



BRAND GUIDELINES

Version 2

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WHY A "BIGGER TABLE"

Tables bring people together.

Tables invite collaboration; we pull up chairs, pass the dishes, and everyone in the conversation.

And wonderful things happen at tables; ideas are exchanged, plans are made, mouths are fed.

Bigger Table does all that on a larger scale, bringing not just people but organizations together to take care of our larger community.

That's why we named our organization "Bigger Table." We want to leverage a new kind of collaboration to get important things done.

People need food? Let's make some.

People need jobs? Let's train them.

Our mission to tap the hidden collaborative potential within the thriving Chicagoland Food and Beverage industry.

There's a beautiful expression: **"When you have more than you need, build a bigger table, not a higher fence."**

That's what we do. Every single day.





BRAND VISION

Bigger Table brings together the Chicagoland food & beverage community to tap our industry's hidden collaborative potential. We address jobs and hunger directly, providing job training and manufacturing nutritious and delicious food for those that need it. Like any good guest at a table, we share what we have, listen to those around us and make sure everyone gets fed.





OUR MISSION

To drive inclusive economic growth and assist communities in Chicagoland by bringing together our food & beverage industry to take a broad shouldered, pragmatic approach to hunger and unemployment.



OUR CORE BELIEFS



WHY

As the Silicon Valley of Food, our industry community has the people, the resources, and the ingenuity to apply our unique expertise to address local challenges.

HOW

We bring together and align diverse organizations within the the local industry by unlocking our hidden collaborative potential.

WHO

The good people of Chicagoland's F&B industry, both organizations and individuals.

WHAT

By sitting down together and driving collaboration, we can provide job training and food, making immediate and profound impact on our local community.

MESSAGING GUIDELINES



01

VOICE

Our tone is positive, collaborative, and relentlessly outcome focused. We invite everyone to our table, always warm and welcoming, but also intent on driving results.

02

FOCUS

We don't speak in generalities; every message has a point and a clear request of the reader. We get things done, and we do that by being direct. And optimistic.

03

GOAL

We want to innovate ways to address local hunger and the need for better jobs and job skills training. We use our network of professional colleagues to address these issues as one community.

OUR LOGO

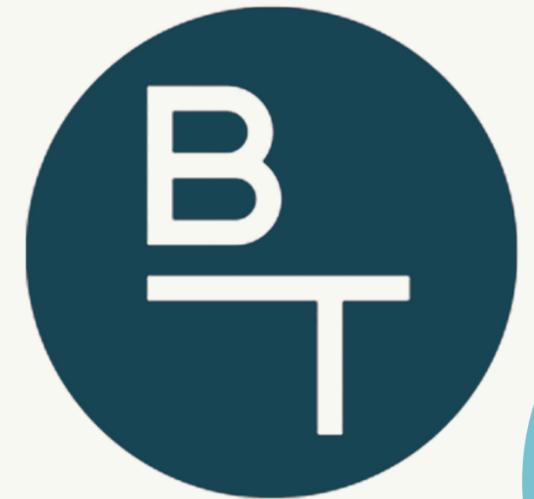
The logo can stand alone or be reversed out of a color field.

BIGGER

TABLE

BIGGER

TABLE



The logo and the mark can form a lock up, but only horizontally



BIGGER

TABLE

The mark can be used alone and works particularly well in social media applications.



LOGO'S DOS AND DON'TS



Correct logo usage with examples



DO NOT use non-brand colors.



DO NOT add shadows or effects.



DO NOT rotate the logo.



COLORS

The Bigger Table color palette reflects the uniqueness of the organization: vibrant, growing, and dependable. The blues and green reflect the work being done with both food and the workforce.

The green should be used sparingly to favor a clean design. White space should be a priority.

PRIMARY

Midnight Green

#174554

Butter Green

#BABD3B

Middle Blue

#78C1D1

SECONDARY

Teal Blue

#296E82

Ivory Snow

#F8F8F3



TYPOGRAPHY

The fonts presented below should be used in all marketing and communication documents. Contracts should use Calibri if necessary.

Aa

Poppins

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Poppins is a geometric sans-serif typeface published by Indian Type Foundry in 2014. It was released as open-source and is available for free on Google Fonts.

Aa

Lora

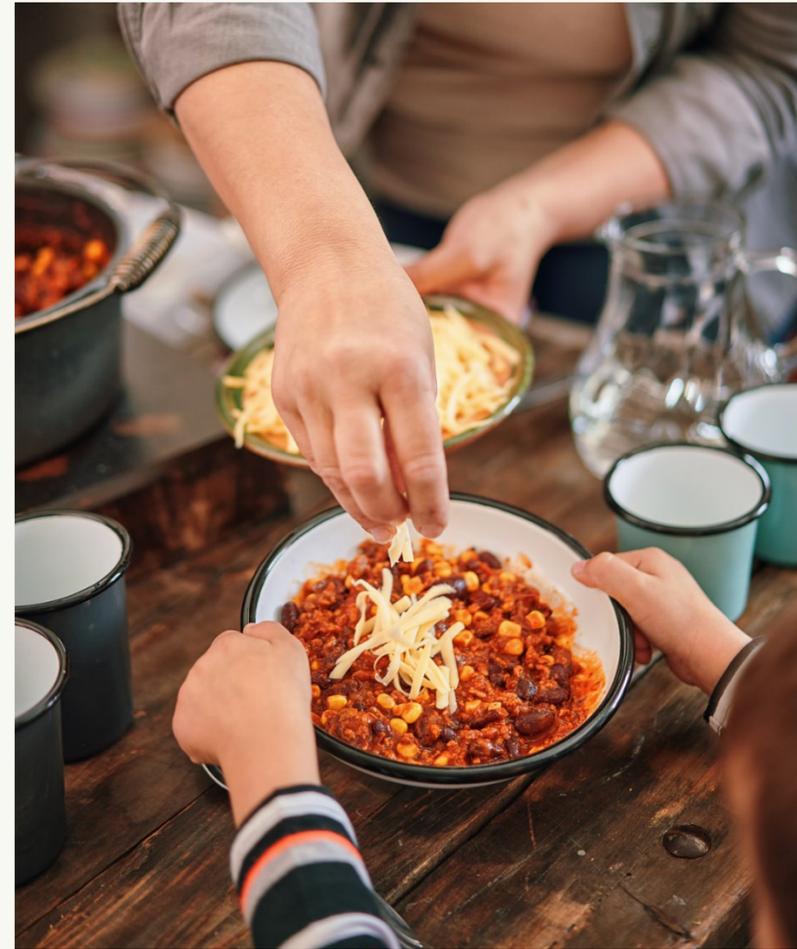
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Lora is a well-balanced contemporary serif with roots in calligraphy. It is a text typeface with moderate contrast well suited for body text. Lora is available for free on Google Fonts.

PHOTOGRAPHY

The images for Bigger Table's digital and collateral content should avoid the 'photogenic underprivileged' pitfall and instead, focus on the community Bigger Table aligns and activates to drive positive change.

With any photos, avoid filters, overlays, and effects.



PRODUCTION PHOTOS

The what and how.

Food, when it is featured, should have a production bent. Assembly lines, ingredients, packaging; all are appropriate for our uses.



PEOPLE PHOTOS

Emphasize participation, inviting people in, taking part.

In most instances, the people featured should be the volunteers and corporate leaders committed to our mission, but again, we are active. We don't want stiff corporate poses—we want to showcase the 'doing' that makes our organization unique. Subjects should be shot in situ and include a diverse mix of people across all levels of the workforce.





FIND US ONLINE



TWITTER

@biggertablechi



FACEBOOK

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INSTAGRAM

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LINKEDIN

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