Brand Guidelines

Circle Foods

/CONTENTS

/ABOUT US

Circle Foods source and supply food across all 5 continents worldwide. Our experienced multinational team has developed an extensive network of top-quality suppliers from all corners of the world, allowing us to source and deliver the most competitively priced protein in any given month of the year. We are fully committed to providing the highest levels of service to both our suppliers and customers, being the trusted link from field to market.

/STRAPLINE(s)

FULL CIRCLE FOOD SUPPLY SERVICES WORLDWIDE.

Main core strapline

"Your trusted partner from field to market"

Subsidiary strapline

/LOGO

It is important that the logo appears consistently to reinforce brand image.

This logo is the only version to be used on white. The logo should not be presented in any other way when presented on a white background.

/LOGO

PLACEMENT

Minimum Size
The minimum printed size of the full logo is 40mm wide. The icon can be used at a smaller size.

Exclusion Zone
To protect the clarity and visual Integrity of the logo, no elements of any design or advertisements should encroach in the exclusion zone. (GREY SHADED AREA).

LOGO - Neogrotesk Pro Bold

abcdefghijklmnop qrstuvwxyz

ABCDEFGHIJKLMNOP QRSTUVWXYZ

0123456789

x *x* *x* *x* *x* *x*

Circle Foods

/LOGO

COLOUR VARIATIONS

These are variations of the logo when presented on background colours. These are the only background colours to be used.

/LOGO USAGE
ON PHOTOGRAPHY

These are variations of the logo when presented on a photographic background. Always ensure the logo is placed on an area of the image with little background distraction and with good contrast.

/LOGO USAGE

WHAT NOT TO DO

These are variations of the logo when presented on a photographic background that do not work.

Too busy behind the logo.

Not enough contrast

Not enough contrast

/LOGO USAGE

WHAT NOT TO DO

· Do not change the brand colour
· Do not distort the dimensions
· Do not create your own logo arrangement
· Do not set the logo at an angle
· Do not scale the C icon

/LOGO USAGE

WHAT NOT TO DO

• Do not alternate the logo colours on white
• Do not use all green on the logo on white
• Do not use a mix of colours on a dark background

/ICON

The icon can be used stand alone, as a sticker/icon for example on social media. While the brand is still being established it is inadvisable to use it without written reference to the company name.

The icon can be used as a stand alone design element but only when the full logo is used somewhere on the literature. For example on the business cards, see below.
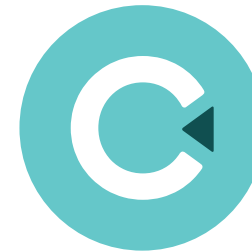
Bob Lillecrapp
+44 (0)1737 240416
b.lillecrapp@circlefoods.co
www.circlefoods.co
@circlefoods

/ICON

USE IN DESIGN

Here are some examples of the icon being used as a design device. The icon has been offset in this brochure cover and banner to create a feature. It can be offset as illustrated but always ensure the full arrow and open C is visible.

Text can be overlaid over the element as long as there is enough colour contrast.

The C element has been made 70% transparent in this instance, so that it merges into the background and allows the text to overlay.


There is also scope to use the C icon as a watermark over images, white only and opacity set to make a subtle mark.

Another interesting feature could be to include an image inside the C part of the icon, be careful with design, this would only work as a stand alone element with little other detail. Eg. direct mail postcard/advert.

/PRIMARY COLOURS

Colour plays an essential role in visual
identity. This is the primary palette.
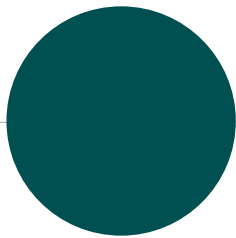
C92 M50 Y59 K36
R0 G80 B81
#005051
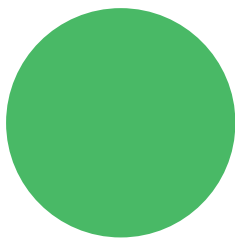
C69 M0 Y81 K0
R78 G181 B89
#4eb559
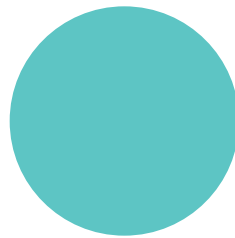
C59 M0 Y26 K0
R101 G201 B201
#65c9c9
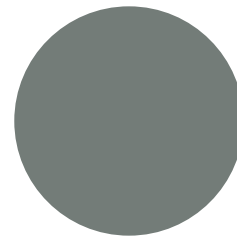
C51 M36 Y43 K20
R216 G131 B125
#7e837d
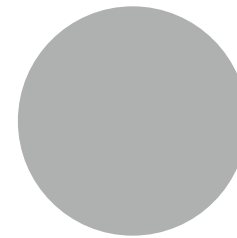
C25 M18 Y21 K10
R187 G188 B185
#bbbcb9

/SECONDARY COLOURS

The secondary palette is only used to enrich the brand when infographics are needed or if extra colours are essential for design.

C2 M20 Y68 K0
R250 G207 B102
#facf66

C0 M60 Y55 K0
R253 G132 B105
#fd8469

C33 M0 Y78 K0
R191 G211 B86
#7e837d

C0 M47 Y78 K0
R245 G155 B68
#f59b44
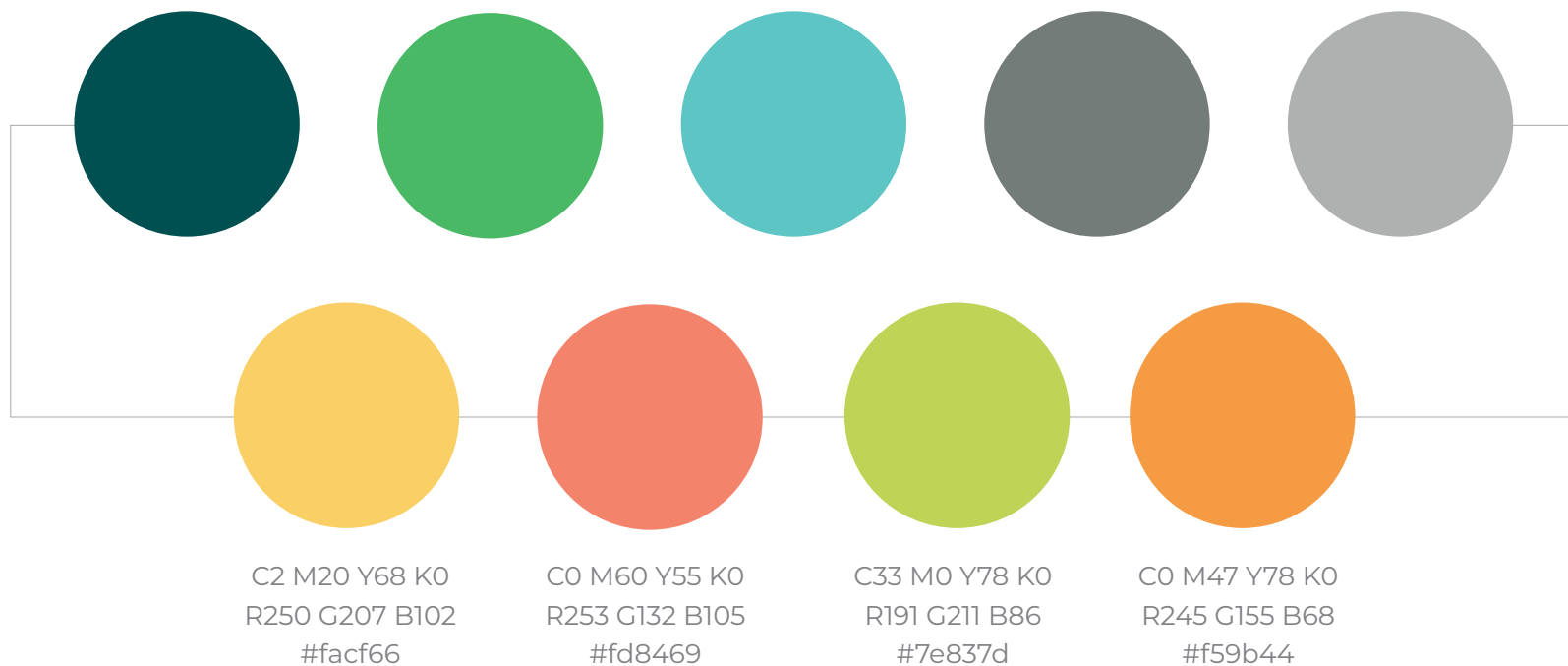
/TYPOGRAPHY

BRAND TYPEFACE

Proxima Nova offers a modern and trendy look,
while maintaining simplicity and versatility.
It is confident and bold and works well to
compliment the logo.

PRINT USE AND WEBSITE

Proxima Nova
Bold
Semi bold
Regular
Light

Proxima Nova Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Proxima Nova Semi Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Proxima Nova Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

AaBbCc

120pt

/TYPOGRAPHY

TYPESETTING EXAMPLES

HEADINGS BOLD LISTS/ STRAPLINE

Proxima Nova - Bold - set in caps

Text set in appropriate size for text hierarchy and design depending upon application.

ABCDEFGHIJKLMNOP QRSTUVWXYZ

FULL CIRCLE FOOD SUPPLY SERVICES WORLDWIDE.

Set primary strapline text like this.
Proxima Nova - Bold - set in caps
Example: 27pt/30pt (resize according to application)

"Your trusted partner from field to market"

Set subsidiary strapline text as above
Proxima Nova - light italic
Example: 27pt/30pt (resize according to application)

"Your trusted partner from field to market"

In a few instances you may need to set text in a centred format. eg. Instagram

/TYPOGRAPHY

TYPESETTING EXAMPLES

MAIN HEADING

Proxima Nova - Bold
Set in caps

INTRO PARA

Proxima Nova - light - 20pt tracking
Set in caps

Sub Headings

Proxima Nova - Semi Bold -
20pt tracking

Body Copy

Proxima Nova - Light -
20pt tracking

Pull out text

Proxima Nova - Bold -
20pt tracking

PREMIUM BEEF

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI.

About us

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor

Proxima Nova Bold
28pt
20pt tracking

Proxima Nova Light
13pt/20pt
20pt tracking

Proxima Nova Semi Bold
21pt
20pt tracking

Proxima Nova Light
9pt/12pt
20pt tracking

Proxima Nova Bold
25pt/28pt
20pt tracking

/TYPOGRAPHY

EMAIL/IN-HOUSE

EMAILS - IN-HOUSE DESKTOP USE

Arial
Bold
Regular

Arial Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Arial Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

AaBb 120pt

/PHOTOGRAPHY

STYLING: The theme of photography is imagery that covers the cycle of food production. Including the people and machinery needed, the animals, landscape, to the table. A mix of black and white imagery can be used but the feel is raw and natural.

/PHOTOGRAPHY LAYOUT

DESIGN: A mix of black and white and full colour can be used. Images in layouts are mainly set in a square/rectangular box. A circle can be used if working with the C icon device.

A few examples of layout are below:

PREMIUM BEEF

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco **laboris nisi** ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu **fugiat nulla** pariatur.

"Your trusted partner from field to market."

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat

Circle Foods

FULL CIRCLE FOOD SUPPLY SERVICES WORLDWIDE.

01234 567890
circlefoods.co

/INSTAGRAM

STYLING: A mix of the primary palette colours, images and key messages. Each frame has a white key line frame around it, which will stand out against the light grey Instagram background and most images have a transparent icon bottom right. The arrow is full strength.

"Your trusted partner from field to market."

FULL CIRCLE FOOD SUPPLY SERVICES WORLDWIDE.