

TEXAS DEPARTMENT
OF AGRICULTURE

FOOD AND NUTRITION DIVISION

STYLISH GUIDE



ABOUT THE *STYLE GUIDE*

CONTACT INFORMATION

If you have questions or comments about this style guide, its contents or F&N's branding resources, please contact your Director and Outreach.

TDA'S CORRESPONDENCE STYLE GUIDELINES

The F&N guidelines are to be used in conjunction with [TDA's Correspondence Style Guidelines](#) and do not supersede them. This guidance can be found on the TDA Intranet.

The Texas Department of Agriculture (TDA) administers 12 federal nutrition programs serving millions of Texans, many of whom are in need. Branding helps everyone identify these TDA programs. When the public recognizes the TDA Food and Nutrition (F&N) brand they can better identify the assistance offered, trust the source and, if necessary, contact TDA for information.

Using consistent images, colors and fonts establishes a brand for products and services. Think of the swoosh in sportswear or the gecko in insurance. When staff use the branding elements created for F&N, the visual recognition makes our communications more effective. It ensures partners, stakeholders and the public associate everything we offer with our division and high professional standards. This Style Guide outlines F&N branding and its usage.

All F&N staff and entities working on behalf of the division should read this guide carefully and refer to it often as these rules and standards are very important.

Bolded, underlined text indicates that the term is defined in the glossary in the back of this guide.

All resources mentioned in this guide are located in the Division Share folder of all TDA-issued computers under 00 F&N Branding Guidelines and Resources.



THE EMERGENCY FOOD ASSISTANCE PROGRAM

TEFAP

IDENTITY GUIDE - PROGRAM



TEFAP

The Emergency Food Assistance Program

MAIN LOGO



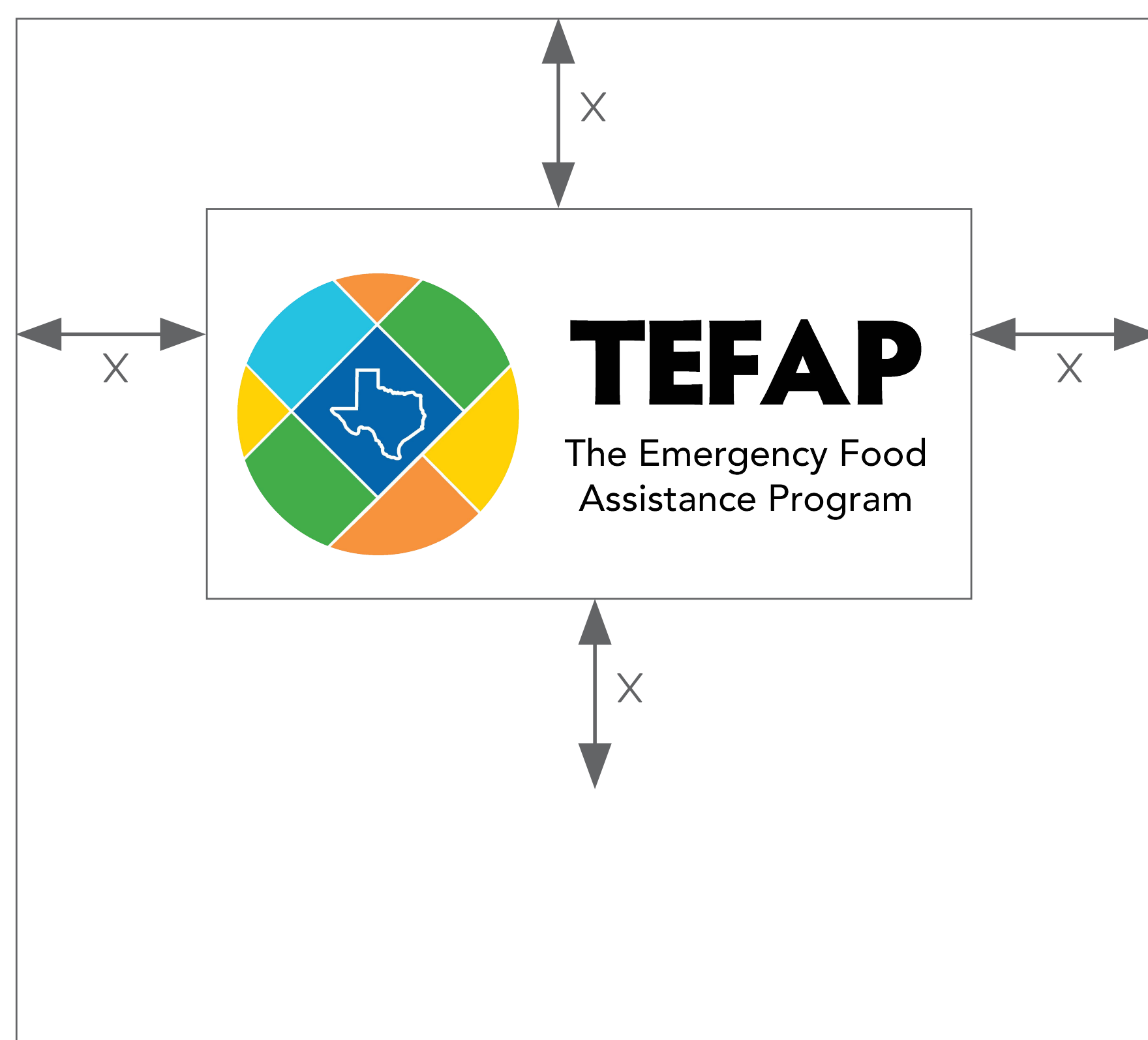
The TEFAP logo is a colorful horizontal format artwork with several layers that create a quilt like look. There is no color variation of the logo. The white text variation is available.

LOGO VARIATION



The vertical version is an alternative in instances where the main logo cannot be utilized. The white text variation is available.

PLACEMENT AND SIZE



Minimum space around the logo should be equal to the height of the letter T in ART, defined as “x” above.



Minimum size for the logo is 1.25 inch in length. Height and length proportions should always be maintained.

UNACCEPTABLE USAGE

More Unacceptable Logo Usage on page 6 of this Style Guide.



Do not alter the shape or stretch the logo.



Do not place the logo on busy/ heavily patterned backgrounds or backgrounds with similar colors.

TEFAP BRAND COLORS

MAIN COLOR

Sapphire Blue

PMS 3015
CMYK 63/0/58/32
RGB 4/101/172
Web/Hex 0465AC

ACCENT COLOR

Green

PMS 362
CMYK 98/41/0/33
RGB 65/174/73
Web/Hex 41AE49

ACCENT COLOR

Yellow

PMS 116
CMYK 0/19/98/0
RGB 255/209/5
Web/Hex FFD105

ACCENT COLOR

Orange

PMS 804
CMYK 0/40/76/3
RGB 247/147/60
Web/Hex F7923C

ACCENT COLOR

Teal Blue

PMS 311
CMYK 84/14/0/11
RGB 36/193/226
Web/Hex 24C1E2

TEFAP LOGO TYPOGRAPHY

The font listed below are for logo reference and vendor use only.

The logo typography is **not** to be used or altered by staff.

Approved Division fonts are located on the Entire Division Standards Identity Guide.

Brandon Grotesque

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz | 0123456789!&?%\$

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz | 0123456789!&?%\$

ACRONYMS AND PROPER SPELLING

This resource outlines the acronyms and proper spelling of common terms used by F&N. This resource should be utilized when creating copy for F&N. The consistent use of these elements in your communication helps ensure the strength, stability and recognition of F&N and our programs and initiatives across the state and nation. This resource is located in the Division Share folder under 00 F&N Branding Guidelines and Resources in the Acronyms, Branding Checklist and Style Guide folder.

GLOSSARY OF TERMS

ADA Compliance

The Department of Justice (DOJ) published the Americans with Disabilities Act (ADA) Standards for Accessible Design in September 2010. These standards state that all electronic and information technology must be accessible to people with disabilities. ADA applies to various categories of organizations that fall into specific criteria, one of which is all local, county, state, and federal government agencies. Tips to help meet some ADA Compliance standards are listed in this guide.

Brand

A distinct name, term, design, symbol or any other feature that identifies an organization, product and/or service.

Brand Guidelines

A detailed document that contains specific criteria staff should follow to help build and identify the brand.

Brand Recognition

The extent to which the general public (or an organization's target market) can identify a brand by its attributes.

Clear Space Requirements

To maintain the logo's visual integrity, the area around and behind the entire logo and accompanying text should be clear of elements such as type, other symbols, busy images and any other object or background that distorts the visibility of the logo.

Color Codes

A list of colors that are acceptable for referencing the brand. Primary colors should always be utilized for the bulk of the piece being created, and secondary colors should be used sparingly and only for items such as call outs, action steps, bullet points, etc.

There are two basic categories of color types: print and onscreen.

- Pantone Matching System (PMS) and

Cyan, Magenta, Yellow, Black (CMYK) should be used for print materials.

- Red, Green, Blue (RGB) and Hexadecimal Color (HEX) are for onscreen.

These color types are NOT interchangeable. That means you never want to use CMYK codes for onscreen and you never want to use RGB codes for print.

Die Cuts

Die cutting in printing is used to create custom shapes and designs for labels.

Full Bleed

Refers to cutting the printed material so that the image or color extends to the edge of the paper and eliminates any border.

Logo Variations

Alternate logo formats that are intended to be used only when the official logo format will not work. These are acceptable alternatives and should be utilized on an “as needed” basis only.

Maximum Logo Size Requirements

Maximum size requirements are the predetermined sizes that a logo, symbol, etc. cannot exceed.

Minimum Logo Size Requirements

Minimum size requirements are determined based on specific aspects of the official logo.

Review each identity guide individually as requirements may differ.

Primary

The word primary is used to indicate the first choice that should always be considered when utilizing logos, colors, fonts, etc.

Resolution

Image resolution refers to the number of pixels per inch (ppi) in an image. The more pixels per inch (ppi) the photo contains the higher the resolution. Images at least 300 ppi are considered high resolution.

Sans Serif

“Sans” means without. Sans-serif fonts do not have extra designs or strokes on the letters.

Secondary

The word secondary refers to the second/alternate option provided if the first/primary choice does not work or cannot be used. Secondary options listed in this guide should be used sparingly.

Serif

References fonts with designs or strokes on the letters.

Style Guide

A manual or a set of standards for the writing, formatting and design of documents. The guide encourages consistency in writing and design to add cohesion and a unity.





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TEXAS DEPARTMENT OF AGRICULTURE
COMMISSIONER SID MILLER

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Food and Nutrition Division
Nutrition Assistance Programs



www.SquareMeals.org
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