

CREATE YOUR OWN **DRIVE AWAY HUNGER** PROMOTIONS

Thanks for joining the drive. To help you promote Drive Away Hunger, use this guide as you create marketing material and social media posts.

Looking for something ready-to-use?

We have images and shareables you can use now. Download them at DriveAwayHunger.ca/Resources

Have promo questions? Email driveawayhunger@fcc.ca

TYPE TREATMENT

Download a .jpg of the Drive Away Hunger type treatment, or simply type it in italicized ALL CAPS as shown using one of your brand fonts, or a similar font recommended in this guide.

DRIVE AWAY HUNGER

EN CAMPAGNE CONTRE LA FAIM

IF YOU PARTNER WITH ANOTHER COMPANY

When co-branding, or adding your own logo with "Drive Away Hunger," put a vertical line between the two as shown.

DRIVE AWAY HUNGER |



*EN CAMPAGNE
CONTRE LA FAIM* |



REVERSE TEXT

DRIVE AWAY HUNGER looks best in white text on a dark background colour. Avoid putting the text directly onto an image.

DRIVE AWAY HUNGER

FONTS

The primary font is Univers. Alternate fonts you can use: Helvetica and Arial.

ABCDEFGHIJKLMN OP
abcdefghijklmnop

Univers 47 Light Condensed Oblique
Univers 55 Roman

ABCDEFGHIJKLMN OP
abcdefghijklmnop

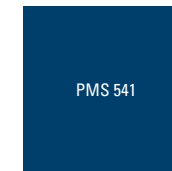
Helvetica Condensed Oblique
Helvetica Regular

ABCDEFGHIJKLMN OP
abcdefghijklmnop

Arial Narrow Italic
Arial Roman

COLOURS

You can use our primary colour: PMS 541. Secondary colours include: PMS 377, PMS 715 and PMS 7459. You can also use colours that fit with your brand.



FCC Blue
Pantone: 541 CP
RGB: 0 62 107
HEX: #003E6B



Pantone: 377 CP
RGB: 116 163 51
HEX: #74A333



Pantone: 715 CP
RGB: 47 136 47
HEX: #F7882F



Pantone: 7459 CP
RGB: 18 157 192
HEX: #129DC0

USAGE

Here's how you could use Drive Away Hunger as part of your headline.

USE THE HASHTAG

Use **#DriveAwayHunger** on all of your social media posts and promotional materials.

