





# Graphic Standard Manual

2022

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- Introduction
- Principle Activities
- Public Image

## Principle Activities



*Meals on Wheels* is a national non-profit organization supporting the more than 5,000 community-based programs across America that are dedicated to combatting senior isolation and hunger.

Our mission is to empower local community programs to improve the health and quality of life of the seniors we serve so that no one is left hungry or isolated.

The network of programs throughout the country that *Meals on Wheels* manages deliver over a million meals each day to seniors, and to a lesser degree, the disabled. Besides meals, deliveries function as check-ins and provide much-needed companionship for the seniors we serve to ensure their safety and to improve their quality of life.

## Public Image

The target audience of our services are seniors who wish to live independently in their own homes and who cannot reliably purchase or cook meals for themselves.

The program is largely run by volunteers. We aim to attract volunteers from all walks of life who want to make a positive change in their communities. We deem this the, “everyman” approach, supporting our ideals of interdependence and empathy.

*Meals on Wheels* already has a reputation for being a well-established food delivery service for seniors, but we would like to convey that we provide much more than just meals.

We socialize with our seniors and work with local community senior centers to battle the isolation so often felt when living alone. We also ensure our seniors’ safety by visiting them regularly and contacting their families or emergency services when there is cause for concern or even disaster.



# Logo

## Design

## Graphic Elements

## Measurements

## Do's

## Don'ts

# Design

Our logo conveys the humanity, interdependence, and compassion that *Meals on Wheels* builds its mission upon with the central point being the silhouette of two joyful figures exchanging a meal. The figures are left ambiguous to allow people the chance to imagine themselves delivering or receiving one of our meals.

The dynamism of the slanted *m/w* shape in our logo represents our mission to push forward. It also displays the energy and conviction needed by our volunteers to change our communities for the better.

The flowing nature of the design connects each of its parts, further reinforcing the idea of interdependence and teamwork.



## Graphic Elements



The logo is geometrically formed using several overlapping circles in a 2:1 ratio to create the interweaving ribbons.

Each ribbon is slightly offset from one another to create a slightly slanted circular shape between them. This represents the determination to progress our society as well as giving the logo more energy.

The two figures overlap the ribbons and bridge the gap between them to give a sense of depth and companionship.

The *Meals on Wheels* type set in Aisha Arabic Bold is synonymous with the logo, particularly due to the similarity of the logo's silhouette to the "M" of the typeface while retaining many organic structures.



## Measurements

The smaller of the two circles that help to build the logo acts as the basis for the clear space required when presenting the logo. This clear space provides the logo room to express its clarity, provide a stronger presence, and deliver a clear message.



The logo is not to be scaled to below 1" high in print, which is equivalent to 96 pixels online.



## Do's



Keep the original proportions



Use the original logo or without text



Spell out "Meals on Wheels"

## Do's Cont.

Use original palette whenever possible



Have clear space around the logo



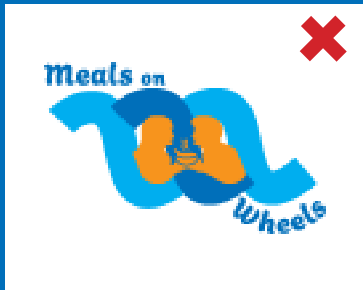
Present the logo clearly



## Don'ts



Do not stretch or condense the logo



Do not redraw the logo



Do not use the logo as type

## Don'ts Cont.

Do not use low contrast colors

Do not crowd the logo

Do not hide or obstruct the logo





Colors


Logo Colors  
Alternative Palettes

**Pantone**

Pantone 115-8 C

Pantone 106-8 C

Pantone 20-8 C



**CMYK**

PMS 115-8 C: 100; 0; 0; 0

PMS 106-8 C: 100; 52; 0; 0


PMS 20-8 C: 0; 50; 100; 0

**RGB**

RGB: 0; 174; 239; Hex #00AEEF

RGB: 0; 111; 186; Hex #006FBA

RGB: 247; 148; 29; Hex #F7941D



## Alternative Palettes

The original color palette should be prioritized before the use of any alternative palette.

**Grayscale:** Used if there is no option for color

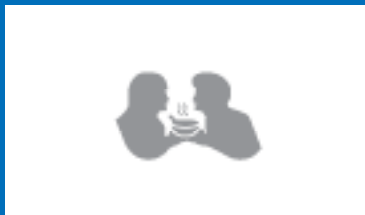
Black 94%

Black 40%



**White:** Used on dark surfaces ex. black merchandise

Black 50%



## Typography

### Accompanying Type

## Accompanying Type

The *Meals on Wheels* logotype is in Aisha Arabic Bold. Do not use Aisha Arabic Bold as text for a body paragraph, headline, etc.

### **Aisha Arabic Bold**

Preferred header font is Calibri Bold. It is a simple sans-serif font with slightly rounded lettering that contrasts well when paired with Georgia. The rounded lettering helps to balance the thick stroke so as not to appear aggressive.

### **Calibri Bold**

Preferred accompanying font is Georgia. It is a serif font that is professional as well as highly legible. The thicker stroke weight compared to other serif fonts makes it clearer to read from afar.

Georgia, *Georgia*, **Georgia**

## Application

### **Merchandise Stationary**

# Merchandise



Maintain at least a minimum of 1” of clearspace surrounding the logo.



Use the white color palette for black or other darkly colored merchandise.



Avoid bright colors that obscure the figures.

# Stationary

When the *Meals on Wheels* logo is used to authenticate a piece of official documentation it must be displayed prominently in the header with adequate clear space. In the case of black and white stationary, please refer to the Alternative Palettes section (pg. 13).

The logo may be placed in either the top-left or top-right of the document. It is heavily advised against placing the logo in the footer of a document.

Body text is to be set in Georgia in a pt. range between 10-12. Text requiring emphasis or additional attention is set in Georgia using Pantone 106-8 C as the color. This text may optionally be set in bold to provide even greater emphasis.

Absolutely no body text, heading, or subheading is to be set in Aisha Arabic Bold. This typeface is only to be used when displaying the logo with the “*Meals on Wheels*” logotype.



## Contact Information

### Address

1550 Crystal Drive, Suite 1004  
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### Main Phone

1-888-998-6325

### Fax

703-548-5274

Thank you for considering  
the Meals on Wheels brand!

