



Brand & Style Guide

Demo Site Reference — Prepared for Fundraise Up Onboarding

Client: North Texas Foodbank

Fundraise Up Account ID: AXMHWWZK

Source: ntfb.org

COLOR PALETTE



Olive Green (Primary)
#53682B



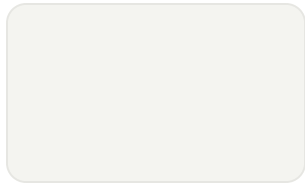
Green Dark
#40501F



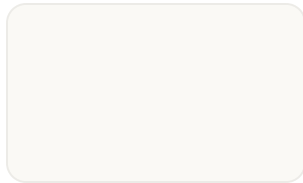
Orange (CTA / Donate)
#D67900



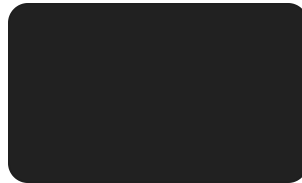
Blue (Links)
#006B9D



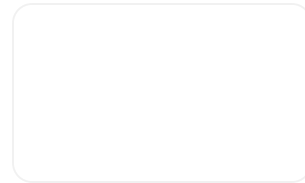
Light Grey (Section BG)
#F4F4F0



Cream (Footer)
#FAF9F5



Text
#212121



White
#FFFFFF

TYPOGRAPHY

HEADING — POPPINS, 800 (SUBSTITUTE FOR GOTHAM)

Get Ready for North Texas Giving Day!

Source site uses the licensed font Gotham. Poppins is used here as a freely-licensed geometric sans-serif substitute with a similar visual weight.

SUBHEADING — POPPINS, 700

Closing the hunger gap in North Texas

BODY — POPPINS, 400

Together, we can nourish North Texas by providing access to nutritious food.

BUTTONS

DONATE

GIVE NOW

ALL NEWS

LOGO USAGE



Primary wheat-mark lockup on white backgrounds (left). Feeding America partner mark reversed white for dark/olive backgrounds (right).

CARD & CONTENT STYLE



Clean, editorial cards
Square-cropped photography, bold green headline, small uppercase date stamp.



Community-first photography
Real staff, volunteers, and neighbors — never generic stock imagery.

VOICE & TONE

TRAIT	DESCRIPTION
Urgent & timely	Leans on campaign moments (Giving Day, Hunger Action Month) to drive immediate action.
Data-driven	Grounds every appeal in concrete regional numbers — food insecurity rate, meals served, service area.
Access-oriented	Makes "Need Food Assistance?" a first-class, high-visibility path — not buried in navigation.
Community-rooted	Centers North Texas neighbors, schools, and local partners by name.

Prepared as part of the Fundraise Up onboarding demo build for North Texas Foodbank. Colors and type extracted from the public ntfb.org site for reference purposes only.