



Brand & Style Guide

Demo Site Reference — Prepared for Fundraise Up Onboarding

Client: Foodbank of NYC

Fundraise Up Account ID: AXMHWWZK

Source: foodbanknyc.org

COLOR PALETTE



Navy (Primary)
#051F67



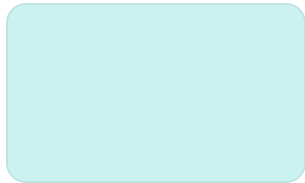
Navy Dark
#041238



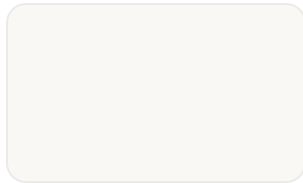
Orange (Accent / CTA)
#FF5301



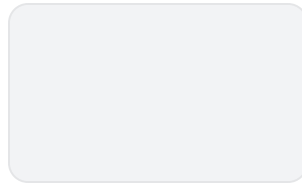
Amber
#FFA601



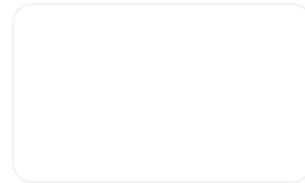
Mint
#CBF1F0



Cream (Footer)
#F9F8F5



Light Grey (Section BG)
#F2F3F5



White
#FFFFFF

TYPOGRAPHY

HEADING — PUBLIC SANS, 800

FEEDING TODAY. FUELING TOMORROW.

SUBHEADING — PUBLIC SANS, 700

Meet NYC's Largest Hunger Relief Organization

BODY — PUBLIC SANS, 400

Together, we're working toward a city where every New Yorker has enough to eat.

BUTTONS

Donate Now

See our impact

Explore our work

LOGO USAGE



Primary mark on white/light backgrounds (left). Stacked footer lockup for dark or cream backgrounds (right). Maintain clear space equal to the height of the flame icon on all sides.

CARD & CONTENT STYLE



Rounded corners (14–16px)
Soft shadow, editorial photography, tag pill labels for content type.



Photo-first storytelling
Authentic, candid imagery of New Yorkers and staff — never stock-looking.

VOICE & TONE

TRAIT	DESCRIPTION
Direct & urgent	Short, bold, all-caps headlines that state the mission plainly (e.g. "FEEDING TODAY. FUELING TOMORROW.")
Data-driven	Leads with concrete impact numbers to build trust and urgency.
Community-centered	Centers real New Yorkers' names and stories, not abstractions.
Action-oriented	Every section ends in a clear next step — Donate, Volunteer, Advocate, Find Food.