



BRANDING

GUIDELINES

ORGANIZATION

FOOD ON FOOT

LOCATION

LOS ANGELES, CA

SERVING SINCE

1996

PREPARED BY

NICHOLAS MOKHTARIAN

INTRODUCTION

TABLE OF CONTENTS

01 THE ORGANIZATION

Context, history, and why the identity needed to shift.

02 MISSION & MANIFESTO

The core idea: immediate support that leads to long-term stability.

03 DESIGN PROCESS

Research, experiments, and design considerations.

04 IDENTITY SYSTEM

Logo, variations, typography, color, icons, and more.

05 IMAGERY & GRAPHIC ASSETS

Photography, food symbols, service icons, texture, and more.

06 APPLICATIONS

Small, medium, large, XL, and social media applications in use.

THIRTY YEARS ON THE SAME CORNER

Food on Foot began in 1996 with volunteers serving meals on a Hollywood sidewalk. That simple act of meeting immediate needs is still central to the organization, but today its work reaches much further through clothing support, life-skills training, employment assistance, housing, and long-term guidance.

The new identity keeps food at the center because it is often the first point of connection. At the same time, the broader system uses pathways, service icons, supportive messaging, and warm community imagery to show that a meal is only the beginning.

The goal of the redesign is not to move away from food, but to give that familiar symbol more depth. It presents Food on Foot as a welcoming, practical, and people-centered organization that helps individuals take meaningful steps toward greater stability.

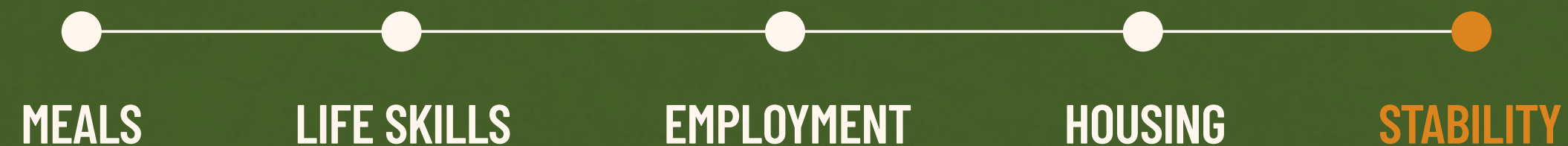


Founded	1996
Base	Los Angeles, CA
Status	501(c)(3)
Program Stages	Five
Serving Day	Sunday

NO ONE HAS TO *QUALIFY*

Food on Foot gives unhoused and low-income neighbors in Los Angeles a real path off the street: a hot meal, clean clothes, skills, paid work, and a key to their own door.

Show up hungry on a Sunday and you eat. No paperwork, no intake form, no proving you deserve it. That part is unconditional and always will be. What happens over the following year is the actual work, and the organization stays for all of it.



A MEAL IS THE **FRONT DOOR**

Food is how the relationship starts. It is never where it ends, and the brand should never suggest otherwise.

PROGRESS IS **BUILT**, NOT GRANTED

People earn each stage with their own work. The organization's job is making sure the next stage exists.

DIGNITY COMES **FIRST**

Unconditionally, before anyone has proven anything. It is not a reward for compliance.

DESIGN PROCESS

The identity developed through repeated experimentation with typography, imagery, symbols, and applications. Early studies explored different wordmark structures, food-based forms, image crops, and ways to communicate movement, support, and long-term progress.

Over time, the direction became more focused around a warm orange-and-green palette, bold condensed type, expressive brush lettering, and people-centered photography. The orange emerged as the main visual symbol, while supporting icons, service graphics, and curved forms helped expand the system beyond the logo.

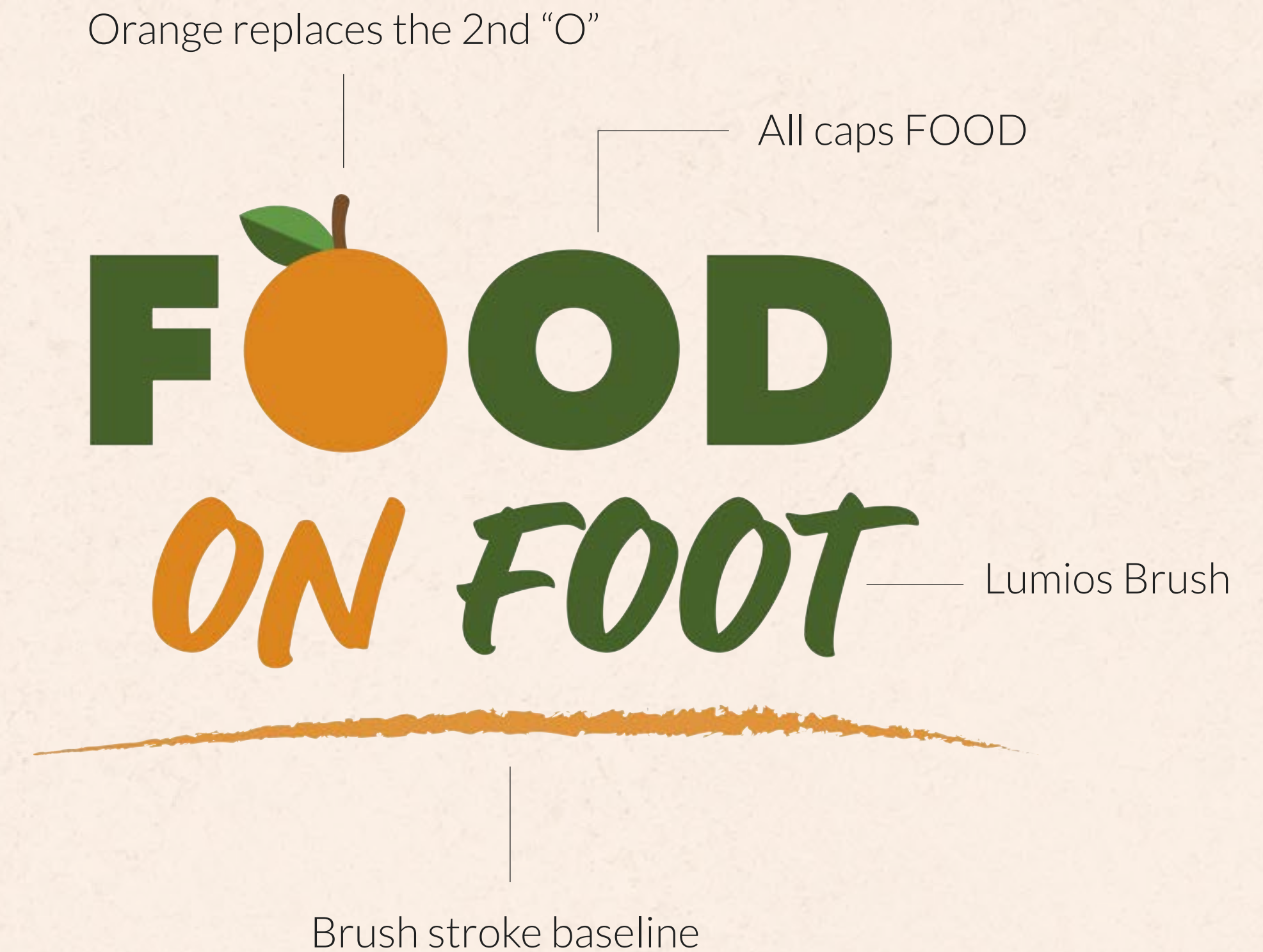
Mockups and application studies were then used to test how the identity could work across print, digital, environmental, and community-based materials. This process helped refine the system into something more consistent, flexible, and closely connected to Food on Foot’s mission.



THE WORDMARK

The Food on Foot wordmark combines structure with a more personal, handmade quality. The bold “FOOD” lettering creates a strong and dependable foundation, while the brush-style “ON FOOT” adds warmth, movement, and human character.

The orange replaces the first “O” in “FOOD,” connecting the identity to nourishment, optimism, and community. Together, these elements create a logo that feels welcoming, energetic, and grounded in the organization’s mission.



NEVER SEPARATE

The wordmark should always appear as one complete lockup, including the orange, lettering, and baseline. The orange may be used separately as a decorative graphic, but it should not represent Food on Foot on its own.

NEVER REBUILD

The mark is not live type. Always place the supplied file. Barlow Condensed and Lumios Brush are the brand's typefaces but they do not reproduce the wordmark.

LOGO VARIATIONS

Use the primary full-color logo whenever possible. Reversed versions are used on dark brand backgrounds. The one-color version is reserved for limited reproduction or single-ink applications.



Primary
Full-color on light background



Reverse on Green
Full-color on green background



Reverse on Teal
Full-color on teal background



Reverse on Dark
Full-color on black background



One Color
Full-color on white background



HORIZONTAL LOGO

The horizontal variation is used when vertical space is limited or when a wider layout creates better balance, such as website headers, banners, and signage.

LOGO *USAGE*

CLEAR SPACE

Maintain clear space around the logo equal to the height of the orange symbol. This keeps the mark visible, balanced, and separate from surrounding text or graphics.



INCORRECT USAGE

Consistent use protects the clarity and recognition of the Food on Foot identity. Do not distort, rotate, recolor, add effects, use the wrong contrast version, or place the logo over busy imagery.

X



NEVER
Stretch, condense, or distort the lockup.

X



NEVER
Rotate. The baseline is always level.

X



NEVER
Recolor outside the approved palette.

X



NEVER
Add shadows, bevels, glows, or outlines.

X



NEVER
Use the primary on a dark field. Switch to reversed.

X



NEVER
Place on a busy or low-contrast background.

TYPOGRAPHY

Three faces, three tiers, each with territory it owns outright. Lumios Brush makes the statement, Barlow Condensed carries the information, and Lato handles everything read at length.

TIER 01 - STATEMENT

LUMIOS BRUSH

The loudest voice in the system. Taglines, campaign lines, pull quotes, apparel. Always uppercase, five words or fewer, always set larger than the Barlow headline beside it.

LUMIOS USAGE

Tagline lockups • apparel • tent valances • campaign lines • pull quotes • the one emotional line at the top of a section

TIER 02 - DISPLAY

BARLOW CONDENSED

The workhorse. Informational headlines, section titles, wayfinding, data, and anything longer than five words or destined for embroidery, vinyl, or one-color print.

BARLOW USAGE

Section headings • brochure and report titles • wayfinding • stat figures • buttons • anything over five words • anything embroidered, cut, or printed in one color

TIER 03 - TEXT

Lato

Everything read at length. Paragraphs, captions, labels, forms, legal. Humanist and warm enough to sit beside a brush face without arguing.

LATO USAGE

Every paragraph • captions • eyebrows and labels • forms and tables • legal and contact information

COLOR *PALETTE*

FIELD GREEN
#47622B

Primary. The wordmark, headlines, program panels. Roughly 40 percent of any layout.

RGB 71 98 43 • CMYK 68 40 100 30

SIGNAL ORANGE
#DC851E

Accent only. The rising baseline, single CTAs, step five. Never more than 10 percent of a layout.

RGB 232 149 40 • CMYK 5 45 96 0

DEEP TEAL
#174B4C

Dark alternate sections and photo scrimms where green would flatten.

RGB 23 75 76 • CMYK 82 45 52 43

CHARCOAL
#1F2020

Used for body copy, captions, labels, and other text-heavy content.

RGB 31 32 32 • CMYK 30 0 87

WARM CREAM
#FFF6EE

Default page background. Replaces white everywhere except printed forms.

RGB 255 246 238 • Uncoated stock

The Food on Foot palette balances warmth, trust, and clarity. Field Green serves as the primary brand color, while Signal Orange is used selectively to draw attention to key messages and calls to action. Deep Teal adds contrast for darker sections and image overlays, while Warm Cream keeps layouts approachable and less clinical than pure white. Charcoal is used for body copy and longer passages to maintain strong readability without feeling as harsh as black.

PHOTOGRAPHY

Photography should feel real, warm, and grounded in Los Angeles. The goal is to show people with dignity and agency, not to rely on pity-based nonprofit imagery.



GROUP ENERGY

Include diverse teams without overcrowding the frame.



VOLUNTEER PORTRAITS

Use warm, candid portraits for story features and recruitment.



MOVEMENT

Use walking or delivery imagery to reinforce the path-forward idea.



SERVICE IN ACTION

Show volunteers and neighbors interacting naturally.

GRAPHIC *ELEMENTS*

The system uses a small set of repeatable elements: the orange, supporting food icons, service icons, and brush underline.

BRUSH UNDERLINE



Used as a human accent under the logo, calls to action, and short emphasis phrases.

SERVICE ICONS



MEALS



LIFE SKILLS



EMPLOYMENT



HOUSING



STABILITY

Program icons organize information into recognizable support categories: meals, life skills, employment, housing, and stability.

FOOD ICONS



The orange remains the primary brand symbol, while other food icons may occasionally replace it to represent variety and keep campaigns, motion, and social content flexible.

APPLICATIONS OVERVIEW

The applications show how the identity works across scale, material, and function. Together they move from small volunteer details to larger environmental and digital moments.

INSTAGRAM POST



TRI-FOLD BROCHURE

Text-heavy program explanation for donors, volunteers, and partners.



TOTE BAG

A reusable tote extends the identity into a practical everyday support item.



POSTER

Awareness and storytelling piece for events or community boards.



POP-UP TENT

Environmental application for outdoor food distribution.



VEHICLE WRAP

Turns transportation into a moving awareness tool across Los Angeles.






MOVING FORWARD, TOGETHER.

Food on Foot supports unhoused and low-income neighbors in Los Angeles through meals, clothing, life-skills training, employment, housing, and long-term support.

What We Provide

- 
Meals
 Nourishing our neighbors with dignity
- 
Clothing
 Providing clean, quality clothing
- 
Life Skills
 Training and resources for a stronger tomorrow.



JOIN US, MAKE AN IMPACT
foodonfoot.org



TOGETHER,
WE CREATE
CHANGE.

