

## SECOND HARVEST LOGO



### Clear Space Around Logo

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving ample space around the logo, we make sure it stands out on all of our communications.

Clear space is measured by the height of the “S” in “Second Harvest Food Bank.” **The minimum clear space must always be the height of the “S” on the left, right and bottom of the logo. The minimum clear space must always be one-half the height of the “S” above the logo.**

*Feeding Hope* is a registered trademark of Second Harvest Food Bank of Middle Tennessee.



GREEN

BLACK

GRAY

ONE-COLOR  
REVERSE

LOGO WITHOUT  
TAGLINE

The one-color reverse logo should be used only on Second Harvest primary colors or other dark backgrounds where the full-color logo cannot be reproduced.

The logo without tagline can be used in green, black, gray or the one-color reverse treatment.

### Incorrect Usage

Here are some examples of incorrect usage. Note that any alteration of the Second Harvest Food Bank of Middle Tennessee logo is considered misuse. Only use the supplied digital artwork.

