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## **Oregon Food Bank unveils new logo, branding in time for Hunger Action Month**

**Portland, Ore. – September 1, 2016** – Every September food banks around the country use the month to raise awareness of hunger and motivate people to take action. This year Oregon Food Bank is also launching a revitalized brand, including a refresh of our more than 20-year-old logo.

“The way we appear in the community – our visuals, our language – needs to better reflect and communicate our commitment to end hunger,” says Oregon Food Bank CEO Susannah Morgan. “We are going to make Oregon the first state to eliminate hunger.”

Creating a logo that represents all facets of Oregon Food Bank was a deliberate and thoughtful process. The simple, modern design communicates our mission and work. The new visual look is fresh, bold and warm, honoring our rich partnerships with Oregon’s agriculture community and reflecting our root cause work, including shaping public policy, building community and amplifying the voices of people facing hunger.

New imagery and colors are reflected on a [new website](#) as well as our fleet of trucks and digital and print materials, with a deliberate visual focus on fresh produce. “Oregon Food Bank received almost 13 million pounds of produce for distribution last year,” Morgan added. “Food banking has evolved far beyond the emergency food box approach. Our brand needs to help us tell that full story.”

Pro-bono expertise and creative talent from award-winning design firm Industry and Nike shaped the rebrand, designed to engage younger donors, volunteers and advocates and deepen connections with our current supporters.

Hunger Action Month is a combined effort by Feeding America member food banks. This year’s campaign asks people to consider how it must feel to live with an empty stomach, which puts a healthy life and promising future at risk.

**About Oregon Food Bank**

With sufficient public will and support of the entire community, we believe it is possible to eliminate hunger and its root causes. Oregon Food Bank collects and distributes food through a network of four Oregon Food Bank branches and 17 regional food banks serving Oregon and Clark County, Washington. The Oregon Food Bank Network helps nearly 1 in 5 households fend off hunger. Oregon Food Bank also leads statewide efforts to increase resources for hungry families and to eliminate the root causes of hunger through advocacy, nutrition education, garden education, and helping communities strengthen local food systems. Visit [oregonfoodbank.org](http://oregonfoodbank.org) for more information.

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