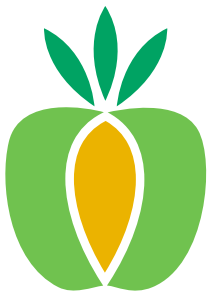


DOUBLE UP FOOD BUCKS

BRAND GUIDE

**Your guide for using the
Double Up Food Bucks brand and creating all
kinds of memorable materials**



**DOUBLE UP
FOOD BUCKS™**

www.DoubleUpAmerica.org/Brand

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OUR BRAND

Our Mission

Double Up matches SNAP, or food stamp, dollars spent on fruits and vegetables bringing affordable fruits and vegetables within reach of all families while supporting farmers and stimulating local economic opportunity.

Our Voice

Double Up Food Bucks is a brand that strives to be welcoming and accessible to its audience. Our voice is:

Informal

Fun and conversational not sloppy.

Conscientious

Conscious of tone, history, and impact.

Clear

Accessible, relatable and without jargon.

Asset-Based

Committed to focusing on people's aspirations and strengths, not deficits. We use language we'd use if when talking directly with our audience.

Educational

Informative without being patronizing.



OUR NAME

Our brand's name is a fundamental component of our identity. It encapsulates our voice and mission so it must always be used in proper form and context.

Our proper name is **Double Up Food Bucks**



Using the Double Up Food Bucks Name

- ✓ The full name **Double Up Food Bucks** should be prominent in the first reference
- ✓ The preferred shorthand after the first full reference is **Double Up**
- ✗ Please avoid using the initials **DUFB** in public communications



For any **usage exception requests**, please reach out to our team at Media@FairFoodNetwork.org

OUR LOGO



Fun Fact
Our logo is composed
of both an apple
and a carrot!
Can you see them?



The Double Up Food Bucks logo is a visual representation of this healthy food incentive program. Consistent and proper use is important to foster awareness and recognition of the program among shoppers, partners, and the community.

The logo system is very flexible and is available for use in various orientations, color contexts, and arrangements, including special logo lockups for State and regional partners.

Please use the guidelines on the following pages to ensure that our primary visual asset always stands out with pride.


**Find our logo and other
brand assets** on our
brand assets webpage
www.DoubleUpAmerica.org/Brand

Main Logo

Our main logo consists of the apple icon and the Double Up Food Bucks wordmark. Our main logo should always be used at least once on every application.

When to use it...

- ✓ When in doubt, use our main logo
- ✓ If the logo will only appear once on an application
- ✓ Use the horizontal version when first if size permits, including on the website
- ✓ Use the vertical version if the space available is better suited to a square, or when symmetry is vital to the layout
- ✓ When displaying the logo on a white or light background use the light mode version
- ✓ When displaying the logo on a dark or simple photo background use a dark mode version



The Trademark (TM) symbol should always accompany the logo

Circle Logo

Our logo can be displayed on a white circle.

When to use it...

- ✓ When displaying the logo on a busy background such as a photo with a lot of detail or low contrast
- ✓ If space on the application is limited such as a sticker, pin, or social media avatar

Light Mode

Horizontal Version



Vertical Version



Dark Mode



White Text Version



All White Version



Partner Program Logos (Stacks)

The logo can be stacked in various ways to display partner programs.

How to use it...

- ✓ Use a Partner Stack whenever displaying the Double Up Food Bucks program outside of Michigan
- ✓ The **Double Up Line** must always be at the top of the stack
- ✓ Adjust the size of the **Location Line** to align to the width of the Double Up wordmark
- ✓ Refer to the guidelines on the previous page for light mode or dark mode guidelines

Horizontal Version

Light Mode



Double Up Line

Location Line

Dark Mode



Vertical Version

Light Mode



Double Up Line

Location Line

Dark Mode



SNAP/EBT Logo

Promotional materials or signage may need to convey that Double Up works in conjunction with a SNAP/EBT card. In these circumstances the Double Up Circle logo is combined with a SNAP/EBT Card Signifier.

When to use it...

- ✓ If space on the application is limited
- ✓ If the connection between Double Up and a SNAP/EBT program is important
- ✓ A secondary SNAP/EBT lockup containing only the apple icon can be used on applications where the main logo has already been used, such as on the website or social media posts

If you require a custom SNAP/EBT lockup please reach out to our team at Media@FairFoodNetwork.org

Primary Lockup



Secondary Lockup



Logo Construction

The Double Up Food Bucks logo consists of a few basic elements that should never be modified. Use these guidelines when using or designing new logo lockups.

Fonts

- ✓ The logo font is only used for the logo and nothing else
- ✓ The logo font is left aligned and full-justified, which means that the Double Up / Food Bucks / Location lines have the same width
- ✓ The logo is set in ITC Stone Sans Bold, with tracking of -50

Color

The logo colors are important for the recognizability of the brand. See the full color codes on page 12.

Construction

The logo spacing is carefully crafted for optimal legibility. The bounding box and ratios are all set and cannot be adjusted.

The unit of measurement between logo elements is a square equal to the height of the bottom bar of the letter "L" in the word "DOUBLE."

DOUBLE



**DOUBLE UP
FOOD BUCKS™**

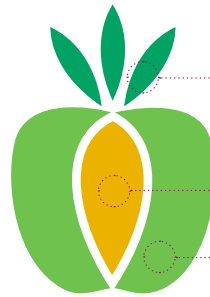
ITC Stone Sans Bold



**DOUBLE UP
FOOD BUCKS™
PLACE NAME**

Full-Justified

Custom placement of the Trademark symbol



Spinach Green

Carrot Yellow

Apple Green

**DOUBLE UP
FOOD BUCKS™**

Mushroom Brown



**DOUBLE UP
FOOD BUCKS™
PLACE NAME**



**DOUBLE UP
FOOD BUCKS™
PLACE NAME**

Partner stacks are aligned to the bottom of the apple. The main logo is aligned to the top.



**DOUBLE UP
FOOD BUCKS™**

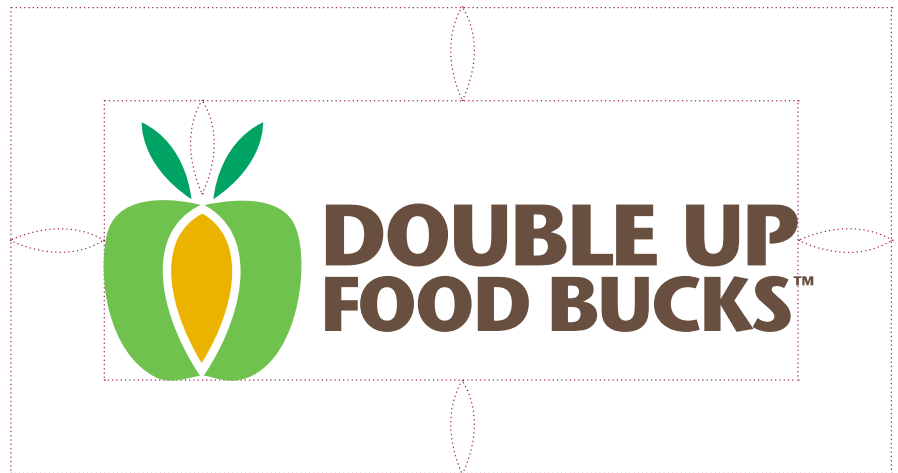
Logo Space and Size

Our logo needs to be seen far and wide with optimal clarity. It looks great big and small, but not too small. It's also essential to make sure that the logo has space to breathe. Use the following guidelines to make sure that the Double Up Food Bucks logo always stands out.

Clear Zone

The clear zone may be used when the logo appears with the logos of partner organizations or other defining design elements.

Whenever possible, try to ensure that other design elements are placed outside the clear zone **(the height of the top leaf)** to give the logo space to breathe.

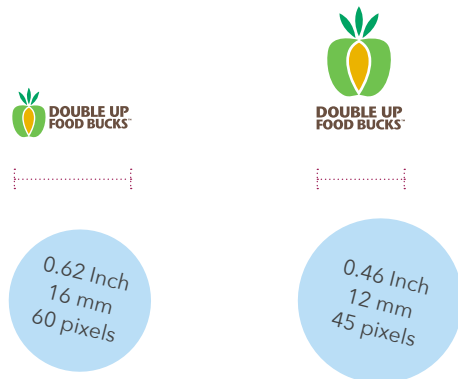


Center-align partner logos or elements to the apple in the Double Up logo

Minimum Size

Try to stay above the minimum size to make sure our logo is always clear and readable.

In smaller contexts such as social media avatars, feel free to use the apple icon on its own.



✔ Logo Do's



Display full-color on white



Display full-color on light backgrounds



Display white on dark backgrounds



Display semi-white on dark backgrounds



Display semi-white or white on images



Display circle logo on busy images

✘ Logo Dont's



Rotate the logo



Adjust the proportions of logo elements



Remove the trademark (TM)



Adjust any of the logo fonts



Change the colors of the logo



Add drop shadows or other effects



Display the logo in any solid color but white



Remove the carrot from the logo when white



Display the logo on busy or low-contrast images

OUR COLORS

Our brand is vibrant and colorful, using fresh hues that represent the bounty of healthy food available in states across the country. Our primary palette combines greens and yellows, and a series of neutral blues help anchor the identity. Color helps infuse optimism into the Double Up brand from our website to signage in grocery stores and farmers' markets.



Tips for
using
color

Use **CMYK** values for use in print

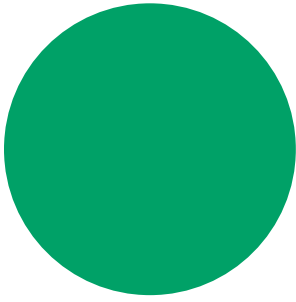
Use **RGB** values for use in digital

Use **HEX** values for use on websites

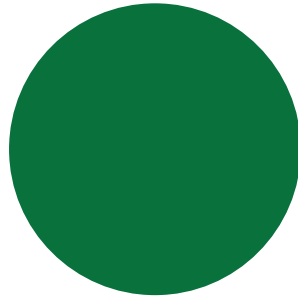


Primary Palette

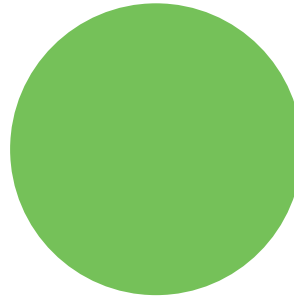
Our primary palette is predominantly used for text, calls to action, and major graphic elements.



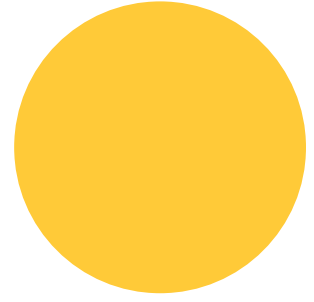
Spinach Green
CMYK (82,9,79,1)
RGB (1,162,103)
HEX #01A267



Accessible Spinach
CMYK (89,31,97,21)
RGB (9,113,60)
HEX #09713C



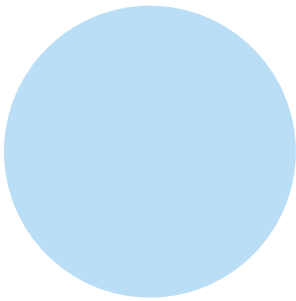
Apple Green
CMYK (58,0,87,0)
RGB (117,193,89)
HEX #75C159



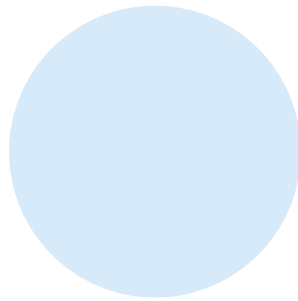
Squash Yellow
CMYK (0,21,88,0)
RGB (255,202,56)
HEX #FFCA38

Neutral Palette

Our secondary palette is used for background and secondary text elements.



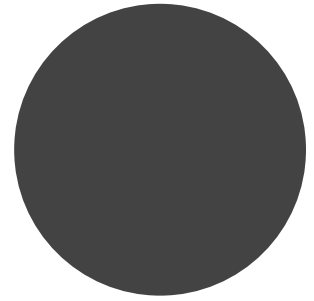
Sky Blue
CMYK (25,3,0,0)
RGB (186,222,245)
HEX #BADEF5



Cloud Blue
CMYK (14,2,0,0)
RGB (215,234,249)
HEX #D7EAF9



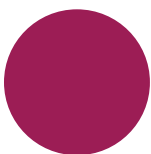
Fresh Blue
CMYK (7,1,0,0)
RGB (233,243,251)
HEX #E9F3FB



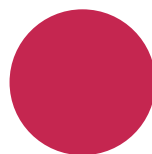
Charcoal Grey
CMYK (67,60,59,45)
RGB (67,67,67)
HEX #424242

Accent Palette

Our accent palette is used for fruit and veggie icons, illustrations and accent elements like alerts.



Beet Red
CMYK (32,100,46,15)
RGB (156,29,85)
HEX #9C0052



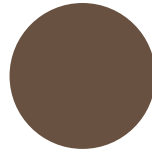
Strawberry Red
CMYK (17,98,60,4)
RGB (197,38,80)
HEX #C52650



Pepper Red
CMYK (8,83,98,1)
RGB (221,81,40)
HEX #DD5128



Carrot Orange
CMYK (0,40,91,0)
RGB (250,166,49)
HEX #FAA631



Mushroom Brown
CMYK (0,27,36,72)
RGB (104,80,64)
HEX #685040




Accessible Color Combinations

Accessibility is not just a buzzword and should not be viewed as "constraints". It is about making our message clear for the largest amount of people.

To that end, we've ensured that the Double Up digital color palette achieves at least 'AA' accessibility standards.

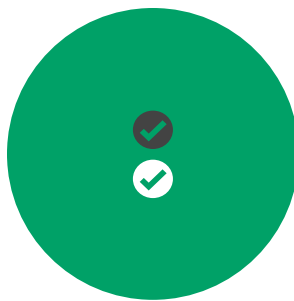
Use of this accessible palette applies to all digital media and channels, including publications intended for distribution online.

Print materials such as signage, business card and promotional materials are not technically required to meet these accessibility standards. However, we recommend trying whenever possible to ensure that we are accessible to as many people as we can!

 **A check mark indicates a color combination that meets an AA level of color contrast (3:1) for large text. Large text is defined as being either:**

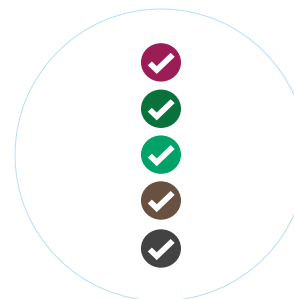
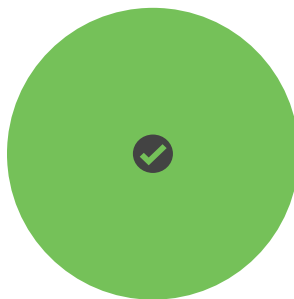
14 PT (18.7 PX) and Bold

18 PT (24 PX) and Regular



Use this accessible green if the text is smaller than 18pt (or 14pt and bold)

Accessible Spinach



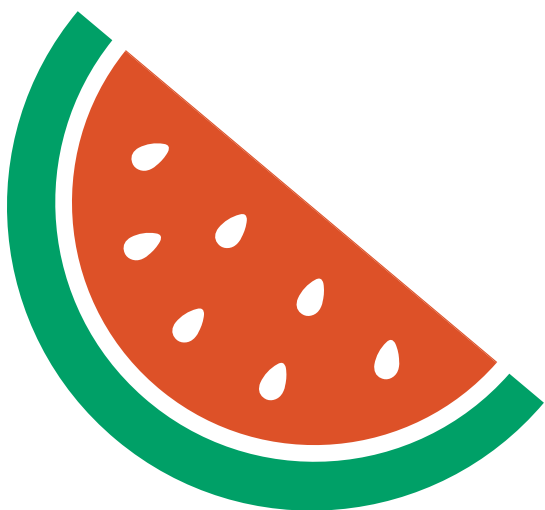
Combinations To Avoid



OUR TYPOGRAPHY

Our typography system is welcoming, clear and accessible, and has a unique personality that sets Double Up Food Bucks apart. Our typography is an important component of our personality and design aesthetic. For any copy outside of the logo, we use various forms from the font Avenir Next. These are proprietary fonts and are to be used and maintained in the marketing materials.

Use the following guidelines to create a clear hierarchy and creative type system that's pleasing to the eye.





Aa

Avenir Next Condensed Bold

Avenir next condensed bold is a vertical font which communicates with confidence. We use this font for headlines, and often set them in all-caps.

[Download Font](#)

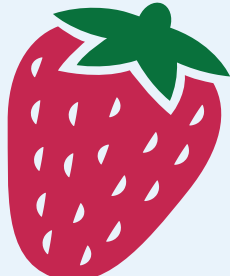
**Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv
Ww Xx Yy**

Avenir Next

Avenir next is a geometric sans-serif font which communicates with warmth and inclusivity. We use this font for secondary headlines and general text.

[Download Font](#)

**Regular
Medium
Bold**



Aa

Fonts & Suggested Sizing

Suggested Sizing
The text sizes shown here are for general materials of letter sized pages. Feel free to adjust the sizing and hierarchy proportionally for larger or smaller materials

! If your section of text is longer than two sentences, it should be left aligned for accessibility

Heading 1

Avenir Next Condensed Bold, All-caps
Can be displayed in spinach green
Section Dividers: 60pt † 50pt
General Headings: 34pt † 38pt

Introduction Text

Avenir Next Medium
14pt † 20pt

Heading 2

Capitalize the first letter of each word
Avenir Next Bold
18pt † 23pt

Heading 3

Capitalize the first letter of each word
Avenir Next Bold
12pt † 18pt

Body Copy

Avenir Next Regular
10pt † 15pt

Quote / Call out

Avenir Next Bold, Green
Spinach Green
16pt † 18pt

Call To Action

Capitalize the first letter of each word
Avenir Next Bold
12pt † 16pt

Caption

Avenir Next Regular
8pt † 12pt

HEADING 1

Introduction text lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Heading 2

Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Heading 3

Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

"This is a testimonial from a Double Up Food Bucks Shopper."

- Attribution

Call To Action

Caption lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Open-source Font Alternatives

If Avenir Next is not available on certain online platforms (Google Docs) or operating systems, you can use **Montserrat**, a free, open-source font which can be downloaded from **Google Fonts**.

! If your section of text is longer than two sentences, it should be left aligned for accessibility

Heading 1

Montserrat Bold, All-caps

Can be displayed in spinach green

Section Dividers: 60pt † 50pt

General Headings: 34pt † 38pt

Introduction Text

Montserrat Regular

14pt † 20pt

Heading 2

Capitalize the first letter of each word

Montserrat Bold

18pt † 23pt

Heading 3

Capitalize the first letter of each word

Montserrat Bold

12pt † 18pt

Body Copy

Montserrat Regular

10pt † 15pt

Quote / Call out

Montserrat Regular Bold

Spinach Green

16pt † 18pt

Call To Action

Montserrat Regular

12pt † 16pt

Caption

Montserrat Regular

8pt † 12pt

HEADING 1

Introduction text lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Heading 2

Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Heading 3

Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

"This is a testimonial from a Double Up Food Bucks Shopper."

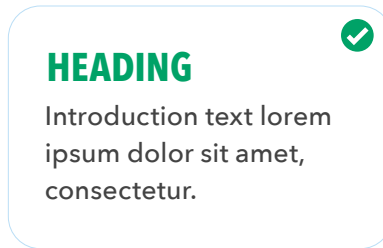
- Attribution

Call To Action

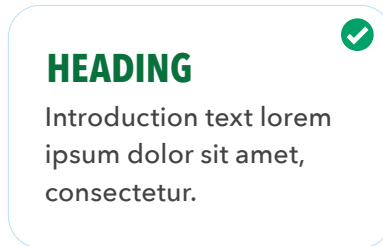
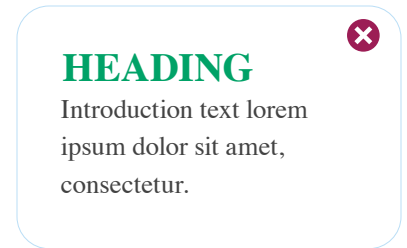
Caption lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Typesetting Tips

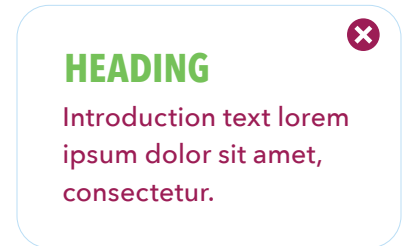
- ✓ The text should always be displayed horizontally and not vertically
- ✓ Avoid fully justifying (text spaced so the left and right sides of the text box both have a clean edge), as it is more challenging to read, especially for people who are dyslexic
- ✓ If a section of text is longer than two sentences, it is recommended that it be left-aligned for improved legibility
- ✓ On the web, use the accessible shade of spinach green for headlines
- ✓ Ensure that text and background color combinations meet minimum accessible contrast ratios as seen on page 13



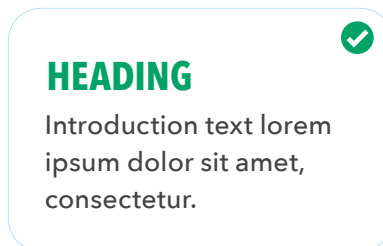
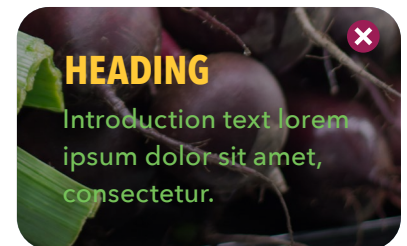
Only use fonts that are approved in this guide



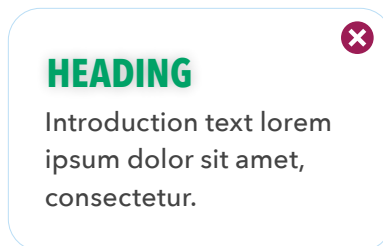
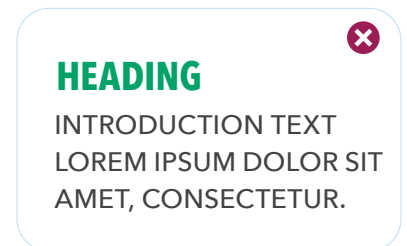
Only use display fonts in spinach green, black or white depending on the background color



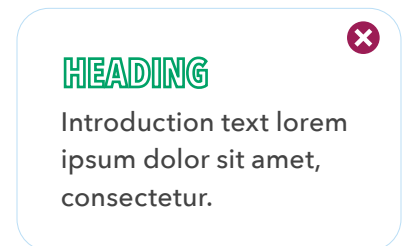
When displaying text over an image, it must be white



All caps should only be used for major headings



Avoid the use of drop-shadows



Avoid outlining text

GRAPHIC ELEMENTS

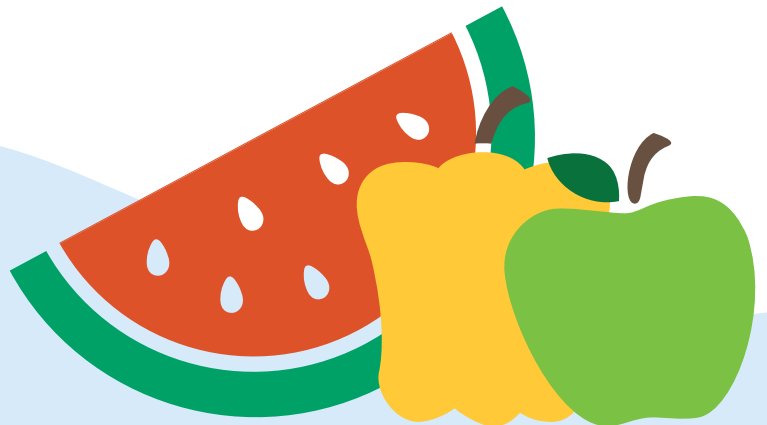
Double Up uses simple custom graphic elements to create a vibrant and consistent look across different applications. These graphic elements typically take the form of vector illustrations and holding shapes used to frame content.



File Formats

Use **.SVG** files for vector-based applications that require scalability.

Use **.PNG** files if you require a transparent background.

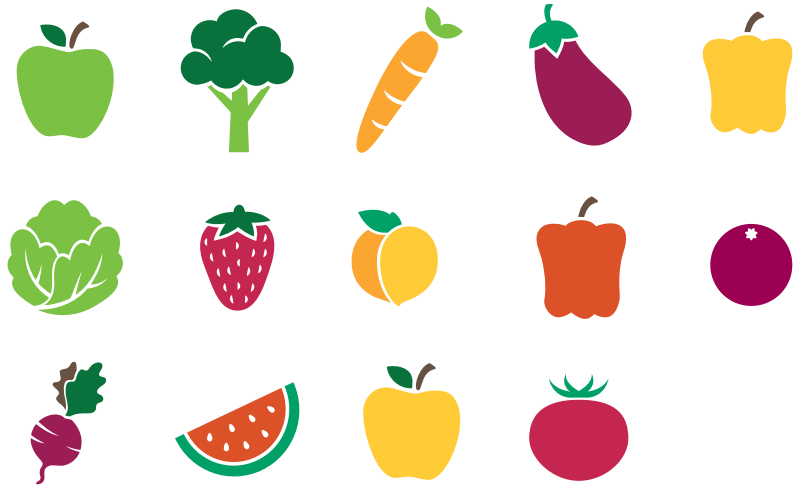


Fruit and Veggie Icons

Our custom icons set a warm and friendly tone, and emphasize access to more fresh and healthy food.

Basic Guidelines

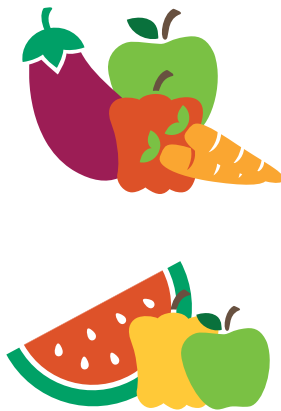
- ✓ Only display the icons in the provided colors
- ✓ Icons should always be small enough so that they do not distract from key messages
- ✗ Avoid adding effects such as shadows or gradients



Icon Bunches

A fun way to display icons is by creating a bunch and placing it on the application.

- ✓ Combine 1,3 or 5 icons
- ✓ Anchor icons to the corner of a page or a major element such as a page title
- ✓ Combine icons that have a variety of shapes and colors



OUR COLORS

Our brand is vibrant and colorful, using fresh hues that represent the bounty of healthy food available in State's across the country. Our primary palette combines greens and yellows, and a series of neutral blues help anchor the identity. Color helps infuse optimism into the Double Up brand from our website to signage in grocery stores and farmers markets.



Use **CMYK** values for use in print.
Use **RGB** values for use in digital.
Use **HEX** values for use on websites



Icon bunches can be anchored to a corner of the application

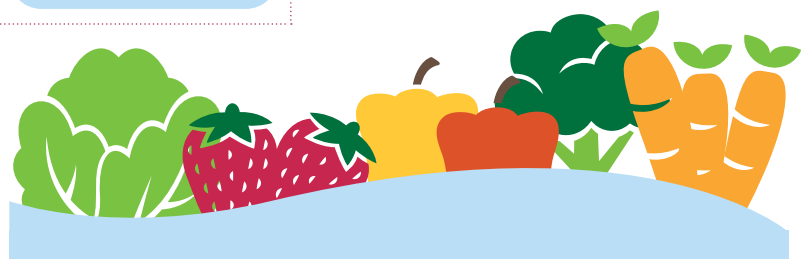
Icon Banners

In some applications, a more vibrant pop of color and energy is required; in this case, place a wave graphic over a longer grouping of fruit and veggie icons.

- ✓ Anchor the banner to the bottom of a page
- ✓ Banners can take up no more than 1/3 of the application
- ✗ Only display one banner per application



Icon banners can be anchored to the bottom of the application



Fruit and Veggie Icons

(Continued)

Highlight boxes

Icons can be used to frame quotes, calls to action and button graphics. Highlight boxes create cohesion with the look and feel of our website.

- ✓ Highlight boxes should be white or fresh blue
- ✓ Highlight boxes should have rounded corners
- ✓ Highlight boxes should always be placed towards the bottom or side of an application
- ✓ Frame one or two icons on up to two corners of the highlight box
- ✓ Highlight boxes should be placed over an image or darker background color
- ✗ If placing a highlight box over an image of people, it should not cover their face

Highlight boxes should have rounded corners



Place icons behind and in-front of the highlight box for depth



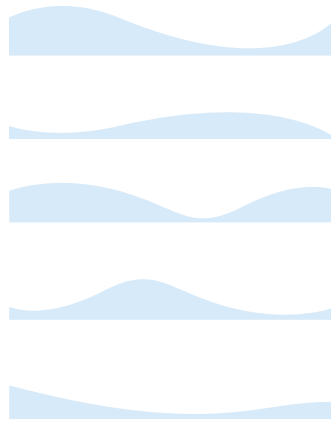
Highlight boxes are a great place to include logos that require a white background

Find our icons in PNG, SVG, & .AI formats on our brand assets webpage www.DoubleUpAmerica.org/Brand

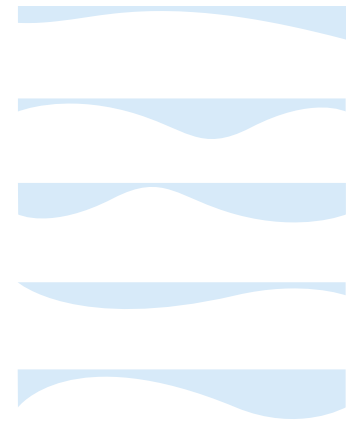
Wave Elements

Wave elements are used to help create order and movement in an application. Their primary purpose is to help distinguish between different sections or messages.

A variety of waves are available. Use a wave that best fits the application you are creating.



Waves, bottom-aligned



Waves, top-aligned

Basic Guidelines

- ✓ Waves should always be anchored to the top, bottom or side of an application
- ✓ Waves are most often displayed in a blue or spinach green hue, however, any color from the palette can be used
- ✓ Up to two waves can be used on a single application
- ✓ Waves can be used in combination with photography

No wave should take up more than 1/3 of the layout

Feel free to overlap waves with other graphic elements

Display waves in a variety of colors

Place key messages within waves

Find our waves in PNG, SVG, & .AI formats on our brand assets webpage www.DoubleUpAmerica.org/Brand

Supplementary Graphics

A variety of supplementary badges and graphics are used frequently to express location and important features of Double Up.

Badges

Badges are used to highlight important features of Double Up, and can be displayed in white and high contrast colors.

- ✓ Always make sure that the badge does not compete with the key message on the application

Maps & Pins

Stylized Maps and pins help distinguish the state location and can be used as a background element or a graphic on applications.

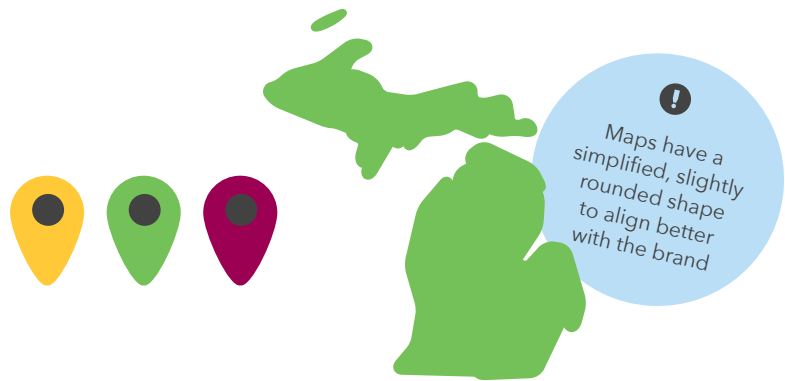
- ✓ Always make sure that the map does not compete with the key message on the application
- ✓ Reach out to the Fair Food Network team if you would like support creating a custom graphic of your state

Buttons

Buttons help bring emphasis to our website which is where people can find more information about Double Up.

- ✓ Always display the button in yellow with black text
- ✓ Only display one button per application
- ✓ Capitalize each word in the URL for accessibility

Find our Supplementary Graphics in PNG, SVG, & .AI formats on our brand assets webpage
www.DoubleUpAmerica.org/Brand



The padding on either side of the text should be equal to half the height of the button



The height of the button should be 2.5 times the height of the text

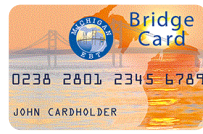
SNAP/EBT Cards

SNAP/EBT card graphics are an important part of the Double Up brand. They help visualize the link between Double Up and local SNAP programs.

SNAP/EBT card graphics are simplified, vector versions of the original cards, allowing them to feel cohesive with our brand's colorful and illustrative nature.

How to use it...

- ✓ Use an SNAP/EBT card graphic at least once on every marketing application and on web pages
- ✓ Use the SNAP/EBT card graphic when locked up with the Double Up logo or simplified SNAP/EBT lockup
- ✓ The SNAP/EBT card graphic is often accompanied by the phrase "Have an SNAP/EBT card?" Towards the top of the application



Original card



The SNAP/EBT card is always set at a nine degree angle



Simplified vector illustration with softer colors and simplified shapes



The SNAP/EBT lockup often overlaps a wave element

Find our **SNAP/EBT template** in .AI format on our brand assets webpage www.DoubleUpAmerica.org/Brand

If you require a **state-specific SNAP/EBT card graphic** please reach out to our team at Media@FairFoodNetwork.org

HAVE A BRIDGE CARD?

GET DOUBLE THE FRUITS & VEGGIES
With Double Up Food Bucks

Use Double Up Here!

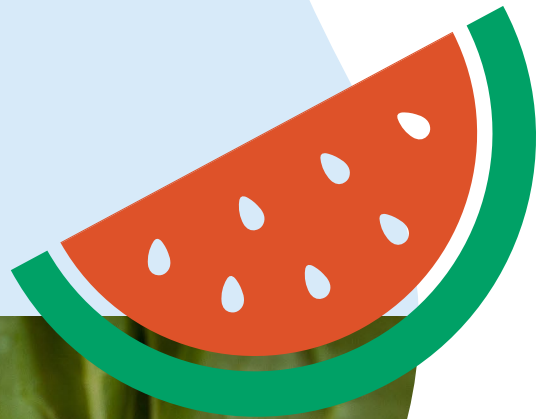
Double Up Food Bucks is a Fair Food Network Program

NEED A BRIDGE CARD?

DOUBLE UP FOOD BUCKS

PHOTOGRAPHY

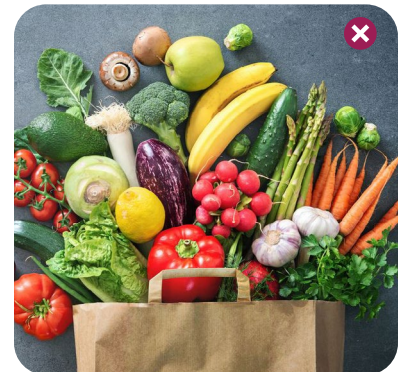
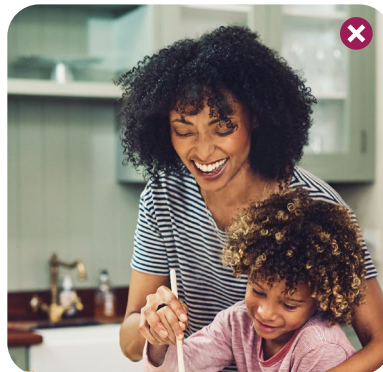
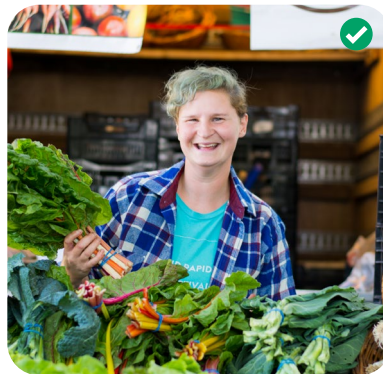
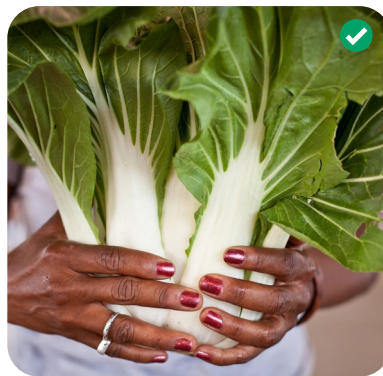
While we mainly rely on our illustrations for visual effect, we appreciate photographs when appropriate. Our photographs capture our dedication to promoting healthy foods and community outreach.




Find a collection of
approved photos on our
brand assets webpage
www.DoubleUpAmerica.org/Brand

Photo Guidelines

- ✓ Photographs should be cropped full-bleed, clear and sharp with natural lights and shadows
- ✓ Any text should be placed with high contrast for legibility. To improve contrast, consider adding a black overlay over the image.
- ✓ Every photo should emphasize fresh food. Other elements in the photo should not distract from the foods.
- ✓ Foods depicted must be healthy choices such as fruits and veggies
- ✓ Depictions of people should be used sparingly, as our primary focus remains on food
- ✓ Human subjects should be diverse, inclusive, and positive
- ✓ A great way to showcase human subjects while still emphasizing fresh food is to focus on people's hands
- ✗ Avoid using photo filters
- ✗ Avoid using highly stylized photos



APPLICATIONS & LAYOUTS

Our brand has a lot of flexible assets to help create clear and vibrant materials. From our websites to promotional materials and social media, use the following examples to inspire fresh designs.

HAVE A BRIDGE CARD?

DOUBLE UP FOOD BUCKS

Bridge Card

GET DOUBLE THE FRUITS & VEGGIES

With Double Up Food Bucks

Use Double Up Here!

Double Up Food Bucks is a Fair Food Network Program

!
To access a range of material templates please reach out to our team at Media@FairFoodNetwork.org

Layout Structure

Our materials are constructed through the use of sections which we call zones. Promotional materials contain two or three zones depending on their size and orientation.

#1 Context Zone

The context zone includes details about eligibility or another key message.

- ✓ Wave graphic anchored to the top of the page with a message of eligibility
- ✓ Large logo and SNAP/EBT card

#2 Active Zone

The active zone includes the key message and any accompanying details.

- ✓ Largest heading to express the key promotional point
- ✓ Typically on the lightest background color
- ✓ May include a supplementary graphic

#3 Action Zone

The action zone includes the next steps to take. This zone may not be included on simple applications, or ones which are limited by space.

- ✓ Wave graphic anchored to the bottom of the page
- ✓ May include a highlight box with a message and button
- ✓ May include partner logos

HAVE A BRIDGE CARD?

GET DOUBLE THE FRUITS & VEGGIES
With Double Up Food Bucks

UP TO \$20 PER DAY

Try Double Up Today
If you have a Bridge Card, you can use Double Up at farmers markets and grocery stores across Michigan!

Get Started Today

DoubleUpFoodBucks.org

FAIR FOOD NETWORK
USDA
SNAP Supplemental Nutrition Assistance Program
MDHHS Michigan Department of Health & Human Services

Layout Tips

The following tips can help you create consistent and clear materials. Please use creative judgment when replicating these tips on applications of various scales and sizes.

Limit all-caps headings to a maximum of two instances on a single application

Always use the full logo at least once on each layout. You may use a SNAP/ EBT Card lockup to achieve this

HAVE A BRIDGE CARD?



GET DOUBLE THE FRUITS & VEGGIES

With Double Up Food Bucks

Using apple green for text is not recommended, but if it must be used, limit it to headline highlights and never use it in digital applications.

UP TO
\$20
PER DAY

Try Double Up Today

If you have a Bridge Card, you can use Double Up at farmers markets and grocery stores across Michigan!

Get Started Today

DoubleUpFoodBucks.org



Anchor up to two waves on the top and bottom of a single application

Inspiring Promotional Materials

HAVE A BRIDGE CARD?



GET DOUBLE THE FRUITS & VEGGIES
With Double Up Food Bucks

UP TO \$20 PER DAY
Try Double Up Today
If you have a Bridge Card, you can use Double Up at farmers markets and grocery stores across Michigan!

Get Started Today
DoubleUpFoodBucks.org




HAVE A BRIDGE CARD?



GET DOUBLE THE FRUITS & VEGGIES
With Double Up Food Bucks

250+ Locations
If you have a Bridge Card, you can use Double Up at farmers markets and grocery stores across Michigan!

Find a Participating Location at
DoubleUpFoodBucks.org




Double Up Food Bucks is a Fair Food Network Program

HAVE A BRIDGE CARD?



GET DOUBLE THE FRUITS & VEGGIES WITH DOUBLE UP FOOD BUCKS

Apples \$2 /lb



HAVE A BRIDGE CARD?



GET DOUBLE THE FRUITS & VEGGIES
With Double Up Food Bucks



Use Double Up Here!
Double Up Food Bucks is a Fair Food Network Program

Inspiring Social Media

FARMERS MARKETS ARE NOW OPEN!



NEED A BRIDGE CARD?



GET THE MYFRESH WALLET APP

Download Now

"The great thing about Double Up is that everyone wins! I love being able to help Michiganders get more of our fresh veggies at farmers markets across the state!"



- Farmer

FIND THE FILES YOU NEED

All of the brand files are located Double Up America brand webpage. Use this directory to find them.

www.DoubleUpAmerica.org/Brand

File Types

Most files are available in a variety of formats. Use this guide to determine which file format to use.

SVG

SVG files are vector files which can be scaled to any size without becoming pixelated. They can be used on the web, or in opened and edited in Adobe Illustrator.

AI

Adobe Illustrator files are vector files which can be scaled to any size without becoming pixelated. These files can be opened and edited in Adobe Illustrator.

PNG

PNG files are raster files which are ideal for use in digital environments such as social media graphics or on the web. These files can be used in the Adobe Creative Suite or other graphics programs. PNG files take advantage of transparent backgrounds. PNGs can be scaled to a point, after which they become pixelated.



DIRECTORY

Logos

PATHWAY

Brand Webpage > Logos

The Double Up logo is available in the following arrangements in full-color, semi-white and white

Main Logo Vertical & Horizontal, Circle, Circle+SNAP/EBT, Stack Templates

Fonts

PATHWAY

Brand Webpage > Fonts

The Double Up fonts are available in the brand directory, and can also be downloaded / purchased via the following links:

Avenir Next Condensed, Avenir Next Montserrat - <https://fonts.google.com/specimen/Montserrat>

Graphic Elements

PATHWAY

Brand Webpage > Fruit & Veggie Icons
Brand Webpage > Badges
Brand Webpage > Pins
Brand Webpage > Waves

Our signature graphic elements can be downloaded as Vector SVG's and PNG's. Each folder also contains a working file for each element that can be used or adapted by designers using Adobe Illustrator.

Before editing or creating new graphic elements we recommend that you make a copy of the working file first.

Photography

PATHWAY

Brand Webpage > Photos

A variety of approved images to use in photo-based applications are available for use.



IT'S YOUR TURN. DESIGN AWAY!



**DOUBLE UP
FOOD BUCKS™**

For brand inquiries please contact
Media@FairFoodNetwork.org