.

Logotype Smallest Size
(2.5''x .4'', width: 63.5mm)

Logomark Smallest Size
(.5''x.5'', 12.7 mm)

Full Lockup

Logomark

BREAD

BREAD

BREAD

BREAD

(2.5''x .4'', width: 63.5mm)
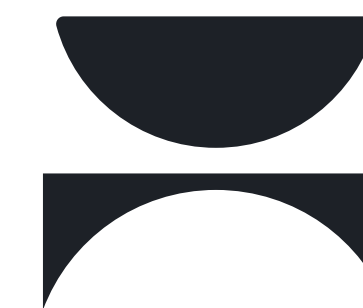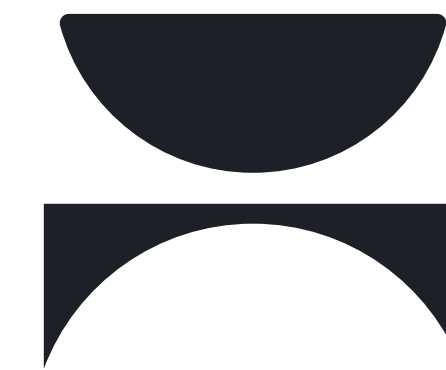
(.5''x.5'', 12.7 mm)

Clear Space – Logotype

Proximity to Other Elements

Clear space prevents type, imagery or graphic elements from interfering with the legibility of our logo. If the logo is placed too closely to other elements, visual conflict will lessen the logo's intended impact.

The minimum clear space is defined as the height of the bowl. As the logo is scaled, the minimum space must be maintained proportionally.

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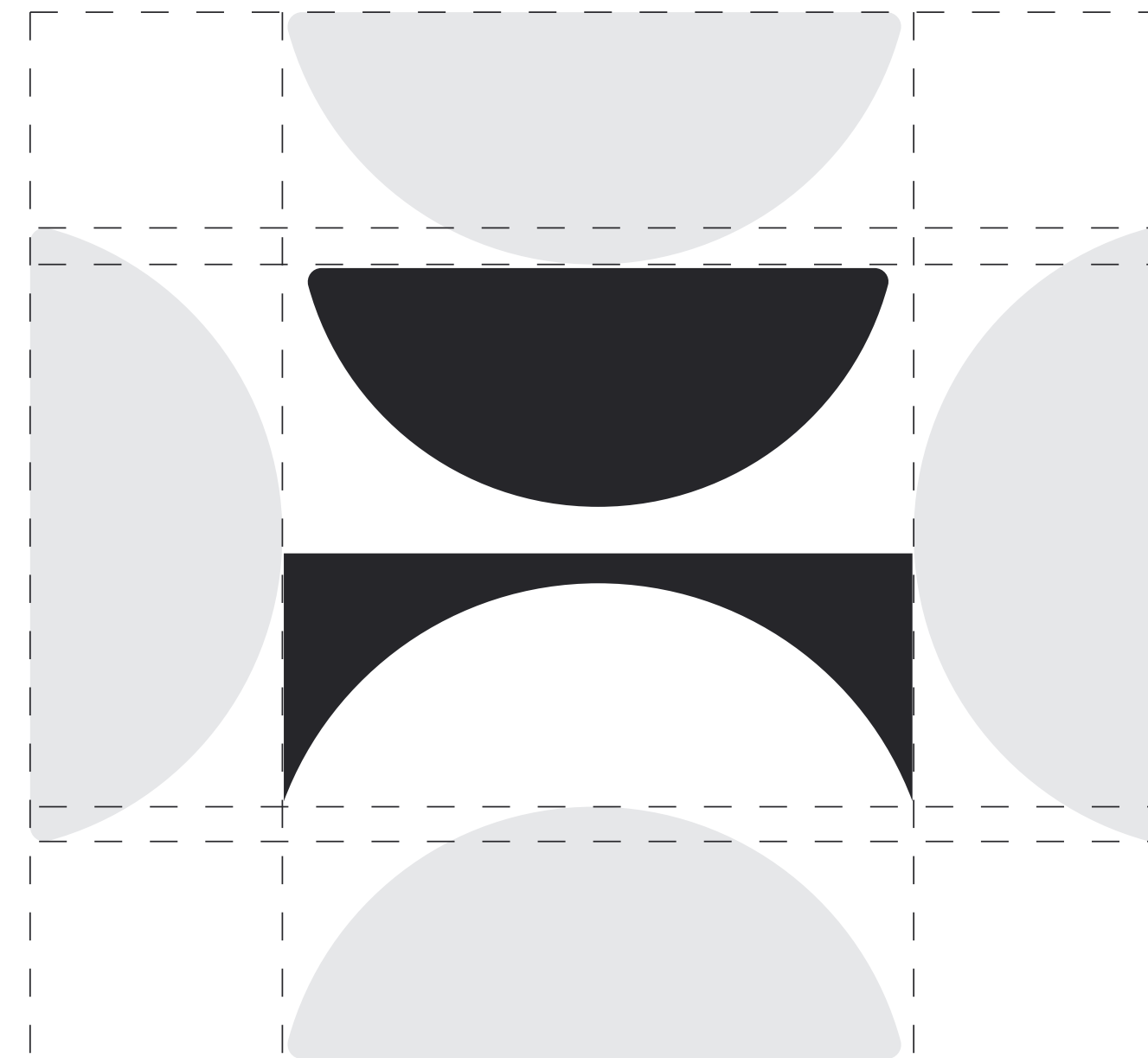
Clear Space - Partnerships

How to Show Partnerships

Aligning partnership logos should follow clear space rules. The proper space between logos can be created by using the official Bread bowl. Logos should be separated from the center line by the width of one bowl.

Vertical

BREAD

Partner Logo

Horizontal

BREAD | Partner Logo
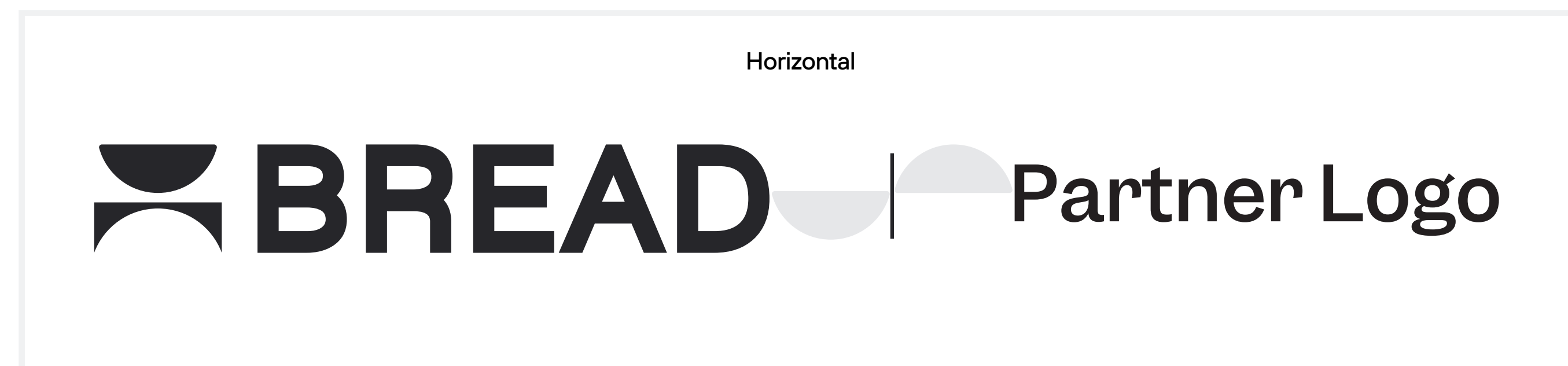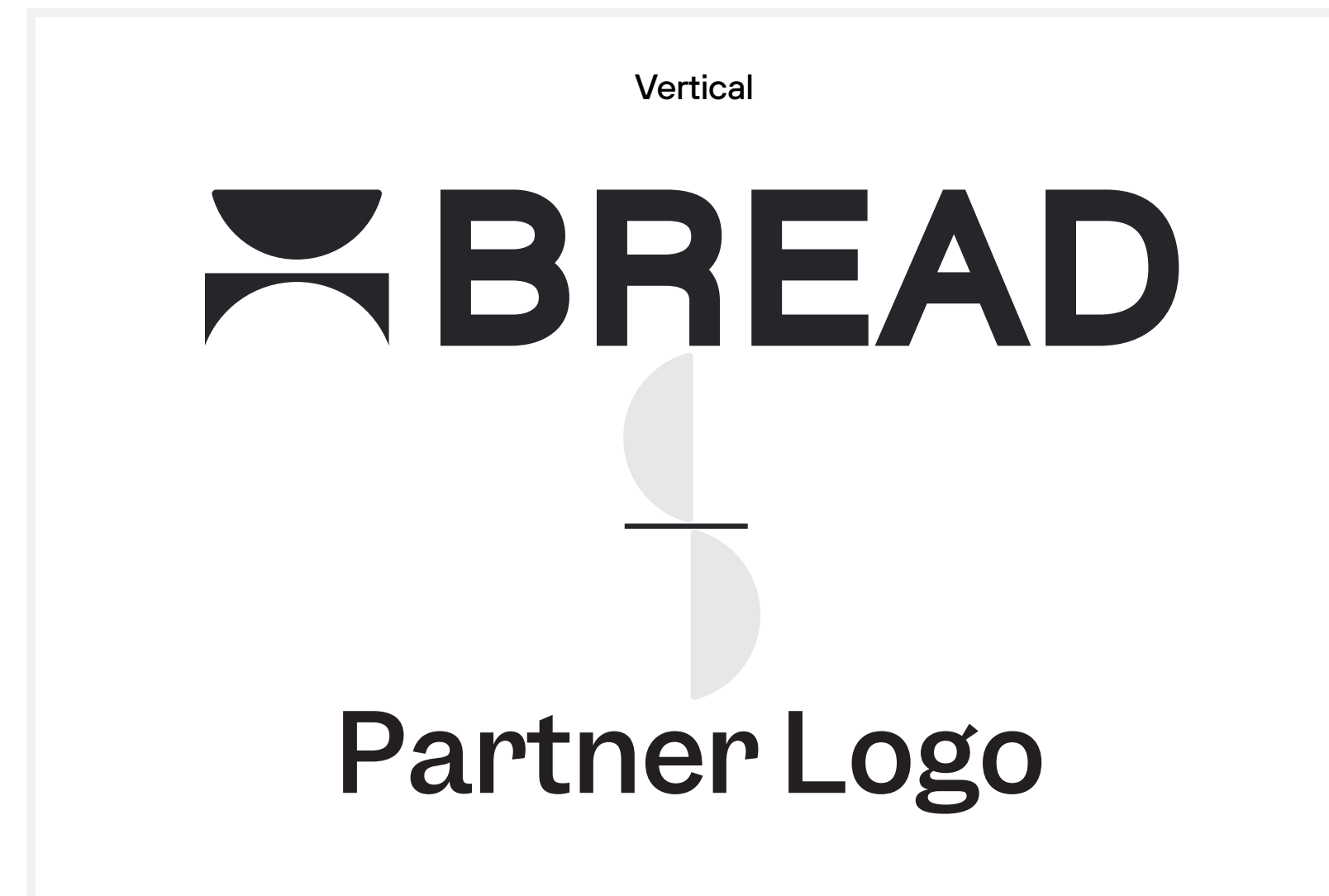
Placement

Logo Placement

When placing the logo with the URL on different title backgrounds, don't have the logo appear both in the full logo lockup with the URL together. Opt to use just the logo mark and URL as shown on the right. On print, the URL can be used below the full lockup if the logo lockup has a subheading.

Bread.org

BREAD
JOIN US AT THE TABLE

Bread.org

Compassion in action

Bread.org
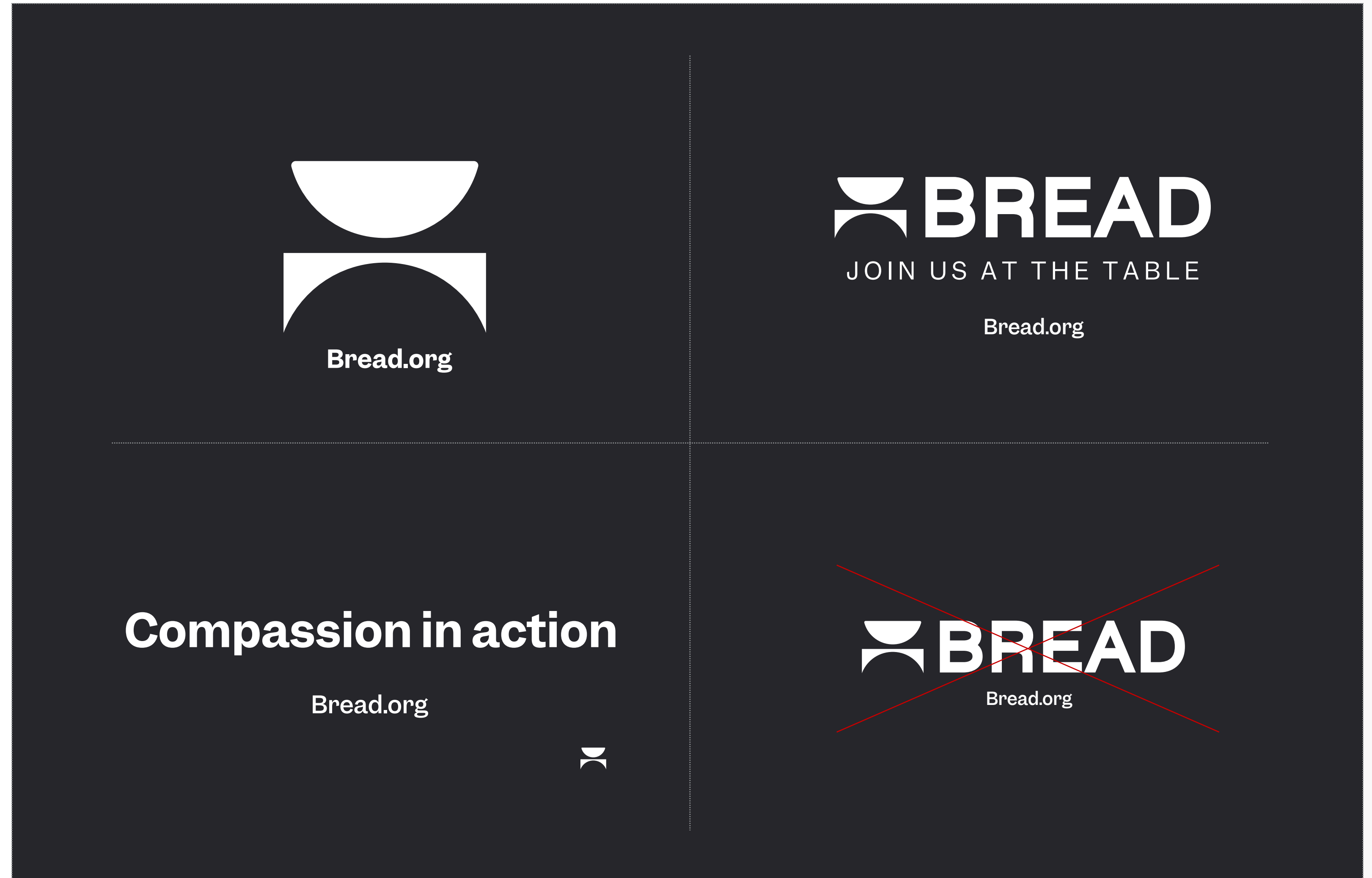
BREAD
Bread.org

Guidelines

Brand Integrity

What NOT to do with the logo:

Some guidelines are necessary to avoid breaking brand. Maintaining brand integrity means a consistent logo and style. Don't adapt, distort, skew, or compromise the look of the Bread logo in any manner.

01

Don't re-create the logo with another font.

02

Don't stretch, distort, or manipulate the logo.

03

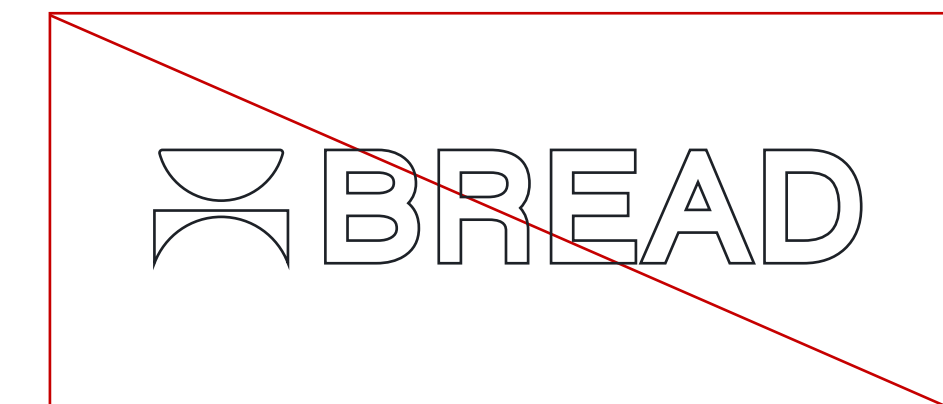Don't add effects like drop shadows or gradients.

04

Don't change the logo color.

05

Don't place the logo on a background that reduces its legibility.

06

Don't outline or create a key line around the logo.

07

Don't use the old brand colors.

08

Don't use the old brand colors.

09

Don't use the old brand colors.

03

Typography:

working with type

Download the font packs:

Download

Brand Typefaces

Bread Typefaces

These typefaces are highly functional and well developed sans serif fonts with unique logos. They both contain small caps and a wide range of special characters.

Garnett has several styles used for heading, subheading, and more.

For long form copy, text boxes, small technical copy disclaimers, and other instances where a tighter, more condensed font is needed, we use TT Hoves.

Garnett Bold

Garnett Bold is used for oversized copy and headlines.

Garnett Semibold

Garnett Bold is used for oversized copy, headlines and quotes.

TT Hoves Demibold

TT Hoves Demibold is used in text boxes.

TT Hoves Regular/Medium

TT Hoves Regular/Medium is used for long form copy, text boxes and small technical copy.

Brand Typefaces – Garnett

Garnett Typeface

The Garnett font for Bread has serif characteristics that instantly evoke a sense of establishment and tradition, an association that is carried through into the branding of many banks, law firms, and newspapers. It's a favorite font style in publishing, with most books still set in serif type, helping to communicate a mood of intellect and authority to readers.

Typeface's styles we use:

→ Garnett Regular
→ Garnett Medium
→ **Garnett Semibold**
→ **Garnett Bold**

Garnett Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnop
qrstuvwxyz

1234567890

Garnett Semibold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

**abcdefghijklmnop
qrstuvwxyz**

1234567890

Brand Typefaces - TT Hoves

TT Hoves Typeface

To emphasize the brand's innovative thinking and modern approaches when working with clients, we selected a modern typeface. We use TT Hoves in paragraphs, text blocks, subheads, and marketing materials.

Typeface's styles we use:

→ TT Hoves Regular

→ TT Hoves Medium

→ **TT Hoves Demibold**

TT Hoves Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnop
qrstuvwxyz

1234567890

TT Hoves Medium

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnop
qrstuvwxyz

1234567890

Typography System

Typography System

Headline Level 1

Size: 4.5x. Weight: Semibold. Tracking: 0pts.
Leading: 120%. Alignment: left, center

Headline Level 2

Size: 3x. Weight: Semibold. Tracking: 0pts.
Leading: 110%. Alignment: left, center

Subhead

Size: 1.5x Weight: Medium. Tracking: 0pts.
Leading: 100%. Alignment: left, center

Body

Size: 1x Weight: Regular. Tracking: 0pts.
Leading: 100%. Alignment: left, center

Caption

Size: 0.5x Weight: Regular. Tracking: 0pts.
Leading: 100%. Alignment: left, center

Headline Level 1

H1 - 4.5x - Garnett Semibold

Headline Level 2

H2 - 3x - Garnett Semibold

Subhead

Sub - 1.5x - Garnett Medium

Body

B - 1x - TT Hoves Regular

Caption

C - 0.5dx - TT Hoves Regular

Pairings

Combining Fonts

Use Garnett for titles, sub headings, quotes and key thoughts while using TT Hoves for main paragraphs and text blocks. Be sure to follow the hierarchy principles and do the right spacing between titles and text blocks.

Rules:

→ 20 px spacing between the title and the paragraph.

→ 36 pt (minimum) – the font size of the title.

→ 20 pt (minimum) – the font size of the main text.

Headlines System

Bread, change the way you think about change.

20px

Churches can't end hunger alone. Federal nutrition programs provide roughly 10 times as much food assistance as private churches and charities combined. Church leaders can lead the way in advocating for a budget, programs and policies that reflect God's priorities.

Headlines System

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20px

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Pairings

Combining Fonts

To maintain the brand's consistency, you must avoid making these mistakes when working with the typefaces.

What NOT to do:

01. Do not use Garnett in long form copy like paragraphs and body text blocks when combined with a title or sub heading.

01

Bread, change the way you think about change.

Bread is a Christian advocacy organization urging our nation's decision makers to end hunger in the U.S. and around the world.

One in six American children doesn't have enough to eat, and more than 800 million people around the world go to bed hungry. But hunger is one of the most solvable issues facing our world today.

Lasting solutions to eliminate hunger exist, and we can end hunger in our lifetime. But churches and charities can't do it all. The U.S. government has the power and resources to make a historic impact on hunger. We mobilize faith-driven individuals to advocate for policies and programs that impact millions of lives.

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Guidelines

What to Avoid

These avoidance guidelines apply to both typefaces.

01. Don't change the typeface.

02. Don't apply a gradient to type.

03. Don't put pictures or patterns in type.

04. Don't stack type.

05. Don't lead too much, refer to type system.

06. Don't lead too little, refer to type system.

07. Don't tightly track type (set to 0pts).

08. Don't loosely track type (set to 0pts).

09. Don't substitute with non-approved fonts.

10. Don't stretch, skew, or distort text.

11. Don't use Garnett for text copy.

12. Don't set headlines in different colors.

13. Don't set headlines all lowercase.

14. Don't use type sizes that are close in value.

15. Don't apply drop shadows or other effects.

01

Bread, join us at the table.

02

Bread, join us at the table

03

Bread, join us at the table

04

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05

Bread, join us

at the table

06

Bread, join us at the table

07

Bread,join us at the table

08

Bread, join us at the table

09

Bread, join us at the table

10

Bread, join us at the table

11

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

12

BREAD, JOIN US AT THE TABLE.

13

compassion in action

14

Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

15

compassion in action

04

Brand Colors:

the color palette

Download brand colors:

Download

Color Palette

Bread Colors

Color is a powerful tool. It has the ability to evoke feelings, attract audiences, and express personality and values. Bread's brand color palette is a strategically selected set of colors that marks our unique identity.

It is essential we use these colors consistently and exclusively to lock in brand identity and exhibit a clear connection across all aspects of our company. To build effective brand awareness, this palette is completed and should never be added to or altered.

The supporting palette is necessary to generate brand emotion and to spark interest, but is meant to be used in small ways to supplement and support, not take over.

Primary palette:

HEX: #27272B
RGB: 39, 39, 43
CMYK: 73, 67, 60, 66
PMS: 426 C

HEX: #ffffff
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
PMS: no pantone needed

HEX: #09223E
RGB: 9, 34, 62
CMYK: 85, 45, 0, 76
PMS: 533 C

HEX: #07648E
RGB: 7, 100, 142
CMYK: 95, 30, 0, 44
PMS: 647 C

HEX: #014F7F
RGB: 1, 79, 127
CMYK: 99, 38, 0, 50
PMS: 7692 C

HEX: #6C9293
RGB: 108, 146, 147
CMYK: 27, 1, 0, 42
PMS: 5483 C

Supporting palette:

HEX: #EEA120
RGB: 238, 161, 32
CMYK: 0, 32, 87, 7
PMS: 7563 C

HEX: #C0922D
RGB: 192, 146, 45
CMYK: 0, 24, 77, 25
PMS: 7556 C

HEX: #BDBB8C
RGB: 189, 187, 140
CMYK: 0, 1, 26, 26
PMS: 453 C

HEX: #56C3BA
RGB: 86, 195, 186
CMYK: 56, 0, 5, 24
PMS: 7472 C

HEX: #01706E
RGB: 1, 112, 110
CMYK: 99, 0, 2, 56
PMS: 322 C

HEX: #623684
RGB: 98, 54, 132
CMYK: 26, 59, 0, 48
PMS: 7664 C

Color Palette

Bread Colors

In creating this new color system, Sage Blue will be the default color used for the majority of branding elements that Bread's audience will come into contact with. Throughout the toolkit, you can see how this color is used in relation to the system of colors. As shown later in the guide, the Bread Color Strip offers a distinctive visual element by which Bread can be distinguished from other organizations.

In comparison with the rest of the color system, this particular blue should be used 70% of the time and the others get 30%. As you'll see later in this guide, this rule does not apply to the Bread Color Strip.

HEX: #014F7F

Color Psychology

Shadow & White

The primary use of Shadow and White depicts powerful contrast—ultimately reflecting the power of Bread and its mission.

Shadow, an almost black color, gives depth to design and character of professionalism. Combined with white, designs stay polished, clean, and modern, connecting with wide audiences.

White

Shadow (Black)

Color Psychology

Bread Colors

The family of Bread brand colors were chosen with purpose and psychology. They individually and collectively communicate to audiences who Bread is.

Sage Blues
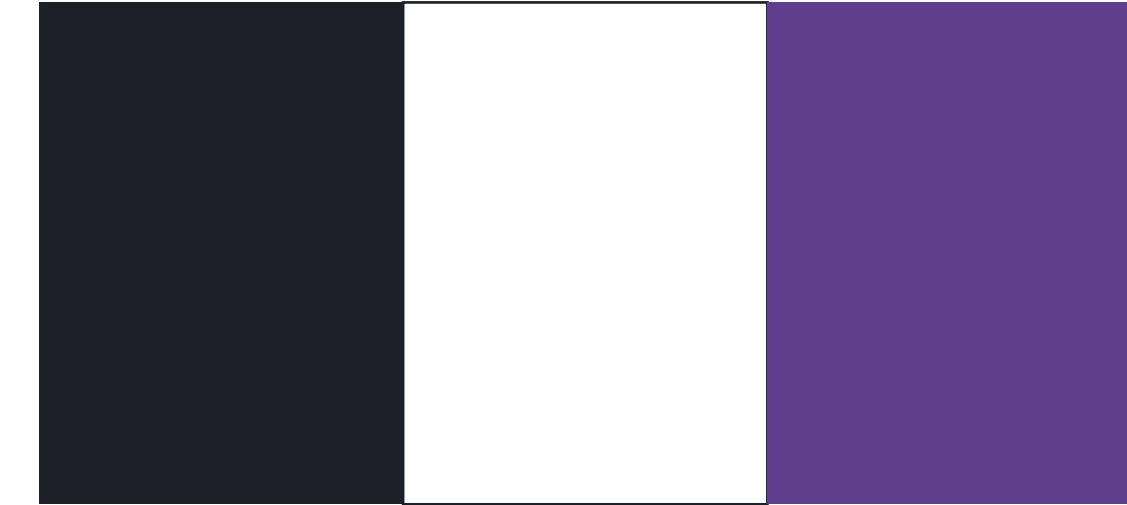
Shadow / White

Bipartisan/
Advocacy Purple

Legacy Browns

Future Greens

Color Psychology

Sage Blues

Sage Blue is most fulfilled by finding the answers to great questions and in situations that need to be better understood; it demonstrates the value of thinking things through and motivating others to seek the truth.

Blue conveys strong trust, dignity, intelligence, and authority. Most blues convey a sense of trust, loyalty, cleanliness, and understanding.

Brand Psychology

Legacy Browns

These legacy brown color palettes are meant to represent the legacy of who Bread has been.

The visual color treatment is meant to be inclusive and focus on the subject while allowing this neutral color palette to fade in the background.

Psychologically, these shades of brown are warm neutral colors. They can be associated with dependability and reliability, with steadfastness, and with earthiness. It helps bring a feeling of warmth and wholesomeness to designs.

Brand Psychology

Future Greens

These Future Greens for Bread have a strong emotional correspondence with safety. In design, green can have a balancing and harmonizing effect, and brings stability in the midst of uncertainty.

Psychologically, green is the most restful color for the human eye; it promotes clarity and the balancing of emotions and is associated with health and encouraging a sense of compassion, kindness and nurturing.

Brand Psychology

Bipartisan Advocacy Purple

This Bread Advocacy Purple is most fulfilled when seeing a vision realized, motivating others to believe, and creating excitement around the journey of transformation for the better.

The color itself is a combination of blue and red; it can act as a change agent as it's undergone change itself. It inspires and sees opportunities to provide impetus for innovative transformation. In the bipartisan world of doing work on the ground, this color can represent that two parties or groups are coming together.

Brand Psychology

Shadow

The Bread Shadow color is symbolic of power, experience, and age. This Bread Shadow is neutral, which allows it to be a stabilizing color in contrast with the more vibrant colors that run the risk of being too overpowering.

The color itself isn't a true black but has within it a subtle undertone of the grays and blues that are part of the Bread color palette family.

Brand Psychology

White

The base white color for Bread is most fulfilled by helping others belong. The color presents itself as naturally empathetic, unpretentious, and resilient.

When executed well with the rest of Bread's Brand Colors, it offers a sense of peace and calm, hope and comfort. It creates a sense of order and efficiency through its meaningful use of negative space. Leaning on best practices when utilizing this color will allow us to use the rest of Bread's Brand colors to their potential.
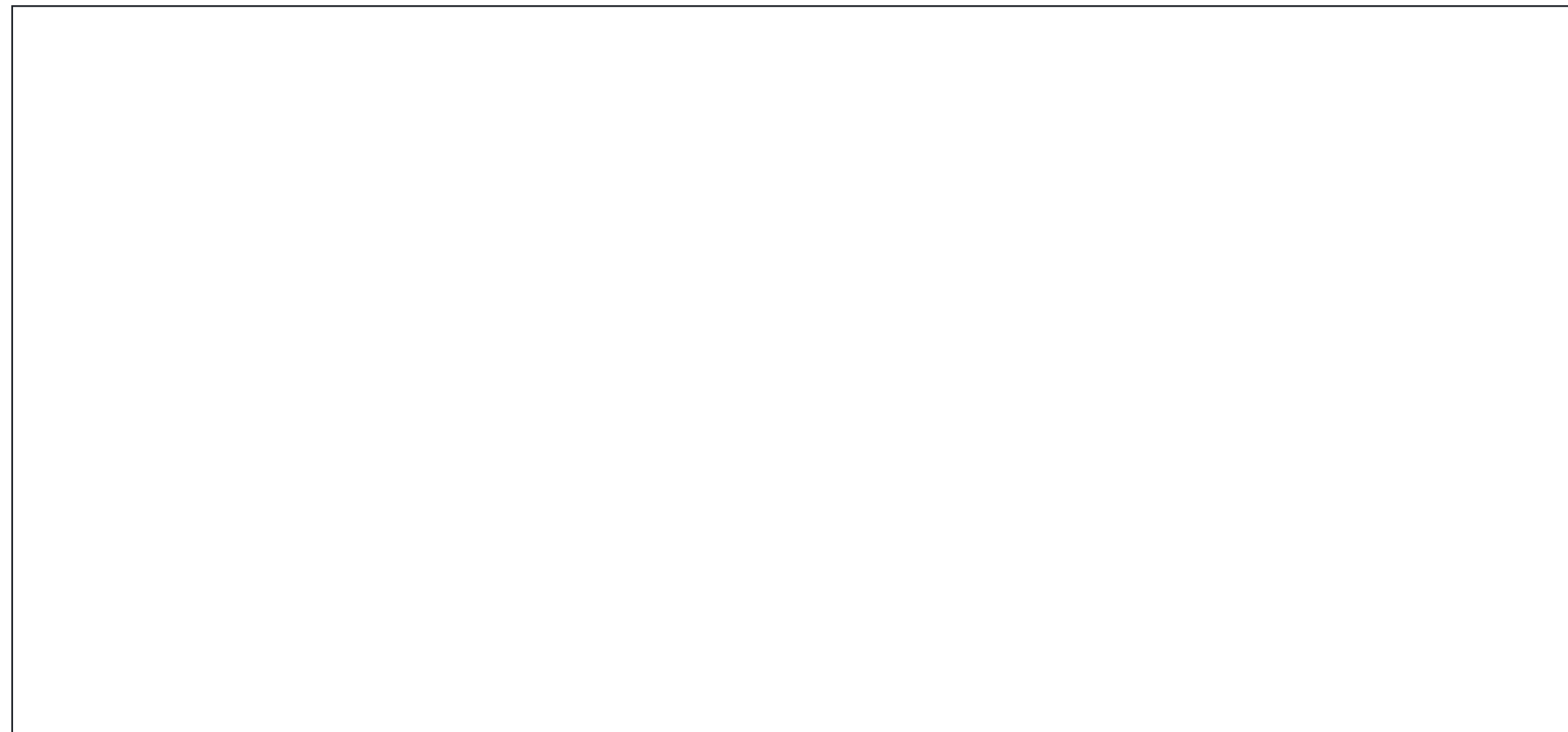
Color & Logo

Use with Logo

The goal is to achieve balance and contrast when using the logo in a fluid of brand colors. Primarily, the logo should remain in the colors shadow and white when achievable, but has the flexibility to contrast with other brand colors.
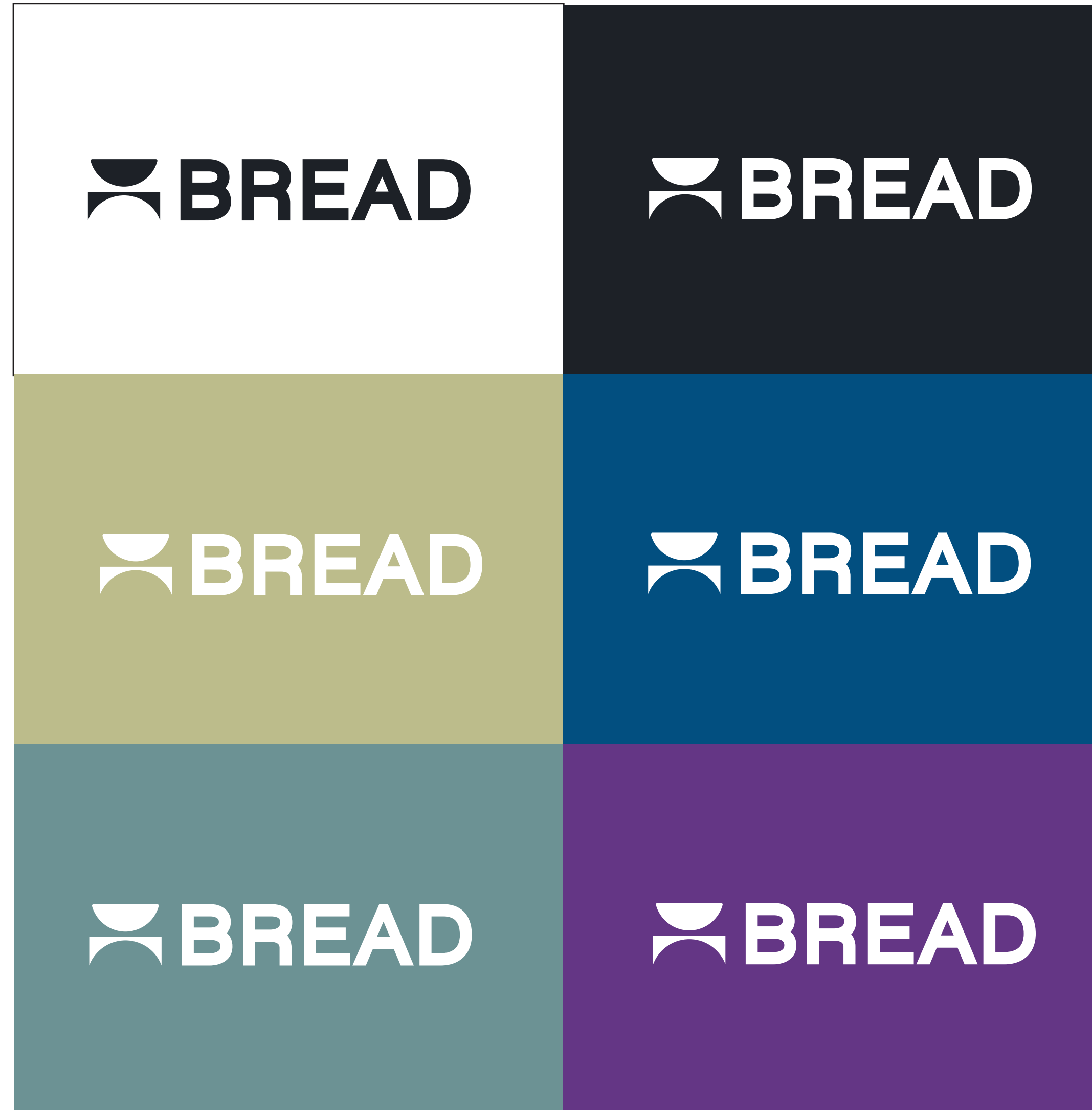
05

Design Elements:
brand pattern & more

Download design elements:

Download

Pattern Set

Logo Patterns

The Bread pattern was designed with the same building blocks as our logo. Intended to be repeatable and used in a wide variety of applications, this pattern set further emphasizes the call to fill every bowl across the globe.

This geometric pattern style was developed by placing the bowl and table found in the logo on grid intersections. The elements were rotated and stacked to form a stylized, active, and timeless print.
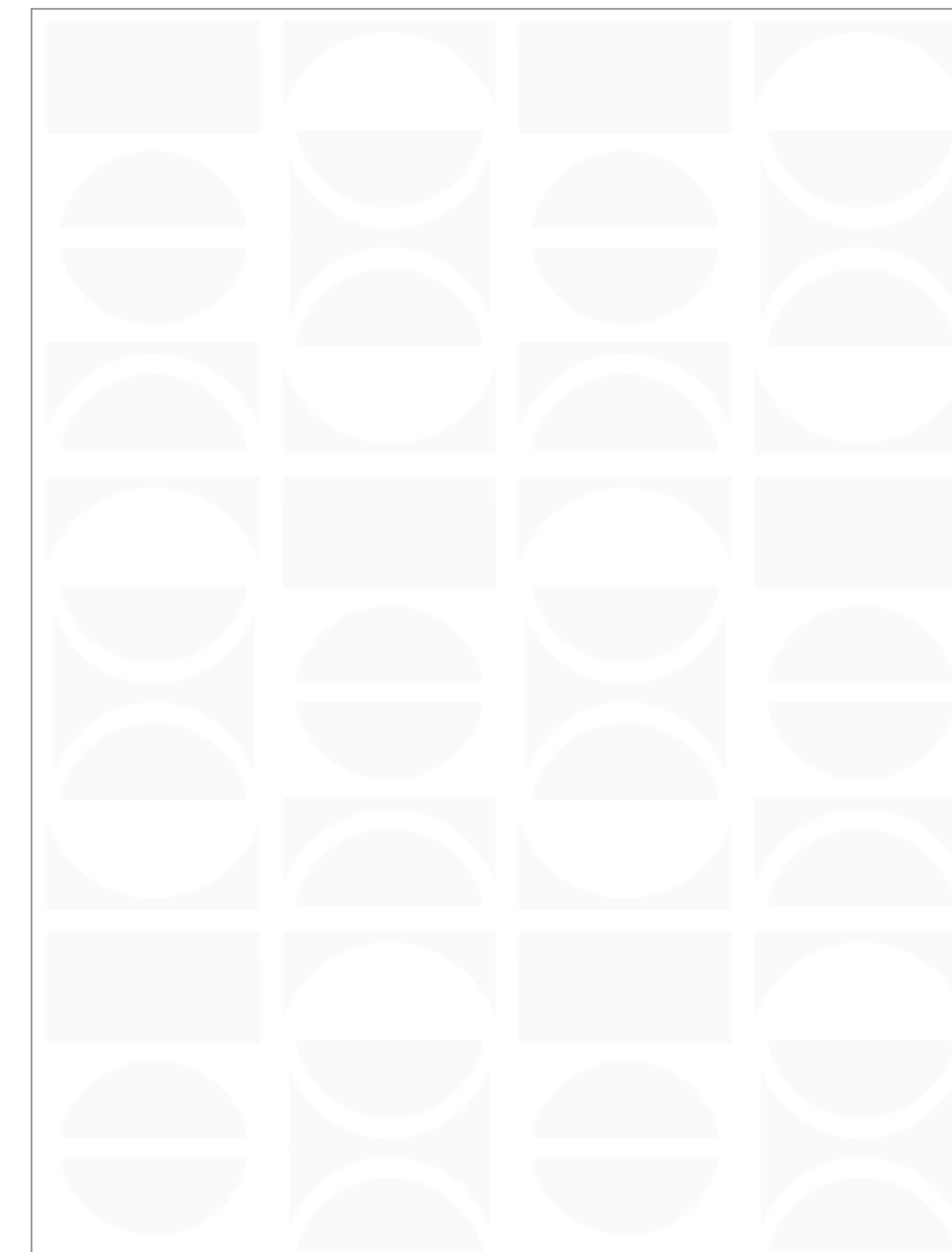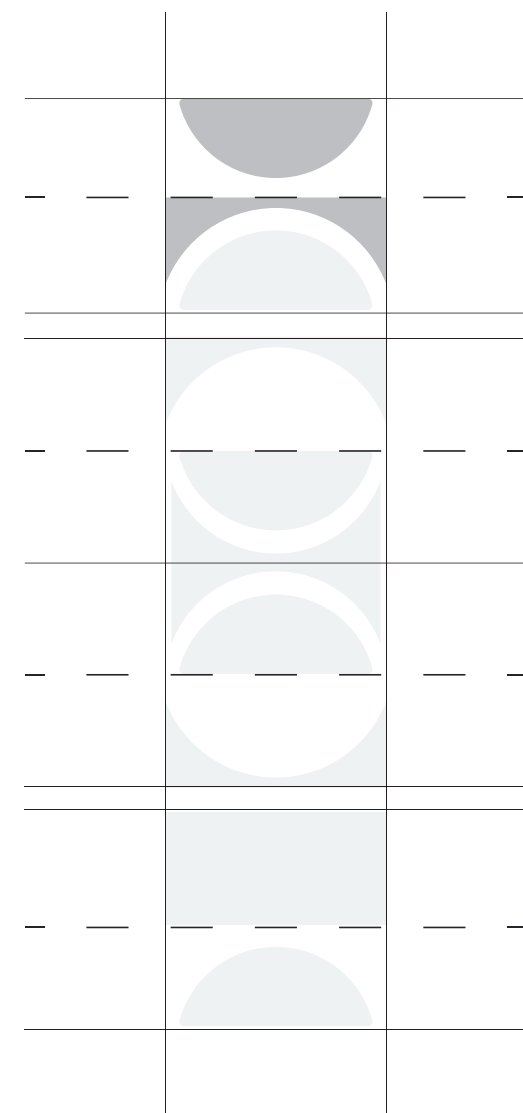
White
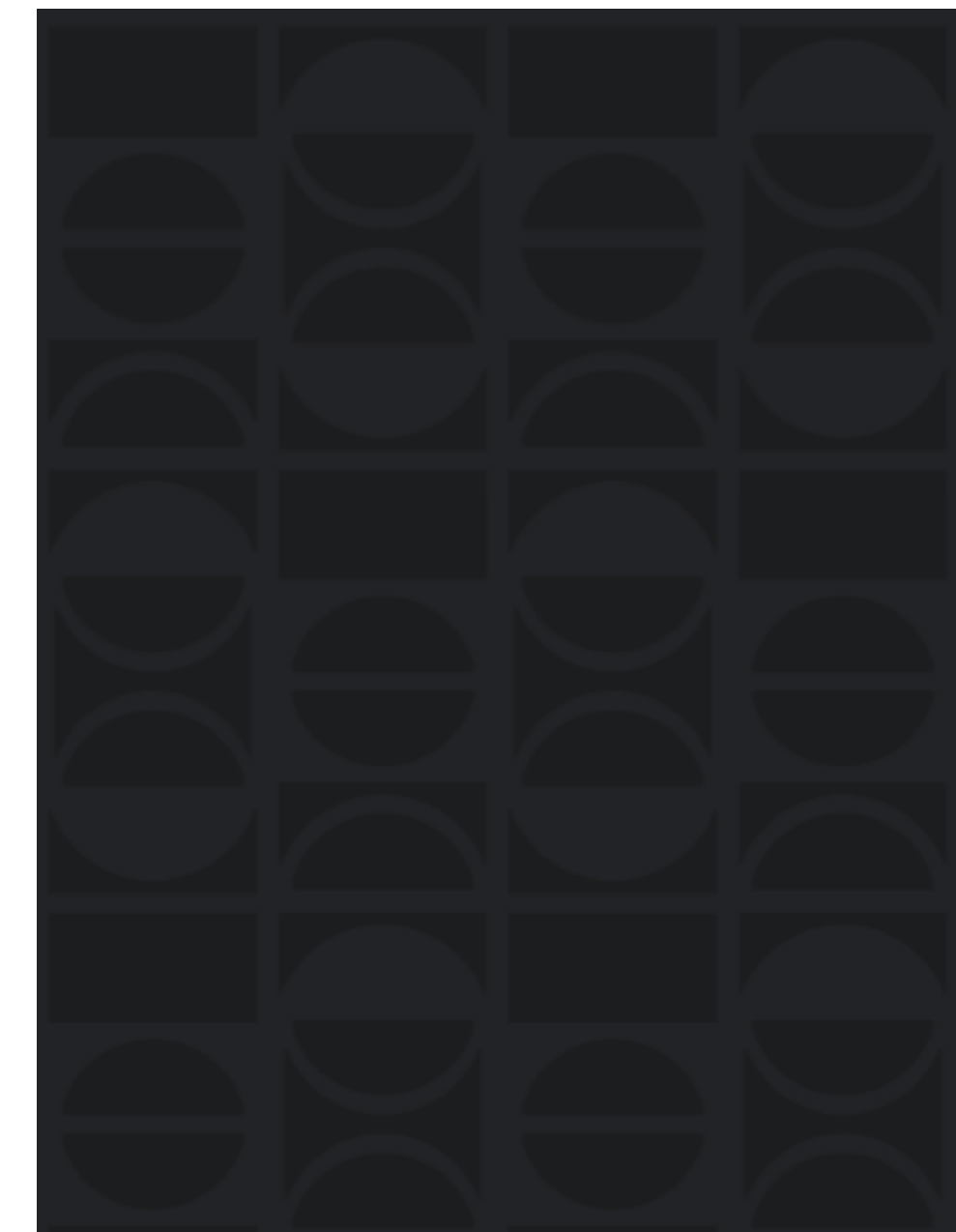
Shadow

Pattern Set

Use Rules

The Bread pattern is a tertiary design element. Its purpose is to supplement primary elements like photography & typography and effortlessly provide coherent connection to our brand identity.

01. Maintain strong contrast with elements layered on top of pattern — alternating color versions as necessary.

02. Keep pattern in vertical lines — (bowl in upright position).

03. Scale the pattern with intention — maintaining the 1 ¼ Rule. The pattern is intended to enhance other visuals and not distract from them.

1 ¼″

1 ¼ Rule

A good rule of thumb for sizing the pattern on print and web material is to size the vertical lines around 1 ¼ inches wide
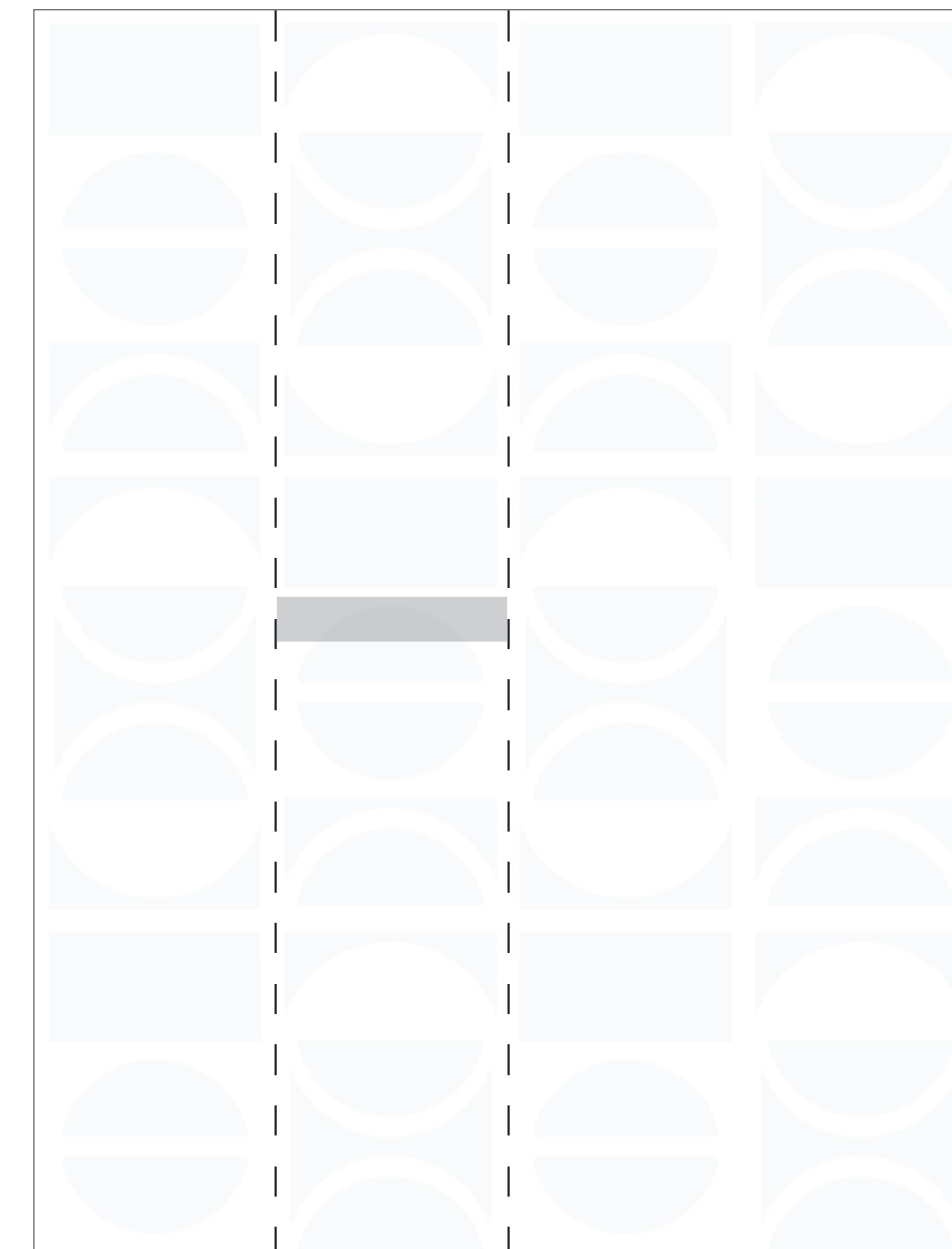
Pattern Set

User Interface

The Bread Bowl and pattern have endless possibilities for implementation. One way we want to use the anatomy of the logo is as a wayfinding mechanism that will guide users' eyes naturally down webpages and other visuals. This is a subtle yet powerful placement of brand elements.

Anatomy of a logo

With the outline of the logo used across various visuals, contrast can be displayed and divisions can be shown between sections. This can guide the eye to content.
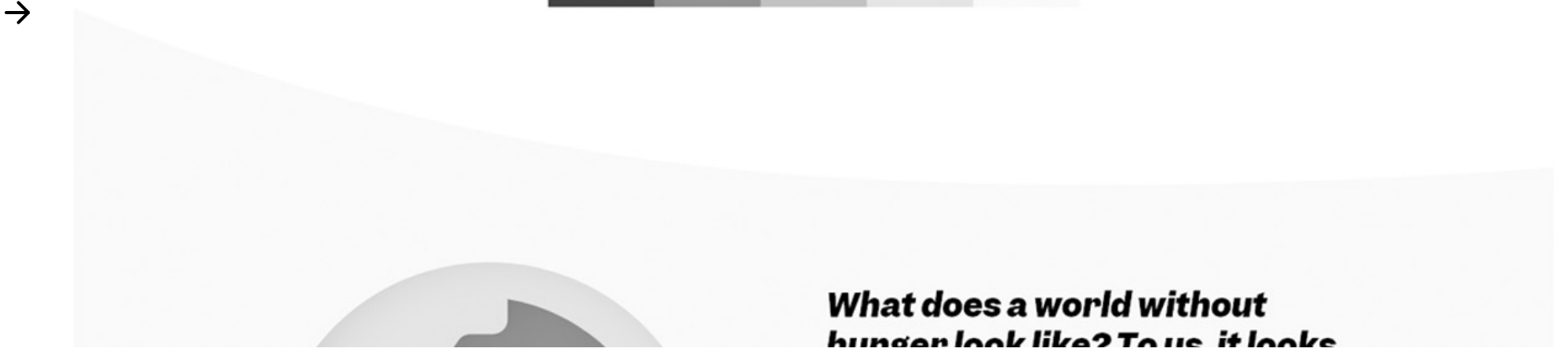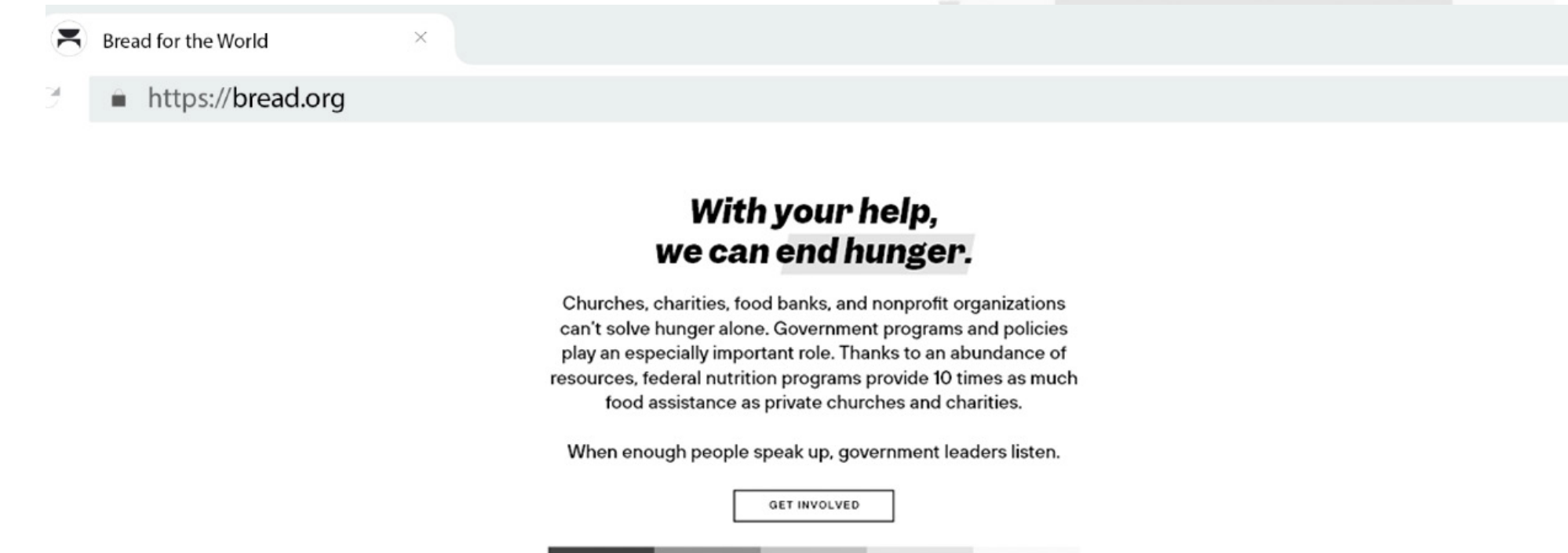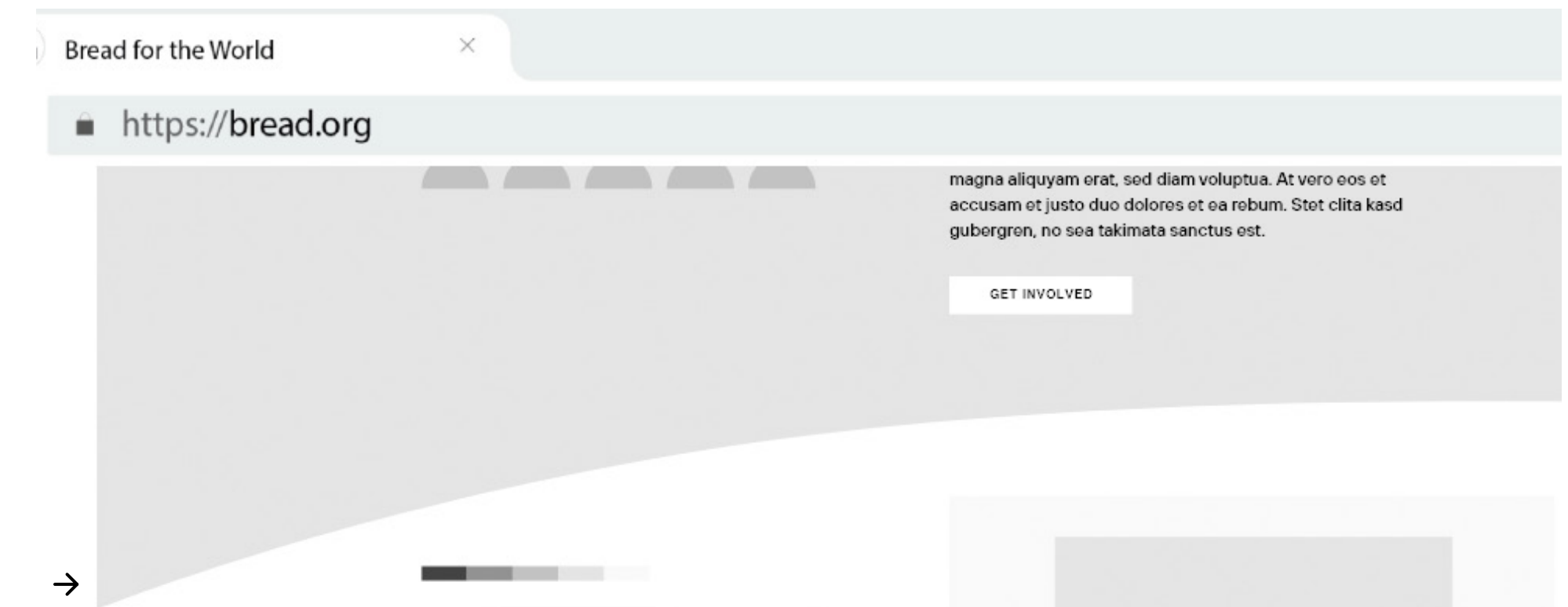
Pattern Set

Color Use

The pattern can be utilized not only in shadow and white, but can be layered on top of our Bread brand colors.

The white bowl pattern can be placed on top of brand colors at **10% opacity** to create a cohesive and clean look and feel that ties back to our identity.
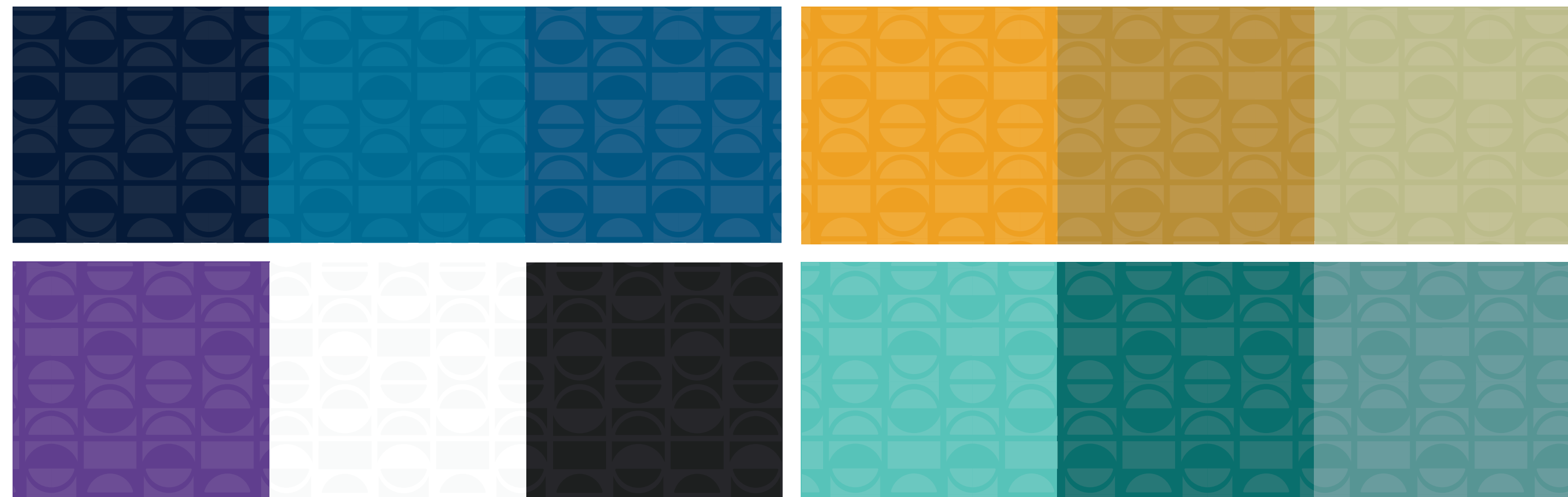
Pattern Set

Pattern Use Examples

The Bread pattern may be used in a variety of scenarios as a gentle touch of our brand. The patterns can be used as, but are not limited to use as:

01. A background element for web design

02. A substitute for solid color backgrounds when contrast permits on digital or print designs

03. Wallpaper and environmental design for event banners, backdrops, & pop-ups

04. Collage element to layer under photography or typography in social posts
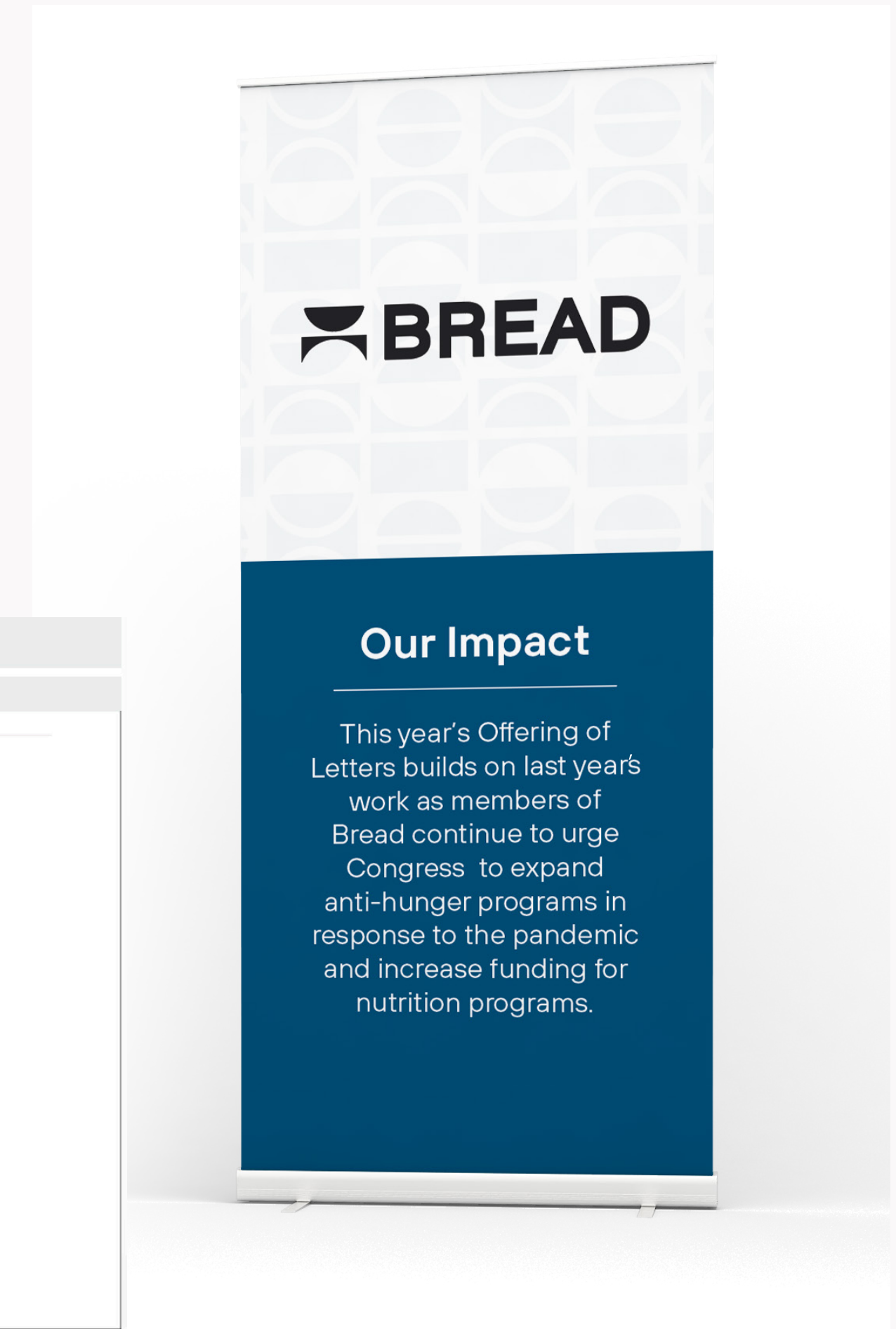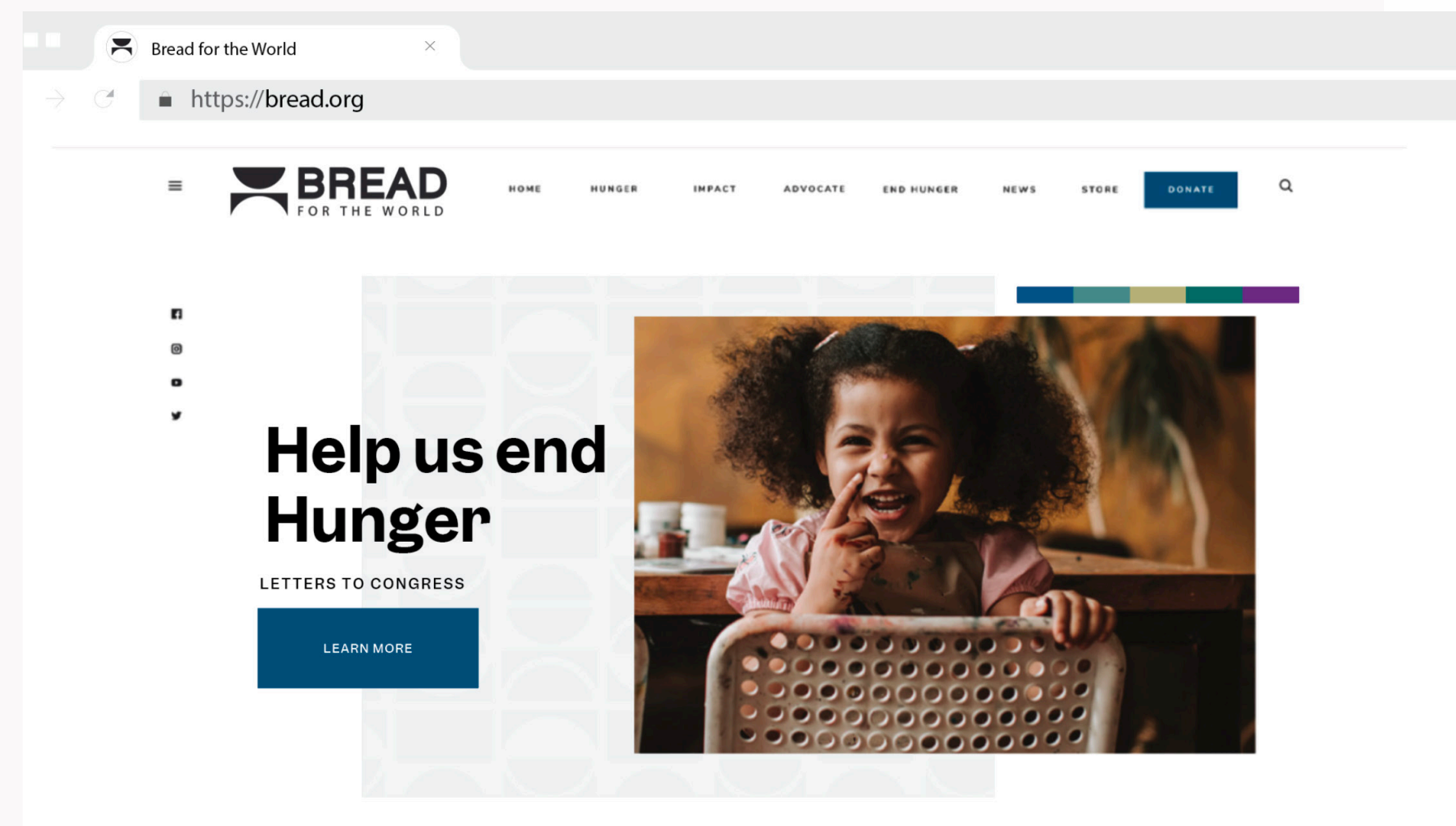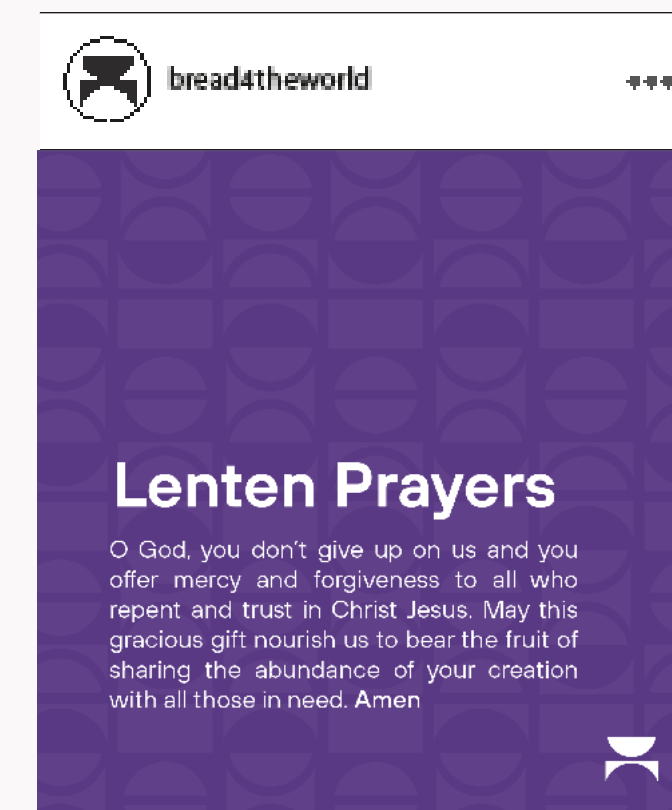
Bread Color Strip

Bread Color Story

The origin of the Bread color strip stems from the seven value sets that are crucial to Bread as an organization. The color strip represents Bread's interconnected values and harkens back to the orange used in its original branding. The orange in the Bread color strip will bring famililarity to exisiting audiences while conditioning them to the family of new colors.

By following color harmony principles, we arrived at the exact hex numerical numbers that Bread can own.

Bread Color Strip

Versions

The Bread color strip is a design element that creates coherent connection to Bread's brand identity — building recognition through the strategic use of brand color and shape.
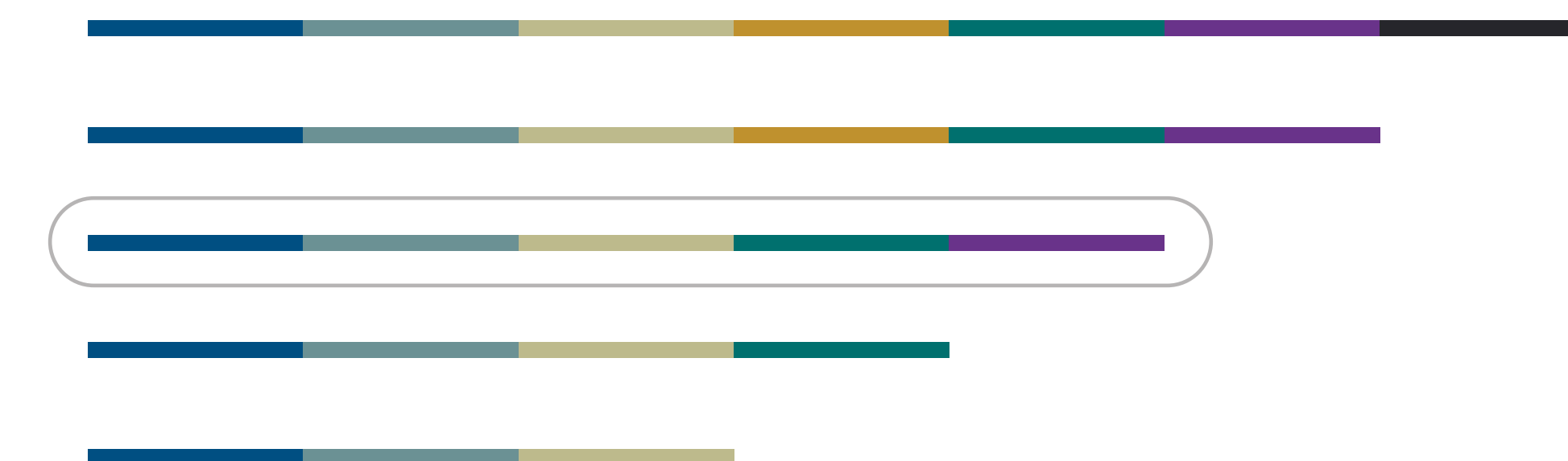
The strips come in two weight versions:

01. Color Strip (32px)
02. Thinline Color Strip (8px)

The strips come in five respective and flexible color sets. The primary strips (circled) should be used in most cases; however, the strip can build up to seven colors or break down to three when appropriate.

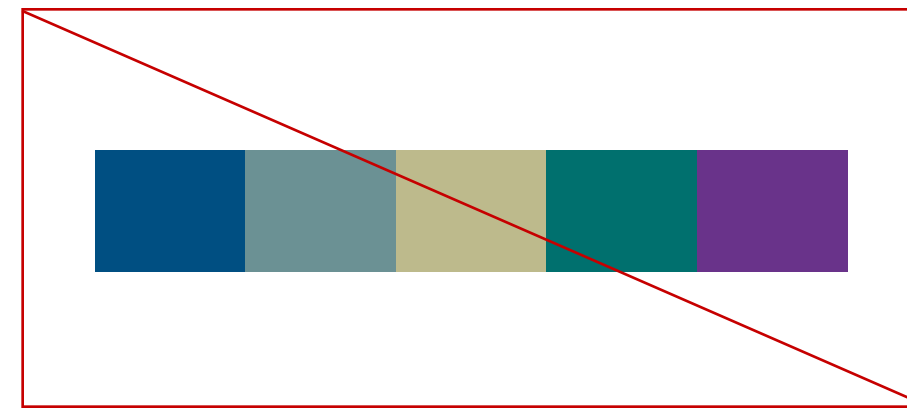Color Strip (32px)
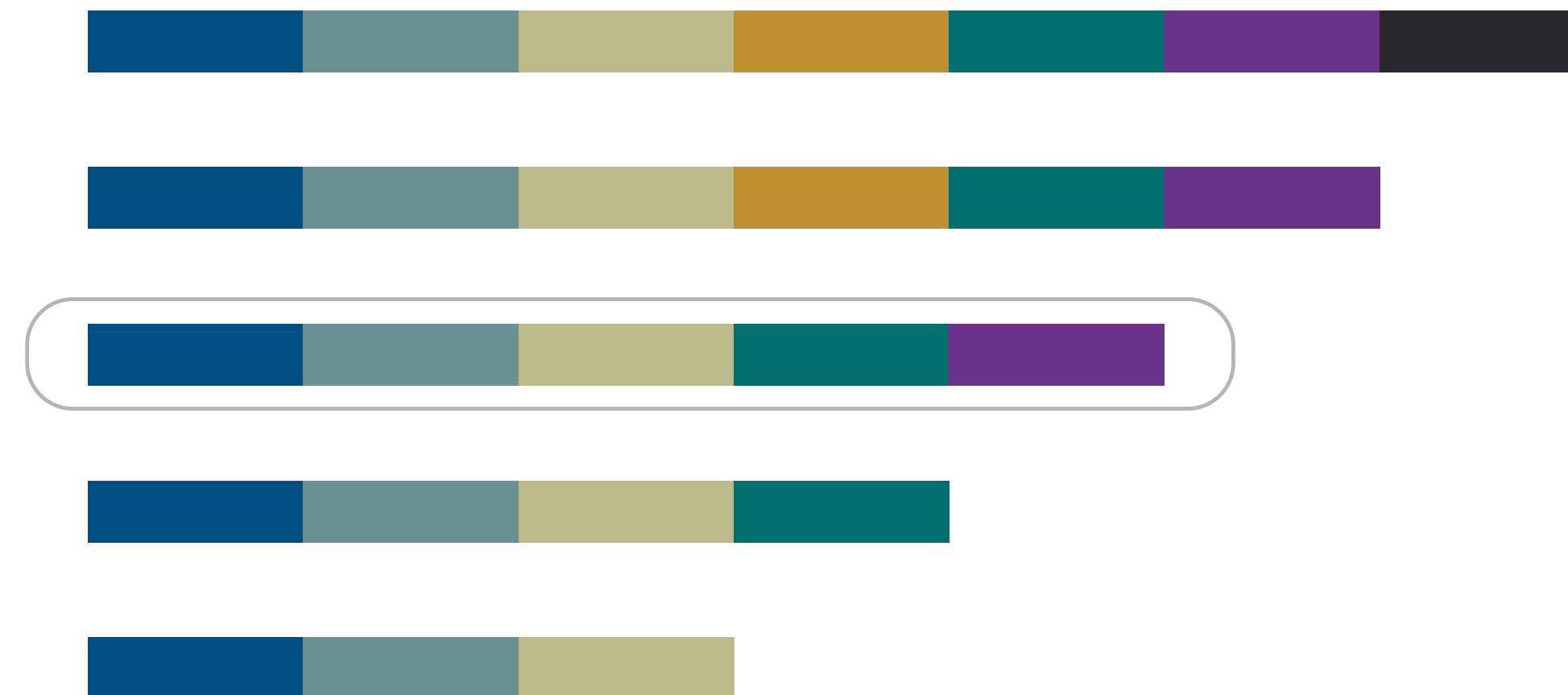
Thinline Color Strip (8px)
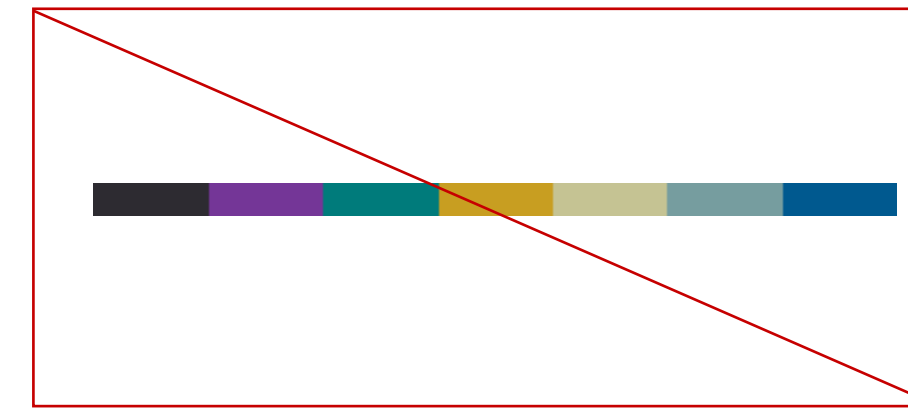
Color Strip

Use Rules

The color strip should never be used solitarily. It is created to serve as an understated and subtle element to supplement substance.
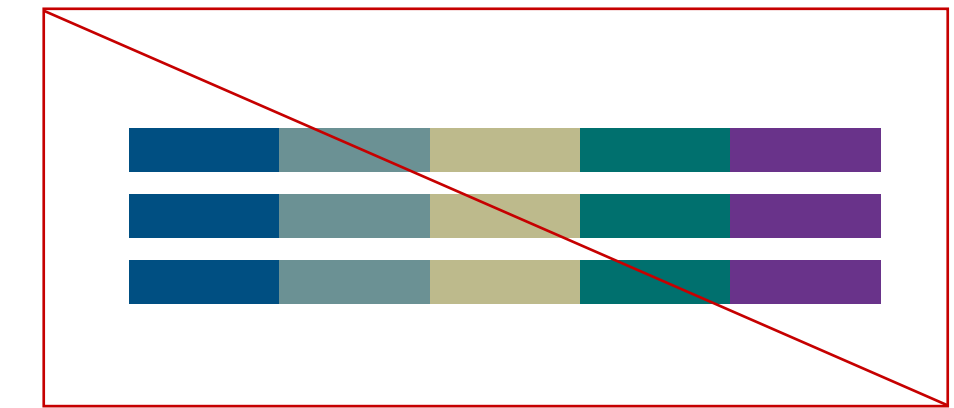
01
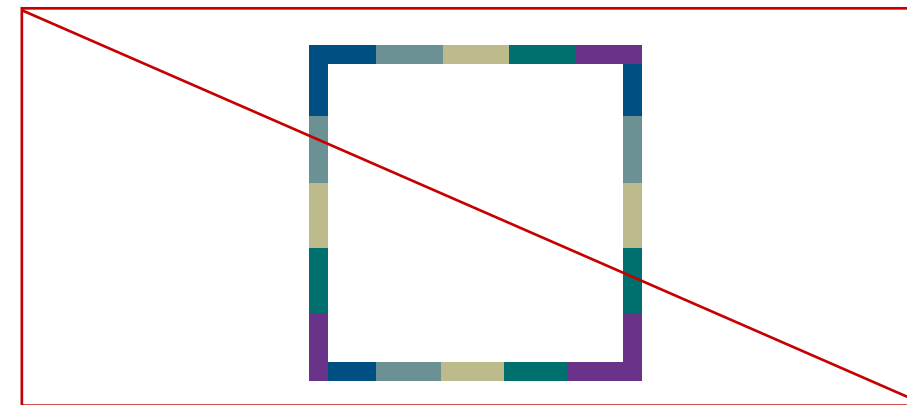
Do not stretch, adapt, or distort the strip.

02

Do not flip the orientation of the color strip horizontally, but it may be used vertically.
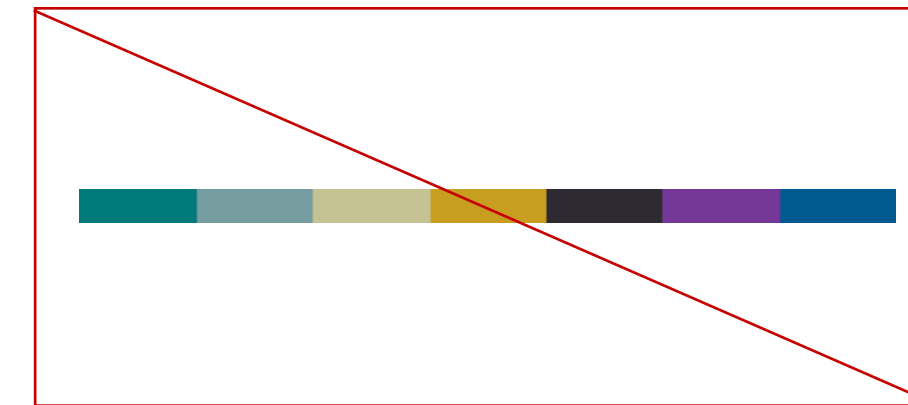
03

Don't stack the strip.

04

Don't use the strip as a border.

05

Do not mix and match the colors on the strip.

06
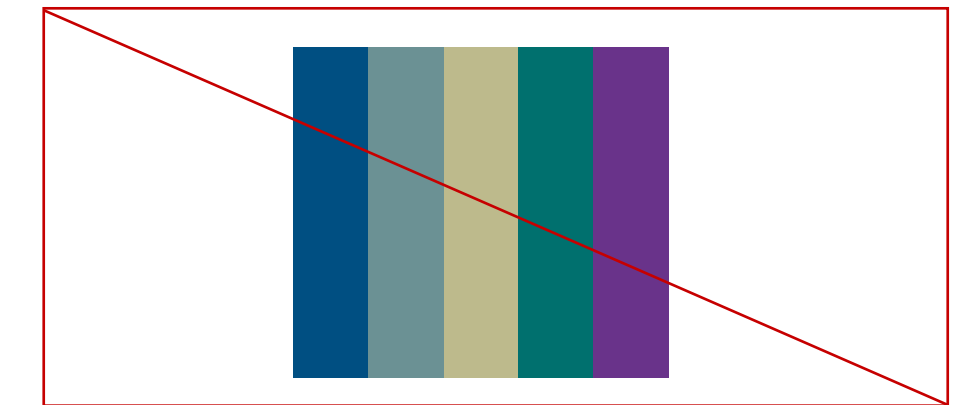
Don't change the proportions of the strip.

Color Strip

Color Strip Use Examples

The Color Strip may be used in a variety of scenarios. The color strip may be used as, but is not limited to use as:

01. An underline for important messaging

02. A border along one side of print materials smaller than 8.5"x11" (lanyards/name tags, business cards, envelopes, handouts, etc.).

03. An element to break up information on site pages or lenghty print material.

04. An added emphasis to an item in a group of items or a pop of brand color.

05. An element to categorize values/topics.
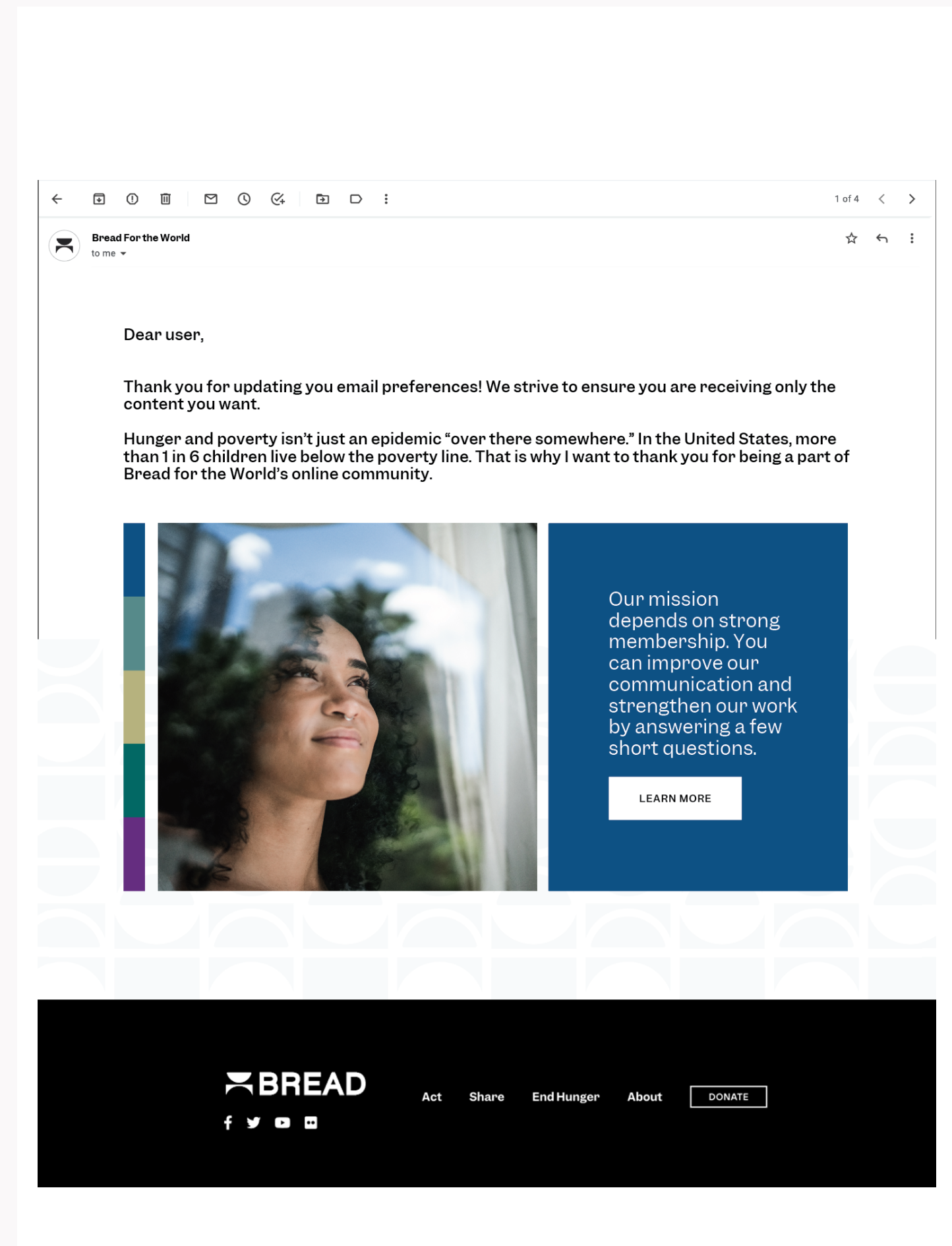
Bread Elements

Special Logo Usage

Our flexible logo provides us with opportunities to engage with meaningful moments happening around the world. Utilizing our logomark in this way is reserved for major social movements and campaigns and should be implemented sparingly as not to weaken impact or brand identity. Displayed here are examples of what this could look like.

Kente Cloth

Indigenous Peoples Pattern

Support for Ukraine

Black Lives Matter

Bread Elements

Bread Brand Elements

The Tabletop and Bowl set are elements that connect to our brand identity. When these elements are implemented, they nod toward our values and mission to fill every bowl and set every table across the world.

06

Imagery:

emotions through images

*Additional guidance is available for messaging and imagery in Bread's unabridged editorial style guide and photo guidelines.

Imagery

Our Image Philosophy

- Delicate balance of the depth of hunger and true human flourishing
- Focus on strong profiles – open for context imagination
- Show people in a position of being empowered despite circumstances
- Highlight human flourishing – this is not just material, but what it means to be fully human: surviving and thriving
- What does it look like in a world where there is no hunger?

1. Language for encompassing (philosophy of how we think about photography)
2. General principles for image selection for settings
    - images should have enough negative space for context imagination and graphic overlays (or opportunity for negative space)
    - Freedom around color – focus on contrast – dial down to 60s and 70s – suggest editing photos with highlights and shadows

Imagery

General Rule for Image Use

Photography, whether it was found on stocks or was actually shot, should always feature subject matter that reflects our brand and values. Every photo should be highly professional and conservative to inspire and evoke trust. Images should never be passive or stagnant. They should never feel staged, overly posed, or silly, but authentic and honest.

Imagery

Evoking Emotions

We use images to visually communicate the Brand Voice of Bread.

*Guidance on brand voice is shown on page 8 of this brand toolkit. Addtional explanation on the 80/20 rule mentioned on pages 72 and 73.

Our voice evokes **compassion, optimism, knowledge & relatability.** We celebrate **abundance** and **possibility,** not leading with guilt, lack, or despair.

→ To evoke these emotions visually in purposeful and practical ways, we use two types of images implemented through the 80/20 rule.

80/20 RULE

We strategically place high impact images 20% of the time and context images 80% of the time.

HIGH IMPACT IMAGES (20%)

Nothing displays emotion more than the humans who experience them. Our impact images are modern photos with strong profiles and broad negative space that allow for context imagination. We choose photos of humans flourishing, positioned powerfully, representing a movement and to emote celebration and possibility. This includes abstract imagery. Photography of upward and outward looking subjects communicate hope beyond today and a vision to work toward **a world without hunger.**

CONTEXT IMAGES (80%)

Photos to go with messaging that is specific to a distinct topic. These images are similar to hero images in composition and quality, yet communicate a more contextually focused emotion, place in time, or location. Overusing high-impact visuals can have a negative effect, which is why it is important to balance these with more traditional, familiar, empathetic images.

Imagery

Mood Board

Here's a reference for the look and feel of the Bread Brand Aesthetic for the high impact images. The stories of high impact and context images combined with brand colors and elements create a unique visual space that Bread owns.

These images are not meant to limit photo selection to the context shown or only using high impact photography but rather show how images, regardless of its setting, can still follow the principles described in this toolkit.

Imagery

Strategic Selection

What makes our brand imagery aligned to Bread's brand philosophy and what distinguishes our brand imagery from other organizations in the nonprofit/hunger space?

Bread's aesthetic DNA focuses on the subject by selecting images that have strong composition and framing that draws the eyes to the subject and not the context or setting. The references on page 70 show images that frame the subject as the focal point in the frame. This is done with the use of the negative space without distracting elements.

Images such as those shown on page 70 will capture audiences' attention due to the use of negative space and dignified profiles of image bearers. In other words, the images are not dignified because of their eurocentric clothing, architecture or style, but dignified because of their strong composition and centered subject, regardless of context, clothing or socioeconomic status.

In order to reduce user fatigue across the board, including on the website, and in all visuals, we'll implement the 80/20 rule. Our research shows that audiences who interact with Bread on the website and other visual touch points want to know what makes us unique, different, and valuable among other organizations working in the same field (the 20%).

Imagery

Strategic Selection

How should we understand the use of color in photography?

We aren't limiting the tone in the range of colors on photography, but the selection of images will be intentional, with the use of negative space and large, visually stunning images. The general rules around saturation and contrast still apply in this Brand Toolkit.

What story are we communicating through the people we choose in our brand imagery?

We want to show the realities of hunger in an empathetic and empowering – not guilt-inducing – way, meaning we allow photography to provide context and setting. One way of doing this is through dignified profile shots. Given how subjective this can be, we suggest leaning on the examples of the high-impact photos we've provided for direction when achieving the 20% of the 80/20 rule.

What databases will we be sourcing when selecting our photograhpy?

For your traditional shots (the 80% of the 80/20 rule), you'll find those photo selections on sites like Adobe Stock, iStock, Storyblocks and Shutterstock.

For your high-impact images (the 20% of the 80/20 rule), we recommend sites like Pexels and Unsplash that provide royalty-free photography that are curated from artists around the world and have the high commercial artistic look with negative space.

Guidelines

Effective commuication

Effective images communicate something clearly to your audience. They add depth and meaning. The assets folder has sample images to use as a reference.

01. Don't use images that have strong or oversatured contrasting colors.

02. Use an image if it genuinely adds value and offers what you want to communicate.

03. Use images that capture a moment in time and aren't staged or fake.

04. Use images that have negative space that affords to opportunity for modern design.

05. Depending on context and setting use images that show diversity.

Guidelines

What to Avoid

Every image, whether it was found on stocks or shot in real life, should be professional and reflective of our values. We want to avoid anything that may distract or contradict our brand voice.

01. Don't cover images with the brand pattern.

02. Don't use low-quality stock images.

03. Don't use any images of subjects without proper permission.

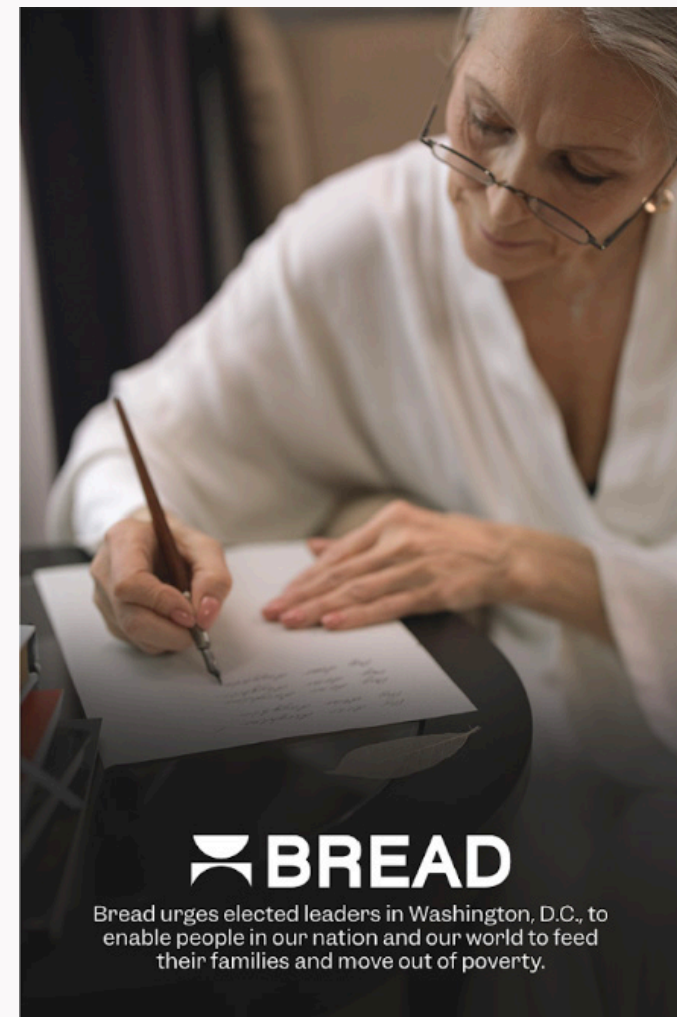**04.** Don't use images that are not related to our brand.

01.

02.

03.

04.

07

Application

how to present the brand

discover more on **bread.org**

Branding Examples

Brand Experience

Branding Examples

Brand Experience

Branding Examples

Outdoor Identity

Branding Examples

Apparel

Thank you!

BREAD