



BRAND GUIDELINES

February, 2025



WHAT WE DO

The Newmarket Food Pantry provides an emergency supply of 10-14 days of food to our clients, which includes fresh produce as well as canned, non-perishable items, baby needs, pet needs and toiletries.

newmarketfoodpantry.ca



OUR MISSION

To embrace and mobilize community collaboration to provide emergency relief for our neighbours in need.

OUR VISION

A community free from hunger.



CORE VALUES

- SERVICE TO OTHERS
- EXCELLENCE
- RESPECT
- ACCOUNTABILITY
- COLLABORATION



TONE & VOICE

Our tone reflects our values: compassionate, community-driven, and approachable. We speak with warmth and clarity, avoiding jargon or overly formal language. Whether we are addressing donors, volunteers, or clients, our voice is inclusive, respectful, and supportive.

- DOWN TO EARTH
- NON-JUDGMENTAL
- WARM & WELCOMING
- FRIENDLY
- COMMUNITY-FOCUSED

BRAND ELEMENTS





THE LOGO

The Newmarket Food Pantry logo is a key representation of our organization. It symbolizes nourishment, care, and unity. Use the full-color version on light backgrounds, and the white or monochrome versions when appropriate for contrast and accessibility.



THE LOGO

Please leave the recommended space (*as shown*) around the logo. This allows the logo stand out visually, be easily recognizable, and maintain its integrity when placed alongside other design elements, preventing clutter and ensuring the brand is perceived professionally.



THE COLOUR

The energetic and vibrant colour pallet of NFP provides a sense of optimism and friendliness. Keeping with bright colours, we keep the brand approachable, outgoing and youthful. Reverting back to the tone and voice we want the brand to convey.

HEADINGS

FUTURA

SUBTITLES

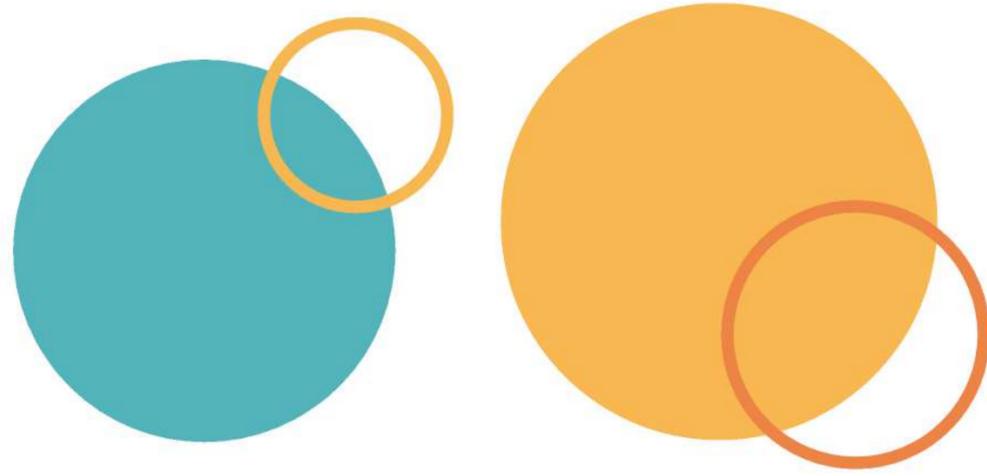
PROXIMA NOVA BOLD

BODY COPY

MONTSERRAT REGULAR

TYPOGRAPHY

The three geometric sans-serif fonts used for the NFP brand are versatile, clean, and modern. Perfect for conveying a sense of straightforwardness, approachability, cleanliness, and clarity.



IMAGERY

Circles are a symbol of stability and collaboration. The use of rings and rounded shapes are designed to be welcoming, positive, and focus on a message of unity.

The layering of minimalistic outlined graphics are a fun and stylistic way of adding another element of intrigue to the overall design composition.





PHOTOGRAPHY

Our goal with photography is to show the good-nature and positivity radiating through our community. Using bright and enthusiastic imagery of volunteers, donations and community members, we aim to break any stigma associated with asking for help. We want to show that this is a respectful, judgement-free zone and everyone is welcome and greeted with open arms. Using a combination of stock imagery, real world and cropped images, we create an atmosphere that is inviting, supportive and inspirational.



JOIN US IN MAKING A DIFFERENCE:

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Find out more about our sponsorship or partnership
opportunities email abain@newmarketfoodpantry.ca

