

Brand Guide

2023 - Version 2.0

Contents

| | | |
|----|--------------|---------|
| 1. | Introduction | Page 3 |
| 2. | Logos | Page 5 |
| 3. | Colour | Page 12 |
| 4. | Typography | Page 17 |
| 5. | Brand in Use | Page 24 |

Introduction

This guide is designed to help you create communications materials for FoodEducators and it's related projects.

These guidelines provide the framework for us to tell our story.

They:

- **Outline what our brand stands for**
- **Make it easier for you to work within our brand framework**
- **Help you present our brand correctly and consistently**

Logos

Logos
Primary Logo

This is our primary logo and is supplied in these two core colourways for use on light and dark backgrounds.



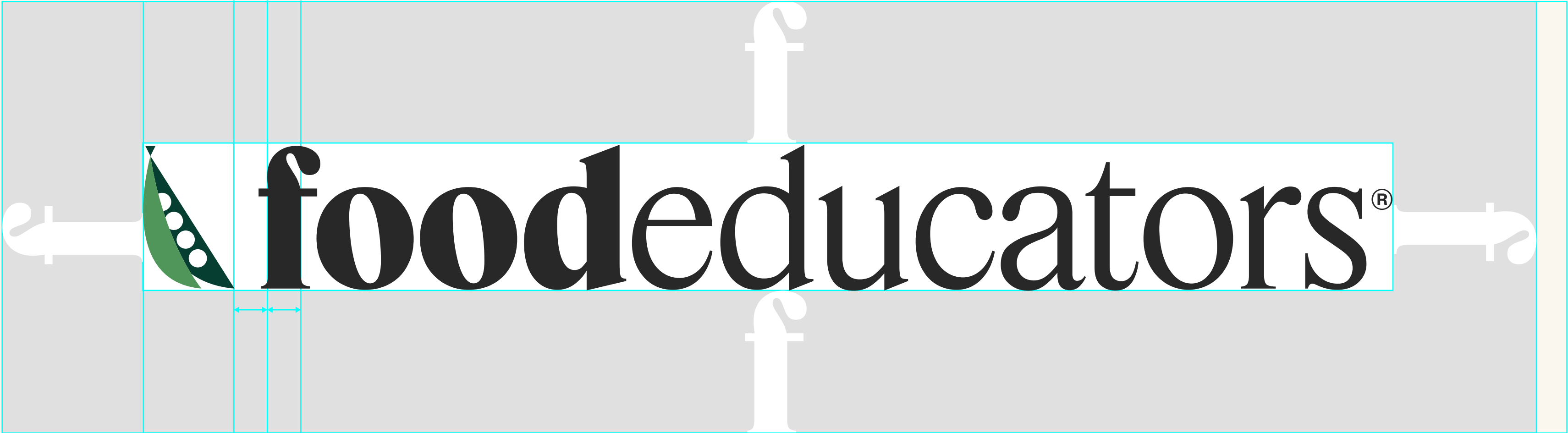
Logos
Secondary Logo

This is our secondary logo for when a logo has to be used in black or white. It is supplied in these two colourways for use on light and dark backgrounds.



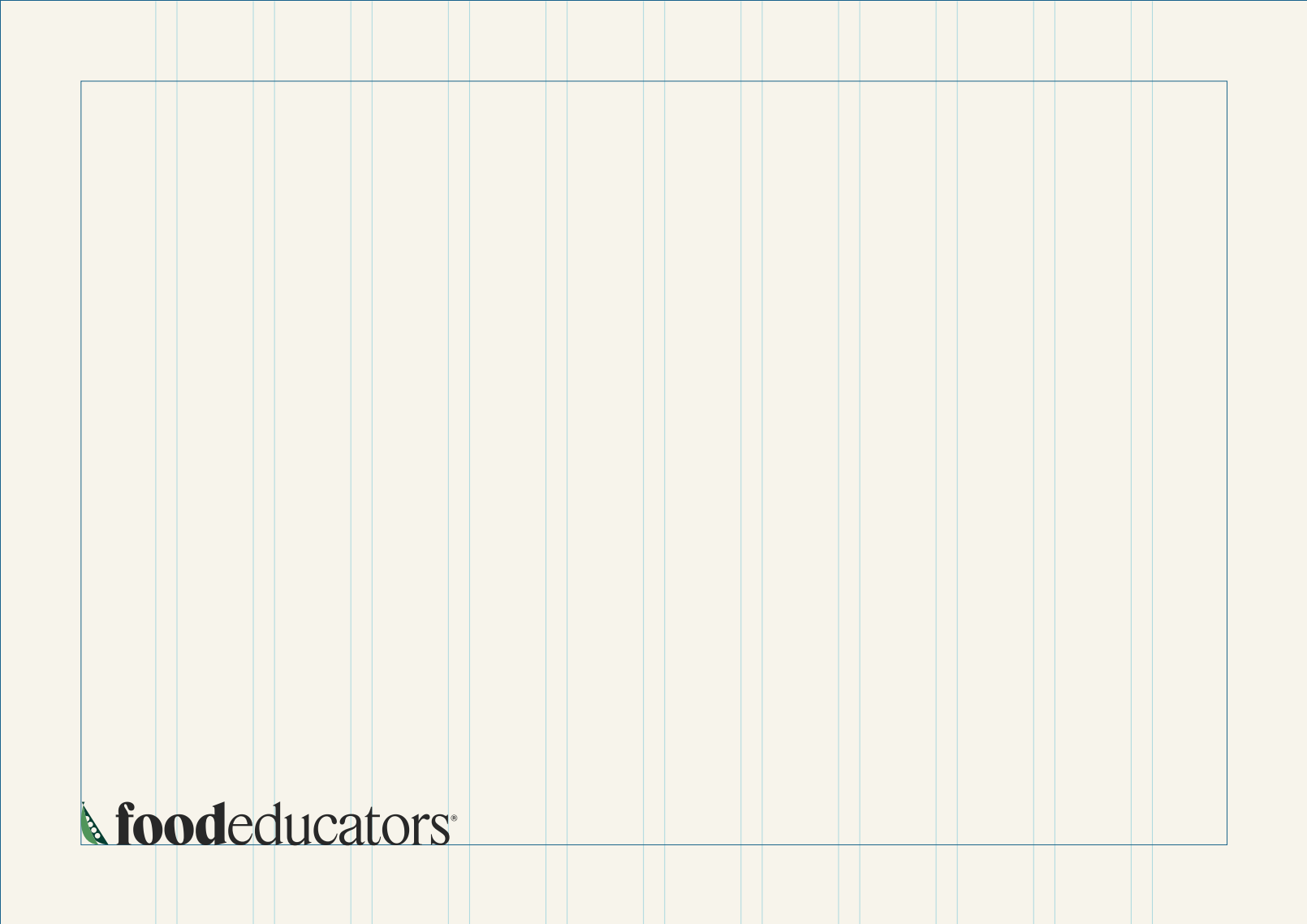
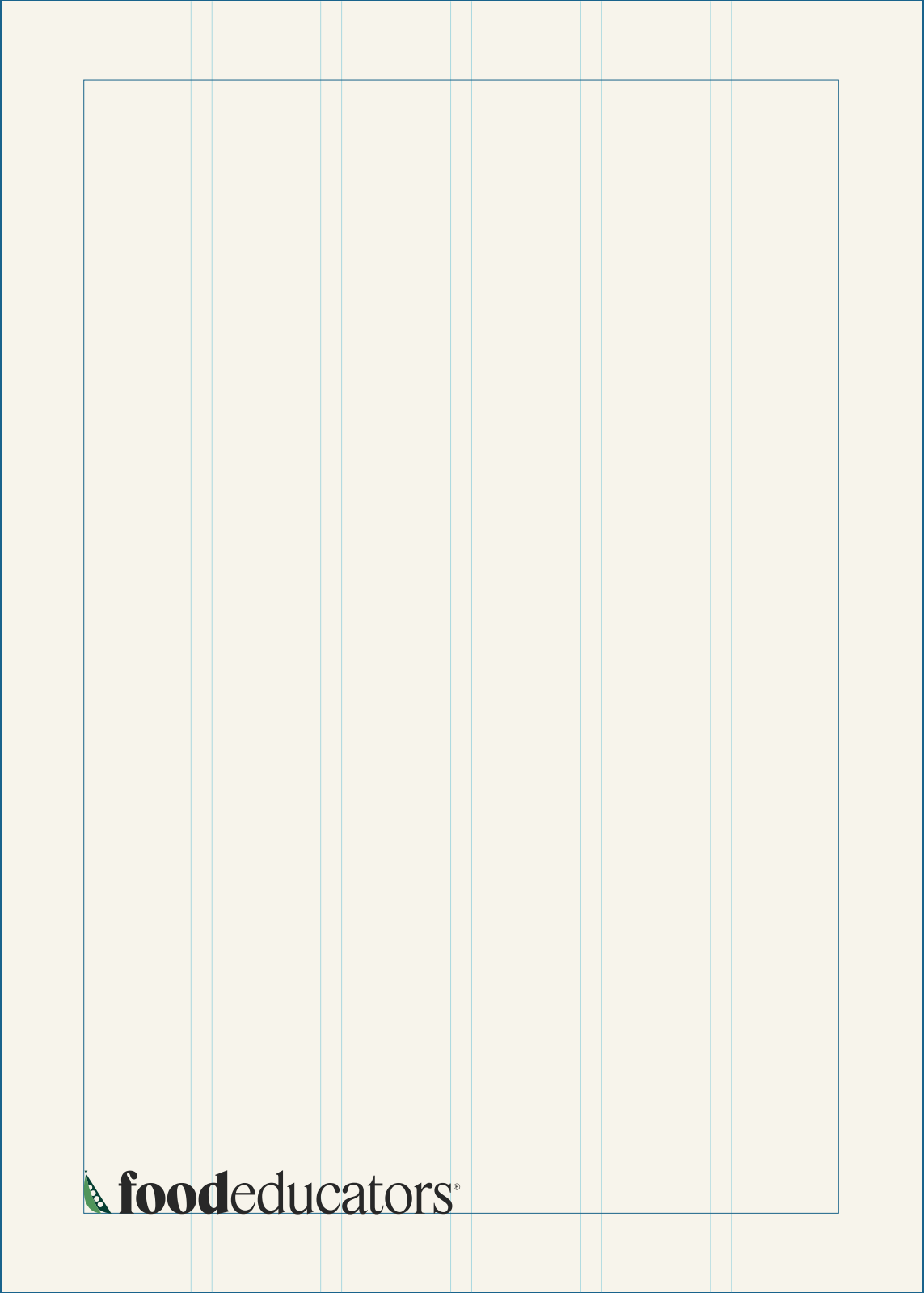
Logos
Clear Space

The minimum clearance space should be at least the same height as the 'f' on all sides. No text or graphics should be placed within this space.



Logos
Logo Placement

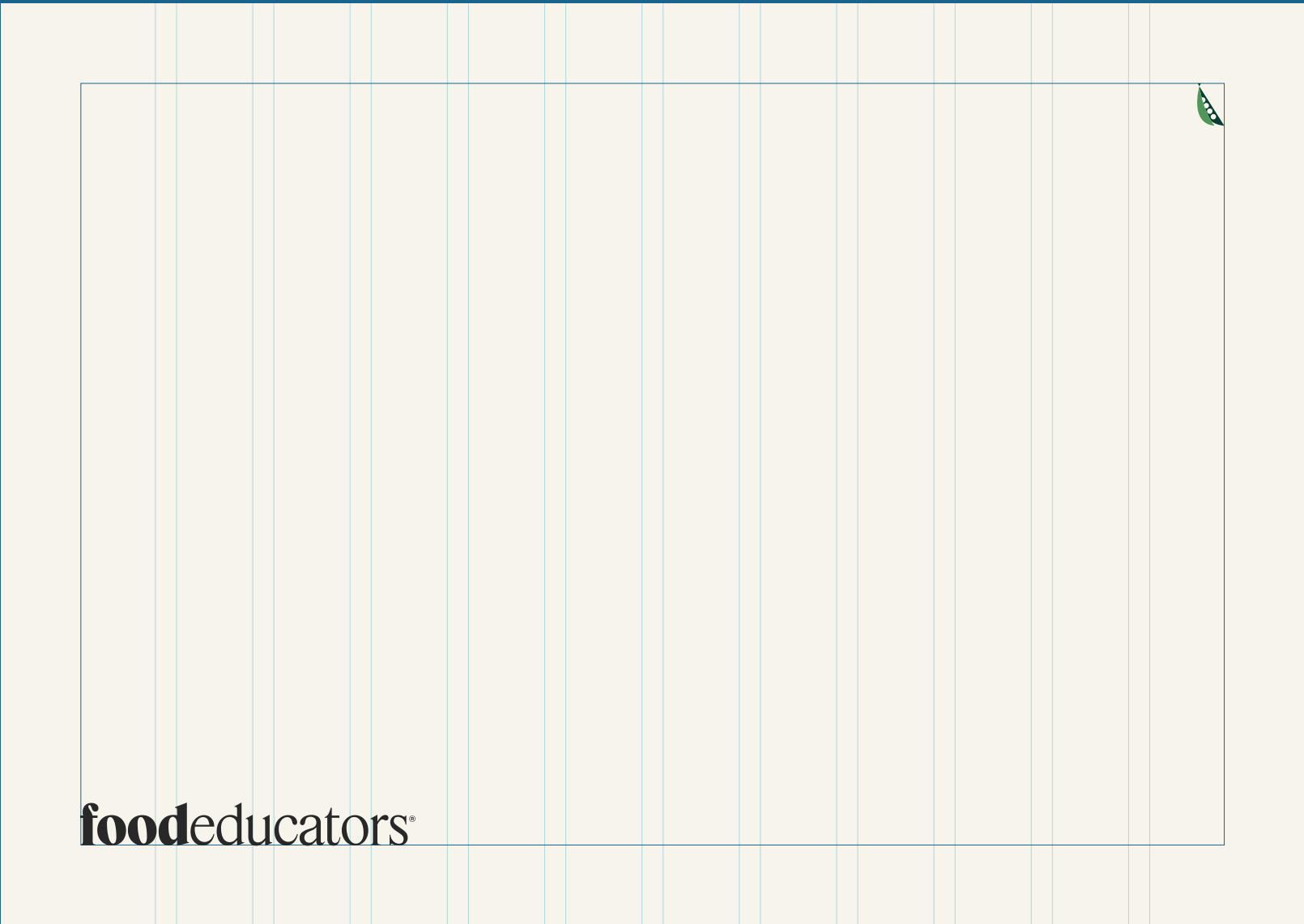
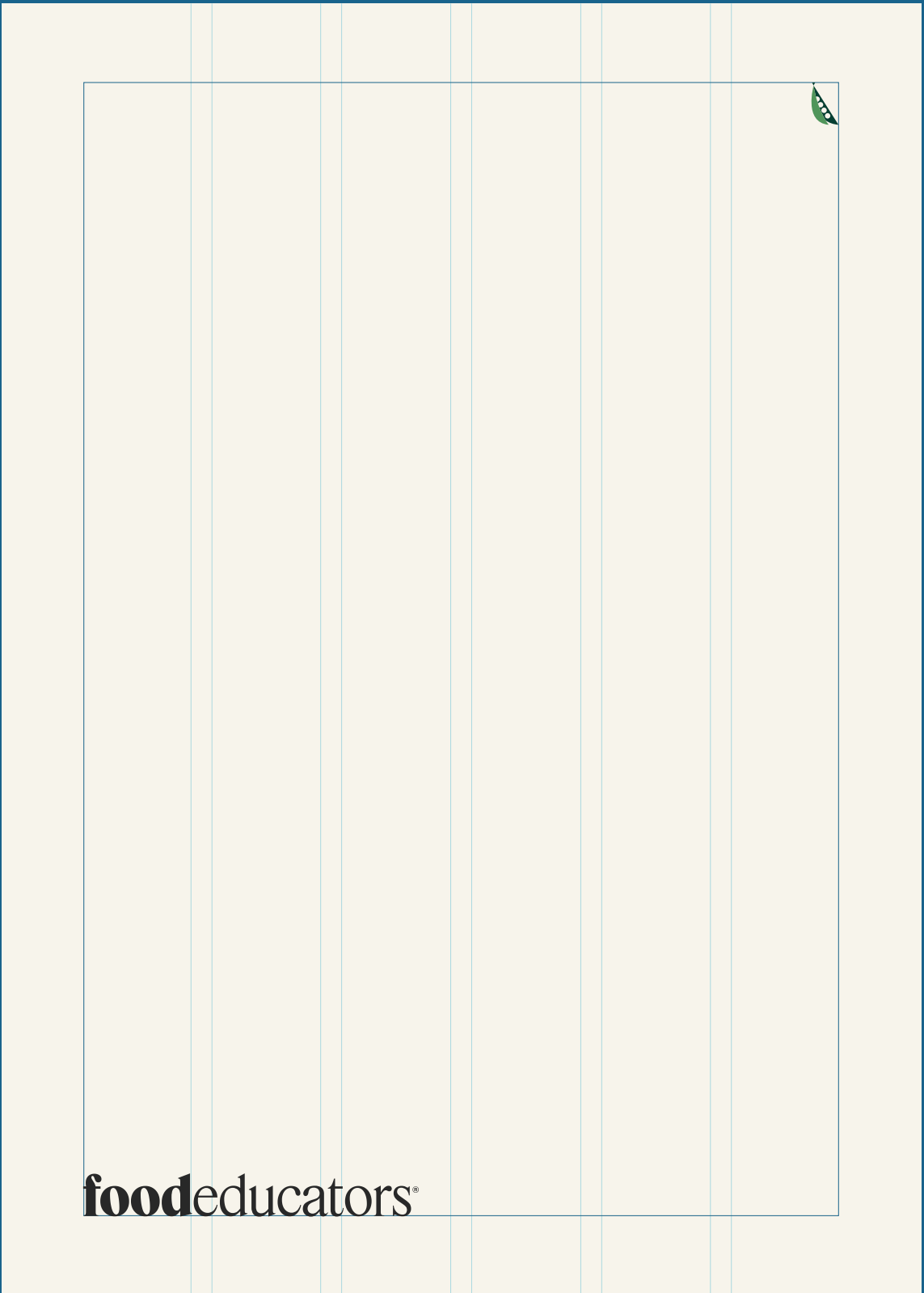
Primary placement of the logo is in the bottom left corner of artwork.



Logos

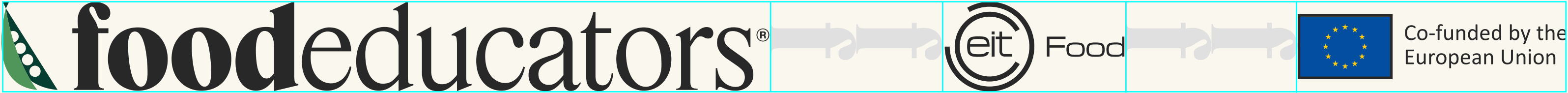
Logo Placement

We can separate the icon and wordmark and use them as framing devices on opposite sides of a piece of artwork.



Logos
Funders & Partners

When using our logos alongside partner logos there should be adequate spacing between each one. We can use double the height of the 'f' as a guide.



Colour

Colour Swatches

We have a varied colour palette to represent our wide offering. Core colour weighting can be found on the next couple of pages.

| | | | | |
|--|---|---|--|---|
| <div><div>Orange</div><div>R255 G121 B51</div><div>C0 M66 Y87 K0</div><div>#FF7933</div></div> | <div><div>Mint Green</div><div>R168 G228 B179</div><div>C34 M0 Y38 K0</div><div>#A8E4B3</div></div> | <div><div>Light Blue</div><div>R174 G220 B227</div><div>C30 M1 Y10 K0</div><div>#AEDCE3</div></div> | <div><div>Off White</div><div>R250 G247 B238</div><div>C1 M2 Y5 K0</div><div>#FAF7EE</div></div> | <div><div>White</div><div>R255 G255 B255</div><div>C0 M0 Y0 K0</div><div>#FFFFFF</div></div> |
| <div><div>Dark Orange</div><div>R213 G105 B46</div><div>C13 M70 Y96 K2</div><div>#D5692E</div></div> | <div><div>Green</div><div>R80 G152 B90</div><div>C72 M19 Y82 K4</div><div>#50985A</div></div> | <div><div>Blue</div><div>R25 G99 B140</div><div>C91 M58 Y26 K6</div><div>#19638C</div></div> | <div><div>Purple</div><div>R163 G127 B197</div><div>C38 M55 Y0 K0</div><div>#A37FC5</div></div> | <div><div>Grey</div><div>R227 G227 B227</div><div>C10 M7 Y7 K0</div><div>#E3E3E3</div></div> |
| <div><div>Yellow</div><div>R239 G181 B52</div><div>C6 M30 Y92 K0</div><div>#EFB534</div></div> | <div><div>Dark Green</div><div>R6 G63 B50</div><div>C88 M48 Y74 K54</div><div>#063F32</div></div> | <div><div>Dark Blue</div><div>R38 G62 B92</div><div>C91 M75 Y40 K30</div><div>#263E5C</div></div> | <div><div>Pink</div><div>R252 G186 B229</div><div>C2 M32 Y0 K0</div><div>#FCBAE5</div></div> | <div><div>Black</div><div>R40 G40 B40</div><div>C71 M64 Y64 K68</div><div>#282828</div></div> |

Colour
Weighting
FoodEducators

For the FoodEducators project brand we primarily use blue, green and purple as our core colours.



Colour
Combinations

Our colour palette works best in certain combinations, a selection are shown here.



Colour
Gradients
FoodEducators

For more dynamic and vibrant artwork we can combine colours to create gradients.



Typography

Typography
Our Type

We use two typefaces – Feature, a dynamic typeface that feels both editorial and industrious whilst retaining a personality through some playful quirks. And Neue Haas Grotesk, a timeless, modern sans-serif that is suitable for a wide range of uses.

Feature

Neue Haas Grotesk

Typography
Primary Typesetting

In most brand communications we use the typefaces as follows:

Feature Display for headlines.

Feature Deck for sub heads.

Neue Haas Grotesk for body copy and secondary info.

Empowering people
to change our food
system for the better.

Many of us see the food on our plate without really knowing its story: where and how it was produced, and the impact its production has on people, communities and the environment.

Yet, food production is currently responsible for a number of environmental and social issues, while becoming more vulnerable to the consequences of the very same issues it feeds into. With increasing temperatures, decreasing availability of arable land and a growing world population, our food system can no longer afford to continue with unsustainable practices - it must undergo a massive transformation.

Headlines
Feature Display

Sub Heads
Feature Deck

Body copy
Neue Haas Grotesk

Typography

Headlines

For large headlines we should use Feature Display Extrabold to create the most amount of impact.

Feature Display Bold can be used for headlines on smaller formats.

Font

Feature Display

Case

Sentence case

Kerning

Metrics

Tracking

0

Leading

110%

Alignment

Left

Empowering people
to change our food
system for the better.

Empowering people
to change our food
system for the better.

Large Headlines

Feature Display
Extrabold

Headlines

Feature Display
Bold

Typography
Sub Heads &
Secondary info

| | |
|------------------------------|----------------------------------|
| Sub heads: | Secondary info: |
| Font Feature Deck | Font Neue Haas Grotesk |
| Case Sentence case | Case Sentence case |
| Kerning Metrics | Kerning Metrics |
| Tracking 0 | Tracking 0 |
| Leading 110% | Leading 110% |
| Alignment Left | Alignment Left |

Many of us see the food on our plate
without really knowing its story: where
and how it was produced, and the
impact its production has on people,
communities and the environment.

04 - 07 Sept

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Sub Heads
Feature Deck

Secondary info
Neue Haas Grotesk

Typography
Body Copy

Font
Neue Haas Grotesk

Case
Sentence case

Kerning
Metrics

Tracking
0

Leading
110%

Alignment
Left

Our Community

FoodUnfolded® isn’t just about food - it’s also about people. That’s why we share stories about the past, present, and future of food; to shed light on how food is deeply intertwined with our lives and societies.

But FoodUnfolded® is more than just a digital platform – it’s a community. We’re creating a space that bridges misunderstandings and creates trust to foster a new relationship between everyone in the food system, including consumers, academics, experts and those in the food industry. We believe that conversation is key, so we aim to engage with our audience in constructive discussion wherever possible. We’re always interested in hearing about your ideas, feedback and experiences with food and its production system, so if you want to join our community, follow us on Instagram or sign-up for our newsletter.

Our Credibility

FoodUnfolded® is committed to being an accurate, accountable, and non-partisan source of information on food and the food system, providing tools to discern valuable information from false or superficial sources in the contradictory landscape of traditional and online media.

We are conscious that in order to help our audience make evidence-based decisions in their daily lives, our content needs to be reliable. For this reason, our content is always thoroughly referenced and rigorously fact-checked. We rely on an ever-growing network of experts, scientists, and key players in the food system to discuss the findings of our in-depth research.

For editorial and longer form writing, we can use Feature as body copy instead of Neue Haas Grotesk.

Editorial body copy:

Font
Feature Deck

Case
Sentence case

Kerning
Metrics

Tracking
0

Leading
110%

Alignment
Left

Why Ecologists Don’t Love Honeybees

In recent years, environmental scientists have become increasingly critical of beekeepers and their honeybees. Yet, many eco pressure groups and popular media outlets have been pushing the narrative that honeybees are on the verge of extinction and desperately need to be “saved”. What are the facts behind these wholly opposing views?

Let’s start by establishing that honeybees are, definitively, NOT on the verge of going extinct. As a human-farmed creature, global honeybee numbers have increased steadily since the United Nations began monitoring hives in the 1960s. In fact, even the shocking 2006 ‘colony collapse disorder’ (CCD) identified in the US, caused nothing more than a tiny blip in numbers as bee farmers bred to cover their losses.

However, despite steadily growing honeybee numbers, colony deaths have still been at high levels in recent years - as high as 44% in some instances, including an increase in deaths during the summer. This only highlights the fact that the number of colonies are only stable because beekeepers are able to continuously replace colonies through breeding programs.

Headlines
Feature Display

Sub Heads
Feature Deck

Editorial Body Copy
Feature Deck

Brand in Use





For advice and further
guidance, please contact:

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2023 - Version 2.0