

safefood Brand Guidelines



Contents

Our reach	4	Digital	24
Brand attributes	6	• Website	
Logo	7	• Social media	
• Logo mark & symbol		• Videos	
• Colours		• Videos with third party logos	
• Clear zone & minimum size		TV	31
Points of contact	11	• End-frame	
Typography for print applications	12	• End-frame examples	
Typography for digital applications	13	PowerPoint	33
safefood type treatment	14	Stationery	34
Imagery treatment	15	Signage	36
Brand swoosh	17	• Pop-up banners	
• Campaign examples		• Stands	
• Print examples			
• Use of third party logos			
Print order codes	23		

safefood is the all-island agency responsible for promoting food hygiene, food safety and healthy eating.

Our evidence-based multi-touch programmes contribute to public health by advancing knowledge and enabling behaviour change.

Our reach



Our brand is a powerful asset.

Our brand guidelines protect the **safefood** brand and enhance its value at all points of contact with stakeholders. and enabling behaviour change.

Brand attributes

Trustworthy

We are independent and use an evidence-based approach to ensure the information we provide is reliable.

Knowledgeable

We invest in horizon-scanning, working collaboratively with experts to assess and identify how to address risks.

Practical

We provide information all our audiences can act upon, enabling self-help and empowering change.

Innovative

We are agile and inventive, seeking new approaches and channels to deepen and strengthen longterm engagement with stakeholders.

Relevant

We seek more ways to engage with our audiences more often by focusing on information presented in simple language and resources that directly relate to people's lives.

Approachable

We actively grow stakeholder communities by encouraging dialogue and supporting ongoing exchange of information.

Logo



Logo

The logo mark is a single colour unit, comprising of a symbol and type.

The **safefood** logos are available in JPEG, EPS, PNG and PDF vector versions in the press kit section on the **safefood** website safefood.net/press-kit

Logo mark



The relationship between the symbol and type is fixed and cannot be altered in any way. Master artwork is available.

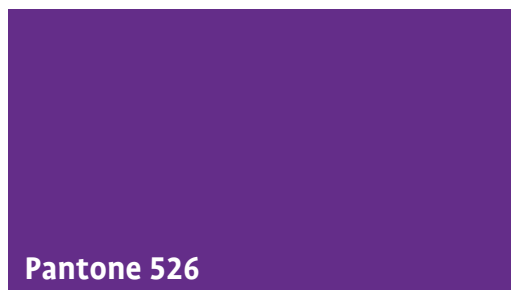
Symbol



The **safefood** symbol may be used as an integral design feature or as a support graphic.

Logo colours

The logo must be reproduced in the brand colour or housed in the brand swoosh. In some limited circumstances the logo can appear in black or white on black. This must be cleared in advance by Marketing Communications.



C 76	R 101
M 100	G 45
Y 7	B 134
K 0	



Logo clear zone & minimum size

Clear zone



The clear zone is the area surrounding the logo mark that must be kept free of other graphic elements. The minimum required clear zone is defined by the *af* measure from the word 'safe' in the safefood logo as shown.

Minimum size



To ensure the logo mark is clearly executed a minimum size of 15mm has been specified.

Points of contact

A set of icons have been produced to represent different points of contact. Any combination of the point of contact icons can be used. Use of the icons is discretionary. Master artwork issupplied.

Facebook		@safefood.net
Twitter		@safefood_net
Pinterest		@safefoodnet
LinkedIn		@safefood_net
Youtube		@safefoodTV
Instagram		@safefood.net
Email		info@safefood.net
Helpline		ROI 0818 40 4567 NI 0800 085 1683

Typography for Print Applications

Print Applications

Profile is the typeface to be used in applications. ProfileNO can be used for numbers.

Mandatory use of Profile

The typeface must be used in all content such as publications, signs, stationery, forms and promotional items.

Consumer campaigns

Consumer campaigns can employ other typefaces in headlines or an integrated part of the creative solution. Profile must be used in all support or secondary copy.

Profile is available from Adobe Fonts.

Profile

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&*()

Variations

Profile Light

Profile Regular

Profile Medium

Profile Bold

Profile Light Italic

Profile Regular Italic

Profile Medium Italic

Profile Bold Italic

ProfileNO

1 2 3 4 5 6 7 8 9 0

Variations

ProfileNO Regular

ProfileNO Bold

Typography for Digital Applications

Applications

For electronic applications such as powerpoint presentations and word documents the typefaces Arial or Arial Rounded must be used.

Digital Applications

Arial or Arial Rounded must be used on websites, blogs, social media and e-communication applications such as e-zines.

If Profile is available when producing word documents, this typeface can be used instead of Arial or Arial Rounded.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&*()

Variations

Arial Regular

Arial Italic

Arial Bold

Arial Rounded

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&*()

safefood Type Treatment

To heighten the visibility of **safefood** in body copy it must be presented as follows:

1. The word 'safe' is bold italic
2. The word 'food' is bold.
3. **safefood** must begin with a lowercase 's', including at the start of a sentence.
4. **safefood** is always presented as one word, with no space between 'safe' and 'food'.

Exceptions

The following exceptions are allowed:

1. Where it cannot be achieved such as in web headings and facebook tabs
2. Web addresses
3. Social media addresses

Minimum size

The minimum type size is 10pt. Exceptions must be approved in advance by the Marketing and Communications Department.



The image shows the word 'safefood' in a large, purple, sans-serif font. The 'safe' portion is in a bold italic weight, while the 'food' portion is in a bold weight. Below the word, two brackets are positioned: one under 'safe' and one under 'food'. Vertical lines connect these brackets to the labels 'Profile Bold Italic' and 'Profile Bold' respectively.

Profile Bold Italic

Profile Bold

Imagery Treatment

Photography is the preferred medium, however, illustration can be used.

Photography should:

1. Be realistic
2. Show people in environments that the target audience can relate to
3. Be relevant to the information being provided

The brand colour must be added to photography or illustration. This can be a subtle addition or a key feature of the creative.

See examples here and on the following pages.



Before



After
Purple added to child's top

Imagery Treatment cont.



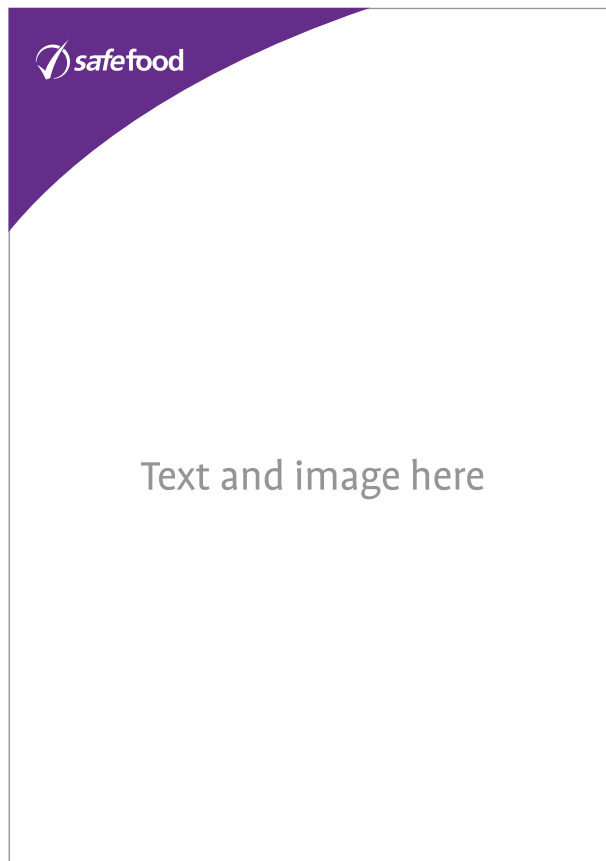
Brand Swoosh

A distinctive housing mechanism, the **safefood** brand swoosh, has been developed for all **safefood** applications. It is the preferred use of the brand mark for all **safefood** branded collateral as it enhances the brand's visibility on applications. The brand swoosh houses the **safefood** logo in an easy to use lock-up. It is a flexible element as it can be positioned top left hand corner or bottom right hand corner on a variety of applications.

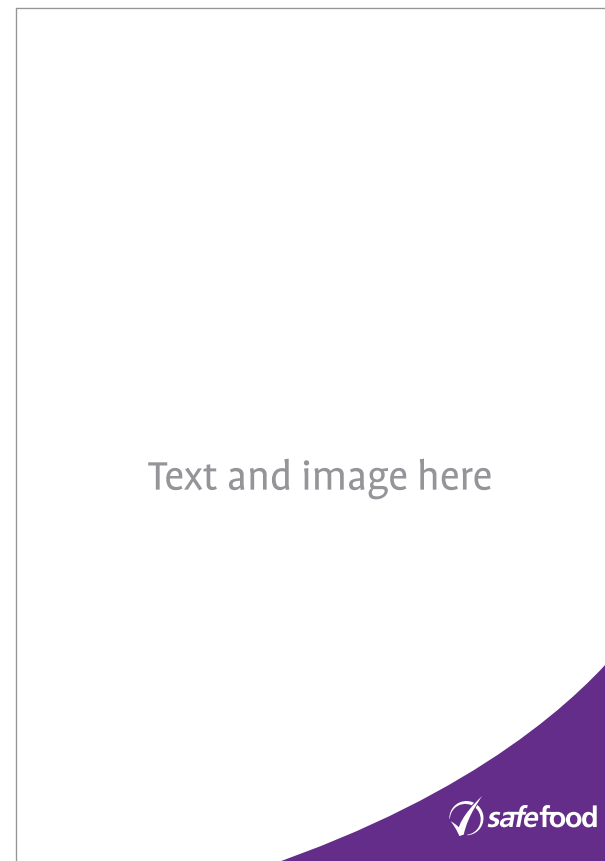
By exception, the logo can be used outside the swoosh. Exceptions must be approved in advance by Marketing Communications.

The **safefood** brand swoosh lock-up is available in JPEG, EPS, PNG and PDF vector versions in the press kit section on the **safefood** website safefood.net/press-kit

See examples.

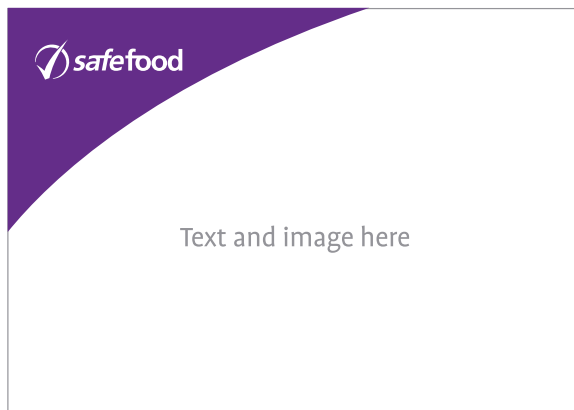


Portrait Application
Brand Swoosh Top Left Hand Corner

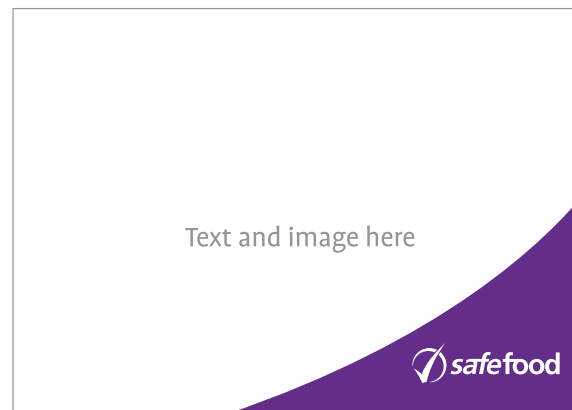


Portrait Application
Brand Swoosh Bottom Right Hand Corner

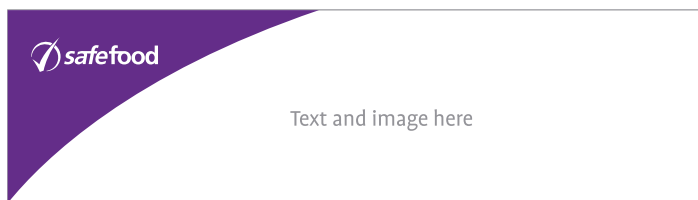
Brand Swoosh



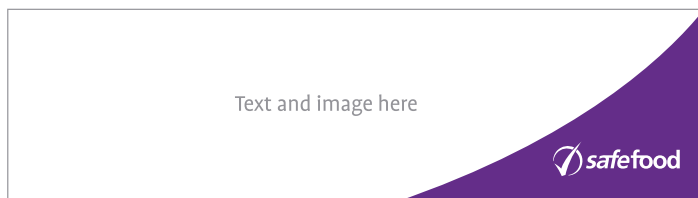
Landscape Application
Brand Swoosh Top Left Hand Corner



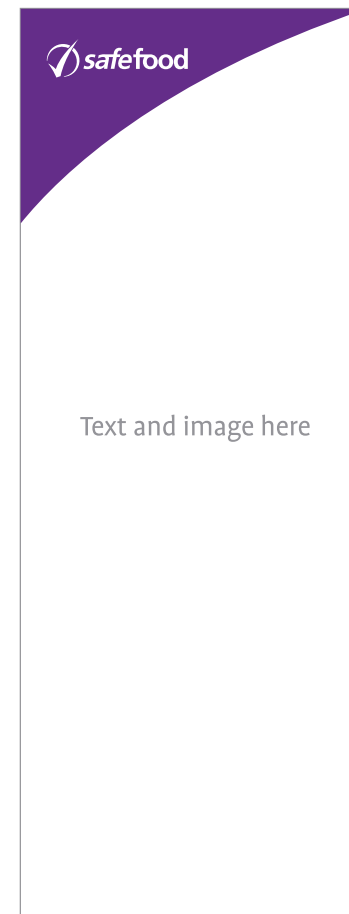
Landscape Application
Brand Swoosh Bottom Right Hand Corner



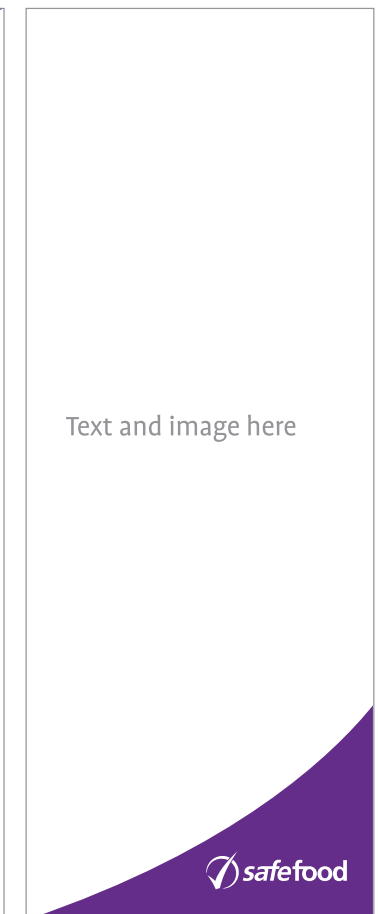
Narrow Landscape Application
Brand Swoosh Top Left Hand Corner



Narrow Landscape Application
Brand Swoosh Bottom Right Hand Corner



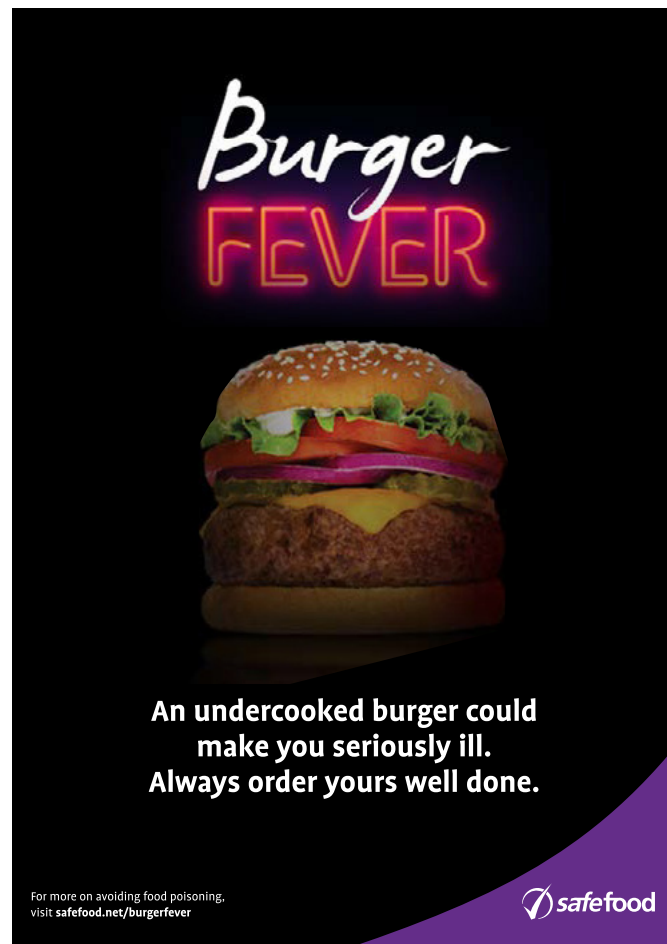
Narrow Portrait Application
Brand Swoosh
Top Left Hand Corner



Narrow Portrait Application
Brand Swoosh
Bottom Right Hand Corner

Brand Swoosh Campaign Examples

Examples of the brand swoosh applied to a range of campaign materials are shown here and on following pages.



6 Sheet



48 Sheet

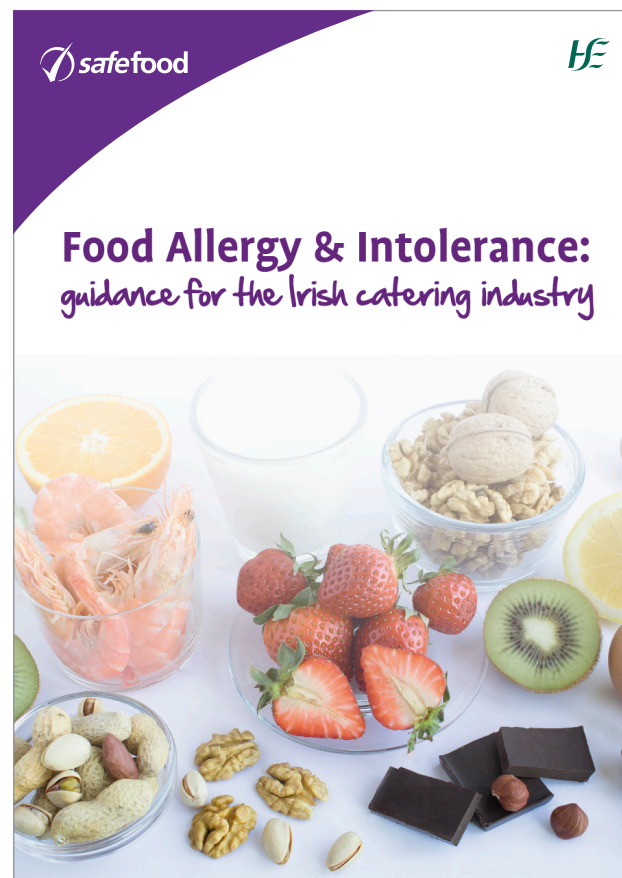


Poster

Brand Swoosh Print Examples



Booklet Cover



Booklet Cover



Poster

Brand Swoosh Print Examples



Poster



Leaflet Cover



48 Sheet

Use of third party logos

The position of third party logos, such as partner organisations, varies depending on the brand swoosh used. Examples of correct positioning of third party logos are shown on these pages.

When partnering with another organisation, their logo will be shown to appear equal in scale and value to the **safefood** logo. Both logos should sit on the same centre line, and where they are similar in proportion should both appear at the same height. Some third party brandmarks may be of extreme proportions, that is, very wide or very high. In these cases **safefood** will use its judgement to ensure the brandmarks follow a ratio that clearly communicates our desired relationship.



Booklet Cover

The image shows a leaflet. At the top left is the safefood logo. At the top right are logos for Coeliac, Coeliac UK, and cafre. Below these is a collage of photos showing people in various settings. The main title is 'Date for the diary: Catering for food hypersensitivity: a win-win for all'. Below the title is the date '26 September 2016' and location 'Hilton Hotel, Kilmainham, Dublin 8'. There is a section titled 'Purpose of event' with a purple background. Below that is a section titled 'Who should attend?' with a purple background. To the right of that is a section titled 'Register for this FREE event' with a purple background. To the right of that is a section titled 'Join safefood Knowledge Network' with a purple background. At the bottom is the text 'Knowledge Network Advancing Food Safety Knowledge and Skills'.

Leaflet

Print order codes

Some printed publications may require an order number to be applied before production. Order codes will be provided by **safefood** and should be placed discreetly on the artwork.

Order codes should be positioned neatly within a clearspace in the margins of the publication. It is advised that the order code is no smaller than 6pt and should be applied using a clear and legible font, such as Arial.

Examples are provided.



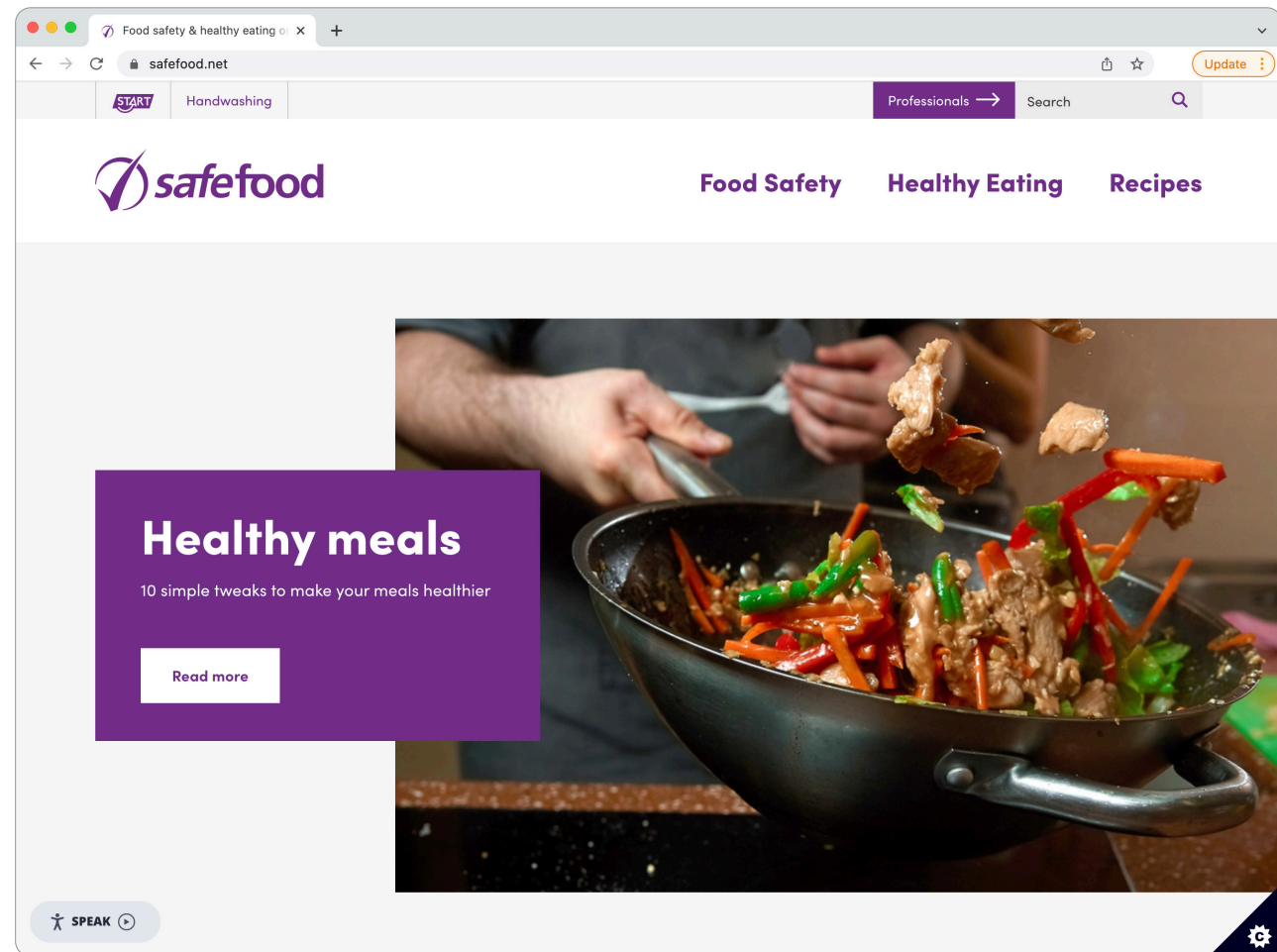
Single Sided Portrait Poster



Double Sided Leaflet

Digital Website

The brand colour is to be a key feature of digital applications. It can be used in text, in colour bands and icons.



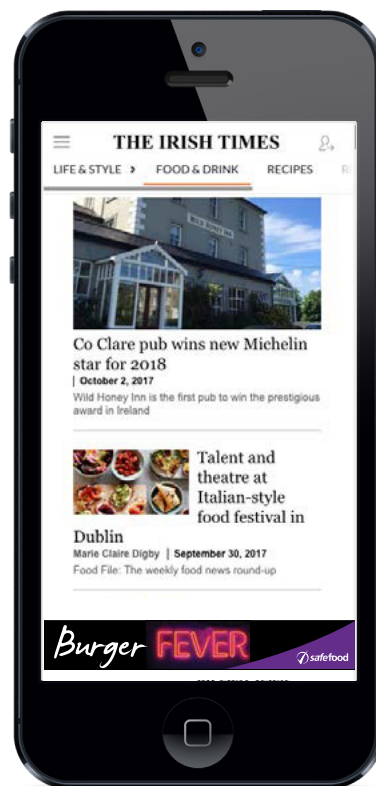
Digital Website

A distinctive brand swoosh has been developed for all safefood applications. It is the preferred use of the brand mark as it enhances the brand's visibility on applications.

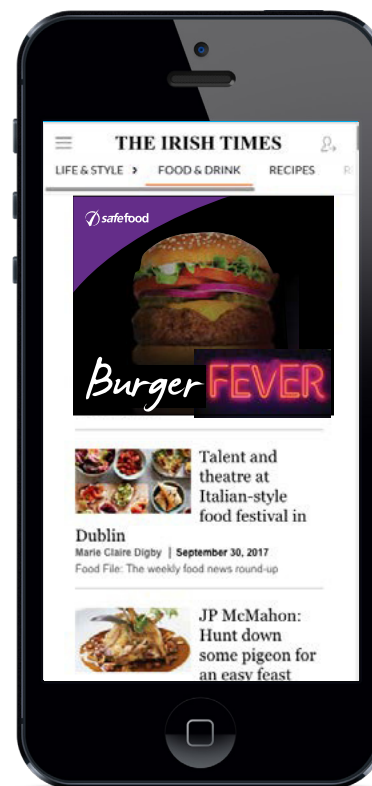
The brand swoosh can be used on digital media where appropriate and space allows. Exceptions must be approved in advance by Marketing Communications.

The brand swoosh houses the **safefood** logo. It is a flexible element as it can be positioned top left hand corner or right bottom hand corner.

Templates are provided. See examples.



Mobile Banner



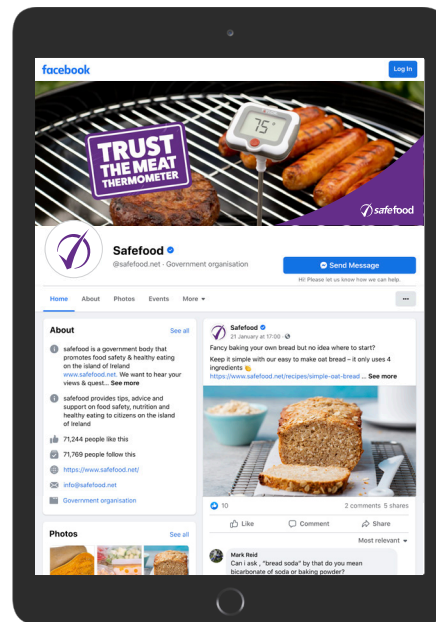
MPU



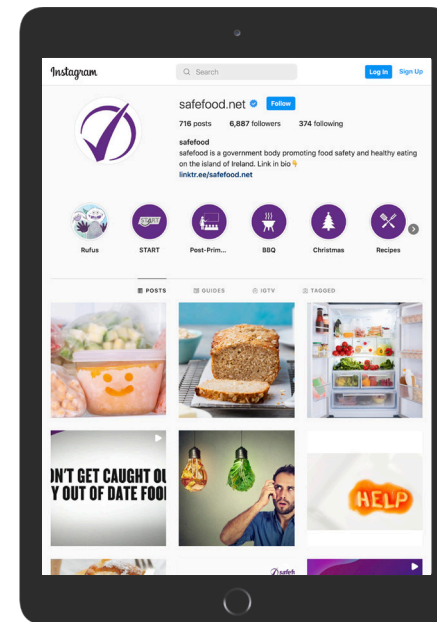
MPU

Digital Social Media

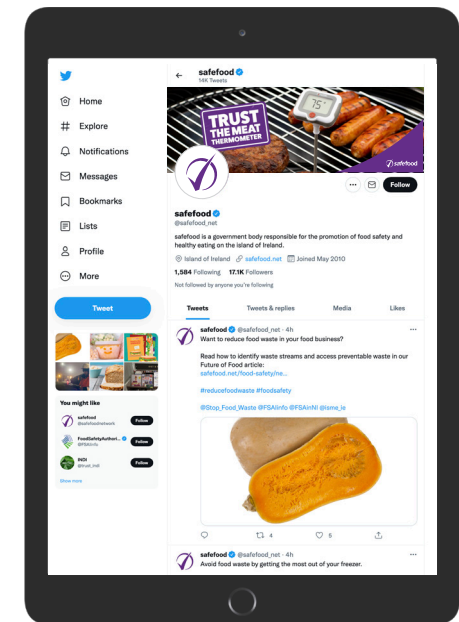
The brand swoosh can be used on social media where appropriate and space allows. Where appropriate, the brand colour should be added to graphics, for example used for copy or as part of an image.



Facebook



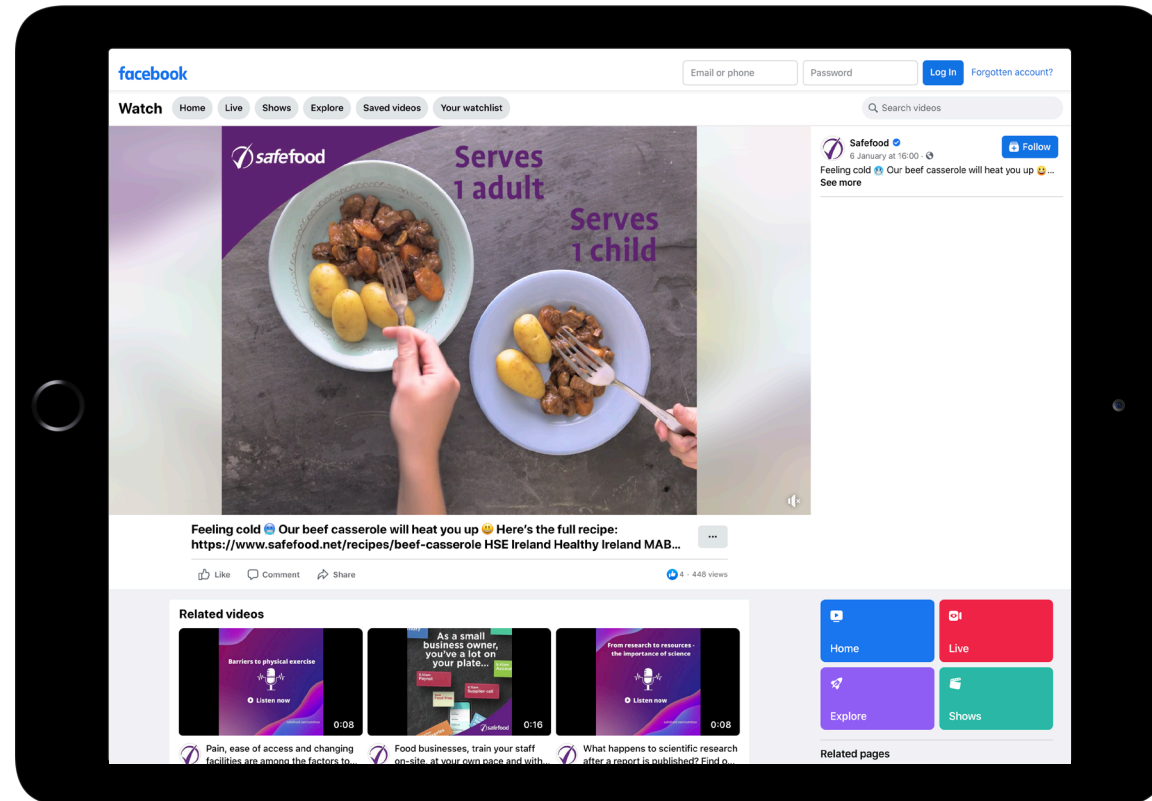
Instagram



Twitter

Digital Videos

The brand swoosh should be included on graphics for social media. Where appropriate, the brand colour can be added to graphics, for example used for copy or as part of an image.



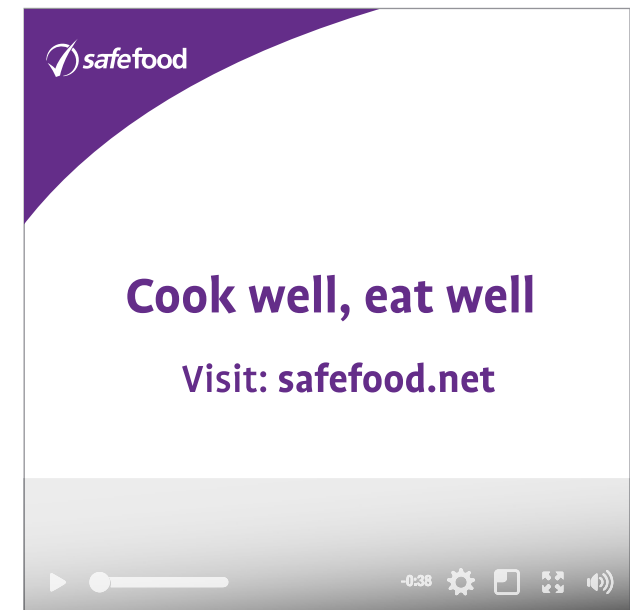
Digital Videos



Start Frame



Follow on Frame



End Frame

Digital Videos

The brand swoosh should be included at the start and the end of all video content.

It can remain throughout the video or be replaced by the logo only in white.

There is a specified treatment for:

1. Start frames
2. Contributors' names and titles
3. Breaks within videos to introduce new topics or themes.
4. Position of the **safefood** logo
5. Endframes

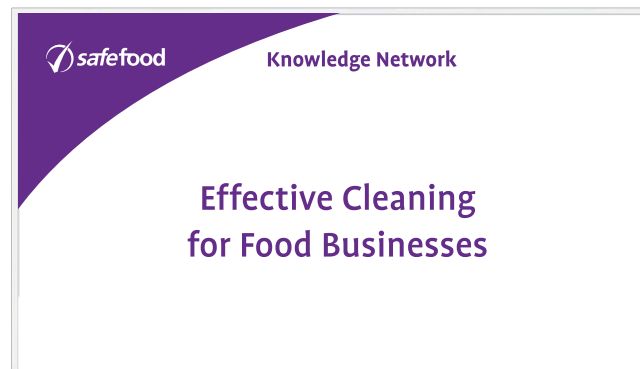
Master artworks are provided.



Intro Frame



Frame with contributors' names and titles



Section Break Frame



End Frame

Digital Video with Third Party Logos

The brand swoosh should be included at the start and the end of all video content.

It can remain throughout the video or be replaced by the logo only in white.

There is a specified treatment for:

1. Start frames
2. Contributors' names and titles
3. Breaks within videos to introduce new topics or themes.
4. Position of the **safefood** logo
5. Endframes

Master artworks are provided.



TV End-Frame

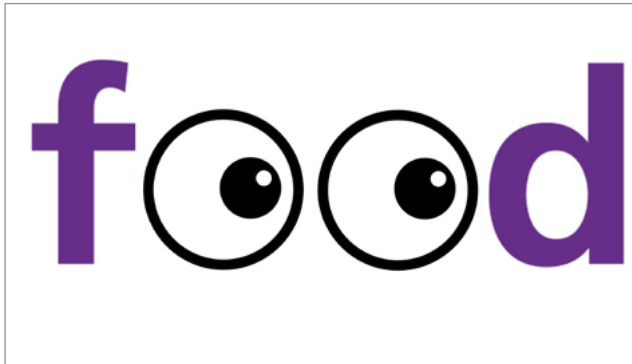
The brand swoosh should be included at the end of all tv commercials and stings.

The brand colour must be included in imagery and can also be used for typography.

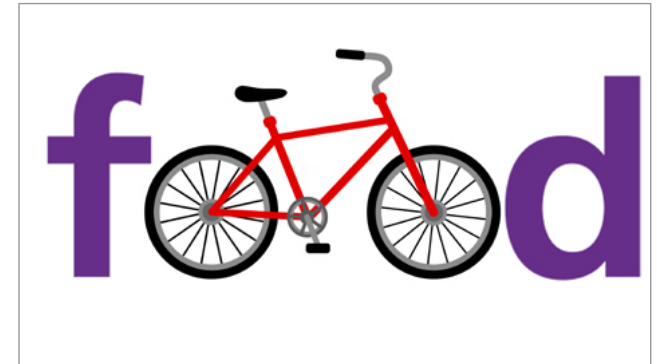
Master artwork is provided.



TV End-Frame Examples



V/O: See how healthy eating



and getting active improve your appetite for life.



safefood sponsors (Celebrity) Operation Transformation



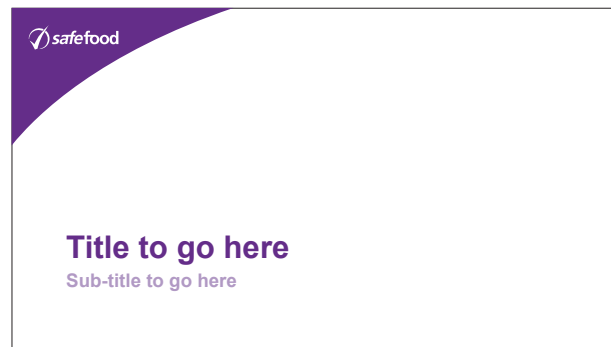
and getting active improve your appetite for life.

Powerpoint

The brand swoosh is a feature of powerpoint title slides. The brand colour is used for headings and bullet points. Master templates are provided.

Title slide

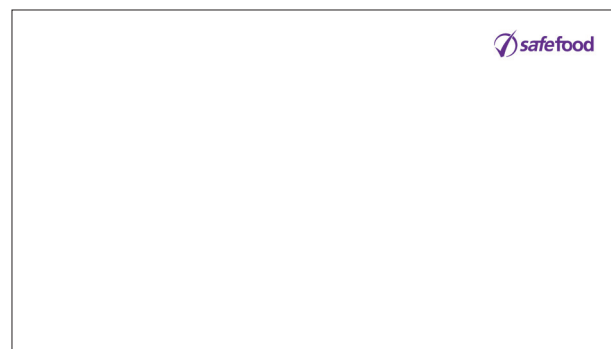
The brand swoosh should be used for all PowerPoint presentations as the title slide.



Title slide



Break slide



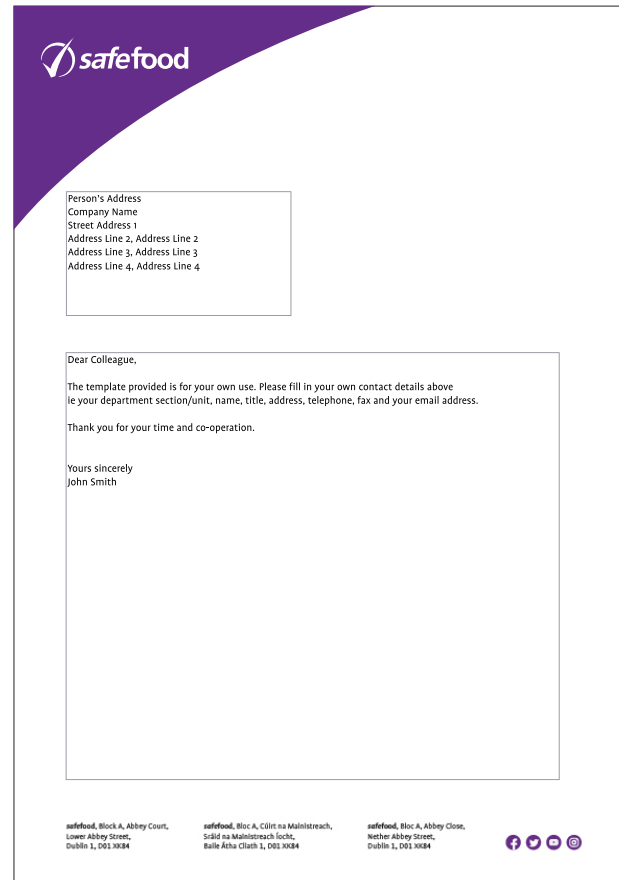
Content slide



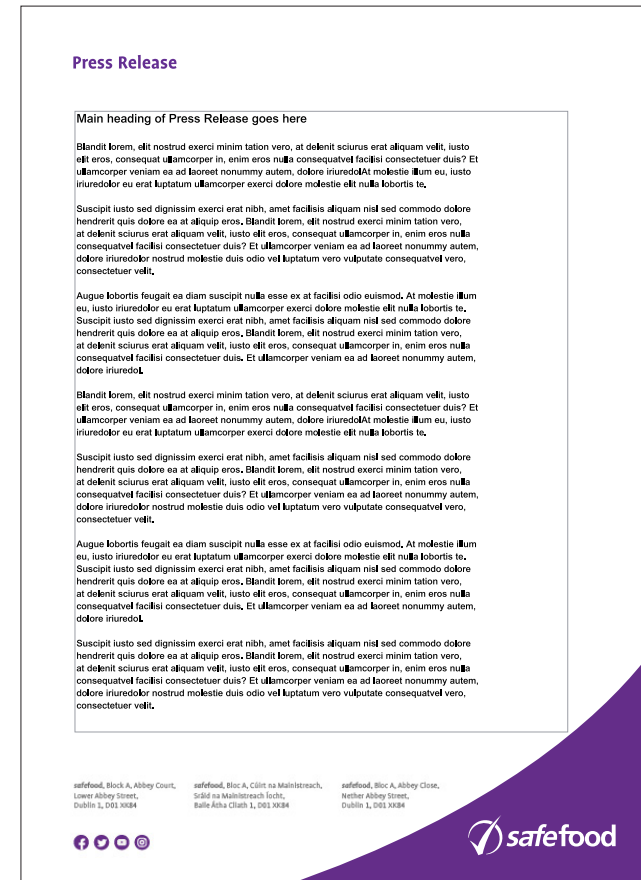
Content slide

Stationery

Master artwork is provided for letterhead, press release, compliment slip and business cards.



Letterhead



Press Release

Stationery

safefood employees should present their email signature in the format shown in the example.

Typeface should be Arial size 11.



Business card front



Business card back



Name badge

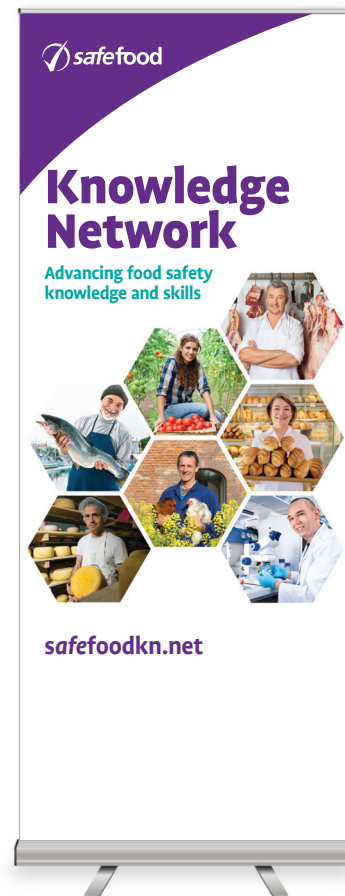


Email signature

Signage Pop-up Banners

The brand swoosh is a feature of pop-up banners. The brand colour must be included in imagery and can also be used for typography.

Master templates are provided.



Signage Stands

The brand swoosh can be used on stands if it will be visible. Where visibility is compromised, the logo can appear out of the swoosh.

The brand colour must be included in imagery and can also be used for typography.

Master templates are provided.



YOUR GOVERNMENT DEPARTMENTS
Working for you.

COOK BBQ MEATS TO
75°C

TRUST THE MEAT THERMOMETER

For more information:
[safefood.net](https://www.safefood.net)

safefood

safefood Brand Guidelines

