fine food
·· AUSTRALIA ··

STYLE GUIDE 2017

A comprehensive guide to the Fine Food Australia 2017 campaign

Brand values

FOOD. IT'S OUR BUSINESS

Connecting buyers and sellers within the retail, foodservice and hospitality sectors for over 30 years, Fine Food Australia is the leading trade event for the food, beverage, retail and hospitality industries.

Staged annually since 1984, the event features over 1,000 exhibitors from Australia and around the world, showcasing thousands of the latest food, beverage and equipment ideas with a proven track record of delivering new business contacts, sales and qualified leads to the food industry.

Attracting over 20,000 industry buyers each year, including major decision makers from the food, retail, foodservice and hospitality industries, Fine Food Australia is recognised as a global event by UFI and is the "go to" place for industry professionals to keep abreast of market and industry trends.

BRAND VALUES

The elements described in these guidelines are designed to represent these values.

- *Thought Leader*
- *Credible / Trusted*
- *Inspirational*
- *Insightful*
- *Smart*
- *Driven*

These values should be referenced at every stage to ensure that a consistent message is being presented at all times and that it is 'on-brand'.

Primary & secondary logos

PRIMARY LOGO

SECONDARY LOGO

Only to be reversed out of Apple.

Logo usage

EXCLUSION ZONE

Always ensure the minimum clear space around the logo is observed.

MINIMUM SIZE

To ensure legibility of the logo, ensure that it is never reproduced at less than 20mm.

20mm

INCORRECT USAGE AND APPLICATIONS

1. *Do not* place logo over images
2. *Do not* stretch the logo
3. *Do not* change the colour of the logo
4. *Do not* rotate the logo
5. *Do not* use drop-shadows with the logo
6. *Do not* change the logo type
7. *Do not* abbreviate or alter the size of an element
8. *Do not* move any of the logo elements outside of the logo boundaries
9. *Do not* reproduce the logo type without the circle containing device

1.

2.

3.

4.

5.

6.

7.

8.

9.

Typography

Below are the specified fonts for use across the Fine Food Australia 2017 campaign. There are two standard fonts for use across both headlines and body copy as illustrated below. All fonts are available to sync in print and web versions on Adobe Typekit. When Adobe Typekit is not available, please use the Google Fonts as recommended below.

ALTERNATE GOTHIC NO. 3 D

Used for headlines and important information such as dates or CTA.

Google font equivalent – Oswald.

google.com/fonts/specimen/Oswald

ABCDEFGHIJK
1234567890

BASKERVILLE URW - REGULAR ITALIC

Used for sub-headings and callouts within body copy.

Google font equivalent – Libre Baskerville.

google.com/fonts/specimen/Libre+Baskerville

This is the secondary font used for sub-headings and callouts within body copy.

BASKERVILLE URW REGULAR

Used for body copy.

Google font equivalent – Libre Baskerville.

google.com/fonts/specimen/Libre+Baskerville

Subheading Baskerville URW Italic

Body copy font. Et undebis et volore versperibus que con poriantio omnis doluptio blam ditatur, qui sit quam, volut autemos qui ut del ipsus eum lamusamet ut int. Igenimped maximpo riberor estrum quo il mi, sit ut milia aut aut pro iunt vitium fuga.