

Brand Guidelines



for Partners

Logo System

Proper use and exclusion zones

The exclusion zone around the logo defines the area into which no other typography and graphic elements can intrude. It ensures visibility, clarity and visual impact of the logo.

The minimum clear space around the logo is equal to the height and width of the 's' in the English version and the 'd' in the French version.

The formula shown applies to all sizes and iterations of the logo. This exclusion zone is also applicable to the reverse versions of the logo.

English

[Click here to download English logo](#)



French

[Click here to download French logo](#)



Logo System

Incorrect usage

Our logo represents the Second Harvest brand and values, ultimately reinforcing trust through consistency. Accordingly, the logo should not be modified or altered in colour or composition. The examples included apply to both English and French logos.



second
harvest

Do not deconstruct by removing or separating elements



second
harvest

Do not build on it by adding strokes, shadows or outlines



second
harvest

Do not distort by skewing or scaling elements



second
harvest

Do not rotate the logo or any elements



second
harvest
LOREM IPSUM DOLOR

Do not infringe upon the logo clear space



second
harvest

Do not alter colours from the approved brand colours

Typography

Primary Font

Mark OT

Light AaBbCcDd 12345 ?!\$&

Regular AaBbCcDd 12345 ?!\$&

Italic AaBbCcDd 12345 ?!\$&

Medium AaBbCcDd 12345 ?!\$&

Bold AaBbCcDd 12345 ?!\$&

Heavy AaBbCcDd 12345 ?!\$&

Secondary Fonts

Merriweather

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!\$&*)

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!\$&*)

Colours

Main Palette

PANTONE 382
HEX C4D600
C28 M0 Y92 K0
R194 G212 B63

PANTONE 362
HEX 4C9C2E
C74 M15 Y100 K3
R76 G156 B46

PANTONE 357
HEX 215732
C83 M19 Y73 K58
R50 G87 B58

Second Harvest is about growth, sustainability and fresh thinking. Our main palette of three greens supports this vision — from new-bud green to spring-field wheat to old growth forest, we are green!

The secondary colour palette is inspired by fresh food. Colours that represent the sustenance we need to flourish.

The Second Harvest identity is built on a varied and powerful palette of three greens of which PMS 362 is the primary colour. It is a striking green that stands apart and is both vibrant and unique.

The secondary palette supports and complements the greens and should be used where accent colours are required.

Secondary Palette

PANTONE 229
HEX 672146
C24 M100 Y17 K60
R103 G33 B70

PANTONE 215
HEX AC145A
C5 M100 Y26 K24
R157 G40 B85

PANTONE 7546
HEX 253746
C70 M43 Y23 K63
R61 G74 B87

PANTONE 7413
HEX DC8633
C1 M62 Y95 K2
R204 G127 B58

PANTONE WARM GRAY 3
HEX BFB8AF
C6 M7 Y9 K15
R199 G194 B188

Communications Guide

for Partners

Vision, Mission, Values



Vision

No Waste. No Hunger.

Mission

Our mission is to keep food where it belongs: on plates and out of landfills.

Values

Community

We improve food access to ensure everyone, regardless of their economic situation, can have good food.

Integrity

Open, honest and transparent, we hold ourselves to the highest ethical standards.

Environment

We consistently strive to have a positive impact on the environment.

Collaboration

We believe we can accomplish more when we work together.

Our Boilerplate



Single-line description

Second Harvest is Canada's largest food rescue organization. Our mission is to keep food where it belongs: on plates and out of landfills.

Shortened boilerplate

Second Harvest is Canada's largest food rescue organization and a global thought leader on food waste and perishable food redistribution. It rescues unsold surplus food from thousands of food businesses from across the supply chain to redistribute it to non-profits in every province and territory. This prevents harmful greenhouse gases from entering the atmosphere while improving access to nutrition for millions of Canadians experiencing food insecurity. Beyond food rescue and redistribution, Second Harvest is deeply involved in advocacy, research, training and education. Its groundbreaking reports, such as "The Avoidable Crisis of Food Waste," provide critical data and insights to inform public policy and educate the public on sustainable food systems.

Our Boilerplate ^{cont}



Full Boilerplate

Second Harvest is Canada's largest food rescue organization and a global thought leader on food waste and perishable food redistribution. It rescues unsold surplus food from thousands of food businesses from across the supply chain to redistribute it to non-profits in every province and territory. This prevents harmful greenhouse gases from entering the atmosphere while improving access to nutrition for millions of Canadians experiencing food insecurity. Beyond food rescue and redistribution, Second Harvest is deeply involved in advocacy, research, training and education. Its groundbreaking reports, such as "The Avoidable Crisis of Food Waste," provide critical data and insights to inform public policy and educate the public on sustainable food systems.

Second Harvest is committed to driving systemic change, helping to shape policies and practices that reduce food waste and address its role in climate change, while also supporting communities by providing them with the food they need.

To learn more, visit www.secondharvest.ca.

Key Messaging



Food Waste and Food Insecurity

At least 10 million people in Canada are food insecure.
Nearly 1 in 4 people in Canada don't know where their next meal is coming from.
46.5% of all food in Canada is wasted every year.
8.83 million metric tonnes of perfectly good food goes to waste in Canada each year — that's enough to feed over 17 million people three meals a day for a year.
When we waste food, we waste everything that goes into making that food — water, energy, agricultural land, fuel, labour, etc.
One fifth of all the food on the planet is wasted.
If food waste were a country, it would be the third largest producer of GHG emissions after China and the United States.
There are 4x more food charities than there are grocery stores in Canada.
\$58 billion worth of edible food goes to waste every year in Canada.
Globally 8-10% of GHG emissions are caused by food waste.

Second Harvest Impact

In 2024, Second Harvest rescued and redistributed 87.1 million pounds of good surplus food .
In 2024, Second Harvest averted an estimated 288 million pounds of GHGs from entering the atmosphere — the equivalent of taking 40,022 passenger vehicles off the road.
Our food rescue efforts helped prevent an estimated 59.3 billion litres of water from going to waste in 2024 alone — that's equivalent to taking 400 million 10-minute showers .
In 2024, Second Harvest rescued and redistributed good surplus food in over 900 communities in Canada.
In 2024, through its network of over 5,000 non-profit organizations , Second Harvest supported over 12,400 individual programs that provide food to communities.
Since 1985, Second Harvest has averted an estimated 1.12 billion pounds of GHGs from entering the atmosphere.
Since 1985, Second Harvest has rescued and redistributed over 432 million pounds of food — enough to feed over 394,000 people three meals a day, every day, for an entire year .