



*food and health
information*

BRAND GUIDELINES

PRIMARY COLOURS - IFIS / FSTA



DARK BLUE

CMYK	RGB
100	20
100	37
25	98
20	

HEXADECIMAL

#2a2460



BRIGHT BLUE

CMYK	RGB
70	36
10	175
0	225
0	

HEXADECIMAL

#2d4fe5



ORANGE

CMYK	RGB
6	228
67	108
100	13
0	

HEXADECIMAL

#e36b0d



GRADIENT

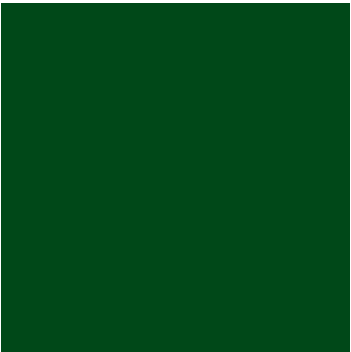
DARK BLUE VALUES LEFT	BRIGHT BLUE VALUES RIGHT

Unless strictly necessary, the gradient should go from dark (L) to bright (R) horizontally



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PRIMARY COLOURS - ESCALEX

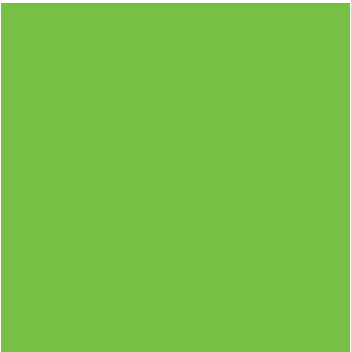


DARK GREEN

CMYK	RGB
100	0
0	66
100	24
72	

HEXADECIMAL

#004117



BRIGHT GREEN

CMYK	RGB
58	125
0	186
98	45
0	

HEXADECIMAL

#7cb92e



BRIGHT ORANGE

CMYK	RGB
1	244
43	161
93	25
0	

HEXADECIMAL

#F4A019



GRADIENT

DARK GREEN VALUES LEFT	BRIGHT GREEN VALUES RIGHT

Unless strictly necessary, the gradient should go from dark (L) to bright (R) horizontally

Escalex

food regulation and compliance

SECONDARY COLOURS



MID BLUE

CMYK	RGB
85	49
56	100
20	148
5	

HEXADECIMAL

#316494



MID GREEN

CMYK	RGB
79	26
0	124
99.2	42
35.5	

HEXADECIMAL

#1A7C2A

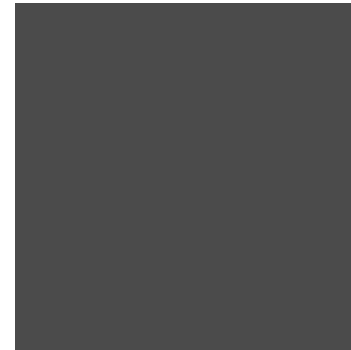


FUSCHIA

CMYK	RGB
40	150
100	17
22	98
14	

HEXADECIMAL

#961162



DARK GREY

CMYK	RGB
62	75
53	75
51	75
49	

HEXADECIMAL

#4b4b4b



LIGHT GREY

CMYK	RGB
42	150
33	150
33	150
12	

HEXADECIMAL

#4b4b4b

FULL FSTA / IFIS COLOUR SCHEME



FULL ESCALEX COLOUR SCHEME



HEADINGS

Use shades from the colour schemes, white (on dark backgrounds), or tones from the FSTA or Escalex gradients.

HEADING 1

Example body text
example body text
example body text
example body text
example body text
example body text

HEADING 2

Example body text
example body text
example body text
example body text
example body text
example body text

HEADING 3

Example body text
example body text
example body text
example body text
example body text
example body text

HEADING 4

Example body text
example body text
example body text
example body text
example body text
example body text

HEADING 5

Example body text
example body text
example body text
example body text
example body text
example body text

LOGO FORMATTING

IFIS, FSTA and Escalex are all available in a variation of their respective colours and monochrome variants (no other colours should be used). Preferred are the following formats:

Gradient logo and strapline



Gradient logo



White logo and strapline



White logo



The white IFIS, FSTA and Escalex logos are ideal for use over images and coloured backgrounds. When placing over photography, ensure contrast by placing over a darker area - find negative space.



FSTA[®]

Drop shadows should be used only when necessary for legibility, and should not exceed an opacity of 30% and a distance of 3mm (on documents up to A4 size).

Escalex

food regulation and compliance

DON'T stretch any text or logos.

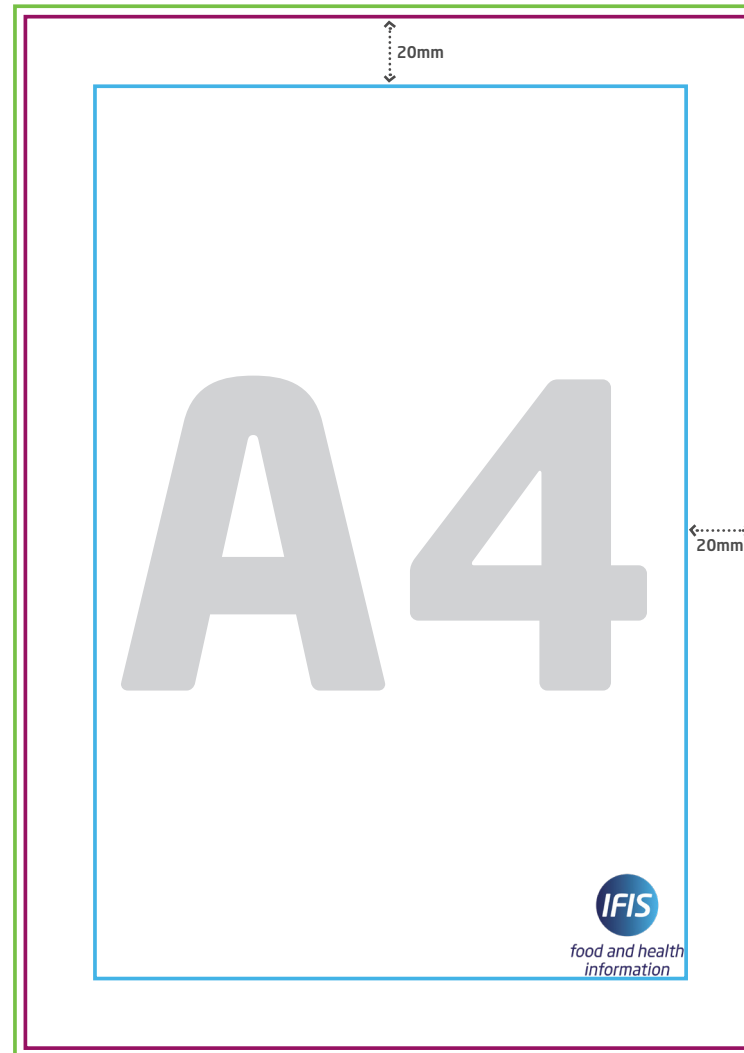
FSTA[®]

DON'T rotate any logos.



IFIS linear logo minimum width:
45mm - to keep strapline at 8pt.

CLEARSPACE, SIZING AND DOCUMENT SETUP



With any A4 document, we recommend that margins are 20mm from each side.

If smaller, the content should have at least have some white space at all sides.

If the document is to be printed, a 3mm bleed (or as specified) should be applied.

Exclusion zones

Wherever you place the logo, always give it substantial room to breathe - at least half it's height on all sides.

-  3mm bleed
-  A4 template
-  20mm margin

TYPOGRAPHY

MAIN TYPEFACES

IFIS

The IFIS and FSTA logotypes use different fonts.

When creating artwork for IFIS, you should use the Neo Sans typeface.

The IFIS acronym is in Neo Sans Medium Italic.

The “food and health information” strapline is Neo Sans Regular Italic and should appear in either the dark blue or white (on a dark background).

FSTA and Escalex

Use Scene Bold for the Main FSTA and Escalex logos and registered symbol.

SUPPORTING TYPEFACES

Where possible, Neo Sans (IFIS) or Scene (FSTA and Escalex) fonts should be used. If this is not possible, for example when producing an in-house word document, PowerPoint or web site file, please use Helvetica or Helvetica Neue as a supporting font for the print work and Arial for web work.

Neo Sans Pro Regular

Neo Sans Medium Italic

(15 degree tilt)

Neo Sans Pro Regular Italic

Scene Bold

IMAGE GUIDELINES

- With the main IFIS colours being blue, orange, green and fuschia, images with similar tones are preferred, for consistency.
- Stock imagery should be modern, appealing and not appear too 'stock', or staged.
- Photos should be high quality (>72ppi for screen, >300ppi for print).
- Text should be clearly visible over images.
- Only use images with permission and credit appropriately. The following websites may be useful for free stock images:

unsplash.com

pexels.com

kaboompics.com

pixabay.com



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