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Alameda County Community Food Bank unveils new logo, tagline and website

New logo and accompanying tagline—the first major brand updates in 32 years—reflect ACCFB’s evolution and bold approach to hunger relief

OAKLAND, Calif. – August 31, 2017 – Alameda County Community Food Bank (ACCFB) today unveiled a new organizational logo – the first logo change since the Food Bank’s founding in 1985. The logo is accompanied by a new tagline, “Until everyone’s fed,” reflecting the Food Bank’s unwavering commitment to ending hunger. Additionally, the Food Bank also unveiled their fully redesigned website (accfb.org). The logo, tagline and website were designed to better reflect ACCFB’s mission and bold approach to ending hunger, while recognizing and embracing the role of the community in its efforts.

“We are a bold organization – one that’s willing to take risks to seek long-term solutions to a profound problem,” says Suzan Bateson, Executive Director of Alameda County Community Food Bank. “While it was important for us to give a hat tip to our heritage, we needed a new identity that’s as bold – and unique – as we are today. I’m excited at how well our new logo reflects who and what we are today – and our continued evolution.”

The Food Bank’s new logo includes several notable updates:

- Replacing the previous icon – two hands holding an apple – with geometric shapes representing the **multi-dimensional approach** to the Food Bank’s work. The new icon still includes an apple—homage to ACCFB’s heritage—however, removing the hands demonstrates the organization’s evolution beyond only providing food. Today, the Food Bank’s approach includes CalFresh outreach, advocacy, community development and partnerships in education and healthcare – in addition to innovative food programming.
- The symmetry in the design—a symbol of balance—represents the importance of **equity** to the Food Bank, which strives to be an inclusive, welcoming organization to all members of the community: agency partners, contributors, staff, food program participants, and volunteers.
- The word “Community” in the Food Bank’s name now appears in bold lettering. This is an acknowledgment of the critical role Community plays in the Food Bank’s efforts – in support, partnerships and resources, and, of course, the community it serves.

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- Replacing the red and black color pallet with a vibrant, modernized pallet of red, orange and yellow.

“Until everyone’s fed”

Accompanying the logo is a new organizational tagline: **“Until everyone’s fed.”**

Alameda County Community Food Bank believes that food is a basic human right. As an organization founded with the goal of one day going out of business, the tagline reflects the Food Bank’s 32-year history of pursuing a hunger-free community. The resolute nature of the statement demonstrates the unwavering commitment to community and serves as a declaration that ACCFB will work towards solving hunger until it is, in fact, solved.

“If ending hunger is possible anywhere, it’s in Alameda County,” adds Bateson. “It’s an honor and privilege to work with staff, community partners, agencies and a board of directors who all indisputably agree, ‘yes, we can do this,’ and sacrifice daily to see to it that we move closer to solving this problem.”

Redesigned Website

As a cornerstone to the new logo and brand identity, the Food Bank also launched a redesigned website – accfb.org. The site modernizes the functionality and usability, making it easier for community members to seek food and other resources, and easily get involved in the Food Bank’s efforts. The new design also allows the Food Bank to more easily tell the stories of hunger in Alameda County, and the ways ACCFB is working to solve it.

The new logo and tagline were created by San Francisco-based Underground Advertising. The Food Bank’s new website was designed and developed by Emeryville-based Project6, and was funded through the generous support from the Stupski Foundation.

“As a community-based social services nonprofit, it was important to us to have local partners who were genuinely passionate and committed to our mission,” says Michael Altfest, Associate Director of Communications and Marketing for the Food Bank. “What drew us to both Underground and Project6 was their commitment to community and their sincere interest in doing creative work to help us achieve our mission. We’re very grateful for their partnership.”

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About Alameda County Community Food Bank

The 2016 Feeding America Food Bank of the Year, Alameda County Community Food Bank has been at the forefront of hunger relief efforts in the Bay Area since 1985. This year, the Food Bank will distribute the equivalent of 30 million meals. More than half of the food distributed was farm-fresh produce. The Food Bank serves 1 in 5 Alameda County residents by distributing food through a network of 200 food pantries, soup kitchens, and other community organizations, as well as direct-distribution programs including Children’s Backpack and Mobile Pantry. For 10 consecutive years, Alameda County Community Food Bank has received Charity Navigator’s top rating — Four Stars — ranking the organization among the **top 1 percent of charities nationwide**. Learn more at www.accfb.org.