BRAND GUIDELINES

VERSION 1.0

open FOOD facts

Why use it ?



THE BRAND GUIDELINES

This document is a guide to the main graphic elements
that constitute the identity of Open Food Facts and its other brands.
It helps you understand how to use the brand in a multitude of contexts.

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1
LOGO

LOGO STRUCTURE

MAIN LOGO - HORIZONTAL VERSION

SAFETY MARGIN/LOGO PROTECTION GRID

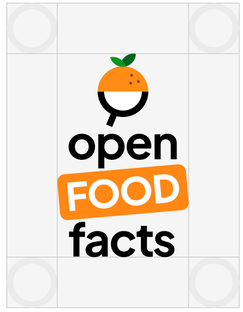


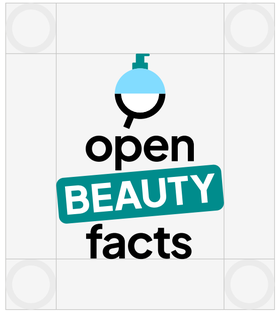




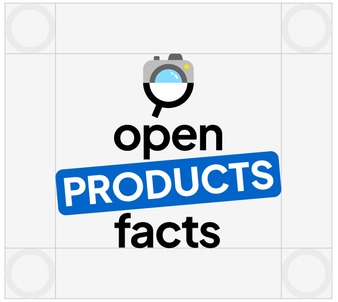


SECONDARY LOGO - VERTICAL VERSION









SINGLE ICON



SAFETY MARGIN

The logo safety margin/grid protection is here to protect the space around the logo, when it is placed on many supports or juxtaposed with other graphic elements.

It’s important that no other element can be added in this area.

ICONS FOR MOBILE APPLICATIONS





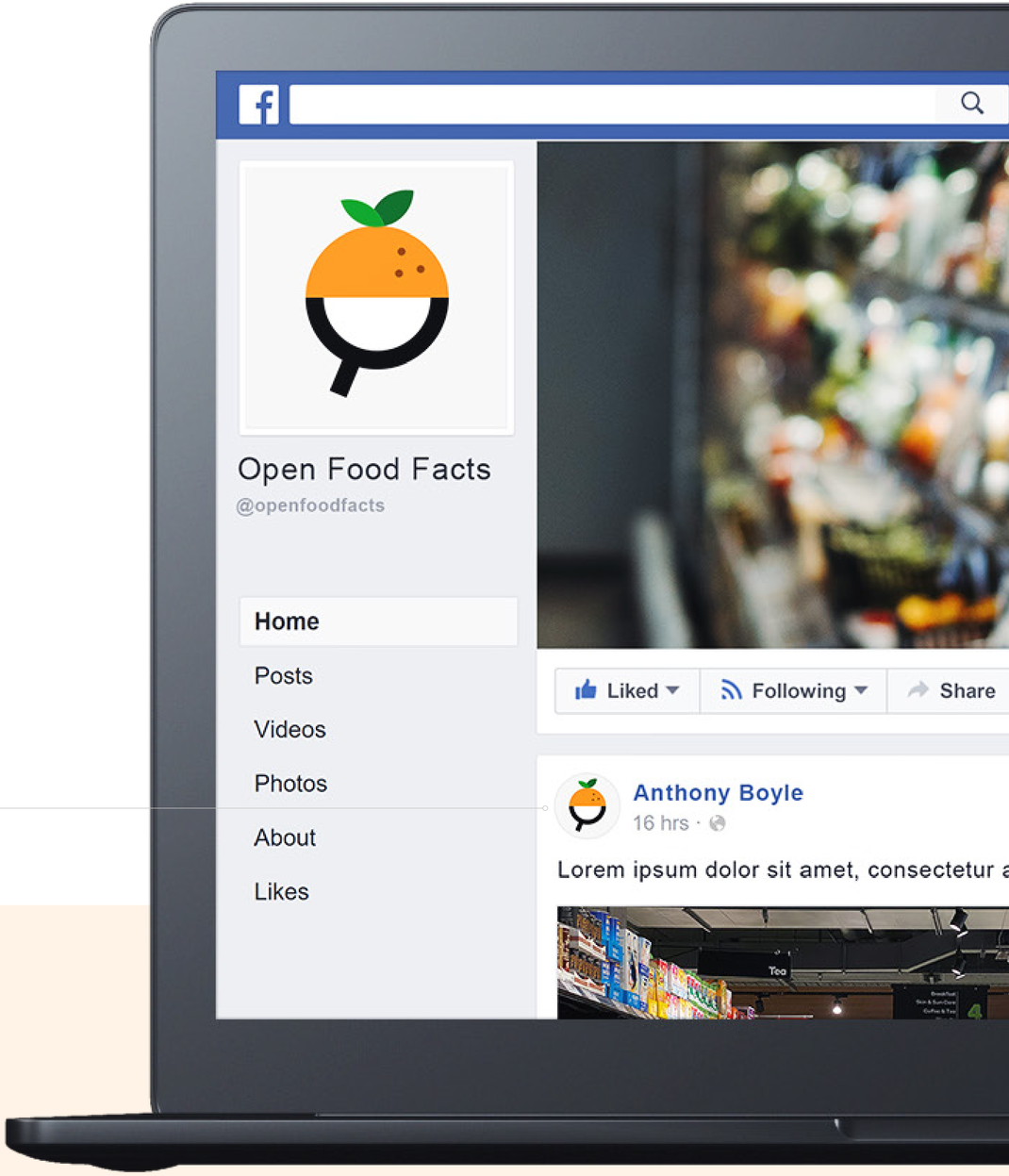
RECOMMENDED ICONS FOR MOBILE APPLICATIONS

It is strongly recommended to use the most synthetic version of the logo for small areas of expression such as icons for media applications (Google Play Store, Apple Store...). You guarantee a better readability and effectiveness of your logo on a small scale.

ICONS FOR SOCIAL NETWORKS



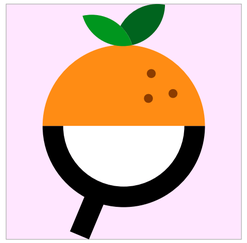
CIRCULAR CROPPING



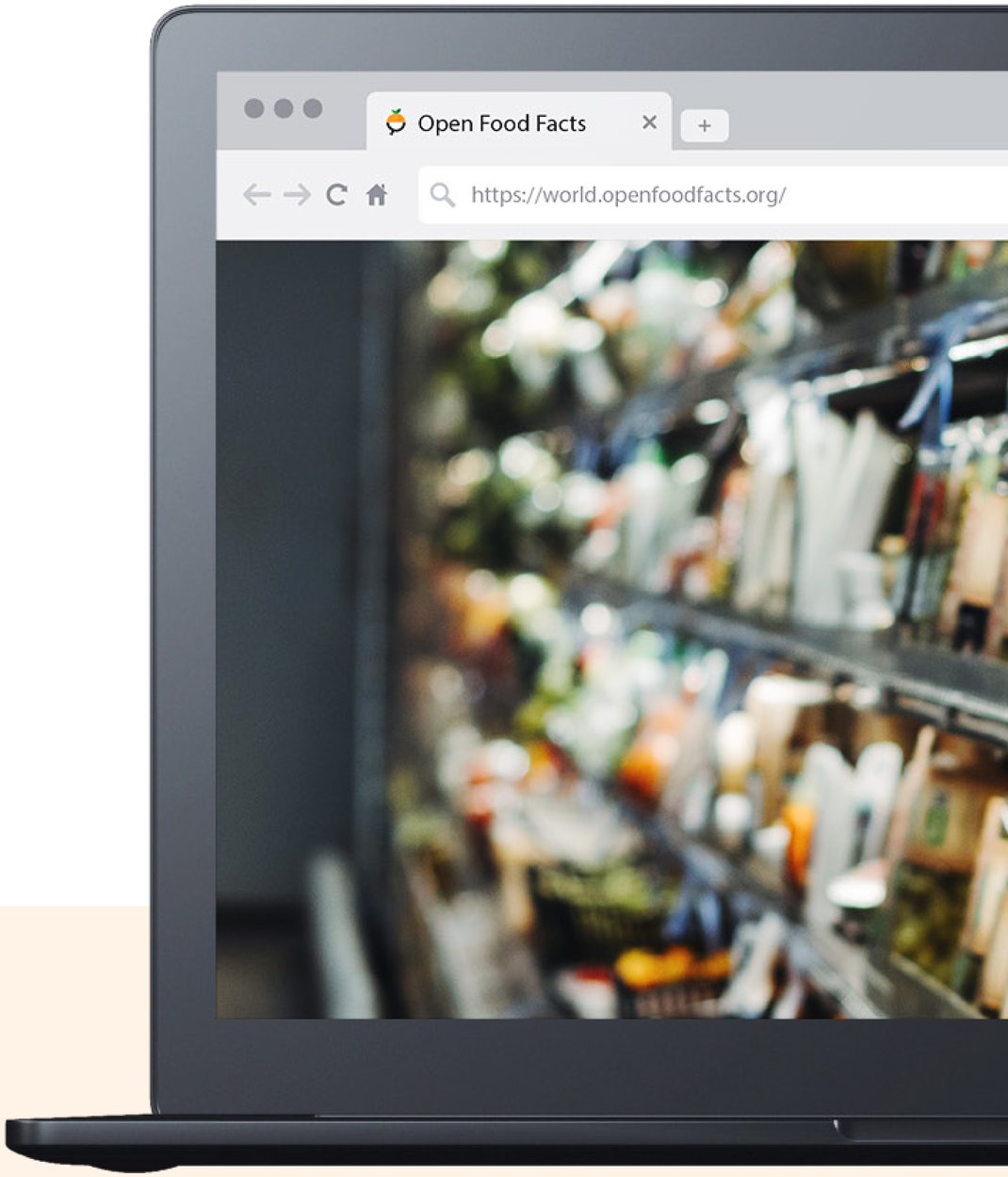
ICÔNES RECOMMANDÉES POUR LES RÉSEAUX SOCIAUX

It is strongly recommended to use the most synthetic version of the logo for small areas of expression such as icons for social networks (facebook, twitter, linkedin ...). You guarantee a better readability and effectiveness of your logo on a small scale.

FAVICON FOR BROWSERS



TRANSPARENCY ZONE



RECOMMENDED ICON AS FAVICON

It is strongly recommended to use the most synthetic version of the logo (here the favicon) for small areas of expression such as the icon of your site in the address bar of a web browser. This way you guarantee a better readability and efficiency of your logo on a small scale.

FOCUS
HOW TO REPRODUCE



SCALE = L : 500px / H : 180px

RADIUS = 30px

ROTATION = 5°

TEXT = 158pt

FONT = Plus Jakarta ExtraBold

APPLICATIONS 2

COLOR









ON WHITE OR LIGHT BACKGROUNDS









ON BLACK OR DARK BACKGROUNDS

BLACK & WHITE









ON WHITE BACKGROUNDS









ON BLACK BACKGROUNDS

MONOCHROME / COLOR









ON WHITE OR LIGHT BACKGROUNDS









ON BLACK OR DARK BACKGROUNDS

MONOCHROME / B&W









ON WHITE BACKGROUNDS









ON BLACK BACKGROUNDS

HOW TO ?

3

WHAT YOU **CAN** DO



USE THE LOGO ACCORDING TO THE GRID
AND SAFETY MARGIN



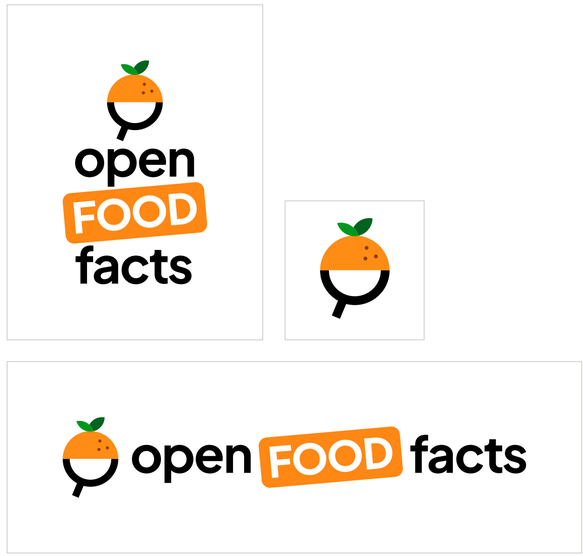
APPLY THE LOGO ON A PICTURE
THAT DOES NOT AFFECT ITS READABILITY



APPLY THE LOGO ON THE DIFFERENT
BACKGROUNDS RECOMMENDED



USE THE RECOMMENDED COLORS
AS INDICATED IN THE BRAND GUIDELINES



USE THE RECOMMENDED
LOGO ALTERNATIVES

OK

WHAT YOU **CAN'T** DO



CHANGE THE LOGO AXIS



DISTORT THE PROPORTIONS OF THE LOGO



USE A LOW CONTRAST BACKGROUND



CHANGE THE LOGO COLORS



ADD EFFECTS TO THE LOGO



APPLY THE LOGO ON A NON-UNIFORM VISUAL



RESIZE LOGO ELEMENTS



REMOVE SOME ELEMENTS OF THE LOGO

X

TYPEFACES 4

TYPOGRAPHIE PRINCIPALE

Plus Jakarta Sans

Plus Jakarta Sans is a typeface to be used for titles, important keywords but also to write longer texts and paragraphs.

This is the font used to design the logo and its variations. It is therefore perfectly adapted to be used in various contexts and brand expression.

Plus Jakarta Sans fonts are licensed under the Open Font License.

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•

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open pet f
beauty fac
food prod

Plus Jakarta Sans

ExtraLight	*italic*
Light	*italic*
Regular	*italic*
Medium	*italic*
SemiBold	*italic*
Bold	*italic*
ExtraBold	*italic*

IMPORTANT

Hey! We need your support!

OUR FISRT CONTRIBUTORS

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

FOOD / BEAUTY /
PET FOOD / PRODUCTS

What is the Nutri-Score?

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.


COLORS
5

text

Black

RGB 0/0/0
CMYK 0/0/0/100

#000000

background

Light Gray

RGB 245/245/245
CMYK 0/0/0/10

#F5F5F5

FOOD

Orange

RGB 255/135/20
CMYK 0/55/100/0

#FF8714

BEAUTY

Turquoise

RGB 0/140/140
CMYK 90/20/50/0

#008C8C

smile

White

RGB 255/255/255
CMYK 0/0/0/0

#FFFFFF

100 grays

RGB 0 to 100% of black
CMYK 0 to 100 of black (K)

10 20 30 40
50 60 70 ...

PET FOOD

Pink

RGB 255/110/120
CMYK 0/70/40/0

#FF6E78

PRODUCTS

Blue

RGB 0/100/200
CMYK 90/55/0/0

#0064C8

Need help?

C O N T A C T

Open Food Facts
Mail : contact@openfoodfacts.org
Website : https://.world.openfoodfacts.org

Design
Quentin Lagrange Studio

If you have any questions or need advice about the use of the brand guidelines, please to contact us.

THANKS!

The **Open Food Facts** Family