



# GRAIN FOODS FOUNDATION

**BRAND GUIDELINES**

ESTABLISHED  
DECEMBER 2014

# LOGO USAGE REQUIREMENTS

## PRIMARY LOGO

The Grain Foods Foundation logo is the most concise visual representation of our brand.

The primary horizontal version is the preferred version for use in Grain Foods Foundation communication.



Symbol

Logotype

Logo

## HALFTONE AND DUOTONE LOGOS

The preferred color for our logo is in full color. In some cases, a full color logo may not be practical or possible due to limitations in printing. For these instances we may use a grayscale version or a one-color black logo.



Grayscale



1-Color Black

## SPECIAL USAGE LOGO

The special usage logo has been designed to be used in circumstances with limited horizontal areas, such as banners and social accounts. This variation should only be used when necessary, and should not be used interchangeably with the primary logo.



Full Color



Grayscale



1-Color Black

## TAGLINE USAGE

The corporate tagline is a reflection of Grain Foods Foundation's (GFF) identity and allows the foundation to position itself in the eyes of its audiences. As such, it should appear as consistently and be as readily recognizable as the GFF logo. It must always be used with the GFF logo.

Grain Foods Foundation's tagline is **Come to the table...** and uses the DJBLEmonHead typeface. The typeface used in the tagline should not be used for any content purposes outside of the tagline.

djblemonhead  
abcdefghijklmnopqrstuvwxyz  
0123456789 - \$%#.?|+()



**GRAIN FOODS  
FOUNDATION**

come to the table...

## CLEAR SPACE

To ensure visibility, the Grain Foods Foundation logo should be surrounded with sufficient clear space — free of type, graphics, and other elements that might cause visual clutter — to maximize the recognition and impact of our identity.

When the logotype or full name is used, a clear space of 50% the symbol's height should be maintained.

In special circumstances when a 50% clear zone isn't available or possible, use the second option of 25% clear space.



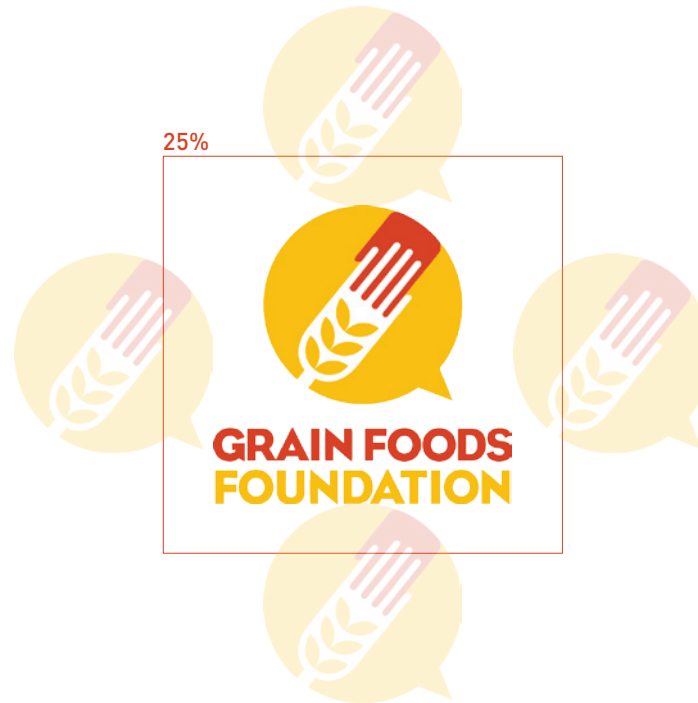
50% Clear Space



## CLEAR SPACE

### SPECIAL USAGE LOGO

For the special usage logo, 25% of the symbol height is the minimum area that should be allowed around all of the logo for maximum impact.



## MINIMUM SIZE REQUIREMENTS

### DIGITAL MINIMUM SIZE

There are no predetermined sizes for the Grain Foods Foundation logo. Scale and proportion should be determined by the available space and visibility.

For digital uses, the primary logo should never be smaller than 100 pixels wide. The special usage logo should never be smaller than 50 pixels wide.

### PRINT MINIMUM SIZE

In print, the primary logo should never be smaller than 1.4 inches wide. The special usage logo should never be smaller than 0.7 inches wide.

Logo



Minimum Size  
1.4" / 100px

Symbol



Minimum Size  
0.4" / 30px

Special Usage Logo



Minimum Size  
0.7" / 50px



**ELEMENTS**

## COLOR

Grain Foods Foundation Red and Gold are the core colors of our palette, with all other colors supporting.

Primary Red



Pantone 7597 C

R 214  
G 65  
B 35  
Hex #d64123

C 10  
M 89  
Y 100  
K 2

Primary Gold

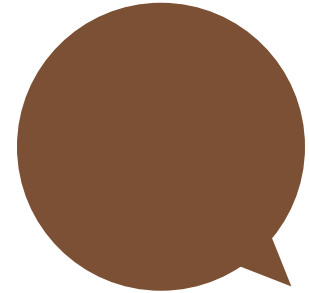


Pantone 7408 C

R 248  
G 191  
B 0  
Hex #f8bf00

C 3  
M 26  
Y 100  
K 0

Secondary



Pantone 7568 C

R 121  
G 81  
B 54  
Hex #795136

C 40  
M 63  
Y 80  
K 33

## ACCEPTABLE BRAND FONTS

The following fonts and their displayed variations have all been approved for use in Grain Foods Foundation design and correspondence. Refer to the guide to the right for recommended usage and refrain from using any fonts not listed.

### OUR TYPEFACE USED IN PRINT AND WEB

Bebas Neue is used for all headlines and titles.

Din Pro Medium is used for all standard body copy.

Eagle Book (which has been altered) is used for the Grain Foods Foundation logotype. It should never be used outside of the logotype.

### BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 — &\*#@?!/+[,,:;]

### Din Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 — &\*#@?!/+[,,:;]

### Eagle Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 — &\*#@?!/+[,,:;]

## ACCEPTABLE BRAND ALTERNATIVE FONTS

In cases where a standard system font is required — such as Powerpoint presentations — Helvetica Neue Regular and Bold should be used.

Helvetica Neue Regular/**Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

# BRAND COMPONENT USAGE

## BRAND POSITIONING

These executions demonstrate how the branding elements should be used based on the intended target audience.

Grain Foods Foundation (GFF) is a group of thought leaders and advocates for all grain foods that believe everybody needs grain food to enjoy a happy and healthy life.

come to the table...



## INFLUENCER: MEDICAL PROFESSIONALS

Includes healthcare professionals including registered dietitians.

The gender split is even but these influencers are well established financially, often married and ages range from 35–50. They are all experienced in their field, focused on their own health as well as that of their constituents (be it patients, clients or readers). They are looking to stay up on diet/nutrition trends and new health studies as well as find effective ways to support and educate their clients and patients on healthy living and nutrition. The healthcare professionals value scientific and factual information based in research, but realize the delivery of such information to consumers must be executed in a way that's easy to understand.

come to the table...



## INFLUENCER: GENERAL

Includes media, nutritionists, bloggers, fitness experts, policymakers, etc.

The media, policymakers and other influencers don't always understand the science in its raw format. So GFF helps to educate this portion of the group with simplified applications of the science that empowers them to share the research based information with their audiences.

come to the table...





## INVESTORS

The majority of this audience is Caucasian males, ages 45-60 in high ranking positions at baking and milling companies. They are often married, with grown children, some of whom may join the family business.

While they are busy running their company, they are also focused on growing their business, staying on top of industry and consumer trends and the ongoing promotion of their grain-based products to increase consumer purchasing rates.

While they know these goals are important, it is difficult to execute strategies against them given their workload and responsibilities. So they look to organizations like GFF to streamline the process with resources and information on industry and consumer trends, consumer oriented communication resources, activities advocating for grains foods, etc. This group is especially focused on the value GFF provides by executing successful influencer outreach programs.

come to the table...



## CONSUMERS

While this audience is passive, they are crucial in that all the active audiences are filtering down into this audience. They are after all, the market that consumes the grain foods GFF is advocating for. This audience ranges from conscious foodies to the nutrition focused moms.

Conscious foodies are younger, often single and working in professional careers. They like trying new things, they're active and focused on a healthy lifestyle but don't want to sacrifice taste for nutrition. Nutrition focused moms are married with one or more children, financially secure and focused on a healthy life for their entire families. While they want food to taste good, nutrition is paramount. They research and read a lot on nutrition and wellness so they can shop, buy and cook healthy for their families.

Both ends of the consumer spectrum are seeking resources and information on how to maintain a healthy lifestyle, especially when it comes to food.

come to the table...

