



Cultivating For Community at
Food Bank Farms, June, 2023

New Food Bank Logo

Since 1992, the Food Bank's logo has displayed a truck, symbolizing our dedicated efforts to deliver nutritious food across Western Massachusetts. Since then, the Food Bank's mission and vision have evolved and deepened, extending beyond transporting food. Our impact has become multifaceted, combining delivery of immediate nutritious food directly and through the region's Food Assistance Network with innovative strategies and systemic solutions to the underlying causes of hunger.

A simple tapestry of interwoven shapes, the new logo symbolizes the strength and interconnectedness of the Food Bank, its members and supporters, and the community. The vibrant blue and green colors reflect the hope and vitality of the work we do. The logo radiates warmth and stands as a beacon of shared action for a brighter tomorrow.

We will roll out the rebrand incrementally starting this summer, replenishing materials on an as-needed basis to reduce costs and waste. We thank you for your support over the years and look forward to our continued partnership to create a Western Massachusetts where no one faces food insecurity, and everyone always has access to enough nutritious food.

FOOD BANK
OF WESTERN MASSACHUSETTS
TOGETHER, WE END HUNGER