



# F.E.A.S.T. Brand Guide

## Brand Voice & Messaging

### FEAST Brand Story

In the midst of the challenges of caring for a loved one with an eating disorder, many caregivers feel isolated and overwhelmed. FEAST was born from the shared experiences of those who have walked this difficult path. Founded by dedicated individuals who have faced these struggles firsthand, FEAST became a beacon of hope, offering compassion, understanding, and unwavering support to caregivers worldwide. By sharing our journey and resources, we strive to empower every caregiver to feel less alone and more equipped to navigate their own family's journey.

### FEAST Brand Purpose(s)

To nurture a community for eating disorder caregivers worldwide, empowering them with knowledge, skills, and compassionate support.

To create a world where every caregiver of someone with an eating disorder feels supported, educated, and never alone.

To champion the well-being of eating disorder caregivers, providing them with the resources and empathy needed to support their loved ones.

To be a beacon of hope and support for those caring for individuals with eating disorders, fostering a global community rooted in compassion and knowledge.

To transform the journey of eating disorder caregivers through unwavering support, education, and a shared commitment to understanding and empathy.



# F.E.A.S.T. Brand Guide

## FEAST Brand Values

Compassion, community, empowerment, knowledge, empathy, support, hope, inclusivity

1. **Compassion:** We approach every caregiver with empathy and understanding, recognizing the emotional and physical toll of their journey.
2. **Community:** We create a global network of caregivers, offering a supportive environment where shared experiences and mutual support are central.
3. **Empowerment:** We provide caregivers with the tools, resources, and education they need to confidently support their loved ones and advocate for their well-being.
4. **Knowledge:** We believe in the power of information and education to transform lives, bridging the gap between clinical knowledge and real-life caregiving.
5. **Empathy:** We understand the challenges faced by caregivers because we've been there ourselves, and we offer a compassionate, listening ear to everyone who reaches out.
6. **Support:** We are committed to being a reliable source of support, offering practical advice, emotional assistance, and a sense of belonging to all caregivers. We inspire and cultivate resilience in caregivers, helping them navigate the ups and downs of their journey with strength and perseverance.
7. **Hope:** We aim to be a beacon of hope for caregivers, showing them that they are not alone and that there is a supportive community ready to help.
8. **Inclusivity:** We welcome caregivers from all backgrounds and strive to provide resources that are accessible and relevant to diverse needs and experiences.
9. **Integrity:** We maintain the highest standards of honesty and transparency in all our interactions and resources, ensuring caregivers can trust and rely on us.



# F.E.A.S.T. Brand Guide

## FEAST Brand Positioning Statement(s)

### Statement 1

For caregivers of individuals with eating disorders, FEAST provides compassionate support, practical resources, and a sense of community. FEAST is built on the shared experiences of those who have been in your shoes, offering empathy and understanding from those who truly “get it.” Our comprehensive resources and dedicated support help caregivers feel empowered and connected, making the challenging journey a little easier.

### Statement 2

FEAST serves as a lifeline for eating disorder caregivers, offering a unique blend of educational resources, emotional support, and community connection. Our target audience includes parents, family members, partners, and friends caring for loved ones with eating disorders. FEAST is founded by individuals who have experienced these challenges firsthand, ensuring our support is rooted in real-life experience and genuine empathy. We empower caregivers to provide the best possible care through informed and compassionate support.

### Statement 3

For anyone caring for individuals with eating disorders, FEAST offers a supportive, educational, and compassionate community. Our mission is to ensure caregivers never feel alone, providing practical tools and heartfelt support to navigate their journey. FEAST is driven by the collective wisdom of caregivers who have been there, ensuring our resources are both relevant and deeply empathetic. We stand out by transforming personal experiences into powerful support, fostering resilience, and understanding every step of the way.



# F.E.A.S.T. Brand Guide

## FEAST Brand Tone of Voice

FEAST should communicate with a tone that is empathetic, supportive, knowledgeable, encouraging, and inclusive:

- **Empathetic:** Showing deep understanding and compassion for the struggles caregivers face.
- **Supportive:** Offering reassurance and unwavering support, emphasizing that caregivers are not alone.
- **Knowledgeable:** Providing reliable, informed, and practical guidance based on real-life experiences and expertise.
- **Encouraging:** Inspiring hope and resilience, motivating caregivers to continue their journey with confidence.
- **Inclusive:** Welcoming and respectful of diverse backgrounds and experiences, ensuring everyone feels valued and understood.

## Brand copy example:

"We understand the challenges you face as a caregiver. FEAST is here to offer compassion, practical advice, education, and support. Eating disorders can be so challenging, but you are not alone on this journey. Together, many families like yours have navigated these difficult times with strength and hope. We encourage you to join our community today and find the support you need from people who have *been there*."

## Key Elements:

- Empathetic Language: "We understand the challenges you face."
- Supportive Tone: "We're here to offer a compassionate point of view."
- Encouraging Words: "Together, we can navigate these difficult times with strength and hope."
- Inclusivity: "Join our community today and find the support you need."
- Short, direct sentences; easy to read; clear.
- Limited use of exclamation marks, emojis, and hashtags.
- Provide comfort and reassurance in every message.



# F.E.A.S.T. Brand Guide

## FEAST Brand Tagline(s)

**We are here because we've been there.**

Other possibilities:

Your path, our journey. One plate at a time.

Support for your journey. Because we've been there.

Compassion, learning, and support for your caregiver journey.

Compassion and support for eating disorder caregivers worldwide.

[See next page for logo / visual identity.]



# F.E.A.S.T. Brand Guide

## Visual Identity

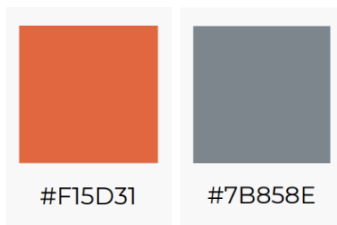
### FEAST Logo(s) / Word Mark / Colors

Standard logo:



### [Logo Files](#)

Logo color specs:



Note: **the branding graphic designed for standard widespread use is the logo shown above.** Variations of the standard logo (circular, stacked, transparent, white, etc.) will be introduced over time and included in this document.

As of August 2025, these variations are also acceptable for public use:



# F.E.A.S.T. Brand Guide

## FEAST Logo - Stacked Versions

Stacked - square “big heart” logo  
(big heart, smaller type)



Stacked square “balanced” logo  
(smaller heart, bigger type)



Stacked - round “big heart” logo:



Stacked round “balanced” logo:





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## FEAST Logo - Special Purpose(s)

In some cases, the use of the standard logo doesn't work as well as the following "reverse-heart-fill" variation, which is used on the FEAST website:

### Reverse-Heart Orange-Fill Version



### Full Org Name Version



### URL Version







# F.E.A.S.T. Brand Guide

## FEAST Logo - Social Avatar(s)

For branding and marketing purposes, **FEAST's profile images/avatars should use the logo consistently across all social platforms.** Doing so will ensure consistency and support FEAST's recognizability and brand identity over time:



In some cases, variants may be used to help clarify the main function of the social media account:



## FEAST Logo - Naming Convention and Usage

### Text Usage

- In formal written communications, including official announcements, annual reports, donation receipts, tax forms and other text-based materials, always use "F.E.A.S.T." with periods after each letter.
- Using "FEAST" (no periods) is generally acceptable in informal communications or in circumstances where use of the all-periods-included version might create excessive or undue fatigue for readers.



# F.E.A.S.T. Brand Guide

## Logo Usage

- The logo uses the **Montserrat** typeface in the "F • E • A • S • T" format with smaller, lighter grey dots between letters, except after the final 'T'.
- This updated logo design improves readability, especially at smaller sizes.

## Rationale

This compromise between the text version (F.E.A.S.T. with periods) and the logo version (the letter forms F, E, A, S, and T with lighter grey dots in between) maintains brand consistency and continuity over time while still enhancing logo readability at all sizes. In the logo, the dots between the letters can be interpreted as a 'visual homage' to the historic use of the brand and the official IRS-recognized name (F.E.A.S.T.).

## Guidelines for Different Contexts

- Written communications: Always use F.E.A.S.T.
- Visual branding elements: Use the updated logo with smaller, lighter grey dots














## Common Mistakes to Avoid

- Using F.E.A.S.T (without the last period after "T") in written text
- Mixing old and new logo versions
- Using old logo versions



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## Examples of “Old” Logo Versions

 <p><b>social brand guide / website</b></p>	 <p><b>old documents</b></p>	 <p><b>ATDT forum</b></p>	 <p><b>ATDTfb group</b></p>
 <p><b>very old documents</b></p>	 <p><b>gmail/footer</b></p>	 <p><b>linktr.ee</b></p>	 <p><b>feast principles</b></p>
 <p><b>LinkedIn</b></p>	 <p><b>facebook+instagram</b></p>	 <p><b>YouTube</b></p>	  <p><b>twitter / X</b></p>



# F.E.A.S.T. Brand Guide

## Brand Colors

### Primary Colors





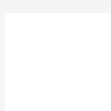
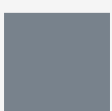


The primary colors for F.E.A.S.T. are #F15D31 (a vibrant orange), #262882 (a deep blue), #7B858E (a medium gray), and #FFFFFF (white). Primary colors are typically used for:

1. Logo design
2. Main headings and titles
3. Call-to-action buttons
4. Key graphic elements
5. Dominant color in website headers or footers

### Secondary Colors

The secondary colors are #F38A50 (a lighter orange), #2D5778 (a muted blue), #34C6C6 (a teal), and #DDDDDF (a light gray). Secondary colors are often used for:

1. Supporting design elements
2. Backgrounds
3. Text colors
4. Hover states for buttons or links
5. Accents and highlights

COLORS			
PRIMARY		SECONDARY	
			
#F15D31	#262882	#F38A50	#2D5778
			
#FFFFFF	#7B858E	#34C6C6	#DDDDDF