



# Supporter Badge

## TOOLKIT

# Using the supporter badge

## Purpose

Thank you for your support of Canadian Foodgrains Bank! This badge can be used by individuals and groups who are supporting our mission of ending global hunger. Use the badge to help promote your Foodgrains Bank fundraiser, event or growing project.

## Download the files

Visit [foodgrainsbank.ca/supporting](http://foodgrainsbank.ca/supporting) to download the supporter badge files.

## File formats

### COLOUR

The preferred version of the badge includes the blue background and yellow outline. It is available in the following formats:

#### JPG and PNG

These files can be used on websites, in social media or in documents that get printed at home. The PNG is a smaller file size and may work better than the JPG.

#### EPS

This file is ideal when the graphic will be reproduced large such as on a banner or sign, and for all forms of professional printing.

### BLACK AND WHITE

In some cases, the simplified black version of the badge may be preferred, it works best placed on a light colour background. The white version of the badge works best placed on a dark background. These are available in the formats listed above.

## Correct use

The badge is to be used as provided and not changed in any way. When scaling the graphic, the original aspect ratio must be maintained, it should never be stretched or distorted.



Below is a list of ways the badge should not be used.



## Palette

The following values can be used to match to the colours in the badge. The primary colour used to represent the Foodgrains Bank is the blue listed below.

### BLUE



C80 M18 Y0 K0  
R0 G160 B221  
#00a0dd

### YELLOW



C7 M15 Y100 K0  
R240 G206 B21  
#f0ce15

## Arial typeface

Arial is the font to be used alongside the badge in Microsoft Office applications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## Need help?

If you have questions or need help using the supporter badge, contact the office of Canadian Foodgrains Bank.

Phone [204.944.1993](tel:204.944.1993)  
Toll Free [1.800.665.0377](tel:1.800.665.0377)  
Email [cfgb@foodgrainsbank.ca](mailto:cfgb@foodgrainsbank.ca)



[foodgrainsbank.ca/supporting](https://foodgrainsbank.ca/supporting)

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