



**FOOD  
SHIPPERS  
OF AMERICA**

PROVIDING NETWORKING & KNOWLEDGE SINCE 1955.

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## **Brand Style Guide**

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## A. Purpose

The Food Shippers of America has developed a brand identity – a “look” to be associated with the organization – and in order for the brand to convey who we are, it must be used consistently in every facet of communication. This guide is designed to support and strengthen FSA’s presence, reputation and public perception.

The Brand Style Guide must be used by everyone who produces materials/communications for Food Shippers of America. While implementing these standards doesn’t mean that all materials and communications must look exactly alike, it does mean they must look professional and look like they belong to the same family, with logos, fonts, colors and other assets used consistently. All materials must adhere to the standards contained in this guide in order to maintain a high-quality look and feel, and be unique to Food Shippers of America.

Materials governed by this Brand Style Guide include, but are not limited to, the following: letters, e-mails, brochures, flyers, publications, social media, websites, newsletters, advertising, videos, stationary, business cards, banners, posters, signage, promotional items, and merchandise.

The information described in this Brand Style Guide is provided to help facilitate appropriate and effective use of the Food Shippers of America’s brand identity. Many of the brand assets are available to be downloaded on the organization’s website on the. If you have questions or need assistance obtaining brand assets, please contact [media@foodshippersofamerica.org](mailto:media@foodshippersofamerica.org).

## FSA Mission

Our primary mission as Food Shippers of America is to promote high standards and continuing education of transportation and supply chain services to the Food industry.

Food Shippers of America  
1144 East State Street Suite A-288  
Geneva, IL 60134  
Paul Newbourne, Executive Director

Phone: (847) 302-1496  
Email: [executivedirector@foodshippersofamerica.org](mailto:executivedirector@foodshippersofamerica.org)  
Web: [www.foodshippersofamerica.org](http://www.foodshippersofamerica.org)  
Facebook: [www.facebook.com/foodshippersofamerica](http://www.facebook.com/foodshippersofamerica)  
Instagram: [www.instagram.com/food\\_shippers/](http://www.instagram.com/food_shippers/)  
Twitter: [www.twitter.com/FoodShippers](http://www.twitter.com/FoodShippers)  
LinkedIn: [www.linkedin.com/company/food-shippers-of-america](http://www.linkedin.com/company/food-shippers-of-america)

## B. Primary Logo

The Food Shippers of America logo is defined by an icon which incorporates FSA, hills, a roadway, and water. The icon is partnered with the Food Shippers of America typographic mark and tagline. The relationship between the mark, logotype and tagline are fixed and they should not be altered in any way.

The letterforms of the Food Shippers of America brand logo have been carefully drawn and kerned based on the strengths of our typeface. Do not modify the typeface or color palette under any circumstances.

The Food Shippers of America brand logo must be consistently used following the guidelines of this manual in all printed and online communications.

The primary logo may be used with or without the tagline.

### *Primary logo with tagline*



PROVIDING NETWORKING & KNOWLEDGE SINCE 1955.

### *Primary logo without tagline*



Logos can be obtained by visiting [www.foodshippersofamerica.org](http://www.foodshippersofamerica.org).

## C. Primary Logo: Area of Isolation & Sizing

To protect the visual integrity and legibility of the Food Shippers of America logo, please follow these layout guidelines:

1. Allow for ample white space (free of text and/or graphics) around the brand elements as shown below. As a general rule, the “X” space is the height of the Food Shippers of America lettering.
2. Do not reproduce the brand elements at smaller than the recommended minimum size.
3. Sizing guidelines apply to all variations of the logo.
4. Do not stretch or shrink the logo unproportionately.



Minimum width with  
tagline: 1.5 inches



Minimum width without  
tagline: 1 inch



## D. Alternate Logos

Some applications may require an alternative logo configuration to be used for the following:

- On clothing and other logo merchandise - including embroidery
- Do not reproduce the brand elements at smaller than the recommended minimum size.
- Sizing guidelines apply to all variations of the logo.

### *Primary logo black only with tagline*



### *Primary logo reverse (white) with tagline*






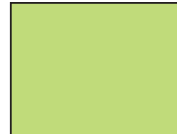


## E. Primary Color Palette

Each color featured in the Food Shippers of America palette has been selected for its ability to visually reinforce specific attributes of our brand. By using this color palette consistently, a recognizable look and feel for the Food Shippers of America brand is established.

Use the approved PANTONE® colors or CMYK builds indicated in this manual for proper reproduction of the logo. RGB and Hex values (for web use) are also provided. Never alter the assigned colors or values for any reason. Please note the color samples shown in this document are for reference only and should not be matched for final artwork – use a PANTONE book to reference and identify colors.

Note: CMYK and RGB colors have been designed differently to reflect a closer color match to the PANTONE color system.

					
PANTONE® Black	PANTONE® 3025	PANTONE® 314	PANTONE® 2707	PANTONE® 377	PANTONE® 366

COLOR	PANTONE®	CYMK MIX	RGB (SCREEN/WEB)	HEX
Black	Black	0C / 0M / 0Y / 100K	0R / 0G / 0B	#000000
Dark Blue	PMS 3025	100C / 67M / 25Y / 31K	0R / 74G / 110B	#004A6E
Medium Blue	PMS 314	100C / 33M / 27Y / 3K	18R / 145G / 175B	#1291AF
Light Blue	PMS 2707	22C / 9M / 0Y / 0K	191R / 207G / 218B	#BFCFDA
Dark Green	PMS 377	58C / 22M / 100Y / 4K	121R / 160G / 63B	#79A03F
Light Green	PMS 366	32C / 0M / 68Y / 0K	173R / 213G / 129B	#ADD581

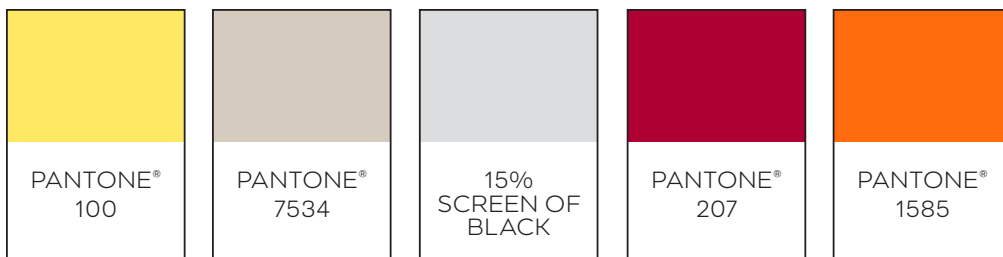


## F. Complimentary Color Palette

Each color featured in the Food Shippers of America palette has been selected for its ability to visually reinforce specific attributes of our brand. By using this color palette consistently, a recognizable look and feel for the Food Shippers of America brand is established.

Use the approved PANTONE® colors or CMYK builds indicated in this manual for proper reproduction of the logo. RGB and Hex values (for web use) are also provided. Never alter the assigned colors or values for any reason. Please note the color samples shown in this document are for reference only and should not be matched for final artwork – use a PANTONE book to reference and identify colors.

Note: CMYK and RGB colors have been designed differently to reflect a closer color match to the PANTONE color system.



COLOR	PANTONE®	CYMK MIX	RGB (SCREEN/WEB)	HEX
Yellow*	PMS 100	4C / 0M / 71Y / 0K	255R / 255G / 102B	#FFFF66
Tan*	PMS 7534	19C / 15M / 16Y / 0K	204R / 204G / 204B	#CCCCCC
Gray*		0C / 0M / 0Y / 15K		
Red	PMS 207	26C / 100M / 74Y / 23K	153R / 0G / 51B	#990033
Orange	PMS 1585	0C / 74M / 100Y / 0K	255R / 102G / 0B	#FF6600

\*Color may be used behind FSA logo

## G. Typography

The fonts featured in the Food Shippers of America typography family have been selected to reinforce a clean, friendly and established image. All weights shown here are available for use. Do not introduce any other weights or styles within each typeface.

### Headlines / Subheads:

#### Modica Bold

#### Alternate option: Futura Bold

The primary typeface featured in the “Food Shippers of America” portion of the logotype is Modica Bold. This typeface is suitable for headlines or calls-to-action. Helvetica Bold is also approved primarily for subhead usage. Never use this typeface for blocks of body copy.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890**

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### Tagline / Body Copy:

#### Modica Light

#### Alternative option: Futura Light

Modica Light is used for the tagline “PROVIDING NETWORKING & KNOWLEDGE SINCE 1955.” It may also be used for body text. Italic, bold and bold italics are also appropriate for accentuation.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

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### Quotes or Captions:

#### Modica Light Italic

#### Alternate option: Futura Light Italic

Modica Light Italic is used for quotes or photo captions.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Remember, the Food Shippers of America brand logo should never be typeset; always use approved digital artwork. Contact Food Shippers of America with any questions concerning appropriate usage.

## H. Type Sizes

When creating newsletters or brochures, the following sizes should be used when setting headlines, subheads, body copy, photo captions and story bylines.

Headlines:

**Modica Bold**  
**26pt type, 29pt leading**

Subheads:

**Modica Bold**  
**17pt / 19.5pt leading**

Body Copy:

Modica Light  
10pt / 12.5pt leading

Photo Captions / Bylines:

*Modica Light Italic*  
8pt / 10.5pt leading

## I. Logo Usage on Backgrounds

ACCEPTABLE



UNACCEPTABLE



**Color logo on a background:** it is acceptable to use the full color logo on a white background or light background that provides sufficient contrast. Never use the color logo on a background color that interferes with the legibility of the logo. See page 8 for a list of complimentary background colors.

ACCEPTABLE



UNACCEPTABLE



ACCEPTABLE



UNACCEPTABLE



**Logo on a background or photo:** Use of the color logo on a photographic background texture is acceptable if the background is light. Never use a hard line drop shadow on the logo, it is too distracting. If background image is dark, use reverse logo.

ACCEPTABLE



UNACCEPTABLE



**Reversed white logo on a background:** Use the reversed white logo on a background that provides sufficient contrast. Never use the reversed white logo on a color that is too light.

ACCEPTABLE



UNACCEPTABLE



## J. Closing

As you can see, we take our brand identity guidelines very seriously to maintain consistency across all mediums. We appreciate your cooperation and consideration of these guidelines when using our logo in print or digital opportunities. If you have any questions on proper usage, please contact us via the methods below.

Food Shippers of America  
1144 East State Street Suite A-288  
Geneva, IL 60134  
Paul Newbourn, Executive Director

Phone: (847) 302-1496  
Email: [executivedirector@foodshippersofamerica.org](mailto:executivedirector@foodshippersofamerica.org)  
Web: [www.foodshippersofamerica.org](http://www.foodshippersofamerica.org)  
Facebook: [www.facebook.com/foodshippersofamerica](http://www.facebook.com/foodshippersofamerica)  
Instagram: [www.instagram.com/food\\_shippers/](http://www.instagram.com/food_shippers/)  
Twitter: [www.twitter.com/FoodShippers](http://www.twitter.com/FoodShippers)  
LinkedIn: [www.linkedin.com/company/food-shippers-of-america](http://www.linkedin.com/company/food-shippers-of-america)

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