

**BRISTOL**  
**GOOD FOOD**  
**2030**

# **BRAND GUIDELINES**

**October 2022**



# Logo

The logo will primarily appear on off white or dark green. Where the logo appears on dark green, use the reversed out version. Where the logo sits on a colour or black, please use the white version of the logo.



**BRISTOL**  
**GOOD FOOD**  
**2030**

## Partnership logo

We also have a partnership logo that can be used by our partners. Same rules apply.

**BRISTOL**  
**GOOD FOOD**  
**PARTNERSHIP**

**BRISTOL**  
**GOOD FOOD**  
**PARTNERSHIP**

**BRISTOL**  
**GOOD FOOD**  
**PARTNERSHIP**



# Colour palette

The colours that make up the Bristol Good Food brand have been chosen for their contrast and vibrancy within a digital context.

**Please note:** For printing purposes these colours have been manipulated to best replicate the colours but will naturally appear more muted.

Please use the RGB/HEX colours for digital use.

<div>Dark Green</div> <div>RGB107987</div> <div>HEX#0a4f56</div> <div>CMYK894549842</div>	<div>Orange</div> <div>RGB25011538</div> <div>HEX#f97226</div> <div>CMYK065860</div>	<div>Off White</div> <div>RGB245245237</div> <div>HEX#f4f4ed</div> <div>CMYK5390</div>		
<div>Red</div> <div>RGB21269105</div> <div>HEX#d34468</div> <div>CMYK1184392</div>	<div>Yellow</div> <div>RGB24720915</div> <div>HEX#f7d10f</div> <div>CMYK515920</div>	<div>Cyan Blue</div> <div>RGB36171201</div> <div>HEX#23aac9</div> <div>CMYK7310180</div>	<div>Green</div> <div>RGB7719987</div> <div>HEX#4cc656</div> <div>CMYK660810</div>	<div>Purple</div> <div>RGB8677189</div> <div>HEX#564dbc</div> <div>CMYK807400</div>



# Typography

## Headline

BGF Headline is a bespoke font derived from Mochi. This should always be used for bold headlines and key messaging.

- Always use the font in uppercase  
NEVER IN LOWER CASE
- Always set the leading to 30pt
- Do not use for sub heading or body copy
- Orange can be used to highlight key words

## Sub headings & body

We use a font called Apercu. Bold for sub headings and regular for body.

- Sub headings should be no less than 4pts  
bigger than body copy size
- Never use body copy below 18pts

# YOUR LINK TO GOOD FOOD IN BRISTOL

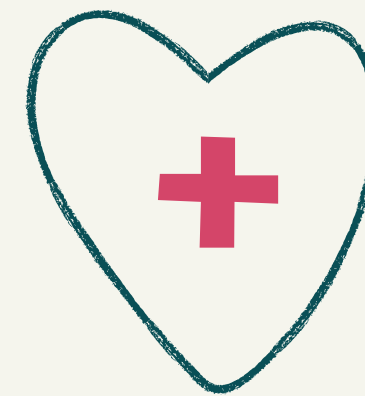
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque blandit at ligula eget interdum. Praesent dictum condimentum dui, in scelerisque odio gravida cursus. Donec viverra metus augue, eu aliquet lectus maximus nec.

## Sub Heading

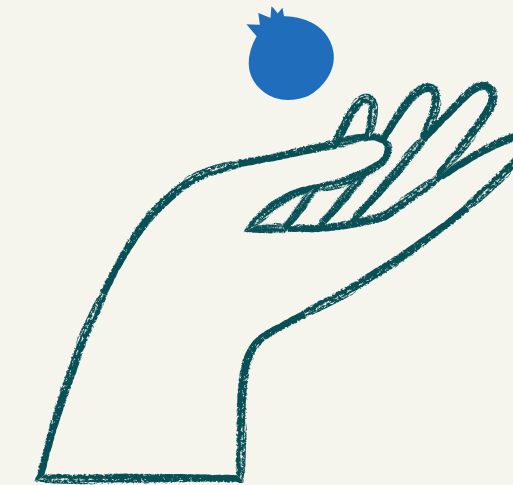
Nullam ut consectetur sapien. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Ut vitae lobortis ipsum. Integer enim sapien, volutpat vel blandit non, dictum in leo.

# Iconography

We have 6 key icons that represent our 6 themes.  
Each one has its own key colour.



Eating Better



Good Food Governance



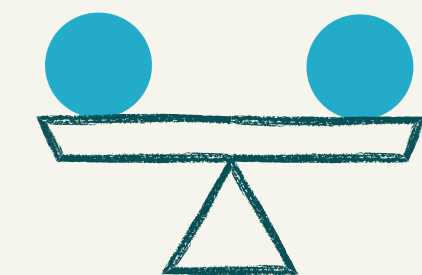
Food Waste



Local Food Economy



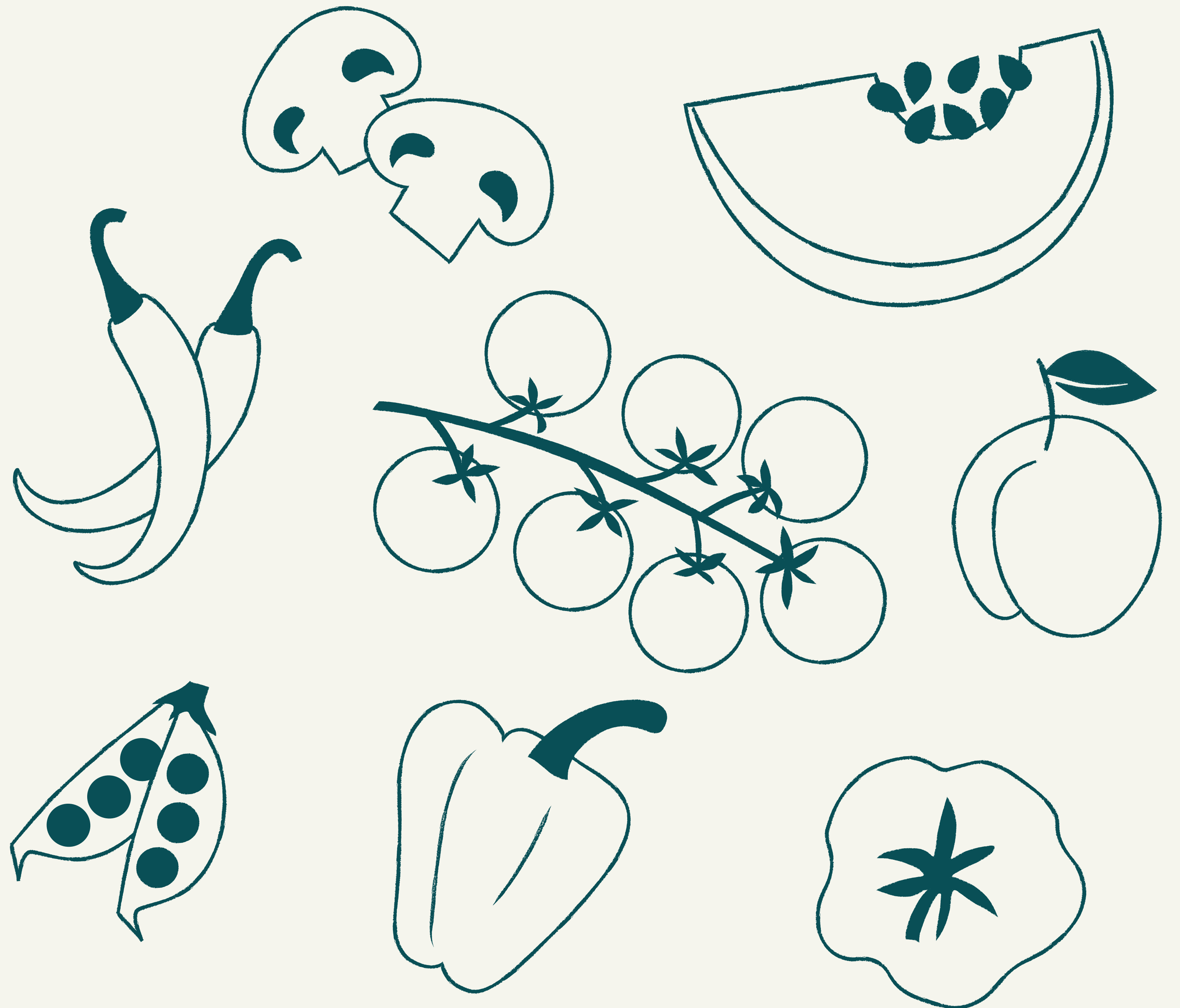
Urban Growing



Food Fairness

# Illustration

We have a palette of 8 illustrated vegetables and fruit which can be used across the brand and website.





# Photography

We use organic shapes as a device for holding imagery. This doesn't mean we have to always use images within these shapes. They can just be square.

