

FOOD Identity Manual

Last updated: 11/04/11



Introduction

This concise identity manual outlines how best to apply the Food Organisation Of Denmark identity in the originally intended way. It is important that everyone involved with the company is familiar with these guidelines and uses them consistently in every aspect of communication.

1.1 Logo versions

The FOOD logo must be clearly visible whenever it is used. The outline version is the primary logo and should be used whenever possible.

The solid version is the secondary logo and should be used where the outline version would not work, for instance on a busy background or image.



Outline version blue



Solid version blue

1.2 Logo black

The black logo version should be used whenever full colour reproduction is not possible.



Outline version black



Solid version black

1.3 Logo white

The white version should be used when the logo is reversed out of a solid colour or background and the blue logo does not give enough contrast.



Outline version white



Solid version white

1.4 Logo and full name

The logo can be used in combination with the full name of the organisation. The name can also be separated from the logo if it suits the application, in this case it should always be written in one line.



Outline version right



Solid version right



FOOD ORGANISATION OF DENMARK

Outline version below



FOOD ORGANISATION OF DENMARK

Solid version below

1.5 Logo colours

Whenever possible the logo should be used in the primary blue colour. For certain applications it may be preferable to use the logo in one of the secondary colours, for instance on the website.

R: 106 G: 138 B: 169	R: 0 G: 0 B: 0	R: 125 G: 100 B: 90	R: 168 G: 82 B: 57	R: 119 G: 0 B: 0	R: 0 G: 70 B: 30	R: 78 G: 152 B: 57
C: 35% M: 5% Y: 0% K: 30%	C: 0% M: 0% Y: 0% K: 100%	C: 46% M: 60% Y: 72% K: 0%	C: 0% M: 55% Y: 55% K: 12%	C: 0% M: 95% Y: 80% K: 50%	C: 75% M: 0% Y: 60% K: 70%	C: 65% M: 0% Y: 80% K: 3%
Pantone 645	Pantone Process Black	Pantone 479	Pantone 472	Pantone 187	Pantone 356	Pantone 360

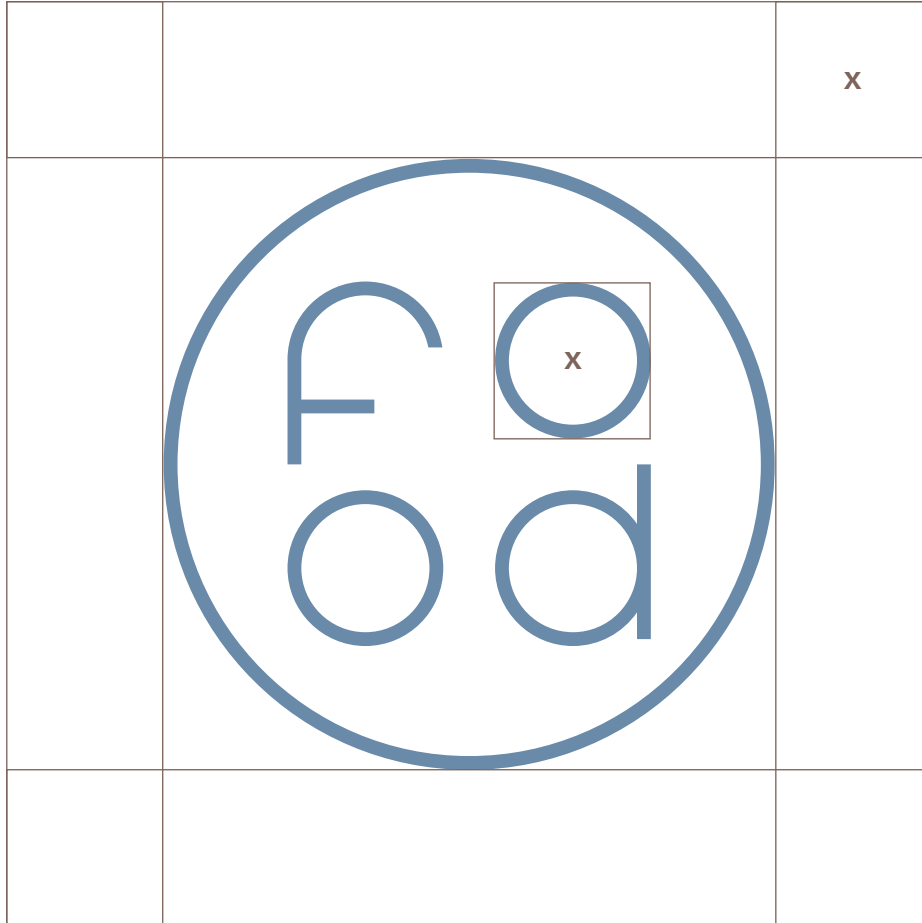
Primary colour

Black

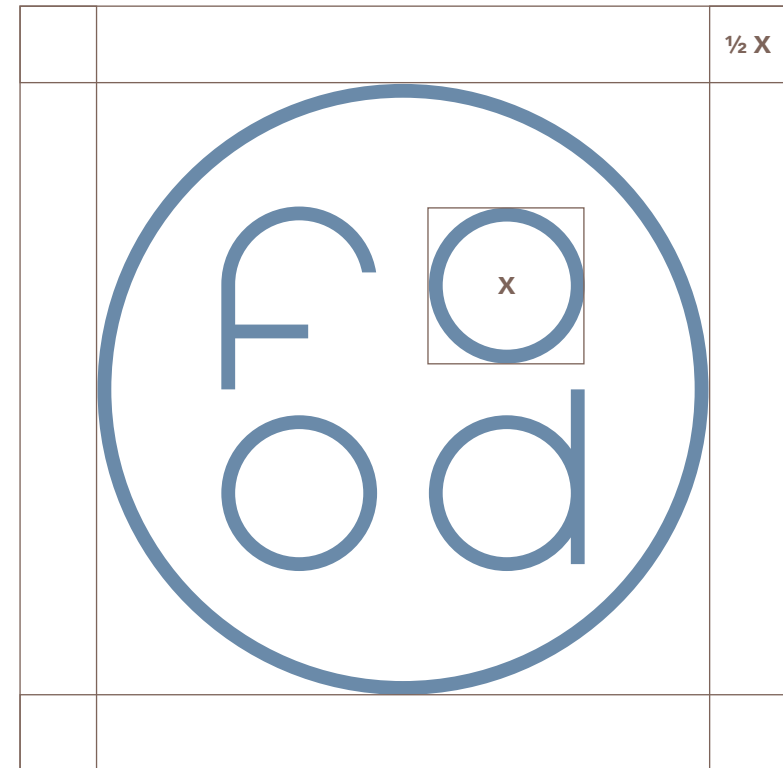
Secondary colours

1.6 Logo freezone

Whenever the FOOD logo is used close to text or images, a freezone (or area of isolation) should be kept around the logo. This freezone is a guide only and should be used at the discretion of the designer, taking into account the size and application of the item being designed.



Large freezone



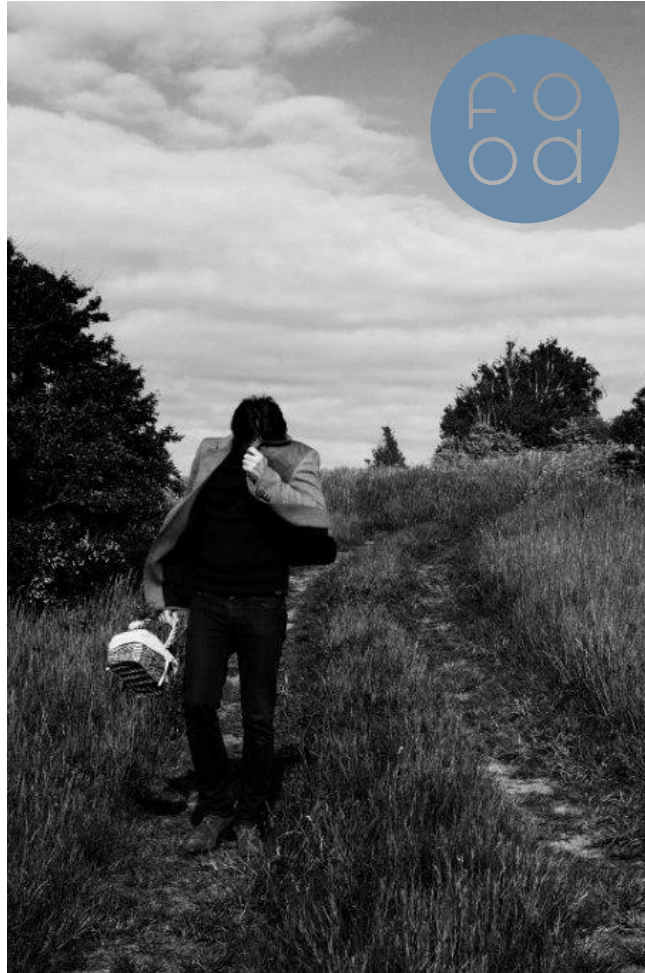
Small freezone

1.7 Logo transparency

Transparency can be used when the logo overlaps images or solid colours. Care must be taken by the designer to ensure that the background is not too busy and interferes with the logo.



Example 1



Example 2



Example 3

2.0 Authorised typeface

It is recommended to use the Avenir family for all printed matter. Avenir is a functional and widely available font. Within the Avenir family, two weights can be used: Avenir 35 Light and Avenir 95 Black.

When Food Organisation Of Denmark appears in a text, it should be written in lowercase with initial capitals. The acronym FOOD should be written without fullstops.

Small variations in the use of the typeface and typesetting will undermine the impact and consistency of the identity.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:~+!#)*"\$£%"[\]&@</>

Avenir 35 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:~+!#)*"\$£%"[\]&@</>

Avenir 35 Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:~+!#)*"\$£%"[\]&@</>

Avenir 95 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:~+!#)*"\$£%"[\]&@</>

Avenir 95 Black Italic

3.0 Appendix

Below is an overview of all the files supplied. Please note, Pantone and CMYK colours are used for printing applications, RGB is used for screen-based media.



outline_pantone_blue.eps



outline_CMYK_blue.eps



outline_RGB_blue.eps



solid_pantone_blue.eps



solid_CMYK_blue.eps



solid_RGB_blue.eps



FOOD ORGANISATION OF DENMARK

outline_strap_below_pantone_blue.eps



FOOD ORGANISATION OF DENMARK

outline_strap_below_CMYK_blue.eps



FOOD ORGANISATION OF DENMARK

outline_strap_RGB_blue.eps



FOOD ORGANISATION OF DENMARK

solid_strap_below_pantone_blue.eps



FOOD ORGANISATION OF DENMARK

solid_strap_below_CMYK_blue.eps



FOOD ORGANISATION OF DENMARK

solid_strap_RGB_blue.eps



FOOD ORGANISATION OF DENMARK

outline_strap_right_pantone_blue.eps



FOOD ORGANISATION OF DENMARK

outline_strap_right_CMYK_blue.eps



FOOD ORGANISATION OF DENMARK

outline_strap_right_RGB_blue.eps



FOOD ORGANISATION OF DENMARK

solid_strap_right_pantone_blue.eps



FOOD ORGANISATION OF DENMARK

solid_strap_right_CMYK_blue.eps



FOOD ORGANISATION OF DENMARK

solid_strap_right_RGB_blue.eps

3.0 Appendix



outline_pantone_black.eps



outline_CMYK_black.eps



outline_RGB_black.eps



solid_pantone_black.eps



solid_CMYK_black.eps



solid_RGB_black.eps



FOOD ORGANISATION OF DENMARK

outline_strap_below_pantone_black.eps



FOOD ORGANISATION OF DENMARK

outline_strap_below_CMYK_black.eps



FOOD ORGANISATION OF DENMARK

outline_strap_RGB_black.eps



FOOD ORGANISATION OF DENMARK

solid_strap_below_pantone_black.eps



FOOD ORGANISATION OF DENMARK

solid_strap_below_CMYK_black.eps



FOOD ORGANISATION OF DENMARK

solid_strap_RGB_black.eps



FOOD ORGANISATION OF DENMARK

outline_strap_right_pantone_black.eps



FOOD ORGANISATION OF DENMARK

outline_strap_right_CMYK_black.eps



FOOD ORGANISATION OF DENMARK

outline_strap_right_RGB_black.eps



FOOD ORGANISATION OF DENMARK

solid_strap_right_pantone_black.eps



FOOD ORGANISATION OF DENMARK

solid_strap_right_CMYK_black.eps



FOOD ORGANISATION OF DENMARK

solid_strap_right_RGB_black.eps

3.0 Appendix



outline_CMYK_white.eps



outline_RGB_white.eps



solid_CMYK_white.eps



solid_RGB_white.eps



FOOD ORGANISATION OF DENMARK

outline_strap_below_CMYK_ white.eps



FOOD ORGANISATION OF DENMARK

outline_strap_RGB_white.eps



FOOD ORGANISATION OF DENMARK

solid_strap_below_CMYK_ white.eps



FOOD ORGANISATION OF DENMARK

solid_strap_RGB_white.eps



FOOD ORGANISATION OF DENMARK

outline_strap_right_CMYK_ white.eps



FOOD ORGANISATION OF DENMARK

outline_strap_right_RGB_ white.eps



FOOD ORGANISATION OF DENMARK

solid_strap_right_CMYK_ white.eps



FOOD ORGANISATION OF DENMARK

solid_strap_right_RGB_ white.eps

3.0 Appendix



outline_pantone_brown.eps



outline_CMYK_brown.eps



outline_RGB_brown.eps



solid_pantone_brown.eps



solid_CMYK_brown.eps



solid_RGB_brown.eps



outline_strap_below_pantone_brown.eps



outline_strap_below_CMYK_brown.eps



outline_strap_RGB_brown.eps



solid_strap_below_pantone_brown.eps



solid_strap_below_CMYK_brown.eps



solid_strap_RGB_brown.eps



outline_strap_right_pantone_brown.eps



outline_strap_right_CMYK_brown.eps



outline_strap_right_RGB_brown.eps



solid_strap_right_pantone_brown.eps



solid_strap_right_CMYK_brown.eps



solid_strap_right_RGB_brown.eps

3.0 Appendix



outline_pantone_copper.eps



outline_CMYK_copper.eps



outline_RGB_copper.eps



solid_pantone_copper.eps



solid_CMYK_copper.eps



solid_RGB_copper.eps



outline_strap_below_pantone_copper.eps



outline_strap_below_CMYK_copper.eps



outline_strap_RGB_copper.eps



solid_strap_below_pantone_copper.eps



solid_strap_below_CMYK_copper.eps



solid_strap_RGB_copper.eps



outline_strap_right_pantone_copper.eps



outline_strap_right_CMYK_copper.eps



outline_strap_right_RGB_copper.eps



solid_strap_right_pantone_copper.eps



solid_strap_right_CMYK_copper.eps



solid_strap_right_RGB_copper.eps

3.0 Appendix



outline_pantone_burgundy.eps



outline_CMYK_burgundy.eps



outline_RGB_burgundy.eps



solid_pantone_burgundy.eps



solid_CMYK_burgundy.eps



solid_RGB_burgundy.eps



outline_strap_below_pantone_burgundy.eps



outline_strap_below_CMYK_burgundy.eps



outline_strap_RGB_burgundy.eps



solid_strap_below_pantone_burgundy.eps



solid_strap_below_CMYK_burgundy.eps



solid_strap_RGB_burgundy.eps



outline_strap_right_pantone_burgundy.eps



outline_strap_right_CMYK_burgundy.eps



outline_strap_right_RGB_burgundy.eps



solid_strap_right_pantone_burgundy.eps



solid_strap_right_CMYK_burgundy.eps



solid_strap_right_RGB_burgundy.eps

3.0 Appendix



outline_pantone_darkgreen.eps



outline_CMYK_darkgreen.eps



outline_RGB_darkgreen.eps



solid_pantone_darkgreen.eps



solid_CMYK_darkgreen.eps



solid_RGB_darkgreen.eps



FOOD ORGANISATION OF DENMARK

outline_strap_below_pantone_darkgreen.eps



FOOD ORGANISATION OF DENMARK

outline_strap_below_CMYK_darkgreen.eps



FOOD ORGANISATION OF DENMARK

outline_strap_RGB_darkgreen.eps



FOOD ORGANISATION OF DENMARK

solid_strap_below_pantone_darkgreen.eps



FOOD ORGANISATION OF DENMARK

solid_strap_below_CMYK_darkgreen.eps



FOOD ORGANISATION OF DENMARK

solid_strap_RGB_darkgreen.eps



FOOD ORGANISATION OF DENMARK

outline_strap_right_pantone_darkgreen.eps



FOOD ORGANISATION OF DENMARK

outline_strap_right_CMYK_darkgreen.eps



FOOD ORGANISATION OF DENMARK

outline_strap_right_RGB_darkgreen.eps



FOOD ORGANISATION OF DENMARK

solid_strap_right_pantone_darkgreen.eps



FOOD ORGANISATION OF DENMARK

solid_strap_right_CMYK_darkgreen.eps



FOOD ORGANISATION OF DENMARK

solid_strap_right_RGB_darkgreen.eps

3.0 Appendix



outline_pantone_lightgreen.eps



outline_CMYK_lightgreen.eps



outline_RGB_lightgreen.eps



solid_pantone_lightgreen.eps



solid_CMYK_lightgreen.eps



solid_RGB_lightgreen.eps



FOOD ORGANISATION OF DENMARK

outline_strap_below_pantone_lightgreen.eps



FOOD ORGANISATION OF DENMARK

outline_strap_below_CMYK_lightgreen.eps



FOOD ORGANISATION OF DENMARK

outline_strap_RGB_lightgreen.eps



FOOD ORGANISATION OF DENMARK

solid_strap_below_pantone_lightgreen.eps



FOOD ORGANISATION OF DENMARK

solid_strap_below_CMYK_lightgreen.eps



FOOD ORGANISATION OF DENMARK

solid_strap_RGB_lightgreen.eps



FOOD ORGANISATION OF DENMARK

outline_strap_right_pantone_lightgreen.eps



FOOD ORGANISATION OF DENMARK

outline_strap_right_CMYK_lightgreen.eps



FOOD ORGANISATION OF DENMARK

outline_strap_right_RGB_lightgreen.eps



FOOD ORGANISATION OF DENMARK

solid_strap_right_pantone_lightgreen.eps



FOOD ORGANISATION OF DENMARK

solid_strap_right_CMYK_lightgreen.eps



FOOD ORGANISATION OF DENMARK

solid_strap_right_RGB_lightgreen.eps

