



50th Brand Book

Welcome to the

50th Brand Book

This Brand Book was created to outline the guidelines for using Bread for the World’s brand throughout its 50th anniversary year. It provides instructions on how to apply the brand’s logo across all forms of communication. By adhering to these specific guidelines, Bread for the World will make a consistent and recognizable mark across all touchpoints.

Brand Assets Library:

Download



Logo Lockups

The Logo

The 50th anniversary logo for Bread for the World incorporates a masked “50,” referred to as the *50th Frame*. This design element showcases a wide array of imagery, symbolizing the organization’s rich history and future vision.



Logo Lockups

Logo Formats

The logo can be used in two primary formats:

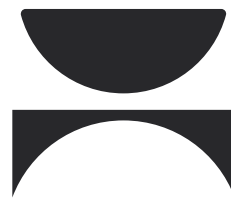
1. Single-Line Format:

The *50th Frame* is separated from the Bread for the World logo by a divider line, with both elements aligned horizontally.

2. Stacked Format:

The *50th Frame* is scaled larger and positioned above the primary Bread for the World logo.

Both formats maintain a cohesive look that ties into Bread for the World’s core branding.



BREAD
FOR THE WORLD

Single-Line Format



Stacked Format

Logo Variations

Image Integration

The *50th Frame* allows for the integration of various images that represent Bread for the World’s history, the communities it serves globally, its vision for the future, and the members and advocates who support its mission.

Approved imagery can be downloaded via the link below for use in materials.

Download the files:

Download



Logo Variations

Flexibility and Pairing

The *50th Frame* is designed as a flexible logo mark that pairs seamlessly with Bread for the World’s existing logos and communications. To maintain clarity and distinction between the anniversary mark and the main logo, the divider line must ***always*** be present.



GENERATIONS
50 Years of Advocating to End Hunger



NOURISH
our ***FUTURE***

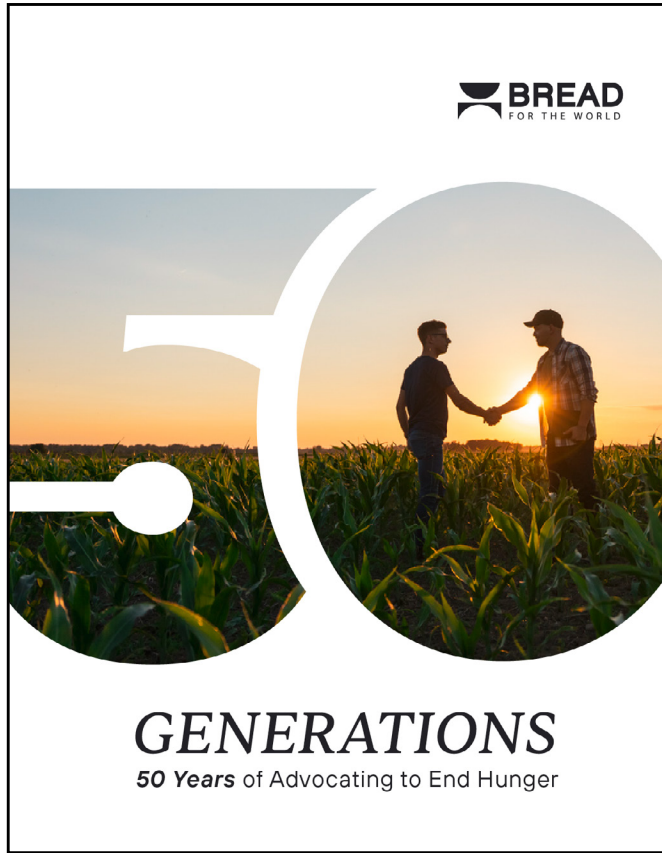
Guidelines

Logo Hierarchy and Usage

When using flexible or initiative logos (See Page 6), the following hierarchy should be observed:



Bread Institute Logo
As a distinct entity, the Bread Institute logo takes priority in hierarchy and should be scaled accordingly. When used, the *50th Frame* can function as a graphic element within the overall design.



Initiative Logos
When initiative logos such as *Nourish Our Future* and *Generations* serve as the primary marks in a design, the Bread for the World logo or logomark must still be included somewhere on the page.



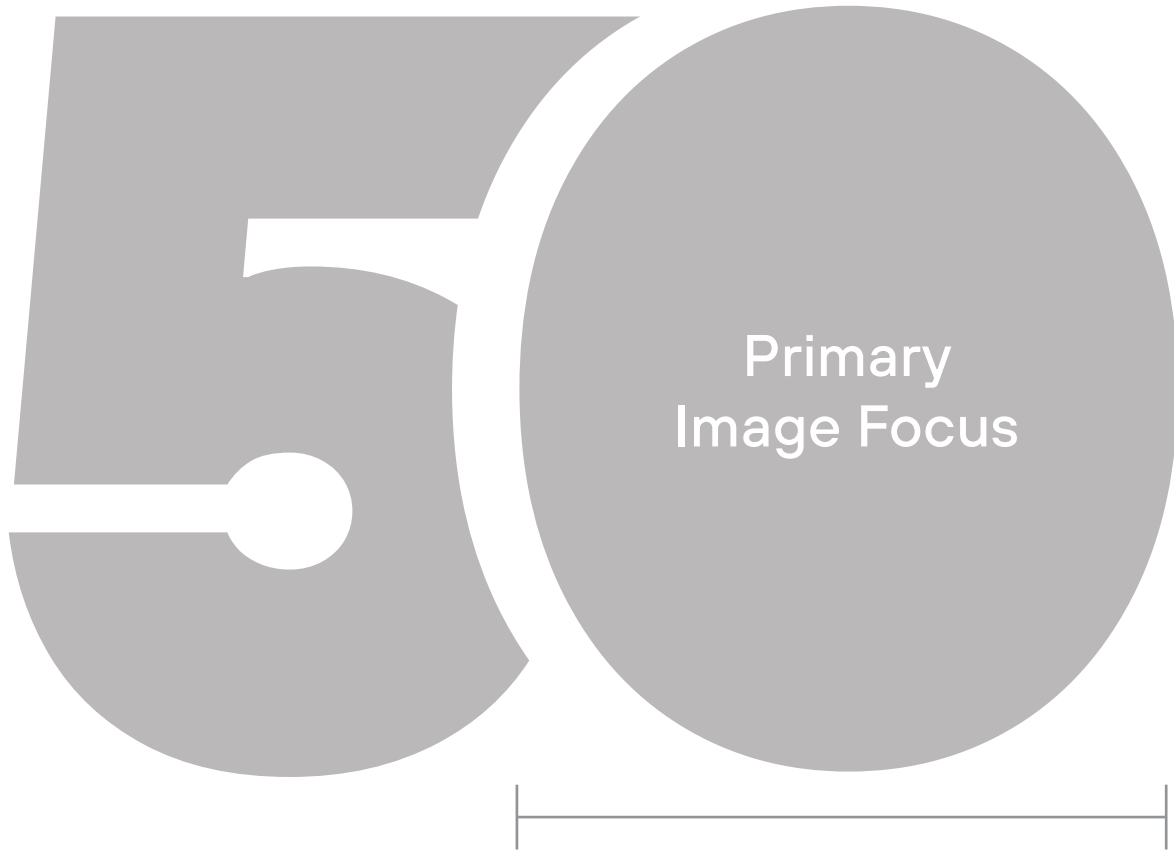
Multiple Logos
In scenarios where multiple logos appear on the same page, entity logos (e.g., Bread for the World or Bread Institute) are treated with greater hierarchy, while initiative logos are scaled down and positioned with less prominence.

Guidelines

Image Placement

When positioning an image inside the *50th Frame*, the primary focus should be centered within the “0,” as it provides the most clear space to showcase the image with integrity.

The portion of the image masked within the “5” should consist of background elements, avoiding key features that may become distorted or lose clarity when masked by the “5.”



Template



Application

Guidelines

Use and Access of Files

Approved methods for use and access of the logo files are as follows:

- 1. **Downloading:**
Download from the approved, pre-designed image bank ***without making any changes*** (e.g., no cropping, color alterations, or adjustments to proportions).
- 2. **Request** (See Page 10):
Request a custom design from our team to ensure the logo is applied correctly.

Best Practices



Do not alter the “50”
The “5” and “0” should remain as a cohesive unit. Avoid pulling them apart or cropping in ways that distort the overall visual identity.



Background color recommendations
We suggest placing the “50” on background colors from Bread for the World’s palette that complement the image.

For example, if the image features people with a blue sky, use one of Bread’s approved blue colors as the background.



Stand-alone “50”
The “50” **can** appear without the “Bread for the World” logo in social media contexts only if the Bread logomark is present elsewhere in the design.

Guidelines

Custom Request

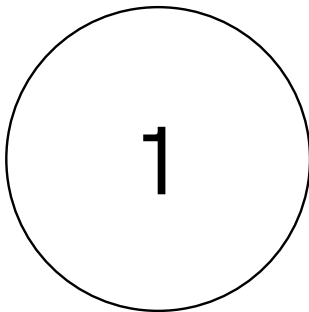
Please follow the four steps outlined to the right.

Additionally, please send through any specific imagery you would like used within the custom *50th Frame*. If you prefer, our team can select options for you to review, based on your intended audience and purpose.

Imagery Considerations:

Please also define any imagery you’d like us to intentionally avoid. This could include colors, themes, or visuals that may conflict with the overall tone of your communication needs.

Follow these steps:



Usage and Audience:

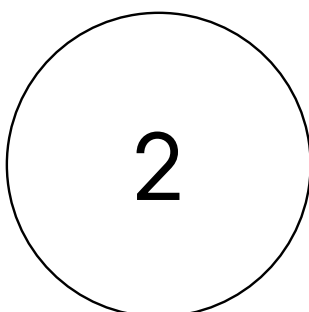
Determine the specific purpose and audience for which the logo will be used. For example:

Event materials
(e.g., banners, programs, invitations)

Social media posts

Speaking engagements where the logo will be featured on presentations or backdrops

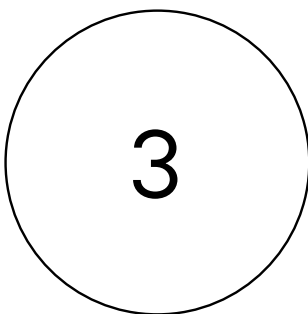
Advocacy efforts where the logo appears in print or digital assets



Inform Deputy Director of Communications, Jennica Stevens Pesapane:

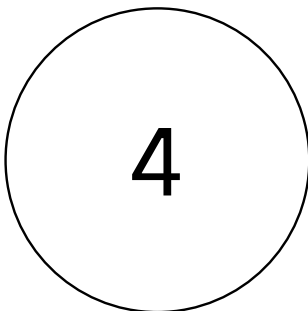
Contact Jennica with the logo request and its specific details.

jstevens@bread.org



Define Deadline:

Clearly state the deadline by which the design is needed.



Allow Lead Time:

Please provide one business week’s notice to ensure timely delivery of the final files, with one review round included.

Guidelines

Provided File Formats

- Stand-alone “50”
- “50” alongside the “Bread for the World” logo
- JPEG and PNG formats for web use (RGB)



Stand-alone “50”



“50” alongside “Bread for the World” logo



File Format Breakdown (RGB)



JPEG



PNG

JPEG



PNG
(Black)



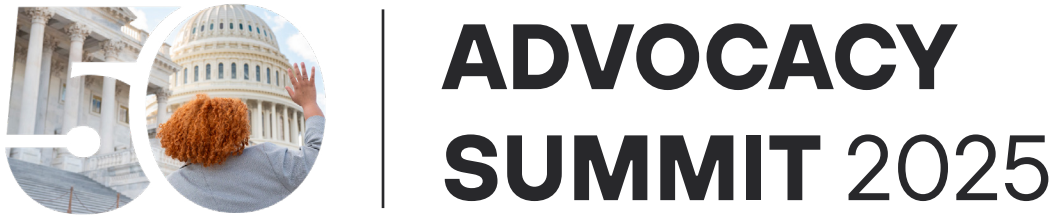
PNG
(White)



Logo Variations

Adapting for New Events and Initiatives

The *50th Frame* is adaptable, allowing for new events and initiatives during the anniversary year. Its flexible type treatment can be paired with various imagery to suit different applications.



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 for the World logo in any manner.

01



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

02



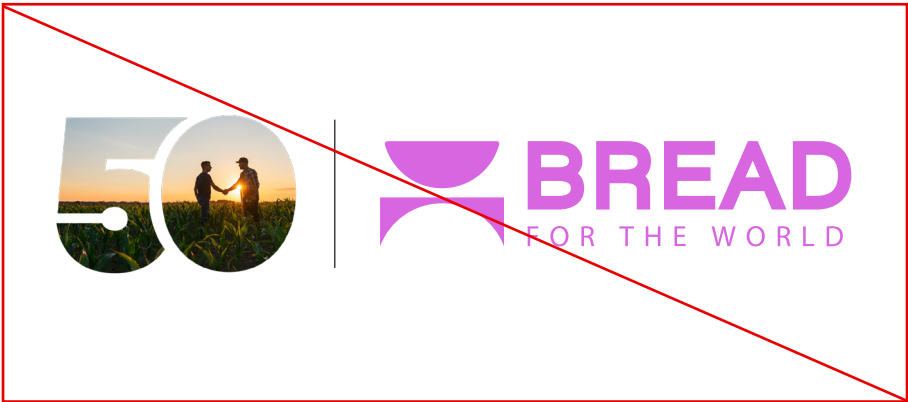
Don't stretch, distort, or manipulate the logo.

03



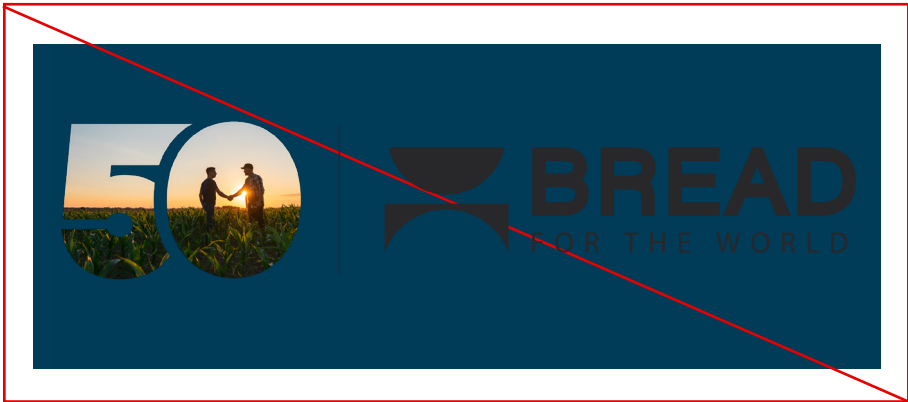
Don't add effects like drop shadows or gradients.

04



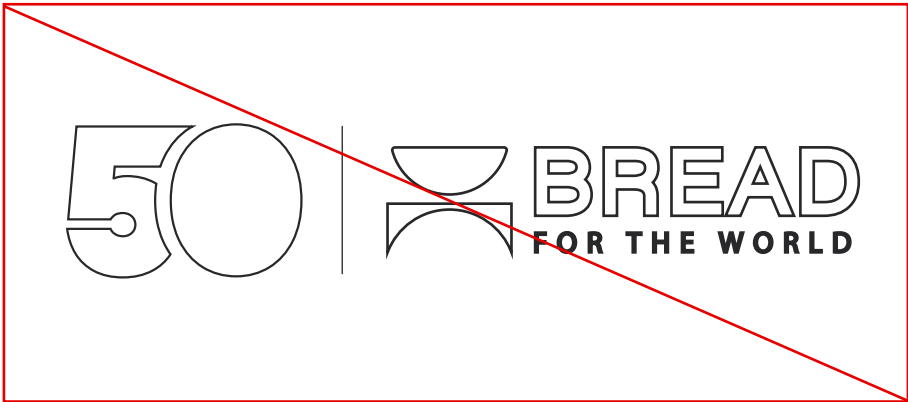
Don't change the logo color.

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 remove the divider line.

08



Don't crop the image in a way that causes distortion or lacks clarity.

09



Don't introduce non-relevant imagery.

Logo Lockups

The 50th Bowl Stack

When a single-color treatment is required, the *50th Bowl Stack* logo may be used. This simplified version of the anniversary mark helps maintain brand consistency while preserving the integrity of the 50th-year celebration.

Usage

This logo should **only** be used in instances where a single format is **required**, particularly for printed pieces that involve engraving or embossing, such as pens or other branded goods.

Download the files:

Download



Guidelines

Usage Guidelines and Longevity

The 50th-anniversary logos are intended for use exclusively throughout 2025. While they are not required for all communications, they should be utilized to highlight key events and initiatives that punctuate this special year. The design is integrated seamlessly into the existing Bread for the World brand and can be phased out at the close of 2025.



Thank you!

