FOOD SHIPPERS OF AMERICA

PROVIDING NETWORKING & KNOWLEDGE SINCE 1955.

Brand Style Guide

Revised: October 2026

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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.

Food Shippers of America
1144 East State Street Suite A-288
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Eric Missil, Executive Director

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Web: www.foodshippersofamerica.org
LinkedIn: www.linkedin.com/company/food-shippers-of-america

A. Permission Required for Use of the FSA Logo

Use of the Food Shippers of America (FSA) logo requires prior written authorization from FSA. Requests for logo usage approval should be submitted to executivedirector@foodshippersofamerica.org.

Once approved, you agree to the Logo Usage Policy (see appendix in back of this guide).

To facilitate review, logo requests should include:

- Intended use of the logo
- Sample artwork, mockup, or proof
- Distribution method (print, digital, social media, etc.)
- Duration of the proposed use

Use of the FSA logo must comply with the FSA Logo Policy. FSA retains sole discretion to approve, deny, or require modifications to any request involving use of the FSA logo.

FSA may revoke permission to use its logo at any time if:

- The logo is used in a manner inconsistent with this policy
- The user is no longer a FSA member, sponsor, partner, or otherwise authorized affiliate
- The use could damage the reputation, interests, or goodwill of Food Shippers of America

Upon receiving notice of revocation, all use of the FSA logo must cease immediately, and any materials displaying the logo must be removed from circulation, websites, social media platforms, and future publications.

Contact: Eric Missil
executivedirector@foodshippers.org
847-302-1496

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



Primary logo without tagline



Logos can be obtained by visiting 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

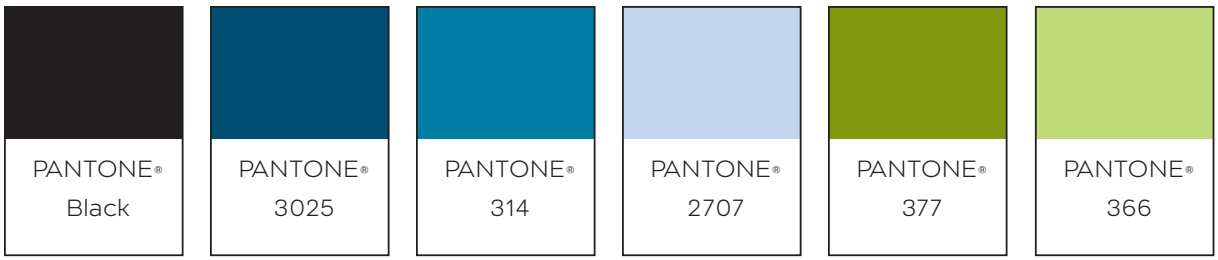


E. Primary Color Palette

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.



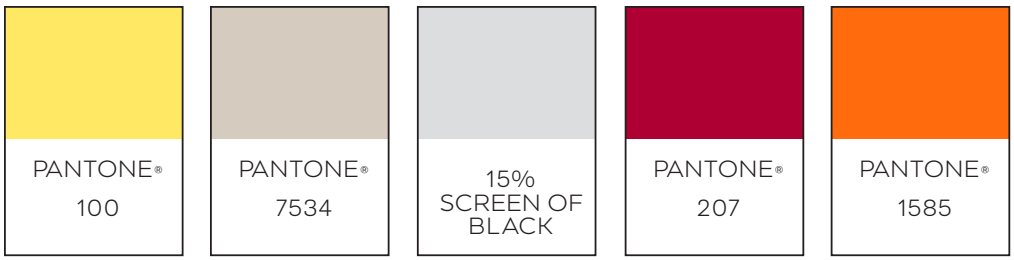
COLOR	PANTONE®	CYMK MIX	RGB (SCREEN/WEB)	HEX
Black	Black	0C / 0M / 0Y / 100K	0R / 0G / 0B	#000000
Dark Blue	PMS 3025	100C / 67M / 25Y / 31K	0R / 74G / 110B	#004A6E
Medium Blue	PMS 314	100C / 33M / 27Y / 3K	18R / 145G / 175B	#1291AF
Light Blue	PMS 2707	22C / 9M / 0Y / 0K	191R /207G / 218B	#BFCFDA
Dark 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

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

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 suffi cient 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
Eric Missil, Executive Director

Phone: (847) 302-1496
Email: executivedirector@foodshippersofamerica.org
Web: www.foodshippersofamerica.org
LinkedIn: www.linkedin.com/company/food-shippers-of-america

Appendix: Logo Usage Policy

FOOD SHIPPERS OF AMERICA

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Logo Usage Policy

Effective Date: April 1, 2024

1. Purpose

The Food Shippers of America ("FSA") logo is a valuable representation of the organization's brand, reputation, and mission. This policy establishes standards for the appropriate use of the FSA logo to ensure consistency, protect the organization's identity, and maintain the integrity of the FSA brand.

2. Ownership

The FSA logo and related marks are the exclusive property of Food Shippers of America. Use of the FSA logo does not grant ownership rights or permission to imply endorsement, sponsorship, or affiliation beyond what has been expressly authorized by FSA.

3. Approved Uses

The FSA logo may be used for:

- Promoting FSA-sponsored events, conferences, and educational programs
- Identifying FSA membership status
- Approved marketing, advertising, and public relations materials
- Event sponsorship recognition
- Publications, presentations, and communications directly related to FSA activities

4. Prohibited Uses

The FSA logo may not be used:

- In any manner that suggests FSA endorsement of a product, service, political position, or organization without written approval
- In connection with unlawful, misleading, defamatory, or offensive content
- As part of another organization's logo, trademark, or branding
- In a manner that could cause confusion regarding affiliation or sponsorship
- On merchandise for sale without prior written authorization
- In any way that damages or diminishes the reputation of FSA
- Listing non-registered conference attendees in any marketing materials

5. Logo Standards

Logo must follow the guidelines outlined in the Brand Style Guide.

Do Not:

- Alter the logo's proportions
- Change approved colors
- Stretch, compress, rotate, or distort the logo
- Add graphics, text, or effects to the logo
- Use low-resolution or modified versions
- Place the logo on backgrounds that impair visibility

Always:

- Use official logo files provided by FSA
- Maintain adequate clear space around the logo
- Ensure the logo remains legible and professional
- Use high-resolution artwork for printed materials

6. Sponsor and Partner Usage

Sponsors and business partners may use the FSA logo only during the term of their approved relationship with FSA and solely for purposes related to that relationship. All marketing materials using the FSA logo should be submitted for review if required by sponsorship agreements or upon request by FSA. Any person listed in the marketing materials must be a registered attendee at the FSA Annual Conference.

7. Digital and Social Media Use

Authorized users may display the FSA logo on websites, social media accounts, and digital communications only when:

- The use accurately represents the relationship with FSA
- The logo links to the official FSA website when practical
- The use complies with all other provisions of this policy

FSA reserves the right to request removal of the logo from any digital platform at its discretion.

8. Approval Process

Any use not specifically covered by this policy requires prior written approval from FSA. Requests should include:

- Intended use
- Sample artwork or mockup
- Distribution method
- Duration of use

Approval may be granted, denied, or conditioned upon modifications.

9. Revocation of Permission

FSA reserves the right to revoke permission to use its logo at any time if:

- The logo is used inconsistently with this policy
- The user is no longer affiliated with FSA
- The use may harm FSA's reputation or interests

Upon notification, the user must immediately cease all use of the logo.

10. Reporting Misuse

Suspected unauthorized or improper use of the FSA logo should be reported to: executivedirector@foodshippersofamerica.org or (847) 302-1496.

11. Policy Updates

Food Shippers of America reserves the right to modify this policy at any time. The most current version will be maintained by FSA and communicated, as necessary.

12. Quick Reference

✅ Allowed

- Event promotion
- Membership recognition
- Approved sponsorship materials
- FSA-related communications

❌ Not Allowed

- Altering the logo
- Selling merchandise without approval
- Suggesting FSA endorsement
- Political or controversial use
- Use after membership or sponsorship expires
- Listing non-registered attendees in marketing materials