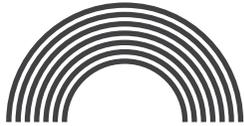




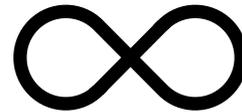
FOOD FOREVER

BRAND GUIDELINES V1.0

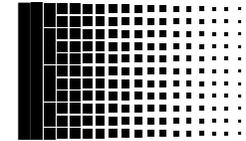
FOOD
FOREVER



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+



RAINBOW COLORS

Mother Nature offers us a wide range of colors, as well as many varieties of food.

INFINITE LOOP

The two "O's" in "food" linked together make the perfect symbol of infinity, which also precisely fits in with the meaning of "forever".

GRADIENT

Using gradient colors instead of flat colors helps to increase the feeling of variety.



In its full version the logo includes a main part and a tagline. The main part comprises typography in black (or white in the case of reverse color) and a colorful infinite symbol.

The typography used initially for drawing the letters in Food Forever is **Montserrat Black**, some of which is refined by condensing the original width to make the logo more compact.

Montserrat light is used for the tagline.

For an optimal presentation, the logotype should maintain enough white space around it. A safe zone must be used and no other elements should interfere with this space (other logos, icons, pictures etc.)



The logotype has a reversed version that is used when either the background color or background image is darker.

In such instances, the typography part of the logo is turned from black to white, while the infinite symbol remains the same. However, in order to keep the logo as readable as possible, the white monochrome version should be used if the background image is too complex.



LOGO MONOCHROME

When the colored version can't be used, e.g. for Black/White screen prints or the monochrome section on the website, the following versions are recommended.

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Biodiversity for Resilience

**FOOD
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For more information about colors, please refer to the color chart on page 1.07

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**FOOD
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Biodiversity for Resilience

Three variations of the logo have been designed for use in different circumstances.

Depending on the size available and the use, we can choose between either the full version or the light version.

The infinite symbol shouldn't be used alone unless we are sure that it's related to the Food Forever initiative.



INFINITE SYMBOL

Since the infinite loop is a common symbol and many other companies, products or services use it in their communication, Food Forever's colorful infinite loop should not be used without a specific context or among other logos. However, this version of the logo can be used on Food Forever's website in the header or footer, or in the annual report when no confusion is likely to occur.



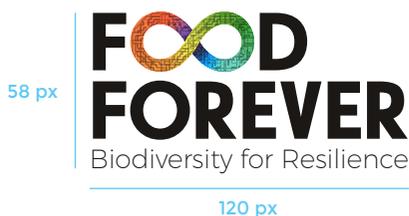
LIGHT VERSION without tagline

The light version without the tagline must be used when it would take up a small space, under 60 px for screen or 20 mm for print; for example, when appearing among other logos on a list.



FULL VERSION with tagline

When the size exceeds 60 px/20 mm and whenever the tagline is readable, the logo in its full version must be used. For instance, the full version should be used on a presentation board or the front page of a printed annual report.



Montserrat is a very modern sans text typeface for the web that was inspired by the signage used in the historical neighborhood of Buenos Aires!

It was created by Julieta Ulanovsky and launched with a Kickstarter campaign in 2012.

It is now one of the most popular google fonts, but still distinguishes itself from the now too common Proxima Nova/Avenir Sans/Gotham fonts which are from the same family.

As the regular font weight of Montserrat is relatively bold, the light version is more suitable for plain text. Three other available weights (ultralight, bold, and black) are added to the "light" one in order to emphasize some text and cover all situations like "title", "subtitle", "call to action" etc.

Montserrat

Aa Bb Cc Dd Ee Ff 0123456

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 ,:;! /'()&\$@

ULTRALIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 ,:;! /'()&\$@

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ,:;! /'()&\$@

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ,:;! /'()&\$@

BLACK

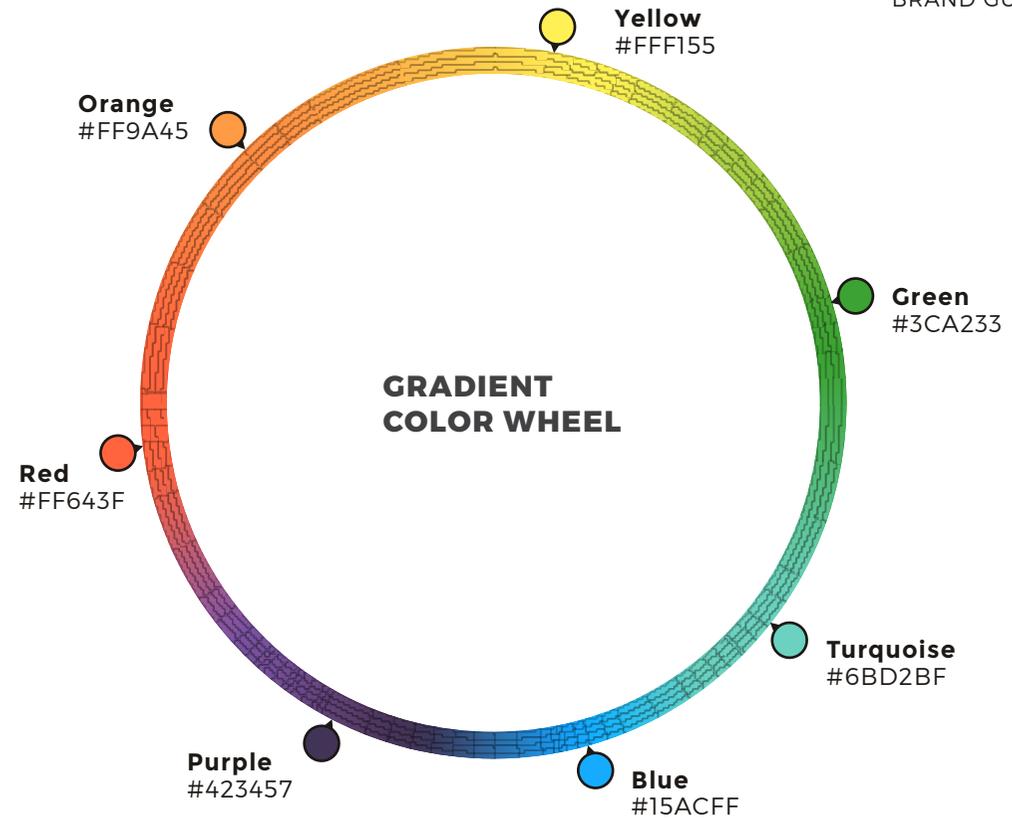
COLORS

The color gradient used in the infinite loop symbol covers the entire spectrum of the colors of the rainbow.

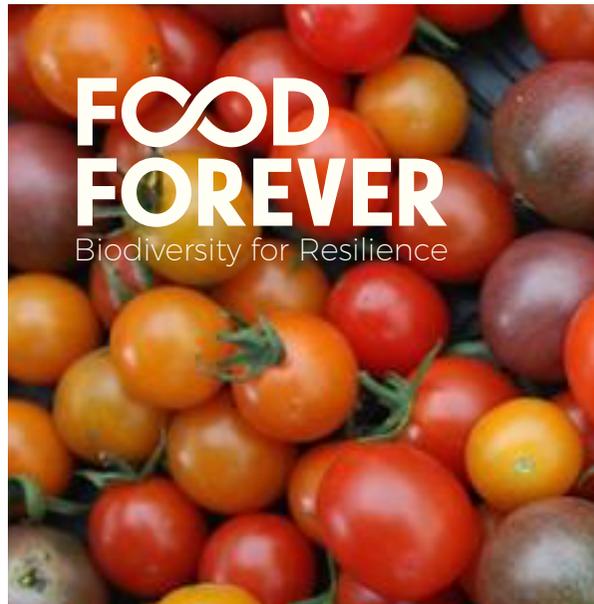
These are the same colors that are found in nature. As blue is not a common color for food (apart from some berries or flowers), the proportion of blue color applied is reduced.

We've also added 3 more neutral colors to this large variety of colors. These are Dark Brown/Gray/Beige and they help to create a small variance from the overly traditional Black100%/Gray50%/White100%. They also make the branding having a "warmer" feeling.

If the logo must fit into the guideline of another website, the Black/Gray/White trio could replace the three colors suggested.



- Use the full version of the logo in its reversed form if the background is sufficiently dark to make it readable.
- Use the light version when the logo has to be small, both in its full colored or monochrome forms (the white one is preferred on darker backgrounds and the black one on lighter backgrounds).
- Use the white monochrome logo on a complex colorful background.



DON'Ts

- Keep the size of the tagline relative to the rest of the logo.
- Don't change the spacing between lines or letters.
- Don't rotate the logo.
- Don't distort the logo.
- Don't use the logo in its minimal form without any context, e.g. among other logos.
- Don't use the logo with a drop shadow.
- Don't use an outlined version.
- Don't use colors other than those specified in this document.

