



Food Bank of Alaska Brand Color Palette

Below is a breakdown of the color palette for Food Bank of Alaska, including how each color ties into uniquely Alaskan elements to reinforce brand identity, place-based storytelling, and emotional resonance:

PRIMARY

#A75154 Canned Tomatoes <i>Bold, nourishing, full of heart</i>	#725E50 Whole Grain Bread <i>Grounded, familiar, everyday strength</i>	#BAA67F Honey Crust Bread <i>Warm, textured, approachable neutral</i>	#F7F7ED White Bread <i>Soft, clean, welcoming space</i>
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SECONDARY

#C68930 Roasted Squash <i>Cozy, golden, harvest-forward</i>	#2C4A5E Wild Alaskan Blueberries <i>Resilient, local, naturally bold</i>	#A3C0BD Yukon Silt <i>Calm, balanced, dignity-centered</i>	#738F65 Spruce <i>Rooted, strong, evergreen foundation</i>
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TERTIARY (seasonal, event-based)

#B85300 Smoked Paprika <i>Vibrant, commanding, attention-worthy</i> Hunger Action Month	#F26344 Sockeye Salmon <i>Emotional, heartfelt, action-inviting</i> Anchorage Restaurant Week	#424325 Thyme <i>Earthy, restorative, stabilizing support</i> Anchorage Restaurant Week	#4D3C4C Blackcurrant Jam <i>Rich, elegant, quietly powerful</i> Planned Giving	#BA8B84 Rosehip <i>Warm, compassionate, quietly uplifting</i> We Believe
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