Brand and Communications Guidelines

for Partners

FY27

Logo, Typography, Colours, Boilerplate, Key Messaging

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.



Do not deconstruct by removing or separating elements



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



Do not distort by skewing or scaling elements



Do not rotate the logo or any elements



Do not infringe upon the logo clear space



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 Font

Merriweather

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

Web Font

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

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

Innovation:

We lead with bold ideas and creative solutions to tackle food waste, strengthen food security and protect our environment, revolutionizing food rescue and redistribution. Through innovative use of technology, we drive efficiency and amplify our impact at every stage of our work.

Impact:

We focus on real, measurable change so that every action we take helps feed people and protect our planet. We measure our success not only by the amount of food rescued, but by the positive outcomes we create for communities across Canada.

Integrity:

We act with transparency and accountability, honouring the trust of our donors, partners and communities. We strive to work collaboratively with non-profits, government and industry to reduce waste and build a stronger, more sustainable food system.

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

Almost **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 the food produced for Canadians is wasted each year.
8.83 million metric tonnes of perfectly good food go to waste in Canada each year — that's enough to feed 17 million people three meals a day for an entire 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 **four times** more food charities than there are grocery stores in Canada.
$58 billion worth of edible food goes to waste every year in Canada.
8-10% of global GHG emissions are caused by food waste.

Second Harvest Impact

In 2026, Second Harvest rescued and redistributed **126 million pounds of good surplus food** — enough to feed over **115,000 people** the equivalent of three meals a day, every day, for an entire year.
In 2026, we averted an estimated **402 million pounds of GHGs** from entering the atmosphere — the equivalent of taking **60,972 passenger vehicles off the road.**
Our food rescue efforts helped prevent an estimated **85 billion litres of water** from going to waste in 2026 alone — enough to fill **34,000 Olympic-sized swimming pools.**
Through our network of over **4,000 non-profit organizations,** Second Harvest supports over **16,000 programs** that provide food to communities.
Since 1985, we have averted an estimated **1.9 billion pounds of GHGs** from entering the atmosphere.
Since 1985, we have rescued and redistributed over **653 million pounds of food.**