

safefood **Brand Guidelines** **2017**

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

safefood's evidence-based, multi-touch programmes contribute to public health by advancing knowledge and enabling behaviour change.

Brand Management

The *safefood* brand is a powerful asset. It adds value and credibility to messages and programmes of work. These guidelines protect and enhance the value of the brand. Compliance with the guidelines is mandatory.

If you have any queries, contact **safefood**'s Marketing and Communications department.

safefood's brand attributes set the organisation apart and ensure a consistent approach to programmes of work and how the organisation interacts with diverse stakeholder groups.

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 address risks.

Practical

We provide information our stakeholders 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 our stakeholders.

Approachable

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

Relevant

We seek more ways to engage with more stakeholders more often by focusing on information and resources that directly relate to their lives.

safefood's approach to brand language focuses on three guiding principles.

1. Keep it simple
2. Be precise
3. Be concise

Keep it simple

1. Use every day words
2. Avoid jargon
3. Technical and scientific terms to be used in research publications, presentations and forums only

Be precise

1. Avoid ambiguous language
2. Avoid opinion-based commentary
3. Information must be evidence-based
4. Be specific

Be concise

1. Keep sentences brief
2. Use as few words as possible

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

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

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.

Logo Colours



C 76 **R** 101 **HEX** 652D86
M 100 **G** 45 **Pantone** 526
Y 7 **B** 134
K 0



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 has been specified. It is 30mm in width.

Print Applications

Profile is the typeface to be used in applications.

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 may 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 www.fontshop.com

Typography for Print Applications

Profile

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Variations

Profile Light

Profile Light Italic

Profile Regular

Profile Regular Italic

Profile Medium

Profile Medium Italic

Profile Bold

Profile Bold Italic

ProfileNO

1 2 3 4 5 6 7 8 9 0

Variations

ProfileNO Regular

ProfileNO Bold

Digital Applications

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

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

Typography for Digital Applications

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&*()

Variations

Arial Regular

Arial Italic

Arial Bold

Arial Rounded

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&*()

Variations

Arial Rounded Regular

Arial Rounded Italic

Arial Rounded Bold

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 typesize is 10pt. Exceptions must be approved in advance by the Marketing and Communications Department.



A set of graphics have been produced to represent different points of contact. Any combination of the points of contact graphics can be used. Master artwork is supplied.

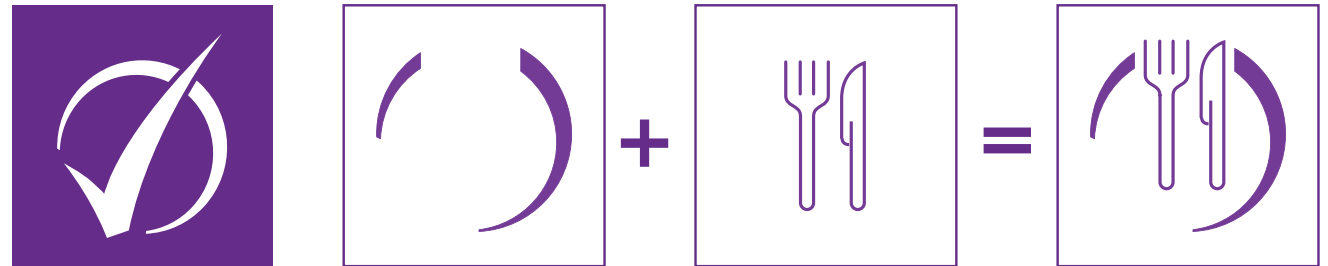
Points of Contact Graphics

10

Email	 xxxx@safefood.eu
Facebook	 @safefood_eu
Twitter	 @safefood_eu
Pinterest	 @safefoodeu
LinkedIn	 @safefood_eu
Youtube	 @safefood_eu
Google +	 @safefood_eu
Instagram	 @safefood_eu
Helpline	 Helpline ROI 1850 404 567 NI 0800 085 1683

A signature housing device has been developed. The circle shape from the **safefood** symbol houses simple icons. The icons break the circle as shown. Icons must be the brand colour, black or white.

Colour, black and white versions of all the examples shown have been provided for print and digital use.



Examples of icons



Photography should be realistic, showing people in environments the target audience can relate to and that are relevant to the information being provided.

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

Illustration should incorporate the brand colour. This can be the lead colour element or a subtle addition.



Original



Purple added to child's top



Purple added to glass



Purple added to child's top and glass

Imagery Treatment



Purple added to baby's clothing



Purple used in shirt



Purple used in gloves



Purple used in onion



Purple used in an illustration

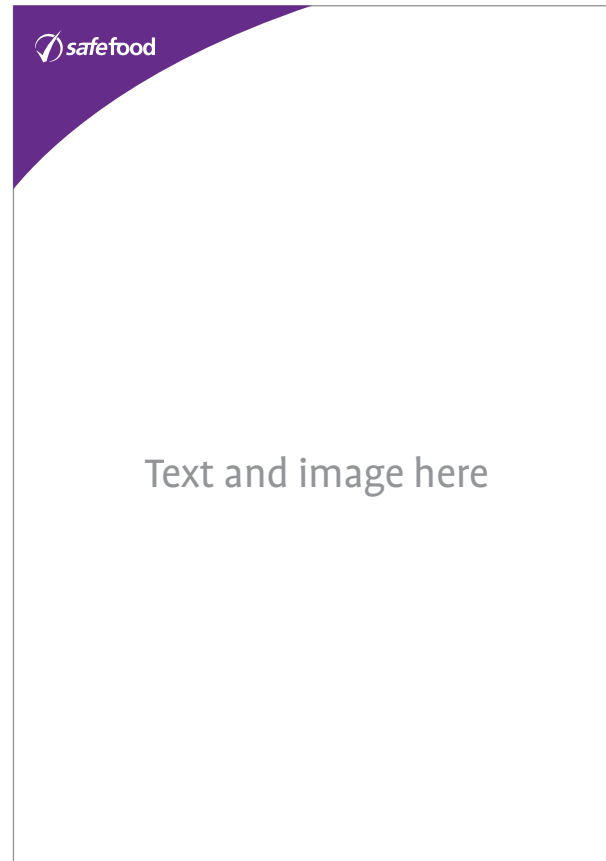


Purple used in an illustration

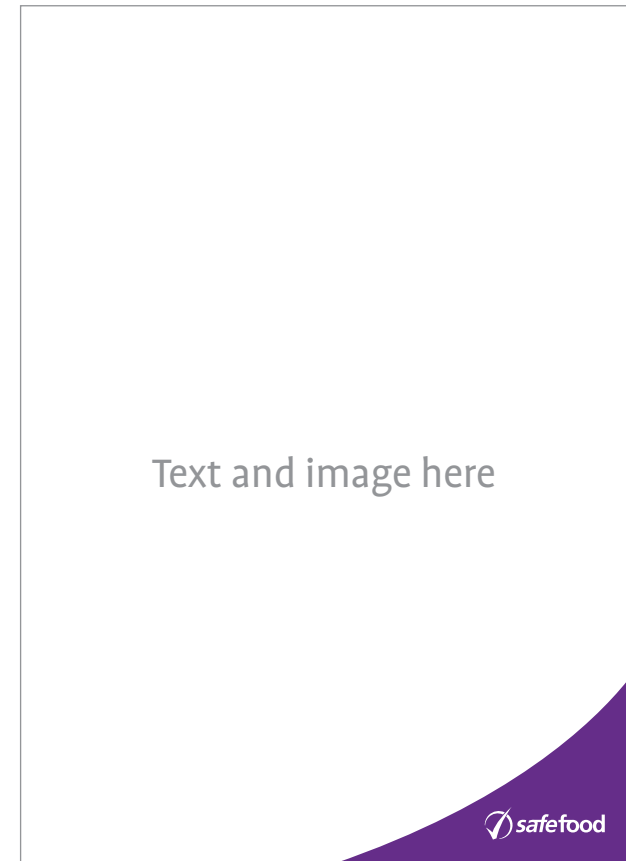
A distinctive brand swoosh has been developed for **safefood**. It is the preferred use of the brand mark as it enhances the brand's visibility on applications.

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

A range of examples are shown. Templates are provided for print, video and digital applications.

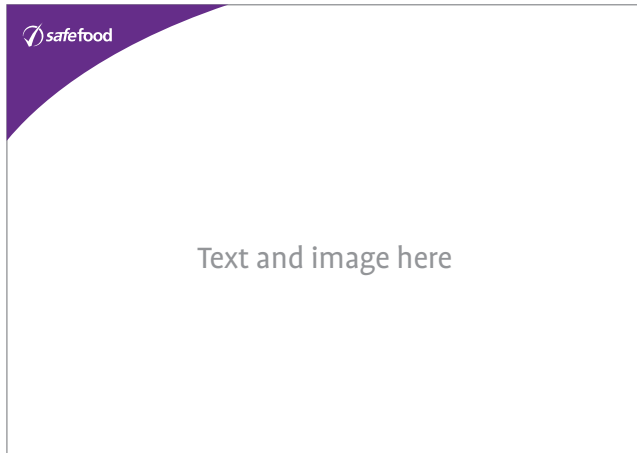


Portrait Application – Brand Swoosh Top Left Hand Side

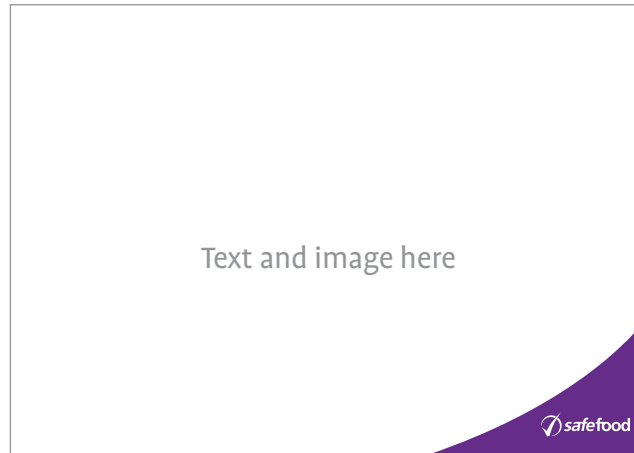


Portrait Application – Brand Swoosh Bottom Right Hand Side

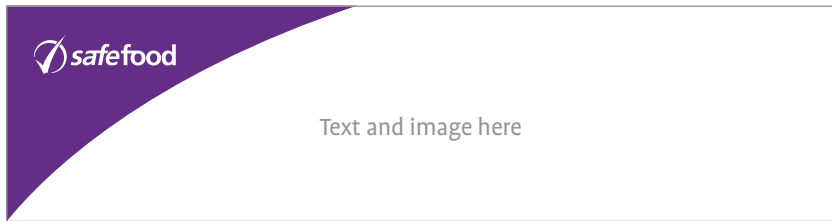
Brand Swoosh



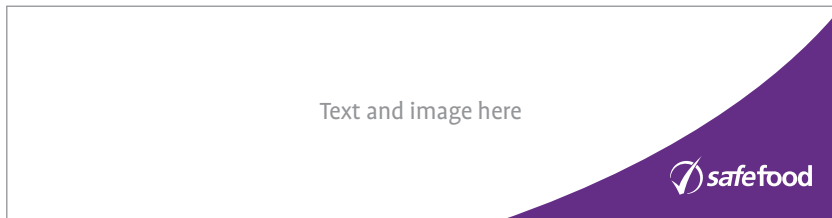
Landscape Application – Brand Swoosh Top Left Hand Side



Landscape Application – Brand Swoosh Bottom Right Hand Side



Narrow Landscape Application – Brand Swoosh Top Left Hand Side



Narrow Landscape Application – Brand Swoosh Bottom Right Hand Side



Narrow Portrait Application
Brand Swoosh Top Left Hand Side

Brand Swoosh Campaign Examples



Poster



48 Sheet



Poster

Brand Swoosh Campaign Examples



MPU



Billboard



Leaderboard



Mobile Banner

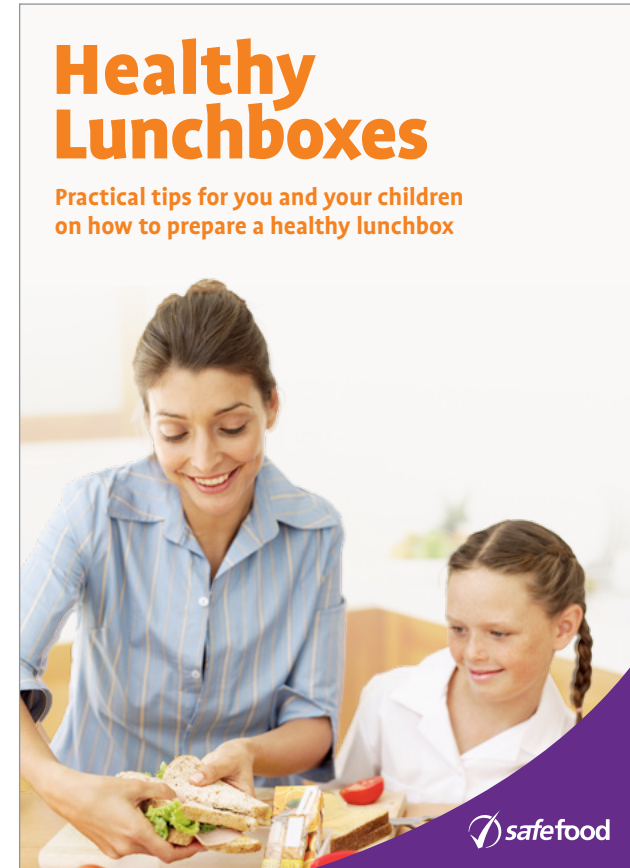
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The brand swoosh houses the **safefood** logo. It is a flexible element as it can be positioned top left hand corner or bottom hand corner.

A range of examples are shown, including positioning of third party logos.



Booklet Cover



Booklet Cover



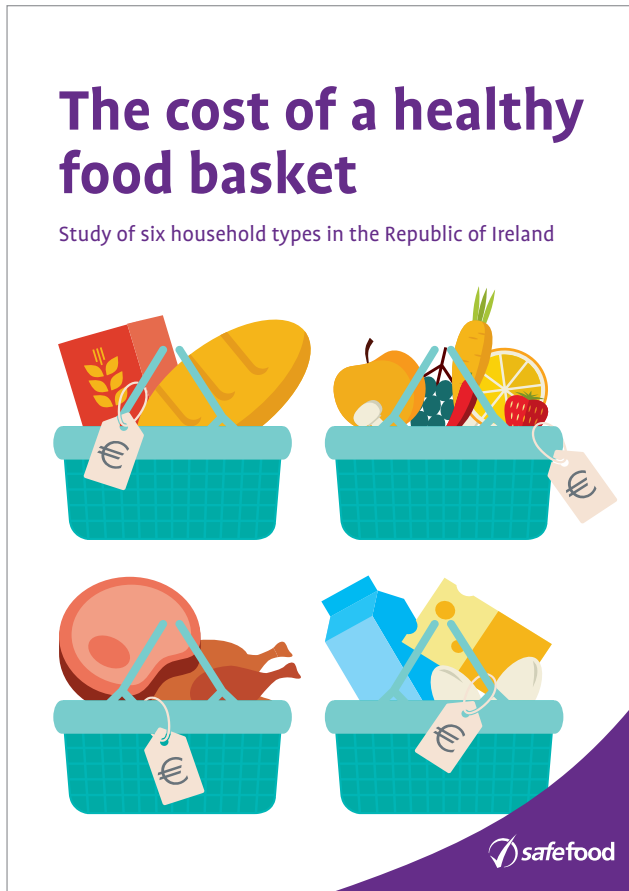
Report Cover



Poster



Leaflet



Report Cover



Annual Report Cover



Report Cover



Poster



Leaflet Cover



48 Sheet

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.



Booklet Cover



Booklet Cover

Healthy Lunchboxes

Practical tips for you and your children on how to prepare a healthy lunchbox

Leaflet Cover

Date for the diary
Catering for food hypersensitivity: a win-win for all

Date: 26 September 2016
Location: Hilton Hotel, Kilmainham, Dublin 8

Purpose of event

All catering and food manufacturing businesses must, by law, provide information on the allergen content of the foods they sell. This helps consumers with food hypersensitivity (food allergy, food intolerance and coeliac disease) to make safe food choices and significantly improves their quality of life. From the food businesses perspective, accommodating customers who wish to avoid specific foods for health or lifestyle reasons makes good business sense.

This **safefood** Knowledge Network event, developed in partnership with the Coeliac Society of Ireland, focuses on gluten and provides practical information on how to control food allergens including:

- sourcing Free-From food products
- the legal aspects of food allergen management
- a 'how to' demonstration of cooking with allergens in mind.

Who should attend?
Those working in the food industry, particularly in catering, with a role in food allergen management.

It will also be of interest to regulators, policy makers and those working in academia or the grocery trade.

Register for this FREE event
To register for the event [click here](#). For more information on this event and the **safefood** Knowledge Network please contact Michael Hills.
E-mail: mhills@safefood.eu
Tel: 0044 2890 975411.

Join safefood Knowledge Network
safefood Knowledge Network delivers practical resources, industry-focused training, networking opportunities, latest research and news for food safety and food industry personnel. Becoming a member is easy and FREE. Visit safefoodkn.eu to join.

Knowledge Network Advancing Food Safety Knowledge and Skills

Flyer

Childhood Obesity Campaign Evaluation Summary (ROI)
October 2013–November 2016

Main findings

Campaign awareness was strong with high levels of recall of the creative elements.

There is evidence that the campaign has been effective in both behaviour and attitudinal change between 2013 and 2016.

Overall there was strong levels of recognition for the campaign across TV, radio and outdoor with recognition levels of 80%+ (saw/read/heard something about the campaign).

Among parents, awareness that excess weight in childhood is associated with poor health in later life increased from 34% to 41%.

Pre-campaign research indicated a strong demand from parents for practical solutions they could put in place.

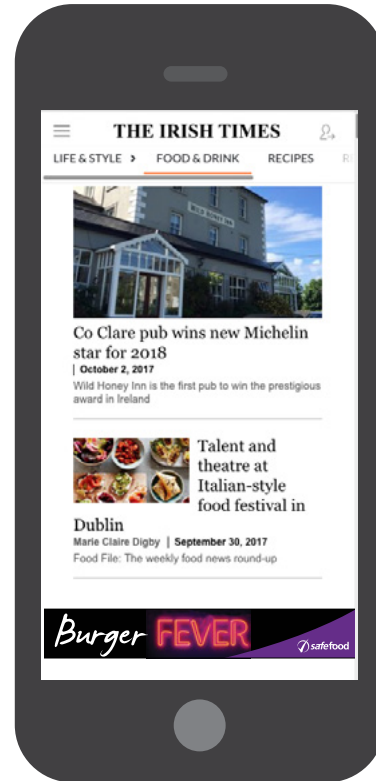
Six core lifestyle messages were developed that parents could incorporate into everyday family life to help tackle those behaviours associated with excess weight.

Portion Sizes	Physical Activity	Treats
<p>4% increase</p> <p>In parents who claim they have tried to reduce their child's portion, (15% benchmark to 19%)</p> <p>25% claim</p> <p>they don't mind how much their child eats as long as it is healthy food.</p>	<p>No significant change</p> <p>In attempts to increase the amount of physical activity their child gets and remains as per benchmark at 1 in 3.</p> <p>52% of parents</p> <p>suggested that their child definitely gets 60 minutes on a daily basis. Down 10% from 2013.</p>	<p>48% of parents</p> <p>have tried to reduce the amount of treats their child eats.</p> <p>33% of parents</p> <p>suggested their child gets a food treat once a day, up 4% from 2013.</p>
Drinks	Sleep	Screen Time
<p>6% increase</p> <p>in the consumption of water at mealtimes (31% benchmark to 37%).</p>	<p>30% of parents</p> <p>attempted to increase the hours of sleep their child gets. Down 30% from the benchmark.</p>	<p>No significant change</p> <p>recorded in attempts to reduce screen time.</p>

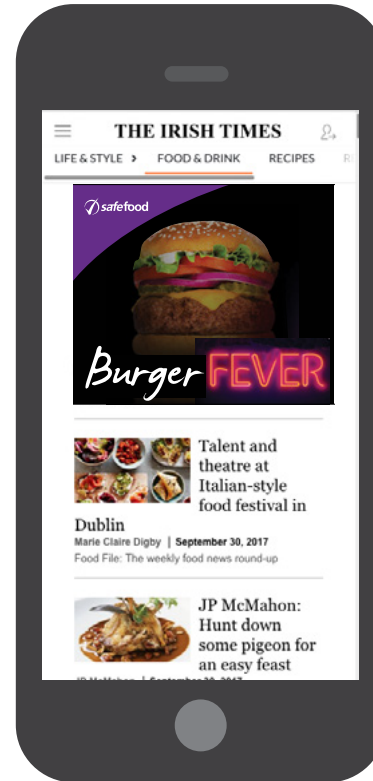
GP and health professionals
Continue to play an important role in helping parents feel more comfortable in talking to their child.

Evaluation

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



Mobile Banner



MPU

Templates are available for MPU, Billboard, Leaderboard and Mobile Banner formats.



MPU



Billboard: Top

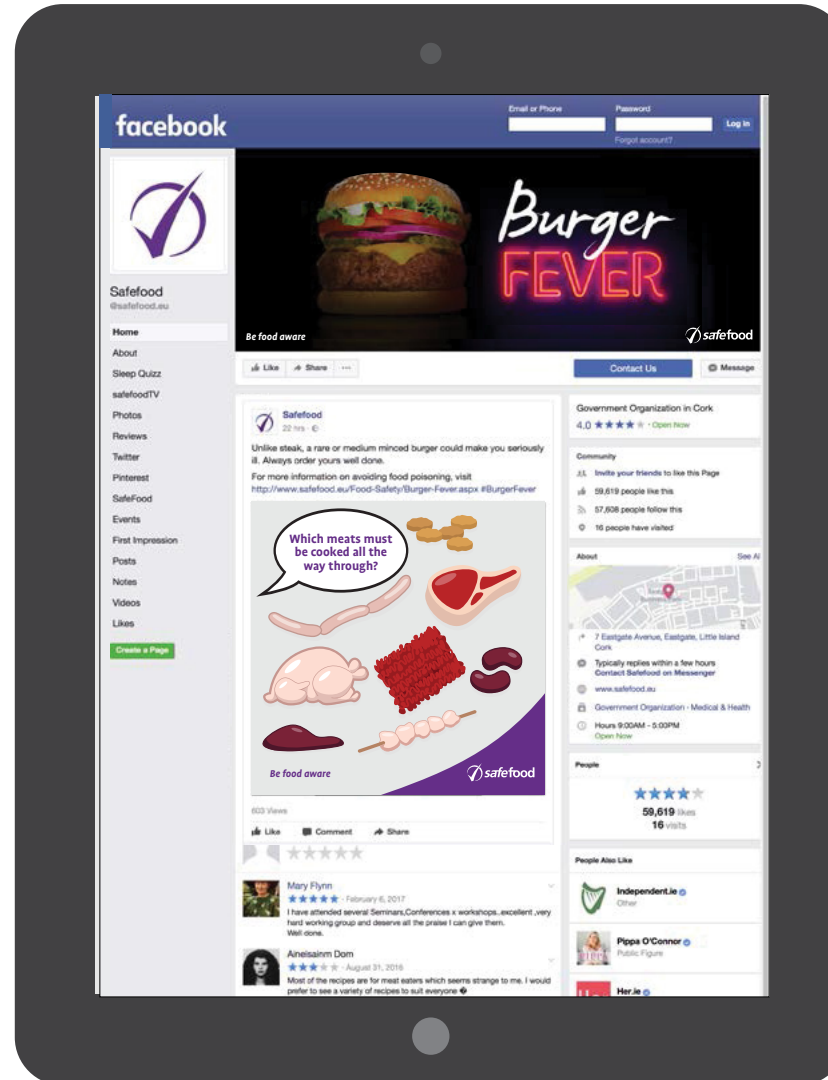


Leaderboard

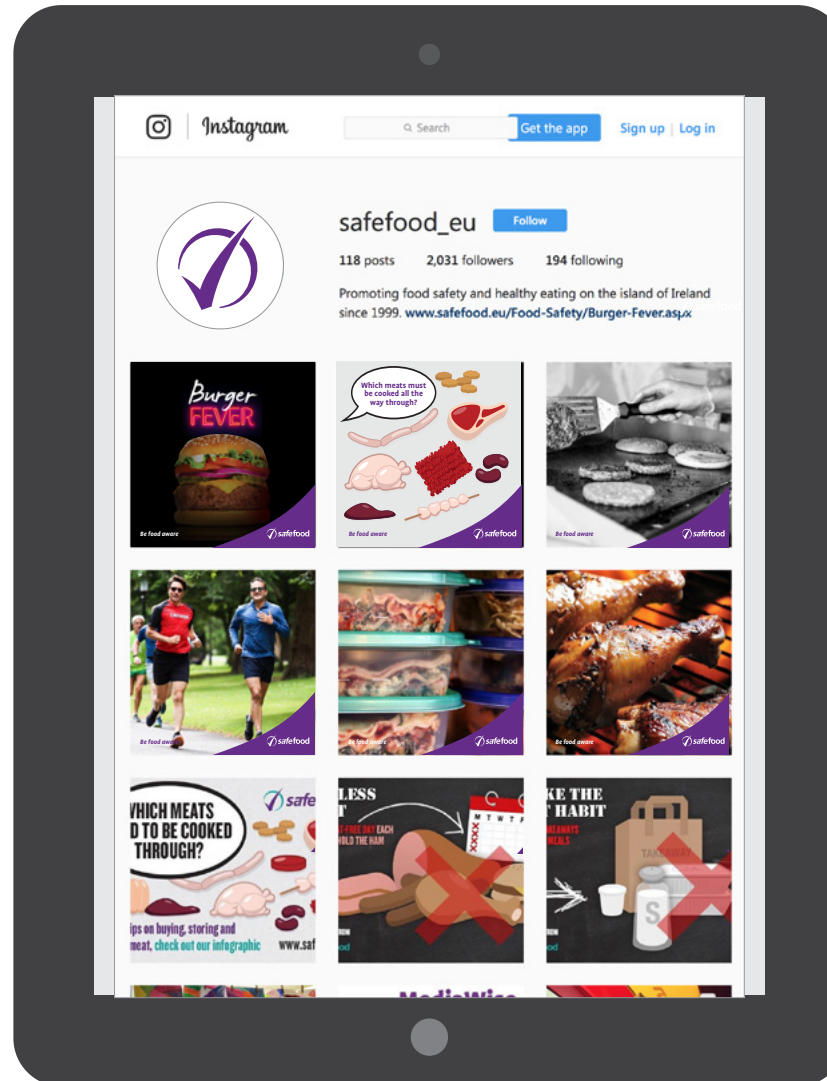


Mobile Banner

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.



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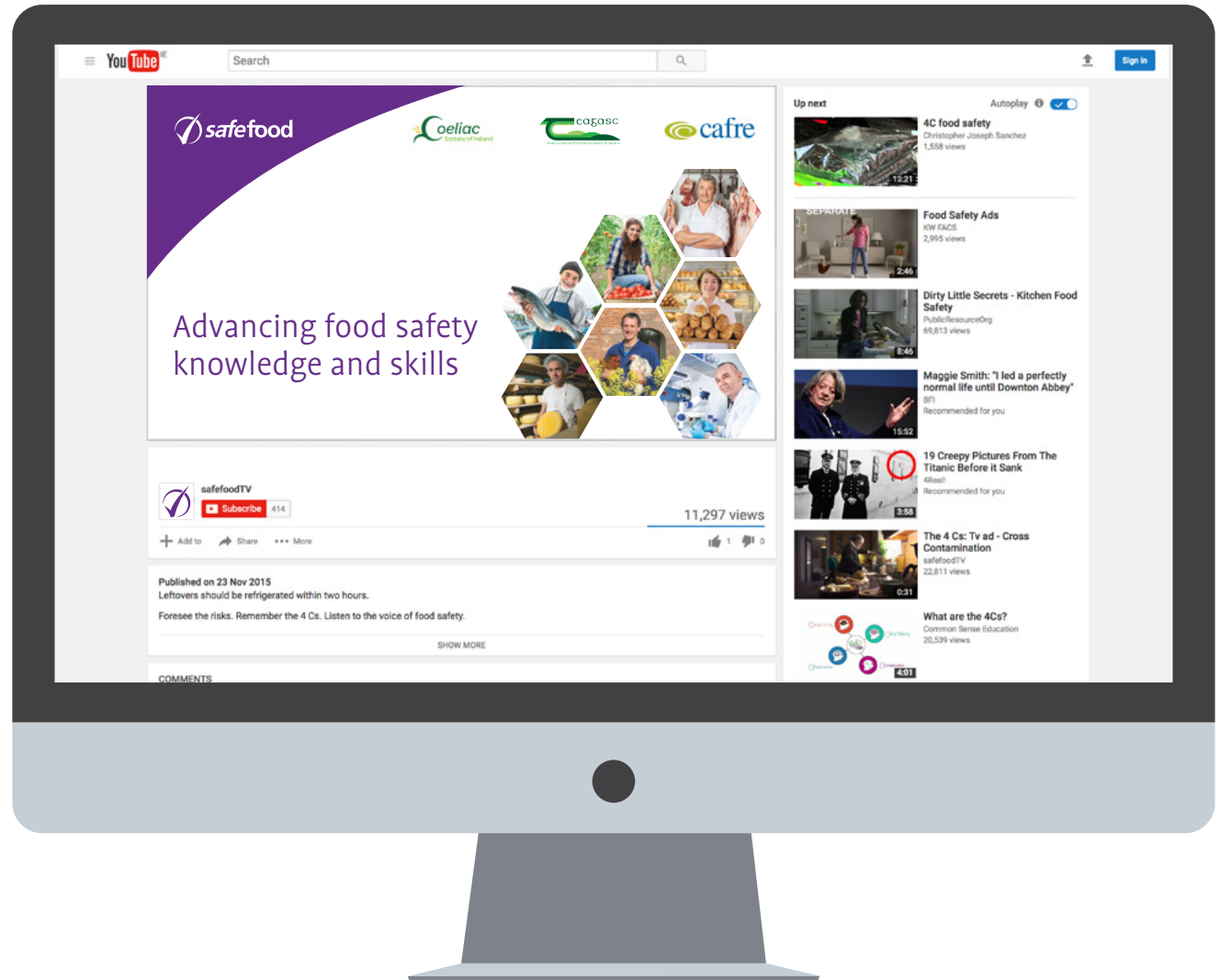


The brand swoosh should be included at the start and the end of all video content.

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



Video Use of Swoosh and Logo

30



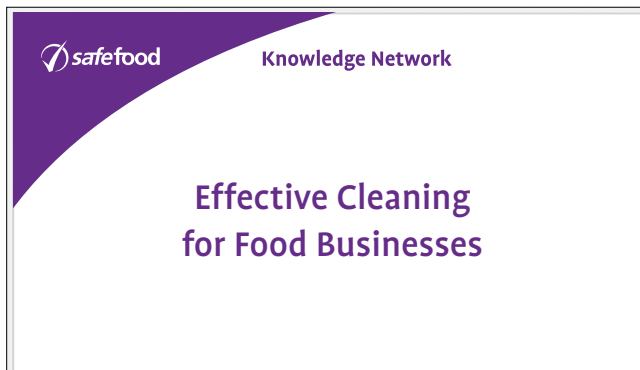
Title Frame



Contributor's Name, Title and Organisation Name



Follow on Frame



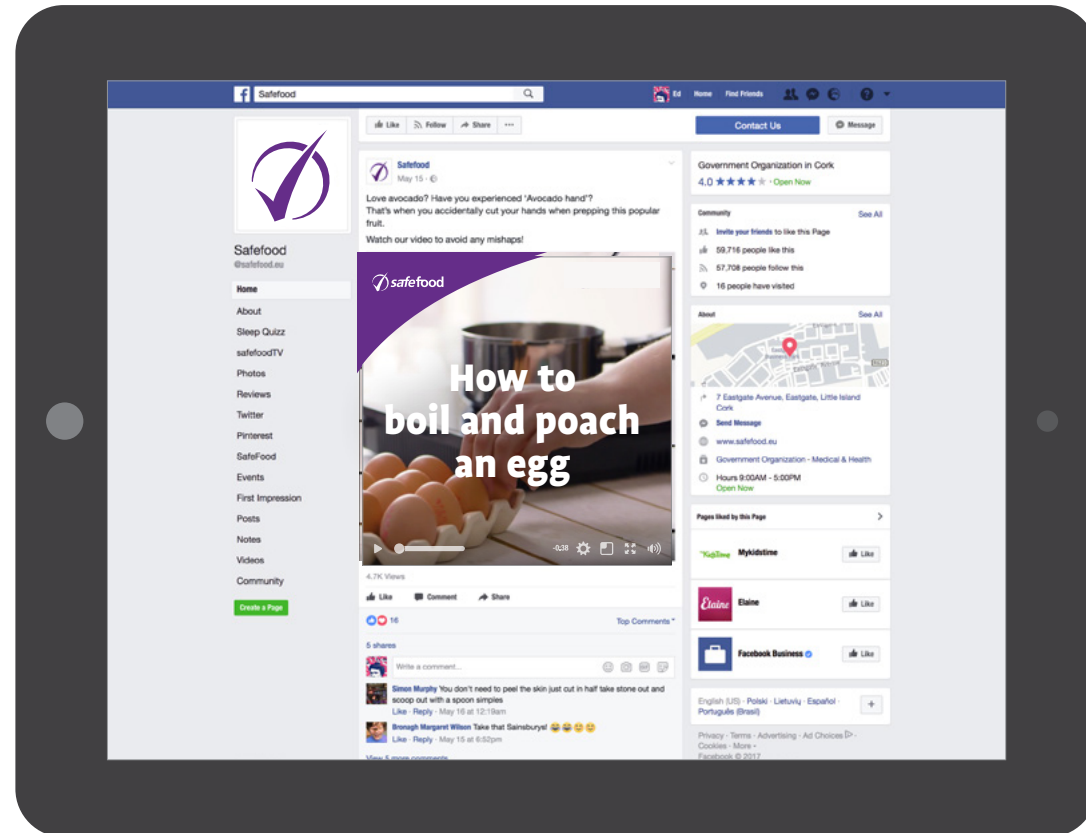
New Section Frame



End Frame

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.





Title Frame



Follow on Frame



End Frame

The position of third party logos, such as partner organisations, is as shown here.

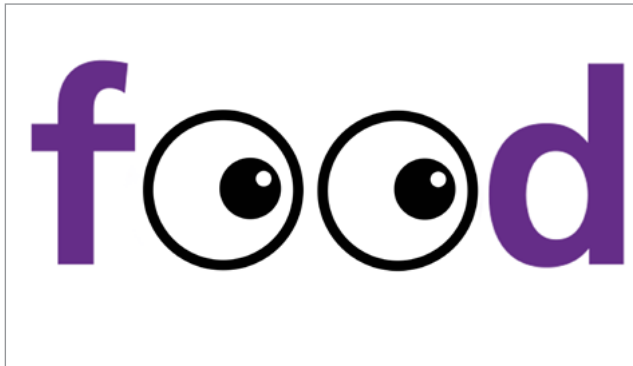


The brand swoosh should be included at the end of all tv commercials and stings.

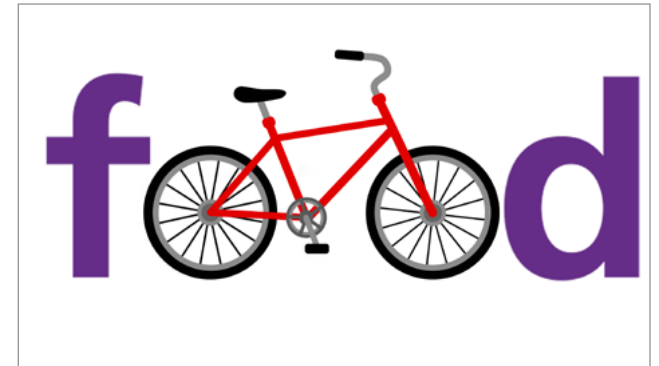
The brand colour can be used on typography and as a feature in the visual content.

Master artwork is provided.





V/O: See how healthy eating



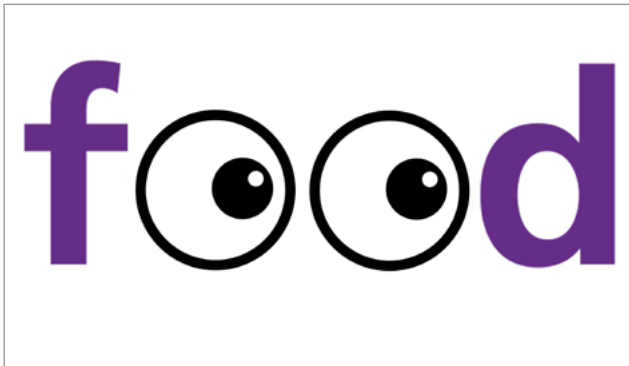
and getting active improve your appetite for life.



V/O: See how healthy eating



and getting active improve your appetite for life.



V/O: See how



little changes can make a lifelong difference.



safefood sponsors (Celebrity) Operation Transformation

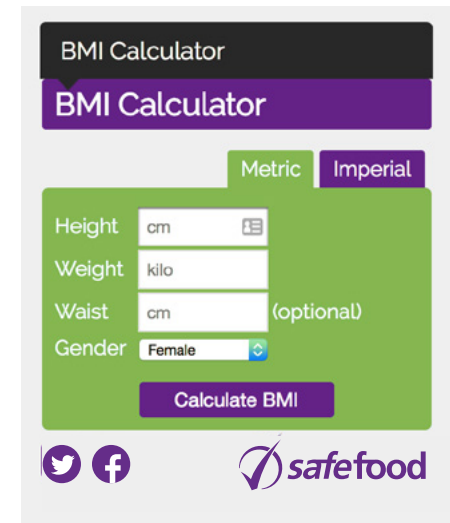


The brand colour is to be a key feature of digital applications. It can be used in text, in colour bands and icons.



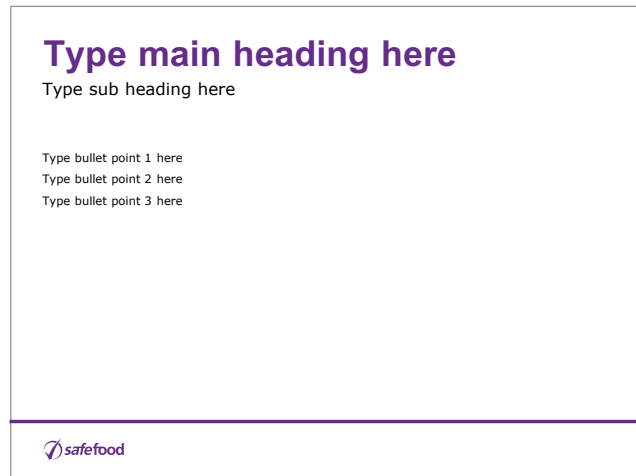
Website Homepage

The brand colour should be a feature of any digital assets produced for third party websites. The call to action icons should be included in digital assets provided to third party websites.

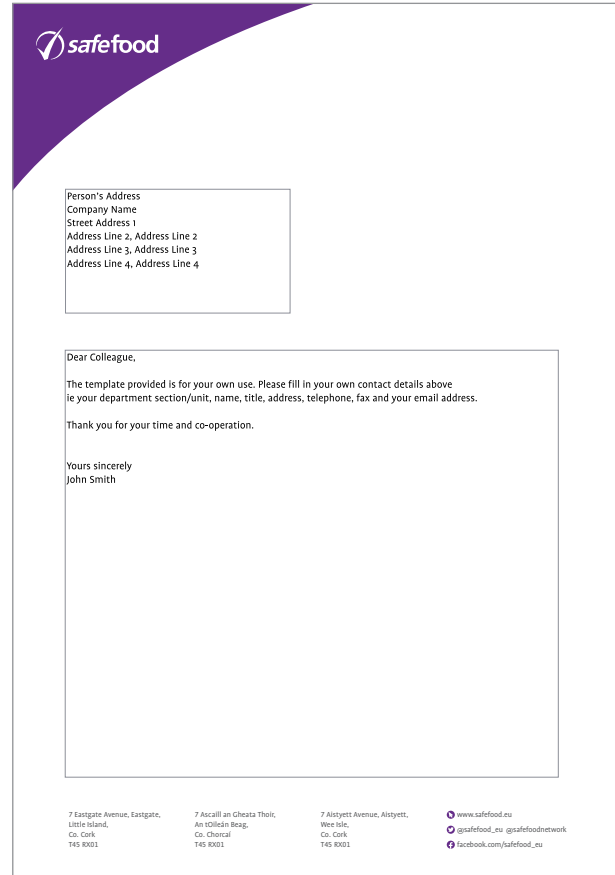


The brand swoosh is a feature of powerpoint title slides. The brand colour is used for headings and bullet points.

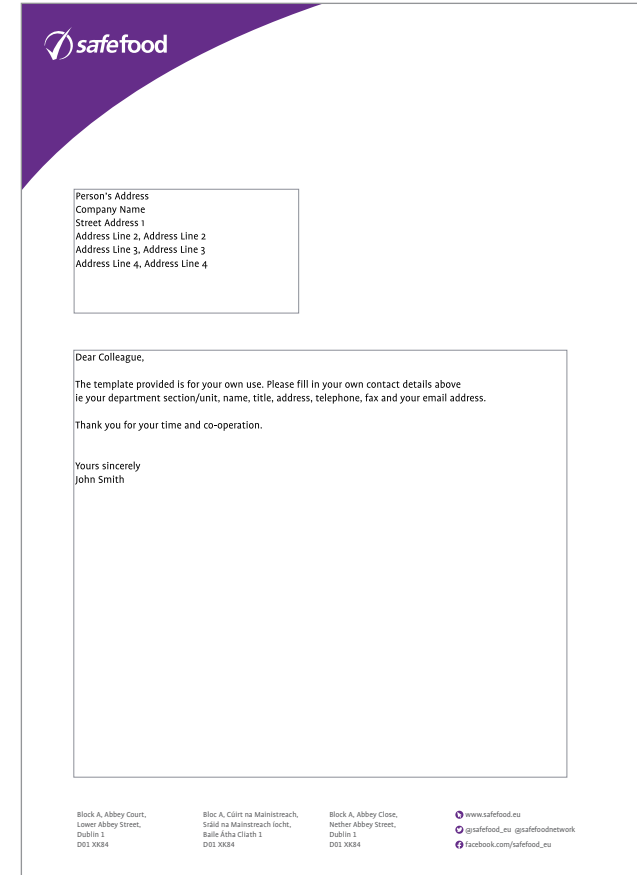
Master templates are provided.



Master artwork is provided for Cork and Dublin letterheads.



Letterhead Cork



Letterhead Dublin

Stationery Business Card

Master artwork is provided for Cork and Dublin business cards.



Business Card Front & Back Cork



Business Card Front & Back Dublin

The brand swoosh is a feature of pop-up banners. The brand colour can be introduced as block of colour, in imagery or in typography.



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 can be introduced as block of colour, in imagery or in typography.

safefood

Lifting the lid on energy drinks!

#sugarshockers

The label has the facts
Check the labels as the amount of sugar in energy drinks may surprise you!

1 teaspoon = 4g sugar
1 cup of espresso = 80mg caffeine

Energy Drink	Volume	Sugar Content
Rockstar Xdurance	500ml	17
Monster Energy	500ml	14
Red Bull Energy Drink	250ml	7

500ml 2 500ml 2 250ml 1