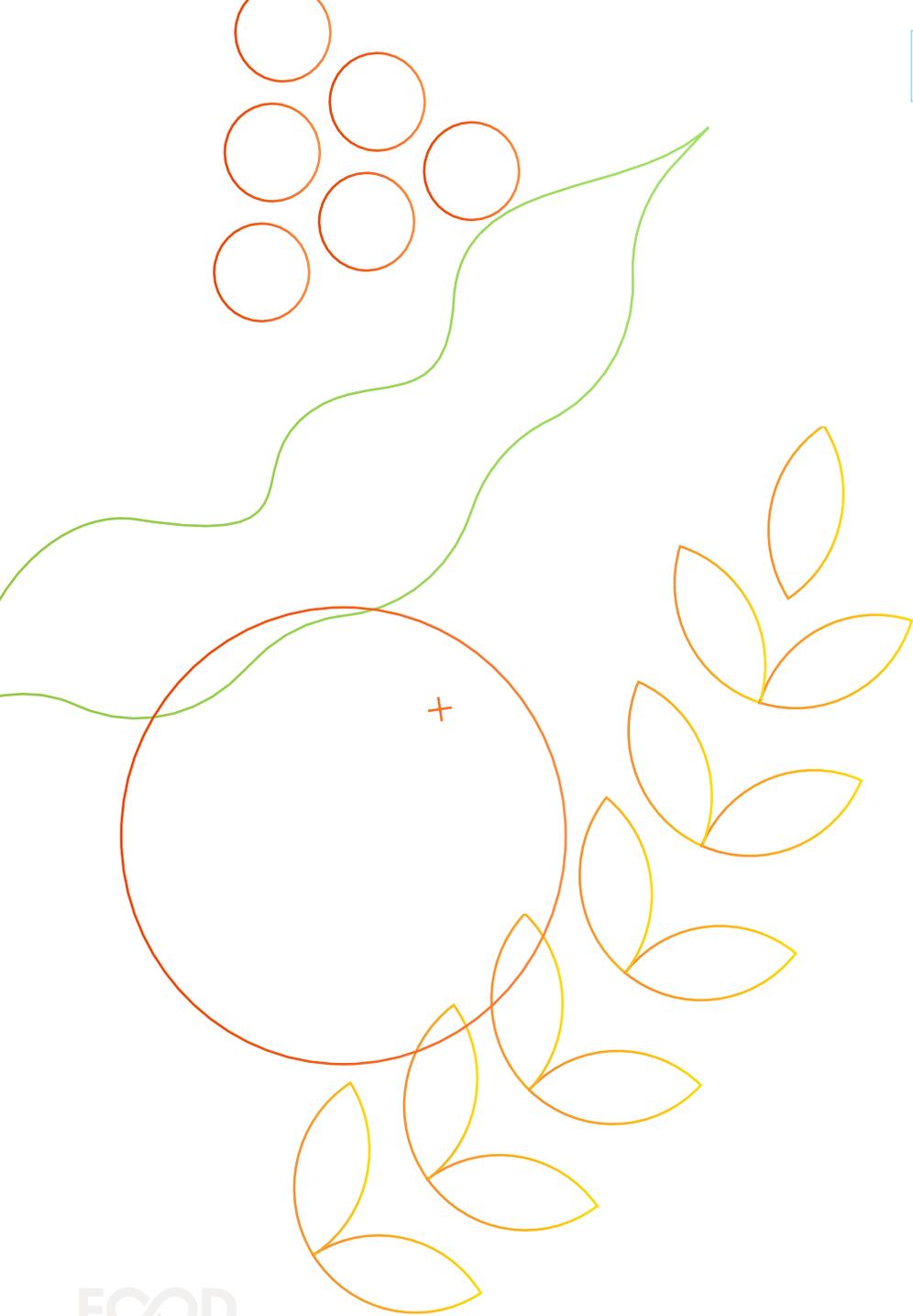


# FOOD FOREVER

Biodiversity for Resilience

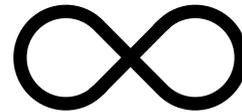


# I. LOGOTYPE

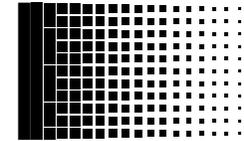
The logotype is the most important element of a brand and it should be consistent with the values and commitment of an institution, association or enterprise. Therefore, the construction of the logotype must be well-thought-out and used wisely.



+



+



**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.

**FOOD  
FOREVER**  
Biodiversity for Resilience

**FOOD  
FOREVER**  
Biodiversity for Resilience

**FOOD  
FOREVER**

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

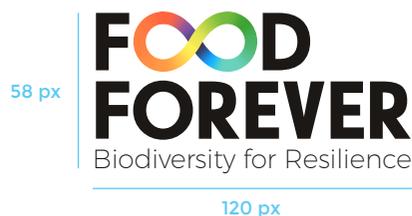
**FOOD  
FOREVER**  
Biodiversity for Resilience

**FOOD  
FOREVER**  
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**

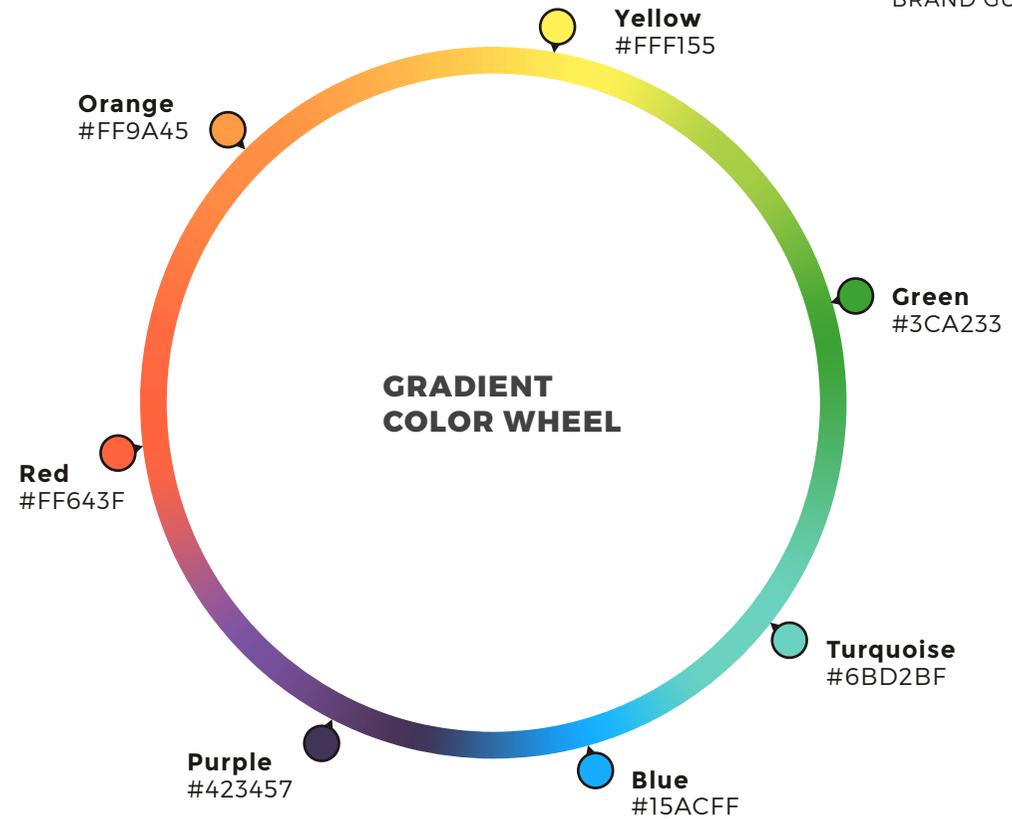
## COLORS

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.



## DOs

When used in association with other logos, the Food Forever logo can stand out better if we leave enough white space around it.

This space should be twice the height of one infinite symbol.

When used with the SDG logo, we can follow one of the 2 options below.



UN SDG TARGET 2.5  
SUPPORTED BY

**FOOD  
FOREVER**  
Biodiversity for Resilience



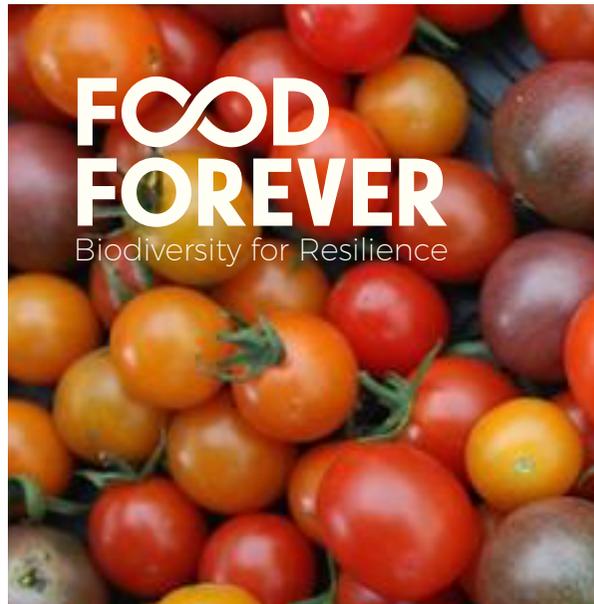
**THE GLOBAL GOALS**  
For Sustainable Development

SUPPORTED BY

**FOOD  
FOREVER**

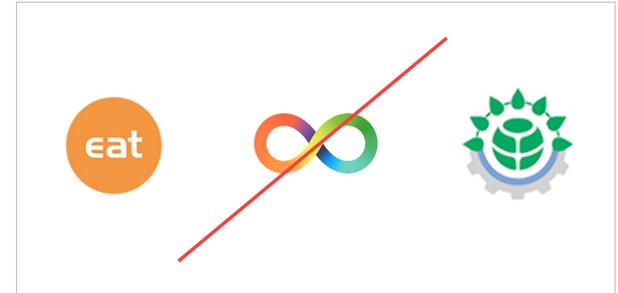


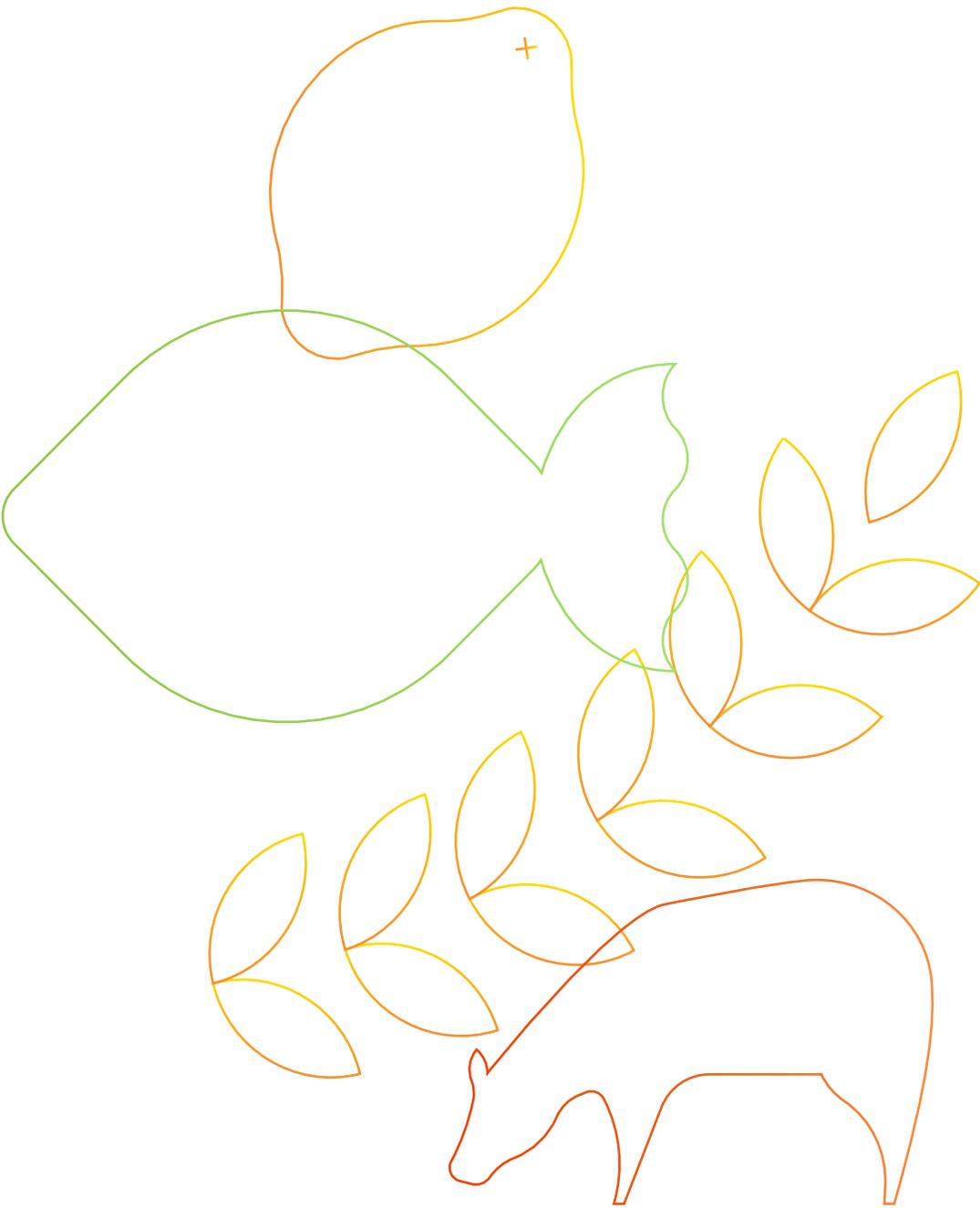
- Use the full version of the logo in its reversed form if the background is sufficiently dark to make it readable.
- Use the light version when the logo has to be small, both in its full colored or monochrome forms (the white one is preferred on darker backgrounds and the black one on lighter backgrounds).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





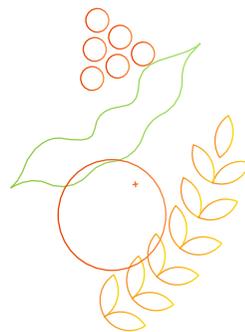
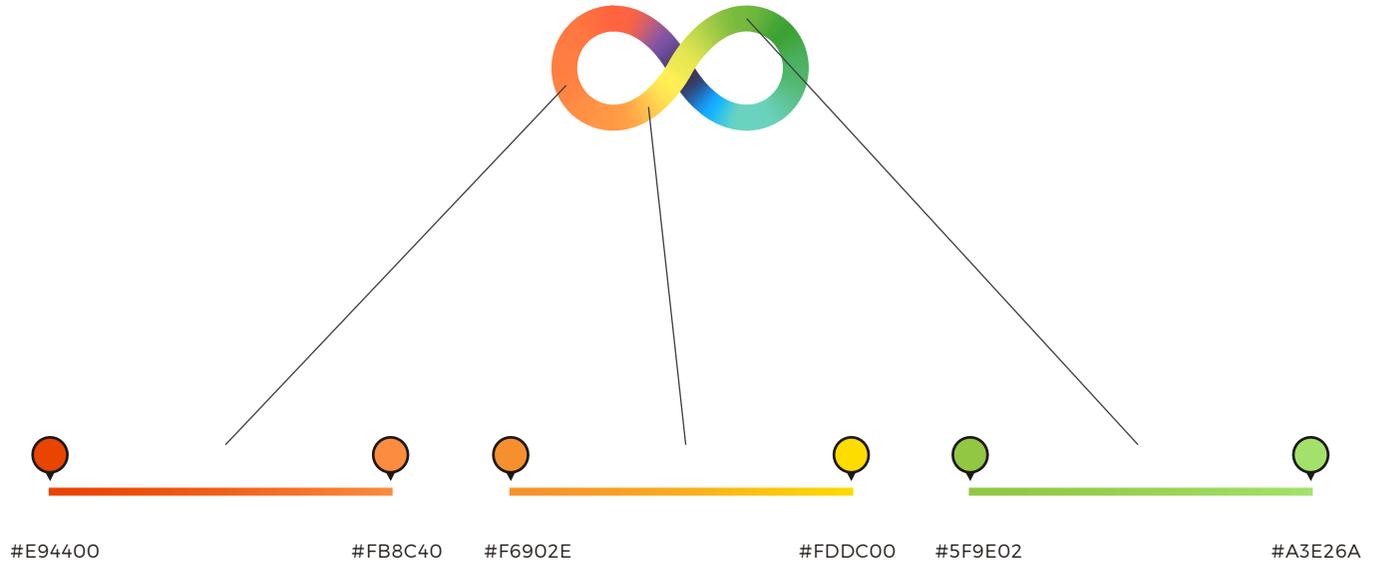
## II. BRAND ELEMENTS

A modern institution needs to have an entire system that enriches the brand and makes it stand out compared to other brands. To this end, applying a fresh and attractive graphic design is likely to enhance the trust in a brand. Through adding colors it is more likely that people will feel a dynamic and energetic sensation.

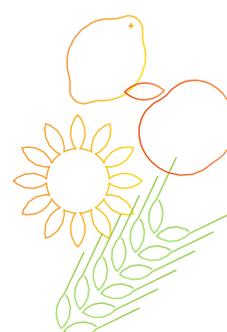
A set of 9 food illustrations/icons have been created to enrich the entire Food Forever branding.

Each one is made of minimal geometrical shapes and associated with one of 3 main gradient colors. They can be clearly recognizable with just a minimum of lines.

Each illustration can be either used alone or be mixed together to build a complex, variable and colorful universe.



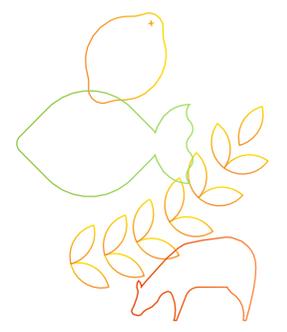
SAMPLE COMBINATION 1



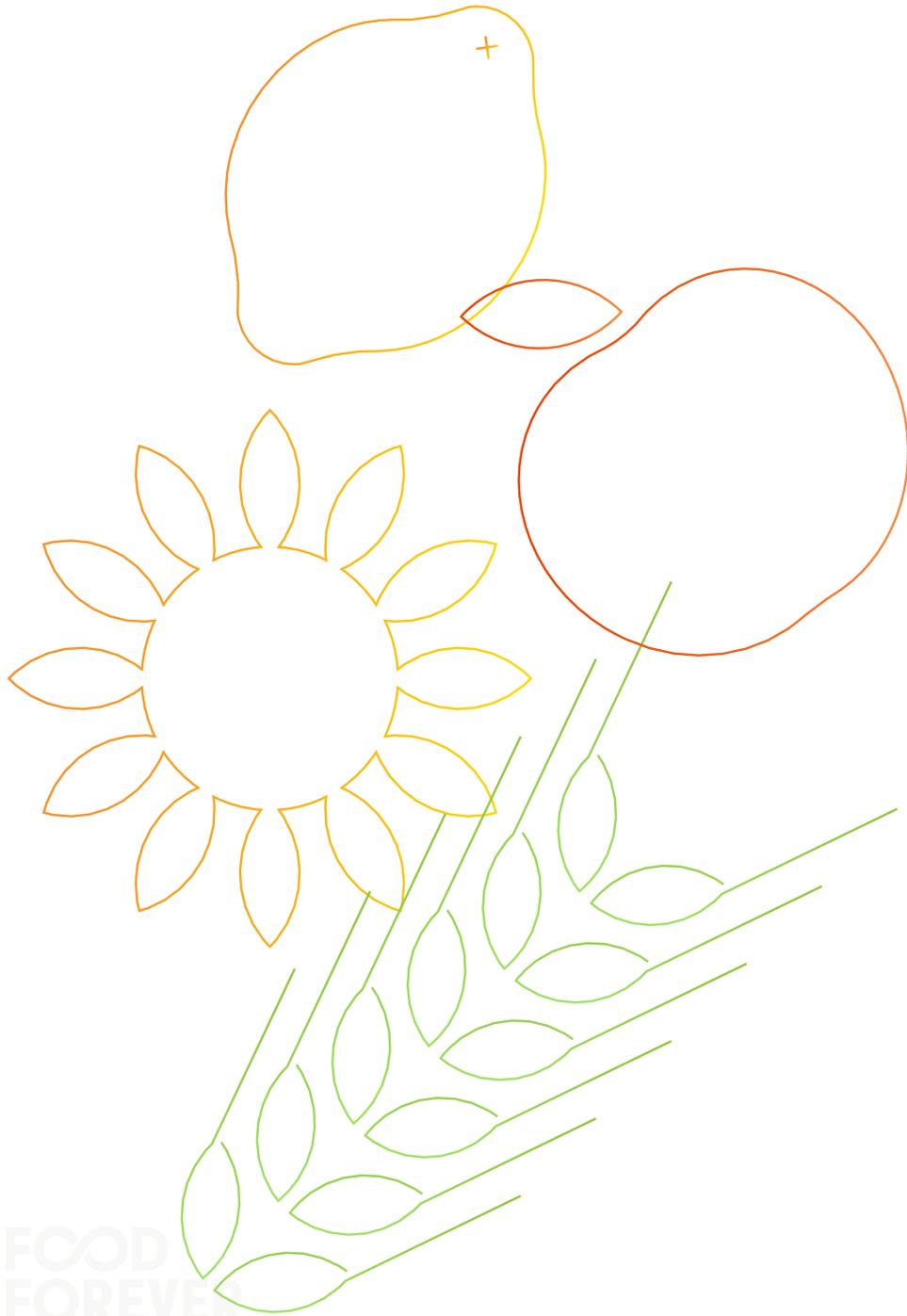
SAMPLE COMBINATION 2



SAMPLE COMBINATION 3



SAMPLE COMBINATION 4



## III. STATIONAIRIES DESIGN

Some stationaries are made to fit FoodForever's brand system, that includes 2 letterhead templates, 1 email signature, 1 powerpoint template.

You can find these documents in separated documents.

In order to simplify the everyday's document redaction process,

We choose "Arial" to replace "Montserrat" to match with email templates and word documents.

Three weights are used :

- regular for normal text
- bold for titles and for important informations that we want to emphasize.
- italic for some secondary informations, quotes, or subtitles.

# Title name

## *Subtitle name*

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

**ARIAL**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890 ,.:?! /"'()&\$@

**REGULAR**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 ,.:?! /"'()&\$@**

**BOLD**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890 ,.:?! /"'()&\$@*

**ITALIC**

A template of letterhead is designed to communicate FoodForever's brand and informations though printed letters.

A clean design is preferred to make the essential informations pop out.



Mr. XXXXXXX XXXXXXX  
Place of liberty 53  
45251 Edinburg  
United Kingdom

DEAR SIR/MADAM,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.



FOOD FOREVER INITIATIVE  
C/O Crop Trust  
Platz der Vereinten Nationen 7  
53113 Bonn, Germany

+49 228 85 42 71 44  
+49 (0) 228 85 42 71 22  
www.food4ever.org



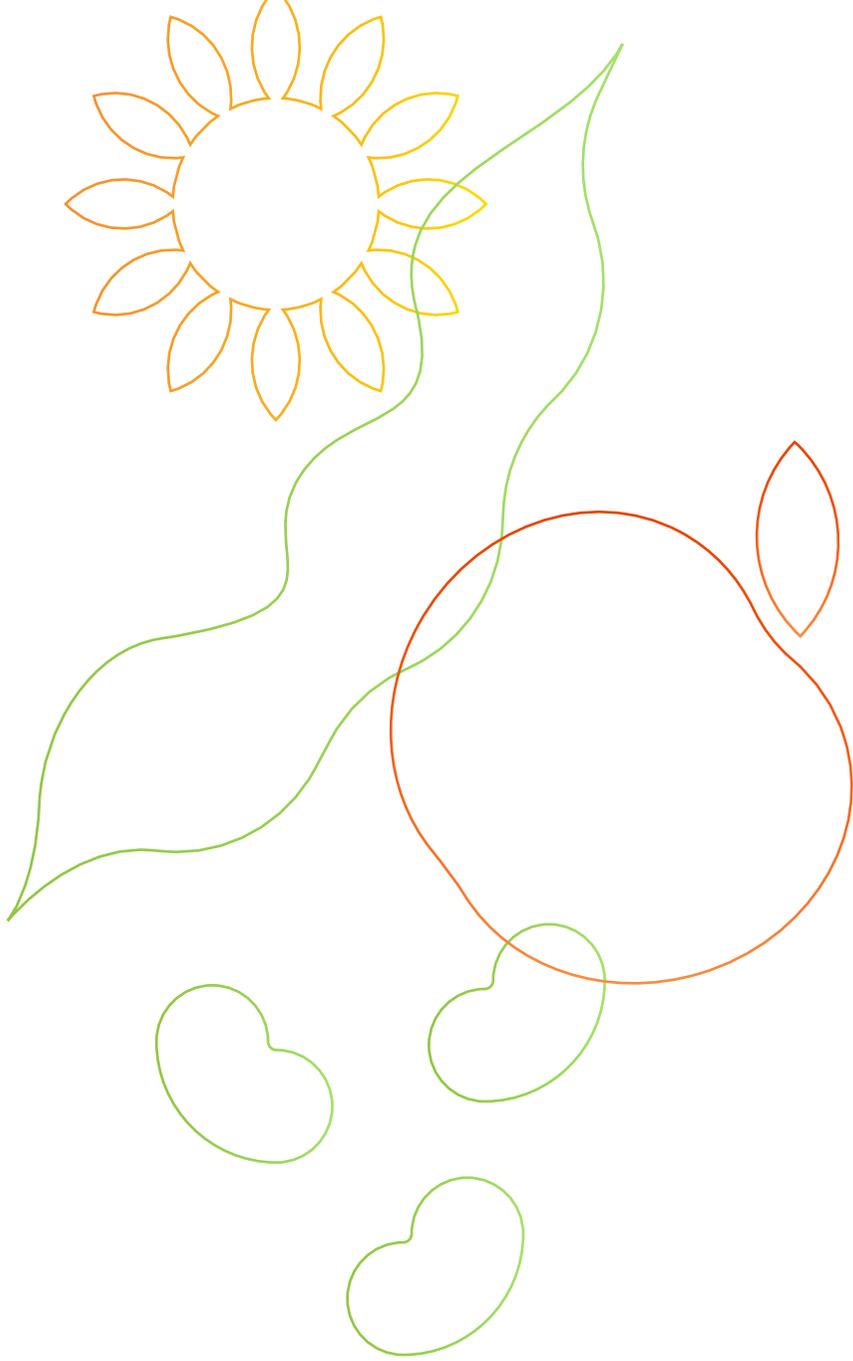
**Julia Greene**  
Campaign Officer

**Food Forever Initiative**  
c/o Global Crop Diversity Trust  
Platz der Vereinten Nationen 7  
53113 Bonn, Germany  
Office: [+49 \(0\) 228-85427 135](tel:+4922885427135)

SUPPORTING



Biodiversity for Resilience



## **IV. WEB DESIGN**

To make the design of the webpages consistent, some new branding elements are added to enhance the whole experience. That includes some additional colors, fonts, and icons.

## WEB ELEMENTS

To create a modern webpage with attractive colors, it's necessary to use some additional colors.

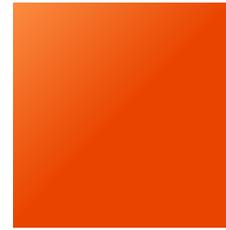
A blue background has been chosen alternately with a white background, to give more immersion.

A limited set of icons is defined and used on website to make the user interface clearer.

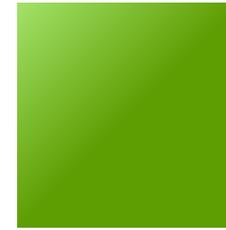
### Gradient



0% 50%  
#FDDC00 ▶ #F6902E

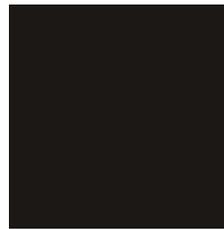


0% 50%  
#FB8C40 ▶ #E94400

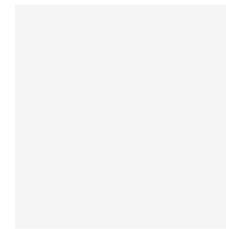


0% 50%  
#A3E26A ▶ #5F9E02

### Plain color



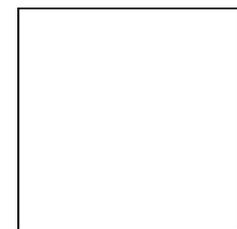
#1C1816



#F5F5F5



#D8D8D8



#FFFFFF



#7D8093



#F6A623



#000F3F

### Icons



Choose the right pairing font can enhance the whole website and make the whole page looks modern and elegant.

To that, a serif font "Droid serif", which is fully optimised for web, is used. While a sans serif font "Montserrat" gives impact and clarity to the text, "Droid serif" has the necessary contrast for the secondary informations, and can help to relate stories, and engage emotions. A perfect match.

# Read the full version of **The Declaration of Interdependance**

**DROID****MONTERRAT****MONTERRAT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ,.:?! /'"()&\$@

**REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ,.:?! /'"()&\$@

**BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ,.:?! /'"()&\$@

**EXTRA BOLD****DROID SERIF**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ,.:?! /'"()&\$@

**REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ,.:?! /'"()&\$@

**REGULAR ITALIC**