

2021

STYLE GUIDE + MARKETING GUIDELINES
FOR DOUBLE UP FOOD BUCKS
PROGRAM PARTNERS



**DOUBLE UP
FOOD BUCKS™
NEW YORK**
A PROGRAM OF FIELD & FORK NETWORK

INTRODUCTION

WHY A STYLE GUIDE?

With more than 130 unique sites across 23 counties in New York State, Field & Fork Network has developed guidelines for its Double Up Food Bucks program to ensure a strong identity system that eliminates confusion in the minds of target audiences and strengthens our organization.

Consistency in the use of the program logo and other elements will help consumers recognize that a particular communication involves Double Up Food Bucks, creating an image of cohesiveness and competence.

This guide can help you follow a uniform style for any type of document you create, including:

- Web, email and social media
- Marketing materials
- Training materials
- Presentations
- Letters
- Proposals
- Grant applications

USAGE POLICY

Although the use of this guide is not mandatory for Field & Fork Network partners and program participants (i.e. market managers and vendors), it is strongly encouraged.

EDITORIAL STYLE

PROPER NAMES

OUR NAME

The proper name and spelling of our organization is "Field & Fork Network." "Field and Fork Network" is acceptable in cases where the ampersand character is unavailable.

Never use "Field & Fork" or "Field and Fork." Using "The" before name is also unnecessary.

Double Up Food Bucks New York is a program of Field & Fork Network.

THE PROGRAM

The full name Double Up Food Bucks must be prominent in first reference. The preferred shorthand after the first full reference is Double Up.

"The" may be used when writing "The Double Up Food Bucks program".

Acceptable variations include:

- Double Up Food Bucks New York (DUFB)
- Double Up (DU)

DO'S/FACTS

May be referred to as Double Up Food Bucks, Double Up Food Bucks New York, or Double Up.
Appropriate abbreviations: DUFB, DU

Field & Fork Network administers the Double Up Food Bucks NY program.
When referring to the managing organization: Should always appear as Field & Fork Network - do not spell out 'and' unless symbols are not allowed.

Appropriate abbreviations: F&FN, FFN

We are a nutrition incentive program.

Address the benefit of what a user gets out of the program vs. saying how the program "helps" someone (ex. DUFB allows people to put healthy food on the table for their families vs. DUFB helps SNAP users feed their family).

DON'TS/FICTION

May not be referred to as Double Up Bucks, Food Bucks, or anything other than what has been provided.

May not be referred to as a "state" and/or NYS program - we are not managed by or receive NYS funding.

Should not be labeled as a part of SNAP - we are an incentive program that works in conjunction with the benefits of SNAP.

We are not a product or service, or an emergency food program (like food pantries).

Use language that insult or insinuates a "savior complex" as if SNAP users are people that are accepting a handout (ex. DUFB gives those on SNAP the ability to feed their families).

TALKING POINTS

Stretch your food dollars/budget to double SNAP dollars for fresh fruits and veggies.

Double Up is a win for all - low-income consumers eat more healthy foods, local farmers gain new customers and make more money, and more food dollars stay in the local economy.

Double Up implements innovative technology solutions to keep safe, secure and efficient implementation.

Double Up meets people where they are in their neighborhood.

Earn a dollar-for-dollar match on SNAP purchases, eligible towards fresh fruits and veggies.

Purchasing affordable, fresh, local produce with Double Up supports local farmers.

For every dollar spent with Double Up, \$2.10 goes into supporting the local economy.

KEY PHRASES

- Earn free money
- Stretch food dollars
- Increase purchasing power
- Dollar-for-dollar match
- Boost local economies

| ACCEPTABLE | AVOID |
|--|---------------------------|
| Shoppers, Participants, Customers | Recipients |
| Avoid talking around people (specifically users) | Use pronouns like "they" |
| If you use SNAP, Spend your SNAP benefits | SNAP users, those on SNAP |
| Earn, Save | Get |
| Redeem, spend | Trade |
| Enriching lives, assist, provide | Help |
| Low-income | Poor, below poverty line |

VISUAL STYLE

LOGOS

The Double Up Food Bucks logo is a visual representation of this healthy food incentive program. Consistent and proper use is important to foster awareness and recognition of the program among both potential consumers and advocates.

The primary and preferred use of the Double Up logo is in full color against a solid white or light-colored background.^{1,2}

Against a photograph or busy background, place the logo inside of a white circle and use a stroke (an outline that can be filled in with color) around the circle.³

On a white background, you may also display the logo in all black.⁴ On a dark background, the logo can appear in all white.⁵

Please refrain from making our logo smaller than with 6-point size font and use discretion when reducing the size of the logo without text.

It is preferred that logo with "A Program of Field & Fork Network" should be used in all external communications but may use logo without where spatial limitations apply and internal materials.



VISUAL STYLE

Please DO NOT:

1. Change the logo's orientation.
2. Fail to give the logo adequate spacing.
3. Change the alignment, spacing, or size of individual logo elements.
4. Re-arrange the logo's elements.
5. Display the logo without the trademark (TM) symbol.
6. Change any of the logo's fonts.
7. Add effects to the logo such as, but not limited to, shadows, bevels, and glows.
8. Use the logo against a photograph or busy background without placing inside of a white circle with a stroke.
9. Place the logo inside of a circle when not against a photograph or busy background.
10. Change any of the logo's colors.



VISUAL STYLE

TYPOGRAPHY

Our font family is Avenir; please use it in all external communication applications.

Avenir LT Std 45 Book
 Avenir LT Std 65 Medium

Avenir LT Std 45 Book
Avenir LT Std 65 Medium

Avenir LT Std 45 Book
Avenir LT Std 65 Medium

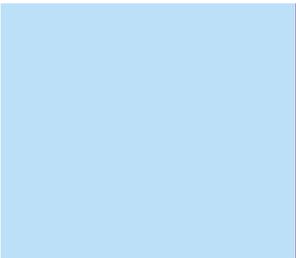
Avenir LT Std 45 Book
Avenir LT Std 65 Medium

The Arial font family is an appropriate substitution when the Avenir font family is unavailable.

COLOR PALETTE

These colors are considered the official Double Up Food Bucks brand colors and may be used both in printed collateral and digital products.

Note: Hex codes (#) and RGB values (x/x/x) are for the web or other digital applications.

| | | | | |
|---------------|---|---|--|---|
| Logo |  |  |  |  |
| | #81B553 129-181-83 | #2E774D 46-119-77 | #EC9D44 236-157-68 | #705F53 112-95-83 |
| Complimentary |  |  | | |
| | #BBE0F7 187-224-247 | #861847 134-24-71 | | |

PROMOTIONS TOOLKIT

BOILERPLATE

Double Up Food Bucks is a nationwide fruit and vegetable incentive program, servicing millions of low-income SNAP (Supplemental Nutrition Assistance Program) users with a dollar-for-dollar match to increase affordability and access to fresh healthy foods at farmers markets, CSAs, farm stands, mobile markets, and grocery stores. In New York State, Double Up has contributed to 1.1 million pounds of healthy food sales to over 24,000 customers, at more than 130 sites spanning 28 counties.

EMAIL SIGNATURE

Let email recipients know that Double Up Food Bucks is supported or available on site. Include at the end of normal email signature.



DOUBLE UP FOOD BUCKS ACCEPTED HERE

Visit www.doubleupnys.com + Follow [@doubleupnys](https://www.instagram.com/doubleupnys) to learn more!



WE SUPPORT DOUBLE UP FOOD BUCKS

Visit www.doubleupnys.com + Follow [@doubleupnys](https://www.instagram.com/doubleupnys) to learn more!

RADIO AD

Leverage 30-second radio spot, recorded for Summer 2020, featuring sports reporter Sal Capaccio. Recording available spotlights doubling SNAP money to purchase fresh produce grown by NY farmers which helps families and local economies.

SOCIAL MEDIA

Refer to www.doubleupnys.com or @doubleupnys on Instagram and Facebook when possible. The answers and resources to most questions people are looking to get answered are there.

Images can help generate more engagement. Use real-life photos of markets/stores, Double Up signage and vendors, produce, and customers (with written approval). Illustrated fruits and vegetables are ok.

Utilize quotes/testimonials that show positive program participation.

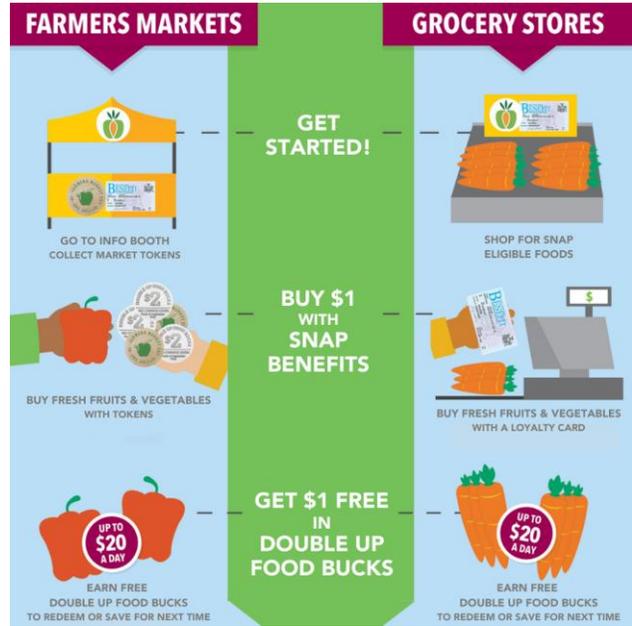
SNAP facts, produce facts, and industry news/events are appropriate to be shared.

Utilize hashtags: #doubleupfoodbucksny #doubleup #doublemybucks #doubleupforhealth
Channels: Instagram @doubleupnys, Facebook @doubleupfoodbucksny

Recycle generic Double Up Food Bucks posts for social media channels. Exact captions can be used or follow Style Preferences to create variants relevant to a specific site.



This nutrition incentive program gives shoppers \$1 for every \$1 spent with SNAP (aka food stamps), so you can purchase even more produce. A match of up to \$20 a day could mean \$40 for healthy foods. Why is this important? Because too many people don't have access, even with government aid, to the amount of healthy food needed to support families.



How does it work?
 Double Up Food Bucks is a nutrition incentive program that matches SNAP benefits dollar-for-dollar, making fruits and vegetables more affordable so you can pick up all the family favorites. Sign up is free and dollars never expire!

GET MORE FOR YOUR MONEY

| HOUSEHOLD SIZE | SNAP | DOUBLE UP FOOD BUCKS |
|----------------------------|--------------------|----------------------|
| 1 | \$284 | \$408 |
| 2 | \$374 | \$748 |
| 3 | \$535 | \$1,070 |
| 4 | \$680 | \$1,360 |
| 5 | \$907 | \$1,614 |
| 6 | \$969 | \$1,938 |
| 7 | \$1,071 | \$2,142 |
| 8 | \$1,224 | \$2,448 |
| For each additional member | \$183 + | \$306 + |

MATCH APPLICABLE ON PRODUCE PURCHASES ONLY

*Exact match based on maximum SNAP redemption of \$20 per day (varies by location)

Double your benefits, Double your healthy food, Double Up now!
 For every dollar spent with SNAP, up to \$20* a day, Double Up gives a dollar - turning \$20 into \$40 to use towards produce purchases. See doubleupnys.com and participating locations for more details.
 Varies by site

QUALIFYING PURCHASES

| ELIGIBLE | NOT ELIGIBLE |
|---|--|
| <p>Raw, whole fruits and vegetables</p> | <p>Jams, jellies, and honey</p> |
| <p>Produce bearing plants</p> | <p>Dairy products, bread, and eggs</p> |
| <p>Minimally cut fruit & vegetables with no additives</p> | <p>Nuts and seeds</p> |
| | <p>Prepared meals, including salads</p> |
| | <p>Processed foods and snacks</p> |
| | <p>Highly prepared or frozen produce, including baby carrots</p> |

You're at your local market. You have your Double Up Food Bucks. Now what can you buy? Choose unprocessed, fresh produce and get rewarded every time!



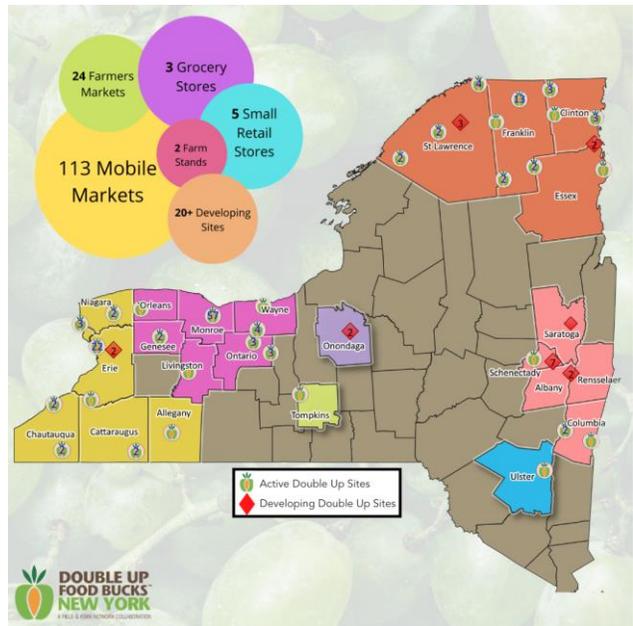
Double your food dollars. Get FREE fresh fruits and veggies with your SNAP benefits! Just swipe your EBT card and get \$1 for every \$1 you spend to use towards fresh fruits and vegetables. Match up to \$10 a day at qualifying loyalty card sites. Match details may vary wherever tokens are accepted.



Get more fresh fruits and vegetables when using SNAP at participating locations. Double Up matches every dollar spent (up to \$20) to stretch food dollars, support farmers and boost local economies. Free money, free produce, free to use!



Double the benefits, double the dollars, double the produce! When SNAP isn't enough, Double Up is there to help!



From 7 to 130+... that's how many places you can use Double Up Food Bucks. Popping up across Western & Central NY, and the Adirondacks, many of our sites are seasonal markets, but our goal is to meet people in their neighborhoods year-round at small retail stores.

Visit the map on our website to find your nearest location.