

WHY NOW?

Since 1980, feeding our hungry neighbors has been our mission.

We've always pushed traditional food banking forward, constantly learning, growing, and innovating to better meet the needs of our customers.

At our core, Mid-Ohio Foodbank serves as an emergency food resource for our hungry neighbors.

And, while some of our work stays the same, **40 years later our perspective has evolved.**

Over the decades, we've learned that hunger goes beyond the dinner plate — a car breaking down, losing a job, combating racism, finding affordable housing, or earning a decent wage.

Driven by our customers, we're working **SMART** and **FRESH** for a holistic **FOOD** perspective.

Mid-Ohio Foodbank, Mid-Ohio Farm, Mid-Ohio Market, Mid-Ohio Pharmacy, and Mid-Ohio Kitchen work together to address the social determinants of health that place, and often keep, our neighbors in poverty.

This Collective is about rolling up our sleeves and meeting our neighbors where they are.

Today, we are more than a food bank. Everything we do ties back to our goal of ending hunger, and we believe it is important to present a brand reflecting that evolution.

We're changing the look to change the conversation.



OUR INSPIRATION

To reflect our evolving strategic direction and apply our customer-centric innovation, we are updating our brand...

- a brand that tells the holistic story of our work from both **SMART** and **FRESH** perspectives;
- a catalyst to change the conversation; and
- a commitment to deliver exceptional customer value.

We are humbled to do this work, and proud to introduce an updated look, new logo, and streamlined naming for all of our assets.



We sought inspiration for our new brand in metro parks, at museums, in gardens, along the river, and in coffee shops...but we soon discovered that the inspiration was right here all along at the Foodbank where we serve our hungry neighbors.

One morning, there was an internal call for volunteers for our on-site pantry, as more families had shown up than expected.

As the families began shopping, we saw that each and every one had a head of lettuce in their cart. Lettuce can be the foundation for a *healthy* meal, but it is what our customers do with it that makes it *nourishing*. That morning we heard countless stories that reminded us of the creativity and resourcefulness of our customers.

Like a head of lettuce, the Mid-Ohio Food Collective serves as a foundation - holding both traditional and innovative food banking - with the intention of building stronger, vibrant communities.

And from that morning on, we knew the new logo had to reflect that...and more.

GUIDING WORDS

Words, just like lettuce in a salad, make up the base of how we grow and support each other in this world, across our communities, down the street, and in our neighborhoods.

We asked internal stakeholders, external customers, volunteers, donors, and other supporters for words that describe the passion, heart, and intellect behind what we do, who we are, and what we will be.

As we move forward on this evolving journey, these are words that reflect our mission, our work, and our history.

VALUE

SMART

FRESH

INNOVATIVE

FAMILIAR

TRUSTWORTHY

ICONIC

SIMPLE

GRASSROOTS

HOPE

TRANSFORM

ENERGETIC

THE MEANING

The logo, inspired by our customers and a **FRESH** perspective, conveys multiple meanings.

As a learning organization, we work hard to be **SMART** about every element, making sure it tells a story on its own.



Our work is bigger than all of us.

And it is important to our customers and to ourselves to present a symbol that shows that vision - one that we can all embrace.

So, what does it all mean?



LETTUCE

We know that **food is health** and that good food can lead to thriving, healthy lives. Our logo is inspired by a head of lettuce, the base of a nourishing meal.



SUNRISE

It's our goal to provide fresh food to families in need. A rising sun over rolling hills symbolizes our **hope for hunger-free communities.**



FIVE LEAVES

Each of the five leaves represents one of our five assets - Mid-Ohio Foodbank, Mid-Ohio Farm, Mid-Ohio Market, Mid-Ohio Pharmacy, and Mid-Ohio Kitchen. Combined, they make a versatile and impactful collective **working toward ending hunger.**



PATHS

We must also be smart - we know poverty is not easy to escape. With a data-driven community response, **we can meet our hungry neighbors where they are, offering pathways for when 'life happens.'**



TREE

The negative space represents the tree of life, showcasing the **partnerships we nourish** to strengthen our work. We can only do this work together.

SUNRISE: PROVIDING A FRESH PERSPECTIVE

We have the **data** that shows the positive health impact of **FRESH** food. We know that connecting our neighbors to fresh food helps ease health care costs for all.

Food as health is the thread that weaves through all of our work.





Now we're moving forward to integrate more fresh food concepts into our communities and we are using data to inform and advance customer-centric work.

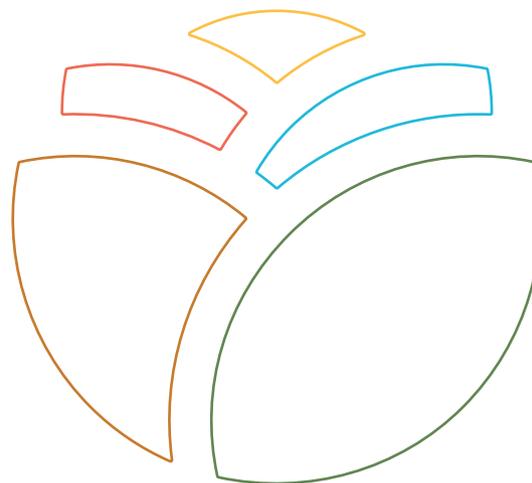
The rising sun is the hope & energy that keeps us learning, working, and growing hand-in-hand with our customers.

Using our assets to acquire and distribute fresh food while working alongside health care and social services professionals, **we are helping our customers eat healthier to be healthier.**

A close-up photograph of green leafy vegetables, likely lettuce, with a focus on the texture and color of the leaves. The background is a soft, out-of-focus green.

FIVE LEAVES: FIVE ASSETS

Hunger doesn't work in isolation. Powered by our teams, volunteers, donors, partnerships, networks, affiliates, and customers, our five assets are able to address ending hunger from diverse, yet integrated paths.



Mid-Ohio Foodbank: A warehouse and distribution center in Grove City, Ohio that works with grocers, food companies, farmers, USDA, community partners, and donors to obtain, store, and distribute food to a network of hundreds of partners including food pantries, soup kitchens, shelters, after-school programs, and senior housing sites across central and eastern Ohio counties.

Mid-Ohio Farm: Increasing access to fresh, local produce and encouraging civic engagement for low-income, food-insecure residents, our Smart Farm concepts are helping to transform vacant, underutilized sites and to educate whole communities about food as health.

Mid-Ohio Market: These community, place-based hubs are designed to address customer needs and comfort by more closely resembling a grocery store experience. The Markets provide frequent access to fresh produce and provide wraparound services in other life-important areas such as healthcare, housing, education, and/or job training.

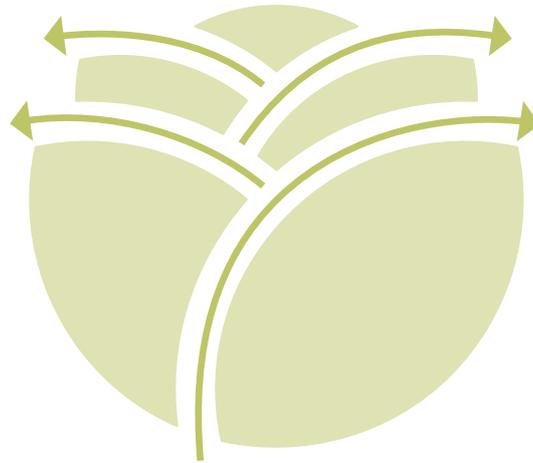
Mid-Ohio Farmacy: Food is health, and the right foods can help provide essential nutrients for healing and the management of chronic conditions. The Farmacy creates more access to cost-effective, food-based health care. Customers fill their prescriptions at our Markets and a network of Partner Agencies; doctors are able to easily track the food prescriptions through our FreshTrak data system, connecting physicians and customers in new ways.

Mid-Ohio Kitchen: Healthy food is more than great ingredients. Our production kitchens provide fresh, healthy food for kids, schools, seniors, and other community members, helping customers learn how to shop and cook for long-term health.

PATHWAYS: MAKING SMART DECISIONS

There are countless pathways in and out of hunger, and we need to be **SMART**, making sure our data-driven decisions are providing customer-driven solutions.

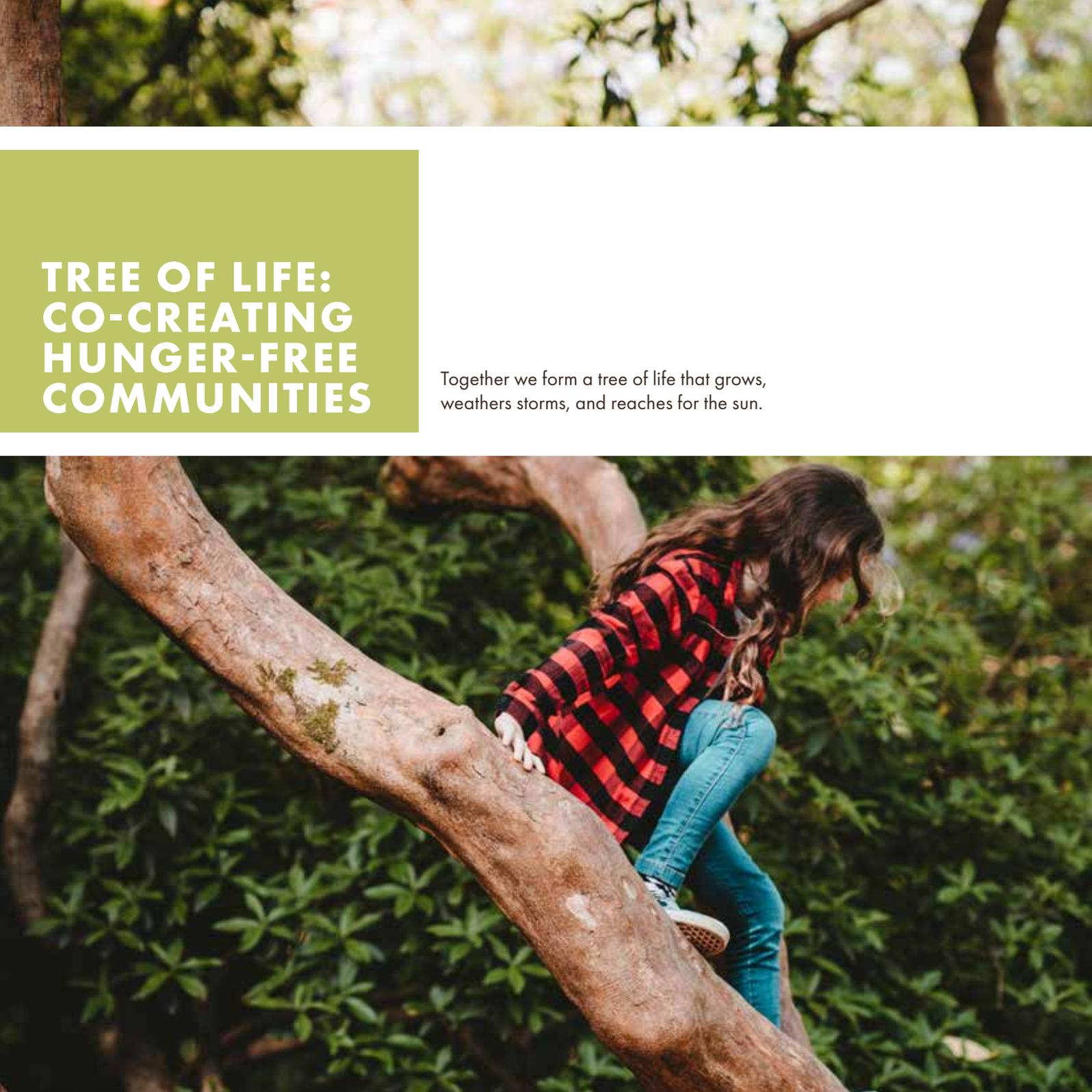




FreshTrak, our proprietary data system shared by food banks across the country, helps us understand our customers, their obstacles, and their needs so we can be smarter to ensure the right food is in the right place at the right time.

We're continually streamlining food acquisition and delivery systems and gathering insights from all of our stakeholders.

Every step we take needs to move us closer towards ending hunger.



TREE OF LIFE: CO-CREATING HUNGER-FREE COMMUNITIES

Together we form a tree of life that grows,
weathers storms, and reaches for the sun.



This work takes all of us.

- Hundreds of thousands of customers a year
- Tens of thousands of volunteers and donors
- Hundreds of partners, advocates, and affiliates
- A strong internal team and Board

We are committed to ending hunger, stabilizing families, and helping customers thrive.

A FAMILY OF ASSETS

The Mid-Ohio Food Collective (dba) is our commitment to addressing the **root causes of hunger**, building transformational platforms to focus on the **social determinants of health**, and **holding our customers close**.





Hunger is more than providing the next meal - it's addressing the hunger moments before and the moments after.

Ending hunger is about seeing the person as whole.

We're working hard to relieve hunger, WHILE building, and implementing strategies to end it - and the stigmas that come with it.

Together we can change the conversation about what it means for everyone in our communities to thrive.

WHAT CAN YOU DO?

Whether you're an agency partner, service provider, donor, volunteer, employee, public policy leader, or community member — we're all part of the collective fight towards ending hunger.



**Reach out.
Ask questions.
Speak up.
Share your story with others.**

Together we can co-create healthier, hunger-free communities.

It's going to take all of us.

Let's have a different conversation about *why* hunger exists.

Let's be curious and learn more about *who* it affects.

Let's not judge as we don't always know the *whole* back story.

Let's advance our work from a position of *strength and abundance*, not scarcity.

Let's explore new ideas about how we can work better together.

The more dinner-table, bus stop, soccer game, and lunch break conversations we start, the more we can begin to change the perception about hunger...and to develop our own food perspective.



SUMMARY

Changing our look. Changing the conversation.
Find your food perspective.

A SHORT SUMMARY

After 40 years of feeding our hungry neighbors, we have evolved into working for a greater vision: **Ending Hunger.**

The Mid-Ohio Food Collective brand, five assets, and symbol reflect that evolution and shift in thinking.

Alongside our community members, partner agencies, volunteers, team members, and neighbors, we are working together towards ending hunger.



www.mofcollective.org

WE ARE THE BRAND.



CONTACT

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DOWNLOAD

Direct Link : <http://brand.mofcollective.org/>