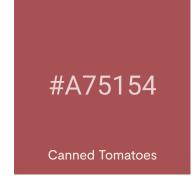


# Food Bank of Alaska Brand Color Palette

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**



Bold, nourishing, full of heart

# #725E50 Whole Grain Bread

Grounded, familiar, everyday strength



Warm, textured, approachable neutral



Soft, clean, welcoming space

## **SECONDARY**



Cozy, golden, harvest-forward



Resilient, local, naturally bold



Calm, balanced, dignity-centered



Rooted, strong, evergreen foundation

### TERTIARY (seasonal, event-based)



Vibrant, commanding, attention-worthy

**Hunger Action Month** 

#F26344 Sockeye Salmon

Emotional, heartfelt, action-inviting

Anchorage Restaurant Week #424325 Thyme

Earthy, restorative, stabilizing support

Anchorage Restaurant Week #4D3C4C
Blackcurrant Jam

Rich, elegant, quietly powerful

Planned Giving



Warm, compassionate, quietly uplifting

We Believe