FEEDING SOUTH DAKOTA

Brand Style Guide

Updated November 2026

ABOUT FEEDING SOUTH DAKOTA

Why the Guidelines are Important

It is important to accurately and consistently express the Feeding South Dakota brand across all communication platforms to preserve its strength and integrity. Feeding South Dakota reserves the right to review any material containing its name, logo, or brand assets and may require revisions or removal if the material does not comply with applicable brand standards. All branded materials must use officially approved assets and adhere to Feeding South Dakota's brand guidelines. AI-generated visuals or alterations to official brand assets are not permitted.

Contact Us

We kindly ask that you proof any marketing materials where our logo is displayed before circulation. You can email proofs to our team at **marcomm@feedingsouthdakota.org.** Please allow 5-7 business days for a response.

Social Media

@FeedingSD
@feedingsd
@feedingsd
@feedingsouthdakota

Click our social media handles to check them out!

FEEDING SOUTH DAKOTA TYPOGRAPHY

Montserrat is our preferred brand font because it best complements the Feeding South Dakota logo and overall brand identity. Other fonts may be used when Montserrat is unavailable or when appropriate. Regardless of the font selected, all accompanying text should be easy to read and complement the overall design.

Montserrat Extra Bold
Montserrat SemiBold
Montserrat Regular
Montserrat Light

FEEDING SOUTH DAKOTA COLOR PALETTE

Feeding South Dakota's color palette reflects the warmth, hope and compassion behind our mission to end hunger in South Dakota. Green represents growth, vitality and renewal, while orange symbolizes the movement to end hunger and brings energy and optimism to our brand.

When creating materials such as flyers, graphics or other promotional pieces, prioritize our Brand Green and Brand Orange. These signature colors help make Feeding South Dakota recognizable and consistent across materials.

The additional colors in our palette may be used to complement our signature colors, add visual interest, and help create a cohesive, welcoming look.

Use the official brand color values provided. Do not use AI tools to generate or recreate our brand colors, as AI-generated colors may not accurately match our approved palette.



FEEDING SOUTH DAKOTA LOGO USAGE

Our logo represents our mission to end hunger in South Dakota and helps keep our brand consistent and recognizable. When creating flyers, graphics or other materials, an approved logo may be used. The black logo is preferred and should be used on white or light backgrounds whenever possible.

Link to Logos

A few important guidelines:

- **Use approved logo files:** Always use an official Feeding South Dakota logo. **Do not recreate, redraw, or use AI tools** to generate or alter the logo, or to stretch, distort, crop or change its colors.
- **Maintain clearspace:** Leave enough space around the Feeding South Dakota logo to keep it visible and recognizable. The minimum clear space on all sides should equal the height of the top kernel on the wheat stalk. Keep all text and other design elements outside this area.
- **Ensure readability:** Select the appropriate logo variation for your background. The logo can only be placed on brand color backgrounds.

Below are examples of how each logo color variation should be used. If you have questions, please contact our Marketing and Communications Department.

White Logo

The white logo is a primary version and should be used with high-contrast background colors.



Black Logo

The black logo is a primary version and should be used for black-and-white applications.



Two-Toned Logo

The colored logo is a secondary version. This version should be used with white, light gray, or black background colors.



Primary White	Primary Black	Secondary Colored	Avoid low contrast
			
			

FEEDING SOUTH DAKOTA BRAND IDENTITY

Mission

Our mission is to end hunger in South Dakota.

Vision

Our vision is a state where no one person's health, well-being, or potential is hindered by the availability of nutritious food.

Brand Personality & How We Speak

When communicating on behalf of Feeding South Dakota, use a consistent brand voice that reflects our mission, vision and values. Our tone may adapt to different audiences and situations, but should always convey compassion, respect and trust.

Use people-first language that emphasizes the dignity of those we serve. Avoid defining people by their circumstances or using labels such as "the hungry" or "the needy." Instead, use respectful language such as "neighbors facing hunger." Always put people first and communicate with compassion and dignity.

DO's

- People/Neighbors facing hunger
- Neighbors at risk for food insecurity

Identifiers

- Person
- Senior
- Child
- Neighbors
- Guests
- People

DON'Ts

- Hungry people
- Food insecure people

Labels

- the hungry
- the poor
- the needy

ABOUT US **OUR IMPACT**