BRAND ASSETS AND GUIDELINES
How to use FRN’s logo, slogans, and name in both online and print publications.

Updated January 2017
OFFICIAL FRN LOGO OPTIONS

There are several variations of FRN’s trademarked logo available for use:

- **All Green**
- **All Black**
- **All White**
- **Green and Black**
- **Green and White**
- **White and Black**

For media use, email: info@foodrecoverynetwork.org

For student use, email:
info@foodrecoverynetwork.org

or contact your FRN National representative with your desired use of the logo, and the chapter you represent.
ACCEPTABLE MODIFICATIONS TO THE FRN LOGO

YOU CAN:
• Add your school name or other related feature to the bottom of the logo.
• Cover or remove the “Fighting Waste. Feeding People.” component of the logo.

YOU CANNOT:
• Change the color of the FRN logo (you must use one of the six variations).
• Obstruct or cover the logo in any way, except as noted above.
• Put the logo on top of another logo.
• Change the shape or dimensions of the logo.
• Rotate the FRN logo.
• If you modify the FRN logo to include your school logo, insignia, seal, etc, make sure to use a symbol that is approved for use by the general public.
• Contact your university’s media department for their logos.
• When in doubt, email your designated FRN National representative.
ACCEPTABLE MODIFICATIONS TO FRN LOGOS

ACCEPTABLE MODIFICATIONS

UNACCEPTABLE MODIFICATIONS
QUICK STYLE GUIDE
COLOR PALETTE

- Pantone 354 C #1cae4f
- Pantone P 170-15 C #4a4748
- Pantone 120 C #feda63
- Pantone 316 C #03464f
- Pantone 565 C #9fd4c9

TYPEFACES

Aa
DINCond-Medium
AbcdefghijklMnoprstuvwxyz
1234567890

Aa
DINCond-Bold
AbcdefghijklMnoprstuvwxyz
1234567890

AA
Viper Nora
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Aa
Myriad Pro
Abcdefghijklmnopqrstuvwxyz
1234567890
WRITING ABOUT FRN

DO:

• Use “an” in front of “FRN”
  Ex: We started an FRN chapter to fight hunger in our community.
• Use “a” in front of “Food Recovery Network”
• Check www.foodrecoverynetwork.org/aboutus/ for up-to-date information about FRN’s impact across the country, including:
  • Number of pounds donated since 2011
  • Number of chapters
  • Number of states with FRN chapters
  • Capitalize “FRN” when referring to “FRNds”

DO NOT:

• Include “the” in front of “Food Recovery Network” and “FRN”
• Replace the “s” with a “z” in “FRNds”

WEBSITE AND BLOG

When incorporating FRN-related material into your team’s official blog or website, please include:

• The official FRN logo, or other FRN-approved logo variation.
• A link to www.foodrecoverynetwork.org
FRN SLOGANS AND RELATED PHRASES

Official FRN chapters are encouraged to use the following slogans and phrases when writing, speaking about or otherwise promoting FRN’s work:

- Fighting waste. Feeding people.
- Food is for people, not for landfills.
- FRNd, FRNds

OUR MISSION

Food Recovery Network unites students at colleges and universities to fight food waste and hunger by recovering surplus perishable food from their campuses and surrounding communities that would otherwise go to waste and donating it to people in need.

Please direct all further questions to your designated FRN National representative or info @ foodrecoverynetwork.org