



## Association of Arizona Food Banks

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### **The Association of Arizona Food Banks launches new logo designed by The Darkly Agency**

PHOENIX, ARIZONA: The Association of Arizona Food Banks (AAFB) is kicking off its 25<sup>th</sup> anniversary in style, launching a new logo and brand identity to better position it for the next 25 years. The new logo and brand identity was designed by Danielle Stephens of the The Darkly Agency, a full-service Phoenix-based branding agency. All of The Darkly's work was donated to AAFB in recognition of their longstanding efforts to eliminate hunger in Arizona.

"We are very excited to be launching a new brand identity to coincide with our 25<sup>th</sup> anniversary," said Brian Simpson director of communications for AAFB. "With this new logo graciously designed by The Darkly Agency, we are better able to reach new audiences and call attention to the hunger issue in Arizona."

The Darkly Agency describes the new logo as fundamentally simple and approachable, retaining an iconic nature with royal colors and clean lines. The concept was a spin-off of a box, abstractly representing a food collections box, or bank.

"It is important to truly connect your brand to your consumers through creating a culture that they want to be a part of", says Danielle Stephens, CEO of The Darkly Agency. "So giving AAFB a new look will help to re-connect the brand to its contributors and supporters, thus growing recognition and advocacy."

The unveiling of the new logo comes at a time when more Arizonans are struggling with hunger and the need to bring awareness to the issue is great. Demand for emergency food boxes (3-5 day supply of food) in Arizona is up 23.2% in 2009 as compared to 2008. Overall total pounds of food distributed by food banks in Arizona are up 42.2% so far this year. Twenty percent of Arizona's children are food insecure, the 5th worst rate in the country. Recently released numbers by the Census show a staggering 14.7% of Arizonans—938,000 total—are living in poverty, well above the national average of 13.2%.

The Darkly Agency ([www.thedarkly.com](http://www.thedarkly.com)) is a Phoenix-based advertising and graphic design agency that specializes in creating brands and the culture that surrounds them.

Established in 1984, the Association of Arizona Food Banks is a private, non-profit organization serving five-member regional food bank warehouses (Community Food Bank, Desert Mission Food Bank, St. Mary's Food Bank Alliance, United Food Bank, Yuma Community Food Bank) and a network of nearly 1,700 food pantries and agencies. As one of the first state associations in the nation, AAFB was instrumental in the development of a statewide gleaning project, and our advocacy efforts have brought about beneficial state and federal legislation for our member food banks and the people they serve. For more information, to find a food bank or pantry in your area, or to learn more about donation and volunteer opportunities, please visit [www.azfoodbanks.org](http://www.azfoodbanks.org).

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