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Foodbank of Santa Barbara County launches new logo to reflect focus on community and learning in addition to fresh healthy food

New logo unveiling for members of the press will take place at both Santa Barbara and Santa Maria warehouses on May 30

(Santa Barbara, CA) —The **Foodbank of Santa Barbara County** is launching a new logo to reflect its focus on community and education in addition to its mission of providing healthy food for all who need it in Santa Barbara County.

As part of a three-year strategic planning process that has been underway with full-staff and board of trustees' participation since last summer, the Foodbank is undertaking a more comprehensive representation of its work with new branding.

“Our current logo has served us well for the last ten years as we pivoted our focus from just providing food to providing fresh produce and healthy groceries,” said Foodbank CEO Erik Talkin. “But our expanded people-centered focus on education and empowering everyone to eat healthfully whenever resources are limited, as in the case of disaster, calls for a new look.”

“The Foodbank is a source of so much good health and care in the community,” added Ian Stewart, board trustee and VP of marketing at Deckers. “We’re delighted to see the brightness, cheer and love the Foodbank brings to the entire county be represented in the new logo.”

Concurrent with the launch of the new logo, the Foodbank will offer eco-conscious merchandise as thank-you gifts with online donations at www.foodbanksbc.org. Available gifts include organic cotton tote bags, aprons, men’s and women’s t-shirts and hoodies; stainless steel water bottles, enamel pins and more as thank you gifts for donations.

The public will see the new logo on the Foodbank's fleet of 14 trucks and vans, set against images of vivid fresh fruits and vegetables, traveling throughout the county in the coming weeks.

Using freshness, community and empowerment as the core concepts of the Foodbank's mission, Santa Barbara brand consultant Steve Hoskins developed a variety of options for the new logo.

As the final step of the decision-making process -- in the spirit of the Foodbank's role as *everyone's* Foodbank and as an integral part of the community -- the Foodbank polled the community on which logo resonated best.

The logo was chosen from two finalist options by polling residents countywide. The Foodbank asked all of the following to vote on the logo: participants at Foodbank programs like Alma Cena Sana in Lompoc and La Gran Cocina Latina in Santa Barbara; community supporters and volunteers at fundraising events like Santa Maria and Santa Barbara Empty Bowls; corporate sponsors at the awards ceremony for the End Hunger Games corporate challenge; staff, partner agencies and volunteers at each warehouse; and the public on social media and at community events.

About the Foodbank of Santa Barbara County

The Foodbank of Santa Barbara County is transforming health by eliminating hunger and food insecurity through good nutrition and food literacy. The Foodbank provides nourishment and education through a network of more than 300 distribution programs operated by the Foodbank, its network of partner agencies and volunteers. In Santa Barbara County, one in four people receive food support from the Foodbank; over 170,000 unduplicated people of whom 38% are children. Last year, the Foodbank distributed 10 million pounds of food -- nearly half of which was fresh produce. For more information, visit www.foodbanksbc.org.

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