

Safefood Brand Guidelines

Version 2.0
May 2024



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1.0 Introduction

These guidelines are designed to accompany the new Safefood brand identity, introduced in 2024. Our brand identity is an essential way of communicating who we are and what we stand for, and – crucially – for creating an emotional connection with audiences that moves them to support us.

The brand identity has been carefully conceived, but its effectiveness is the direct result of how it is applied each day. Used thoughtfully and consistently, it will help people recognise us and positively

respond to us. It will contribute to the strong relationships we build with partners and communities. Most importantly, it will help ensure our vital messages are clearly heard. These guidelines should be used by anyone applying our identity, including graphic designers, printers and other suppliers, partner organisations and Safefood staff. Thank you for helping us wield our brand as effectively as possible.

1.0 Who we are

Safefood is the all-island agency responsible for promoting food safety and healthy eating.

Our evidence-based multi-touch programmes contribute to public health by advancing knowledge and enabling behaviour change.

Logo

- 2.1 The Safefood tick**
- 2.2 Logomark**
- 2.3 Clearspace**
- 2.4 Colour applications**
- 2.5 Avatar**
- 2.6 Minimum sizes**
- 2.7 Positioning**
- 2.8 Co-branding**
- 2.9 Networks and programmes**
- 2.10 What to avoid**

2.1 The Safefood tick

Our tick is the shorthand for our brand. It's easy to recognise, and has been designed to signify a high integrity commitment to food safety and healthy eating across the island of Ireland.

Our tick must only be used without the Safefood typography when space is limited, it's already in branded context (e.g. social media profile pictures) or being used as a graphic crop - guidance on this can be found on page 30 onwards.



2.2 Logomark

Our logomark is the structured relationship between the Safefood tick and logotype and is a key element of our brand identity, therefore, it is essential that it is always reproduced correctly.

It must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.

Only use Safefood provided digital artwork. Please do not attempt to redraw or alter the logo.



2.3 Clearspace

The area around the logo should always provide ample space so that the balance and wholeness of the logo are not crowded or constrained by external elements.

The diagrams show the correct amount of space that should surround the logo. No accompanying text or logos should appear in this area.

When the Safefood logo is being added to a document owned by another organisation, please send the design proof to brand@safefood.net for review



2.4 Colour applications

This slide shows the rules for using the logo on a coloured background. The background colour for the logo can be only these colours — white, Safefood Purple and dark purple. The logo can be filled in only two colours — Safefood Purple or white.

Other colour combinations are not allowed.



2.4 Colour applications

When colour cannot be reproduced our greyscale logo can be applied.



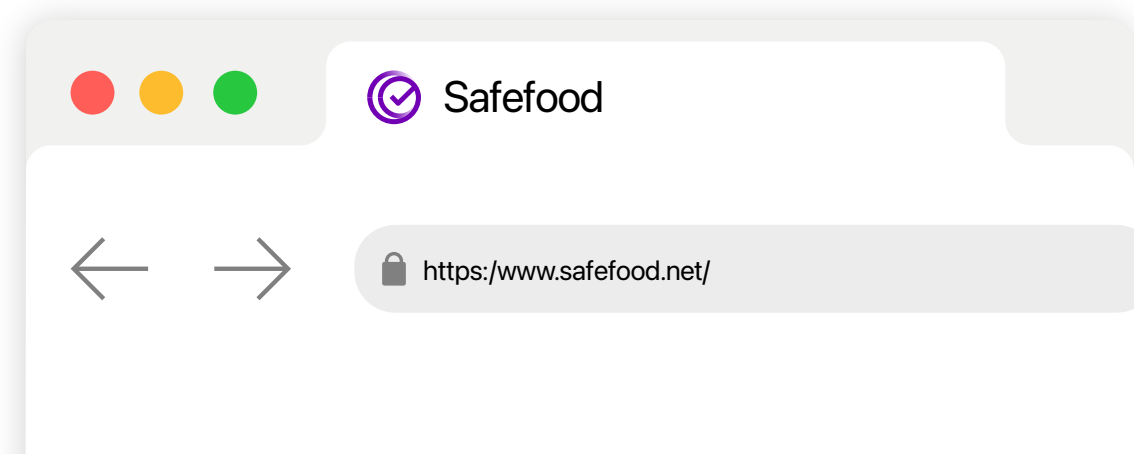
2.5 Avatar

On social media platforms and for our websites favicon, the logomark is always used in full colour or white on Safefood Purple background.

Social media icon

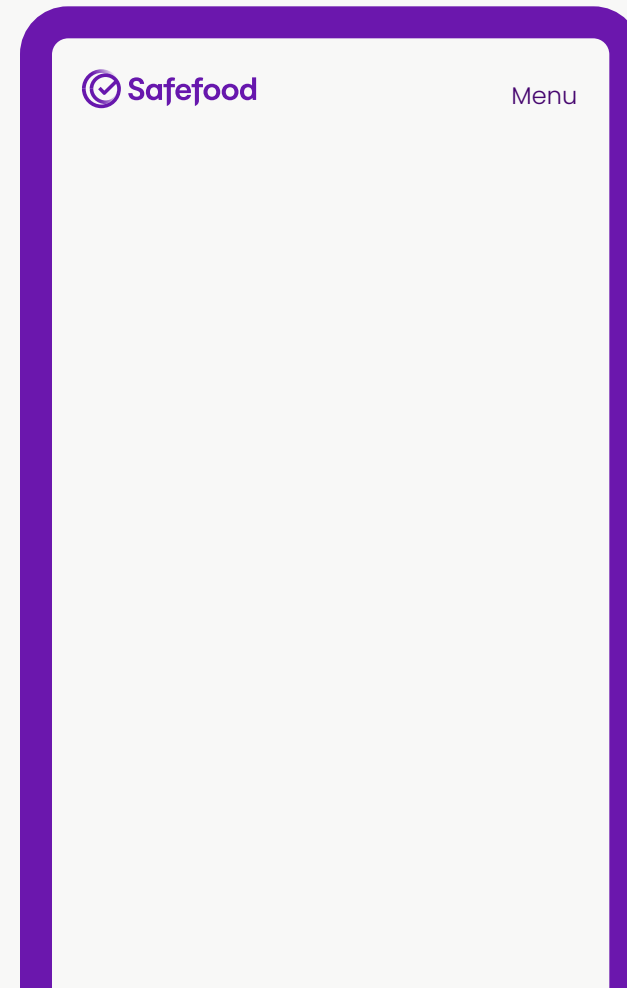


Website icon



2.6 Minimum sizes

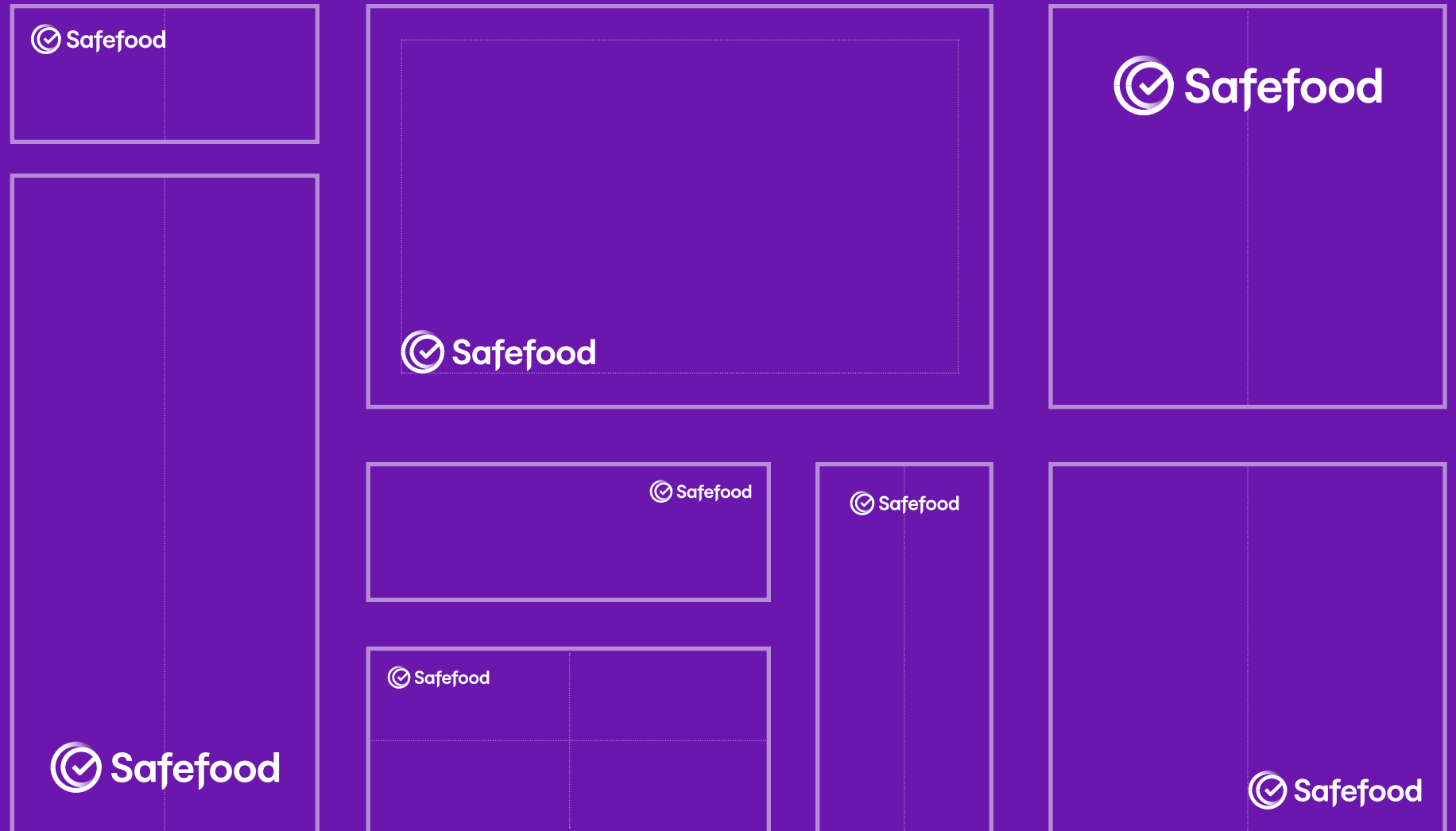
To ensure readability and legibility of the lockup across all screens and digital devices the logo should not be used at sizes below 100px wide.



2.7 Positioning

The Safefood lockup can be placed in any of the corners or can be vertically centred depending on the composition.

Always take clear space into account when positioning. When using a centred placement, make sure that the Safefood lockup is optically centered. All Safefood layouts contain a margin dependent on the media format.



2.8 Co-branding horizontal alignment

In certain cases, there will be a need to feature a partnership logo lockup. Scale and positioning for each component of the lockup is important. The Safefood logo will always be positioned on the left, with a vertical divider between the partner logos when required.

No logo should be vastly larger than the other. There should be an equal visual balance.



2.8 Co-branding vertical alignment

In certain cases, there will be a need to feature a partnership logo lockup. Scale and positioning for each component of the lockup is important. The Safefood logo will always be positioned on the left, with a vertical divider between the partner logos when required.

No logo should be vastly larger than the other. There should be an equal visual balance.



2.8 Co-branding application

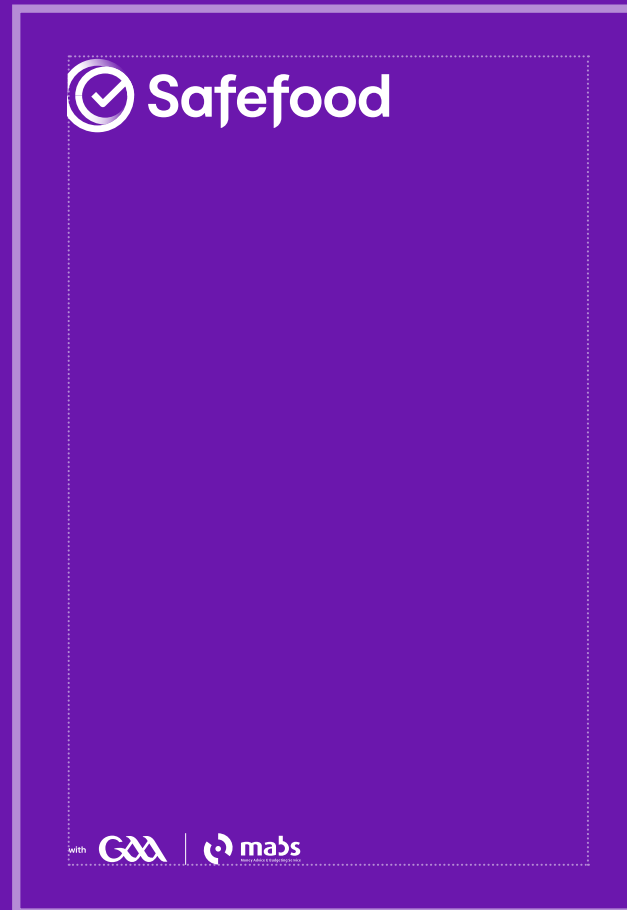
The simple rule for application is that the Safefood logo and the co-brand partner logo should be aligned either horizontally or vertically. That means, where possible, these two elements should not be in opposite corners.

There are two ways in which co-branding can work with Safefood.

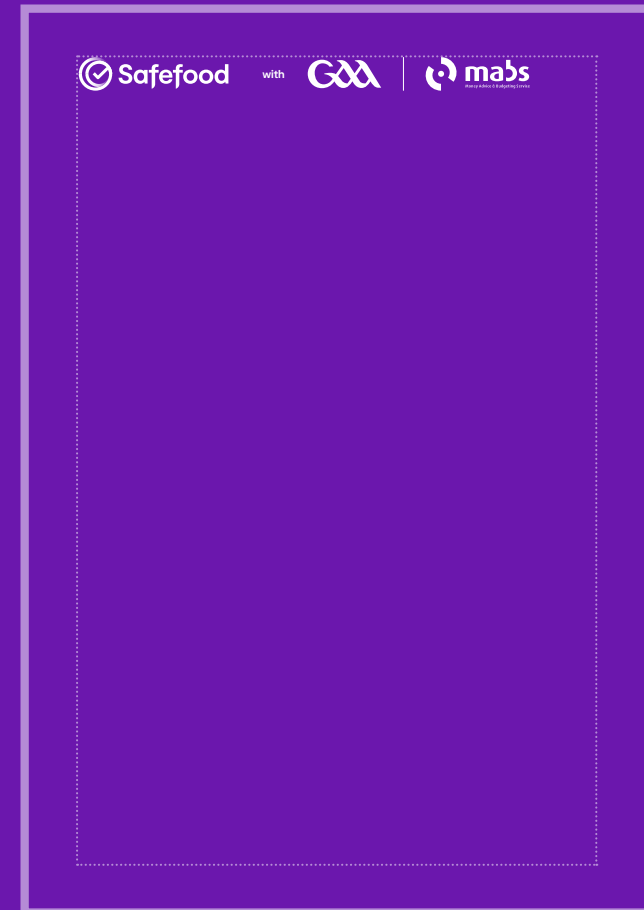
1 – Safefood takes the lead. A range of partner logos should support the Safefood logo.

2 – All logos take equal prominence and therefore are the same size.

For partnerships where this treatment is not deemed suitable for any reason, please contact the Safefood communications team.



1



2

2.9 Networks and programmes

Our Networks and Programme logos are individually crafted to ensure best synergy between our tick, wordmark and descriptor.

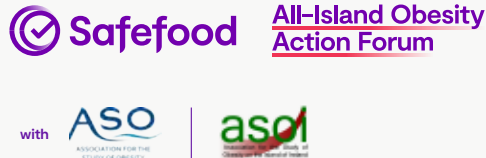
New logos must only be created and existing logos must only be amended when absolutely necessary. If so designer’s discretion must be used and Safefood communications team contacted for sign off.



2.10 Networks and programmes co-branding

In certain cases, there will be a need to feature a partnership logo lockup. Scale and positioning for each component of the lockup is important. The Safefood logo will always be positioned on the left, with a vertical divider between the partner logos when required.

No logo should be vastly larger than the other. There should be an equal visual balance.



2.11 What to avoid

Do not use colour combinations that make the logomark illegible.

Do not use different colours for the logotype and the tick.

Do not disproportionately stretch or warp the logo.

Do not stylise or alter the logo including outlining it, adding a drop shadow or bevel, or any stylistic effect.

Do not scale, reposition or modify the logo in any way.

Do not place the logo over images which make the logomark illegible or use in any color other than white or purple when being placed on top of an image.



Colour

- 3.1 The right balance**
- 3.2 Primary palette**
- 3.3 Secondary palette**
- 3.4 Colour accessibility**

3.1 The right balance

To preserve the brands unique characteristic, make sure to use mainly the primary brand colours. The secondary colours should only be used as accents.

Black is used only for text.



3.2 Primary palette

The primary colours and their high contrast are one of the main building blocks of the Safefood brand.

The Safefood Purple is the core of our identity and is synonymous with the brand, playing the most important role, ensuring instant brand recognition.

Dark Purple is used sparingly, helping to create contrast and depth to alleviate accessibility concerns.

Safefood Purple

HEX:6B17AD

R:107 G:23 B:173

C:79 M:89 Y:0 K:0

Dark Purple

HEX:45056E

R:69 G:5 B:110

C:90 M:100 Y:23 K:13

White

HEX:FFFFFF

R:255 G:255 B:255

C:0 M:0 Y:0 K:0

3.3 Secondary palette

We have an amazing spectrum of supporting options at your disposal bringing variation and energy to our brand. Just be sure to keep purple as the star.

Our secondary colours are excellent contrasting elements that can be used to create impact and should be used sparingly.



Orange

HEX:FE6F45

R:254 G:111 B:69

C:00 M:68 Y:70 K:0

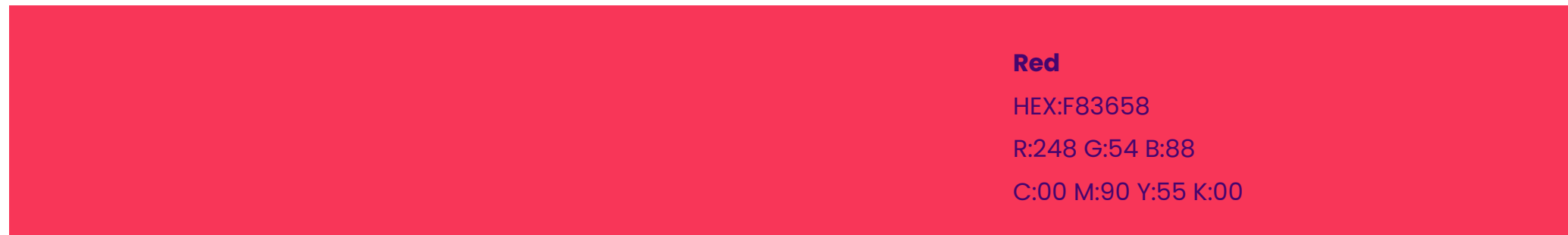


Green

HEX:54DC82

R:84 G:220 B:130

C:60 M:00 Y:85 K:00



Red

HEX:F83658

R:248 G:54 B:88

C:00 M:90 Y:55 K:00



Yellow

HEX:F9F850

R:249 G:248 B:80

C:00 M:00 Y:65 K:00



Blue

HEX:44FFFB

R:68 G:255 B:251

C:60 M:00 Y:00 K:00

3.4 Colour accessibility

Colour accessibility enables people with visual impairments or colour vision deficiencies to interact with digital experiences in the same way as their non-visually impaired peers.

The colours shown to the right comply with WCAG 2.1 level AA contrast standards when used with the background colour shown.

Reference the guide to the right to ensure Safefood's branding is accessible to all.

Large text: 18pt and above

White

Normal text: 16pt and below

White
Pudicaeces id et ut ius doluptis doluptur.

Large text: 18pt and above

Safefood Purple
Dark Purple

Normal text: 16pt and below

Safefood Purple
Pudicaeces id et ut ius doluptis doluptur.

Dark Purple
Pudicaeces id et ut ius doluptis doluptur.

Large text: 18pt and above

White **Orange** **Green**
Yellow **Blue** **Red**

Normal text: 16pt and below

White
Pudicaeces id et ut ius doluptis doluptur.

3.4 Colour accessibility

The following colour combinations have been tested for accessibility. Always use high contrast combinations for maximum readability.



Typography

- 4.1 Primary typeface**
- 4.2 Type hierarchy**

4.1 Primary typeface

Our brand typeface is Poppins. The rounded counters and varying weight compliment the dynamism of our logomark and lockup.

The typeface is modern and human, bringing clarity to all our communications. It allows us to range from scientific to core messaging without losing the human connection.

Poppins is versatile across various applications, offering three distinct weights: regular, semibold, and bold. When employed appropriately, these weights establish a visual hierarchy, enabling artwork to effectively fulfil its purpose.

Poppins is available for licensing [here](#)

Our system typeface is Arial, to be used only when our primary typeface is unavailable.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789€£\$&%@?+-=

Poppins

Regular
SemiBold
Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789€£\$&%@?+-=

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789€£\$&%@?+-=

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789€£\$&%@?+-=

4.1 Primary typeface

Our typography style is confident while accessible, our communications must always feel human and not alienate people from the message through language.

Ensure a clear hierarchy of information is defined to help the reader navigate pages. To achieve this we only use a limited number of styles and sizes. The larger the text the lighter it should be.

Titles can be aligned to the left or centre. All type must be used in sentence case and ligatures are not used.

Title

Poppins Regular
At least 4x Body size
100% Leading
0 Tracking

Subheading

Poppins Bold
100% Body size
120% Leading
0 Tracking

Body

Poppins Regular
120% Leading
0 Tracking

Footnotes & Captions

140% Leading
0 Tracking

Good food advice for everyone

Promoting awareness and knowledge of food safety and nutrition on the island of Ireland.

Safefood's role is to promote food safety and provide nutritional advice on the island of Ireland in accordance with its legislative remit. We achieve this by building an evidence base of sound and authoritative science which we use to influence policy and to promote behaviour change in the overall interests of improved public health.

POPPINS REGULAR IN CAPS FOR
FOOTNOTES AND CAPTIONS

Visual system

- 5.1 Graphic device
- 5.2 Graphic crops
- 5.3 Example layouts
- 5.4 Photography
- 5.5 Illustration

5.1 Graphic device

Our tick is also used as an expressive graphic across our branded elements. This visual treatment allows us to create clear, meaningful and bold design communications.

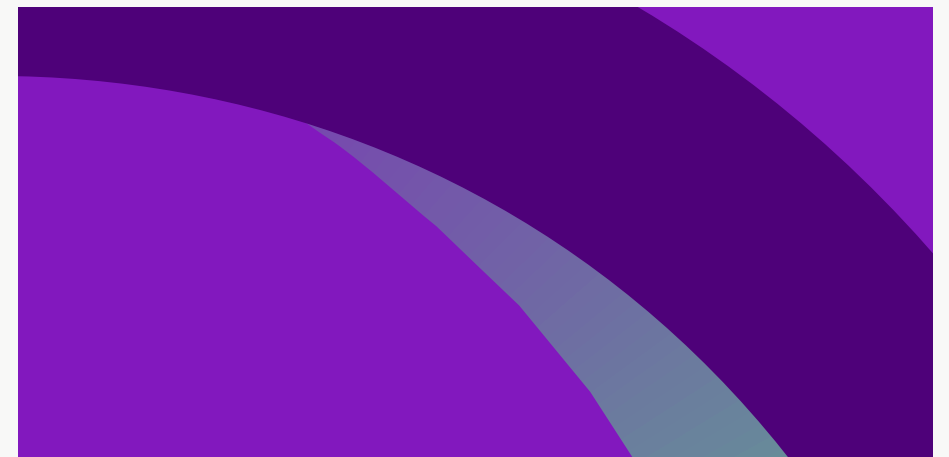


5.2 Graphic crops

Although a large range of crops can be created, a selection of optimum crops have been pre-determined; as the brand evolves more can be added.

Our tick can be scaled, rotated or broken apart to best fit the format; when creating new crops its important to maintain an area of transparency where possible to create depth.

Use this document and supplied templates to ensure continuity and best representation of the brand across all touch points. Templates are for digital use only, for print outputs these should be used as visual guides for best practice.



5.3 Example layouts

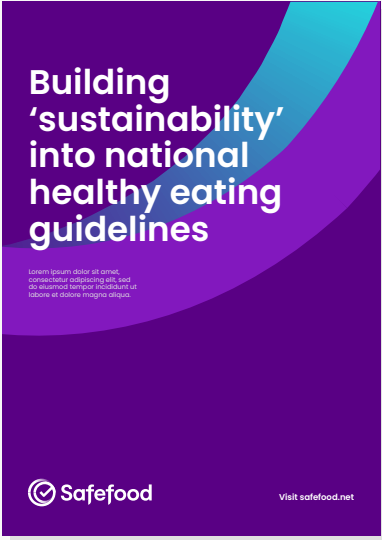
This page demonstrates examples of the graphic crops applied on portrait and tall formats.



5.3 Example layouts

When applying messaging over the spiral graphic care needs to be taken to make sure it interacts well with the text and imagery.

Look out for legibility over colour and position of the wordmark in comparison to the text. Both elements should have space to 'breathe' and not be cutting each other off in awkward places.



5.4 Photography

Our photography expresses warmth, approachability & humanity. Our images should:

- Be realistic, capturing real moments.
- Show people in environments that the target audience can relate to.
- Be relevant to the information being provided.



5.4 Photography

Photography dos and don'ts

Here are some guiding principles when creating photography assets. They're not hard and fast rules, nor a complete set, but are provided as a starting point to consider when choosing imagery.



✓ Choose images with good lighting and relevant subject matter



✓ Focus on objects to create a sense of depth and intrigue



✗ Avoid busy images that have too much going on

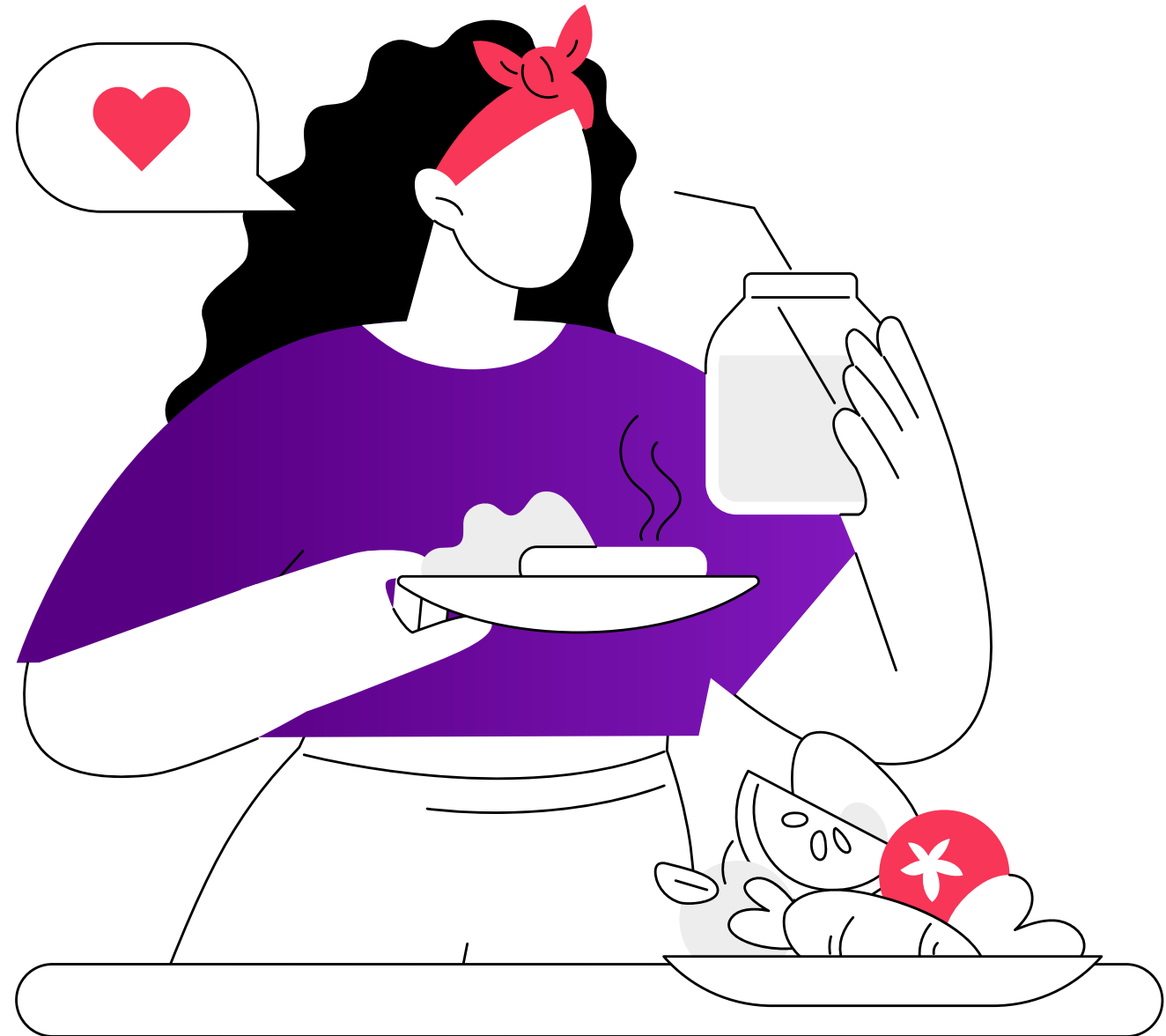


✗ Avoid overly staged or cheesy images

5.5 Illustration

Our illustration style is designed to convey complex or abstract ideas with warmth, energy, or playfulness in ways that are not easily achieved with other mediums. The style is intended to create a simplified visual language that is dynamic, unique, and approachable.

Choose illustration to add dimension and clarity to ideas like interactivity or data visualization, especially in places where stock photography lacks depth or originality.



5.5 Illustration

Our illustrations can be applied differently depending on the background it sits on.

When sitting on a dark background such as Safefood Purple the illustration can be created with white strokes and fills to ensure best legibility.



6.0

Brand in action



**Good food
advice for
everyone**



Guiding the island
of Ireland towards
better food decisions
for healthier living.

Visit safefood.net

Practical food advice for better food habits



Guiding the island of Ireland towards
better food decisions for healthier living.
Visit safefood.net



Guiding the island of Ireland towards
better food decisions for healthier living.
Visit safefood.net





Visit safefood.net

Annual report 2024

Contributing to public health and wellbeing by promoting food safety and healthy eating on the island of Ireland.



Visit safefood.net

Healthy eating for sport

Coaches Guide



Prepared, convenience foods and associated food safety risks

Secondary analysis of dietary survey data of children's diets on the island of Ireland

Plant-based dairy alternatives available in supermarkets on the island of Ireland, and consumer behaviours and perceptions

Antimicrobial resistance in animal health on the island of Ireland. Knowledge, attitudes and behaviours

Visit safefood.net

Safefood Annual report 2024

Contributing to public health and wellbeing by promoting food safety and healthy eating on the island of Ireland.

About Safefood

Safefood is an all-island body, set up under the British-Irish Agreement Act 1999. Our role is to promote awareness and knowledge of food safety and nutrition on the island of Ireland.

To do this we:

- Provide healthy eating and safety advice to the public
- Carry out research on food safety and nutrition
- Promote scientific consensus on food safety and nutrition
- Provide independent advice on food safety

Campaign outcomes/feedback*

85% clearly understood the main point of the TV Ad

89% of campaign supporters felt that the campaign reflected the challenges of everyday parenting and gave clear direction on where to go for more information

71% said the ad made them feel confident that they could make small changes to benefit the health of their child/children

Recalled the TV ad in 2022, a very significant 20-point increase since the first ad in 2012

*Based on research conducted for the 'Back to Basics' campaign by Ipsos BA.

Shaping healthier food environments campaign

Our key messages of food safety, food hygiene and nutrition are communicated to the public using a combination of advertising, public relations, events marketing, digital and social media, events, publications, sponsorship and the safefood website.

Overview

Vision: Aspire to be a society-wide movement that will inspire and support parents to start building and persisting with healthy lifestyle habits.

Mission: Help families take that first step and then to continue a healthier lifestyle for their children.

Encourage: Parents to start with one daily win and encourage them to persist no matter how often life intervenes to derail them.

Audience: Parents and carers of children aged between 6 months and 12 years of age with a lean towards disadvantaged backgrounds.

Our aim: To inspire, empower and support parents to start building and persist with healthy lifestyle habits in the family to prevent excess weight in childhood.

Welcome from our CEO



Take the worry out of weaning

Guiding the island of Ireland towards
better food decisions for healthier living.

Visit safefood.net





**All-Island Obesity
Action Forum**

Obesity Prevention

Join the Safefood Knowledge Network
to be a part of a community advancing
food safety knowledge and skills

safefood.net



**Knowledge
Network**

Industry Knowledge and Skills

Join the Safefood Knowledge Network
to be a part of a community advancing
food safety knowledge and skills

safefood.net





Keeping lunchboxes safe



Guiding the island
of Ireland towards
better food decisions
for healthier living.

Visit safefood.net



Ever wonder
why it's always
at their eye level?

It's time we talk about
our food environment
[#talkaboutfood](#)



110501

Rullo's Pizzeria

Rullo's Pizzeria

Slavina
• BURRATA PASTICCATA £5
• BEF CARPACCIO £8
• CUCCHIA SALSÒ £3.5
• Fresh pasta
• TROUSERSSE BOLLITE £3
• PANZUCCI RIPIETTA E SPINACI £3
• CROSTINI SORRANTINO £1.5
• Wood Oven Pizza
• Rullo's own family recipe mince
• VEGAN CALZONE MARGHERITA

JOIN US MON TO SUN
MORE OPTIONS INSIDE!
RULLO'S PIZZERIA



BBQ food safety tips

Visit safefood.net



Safefood

Visit safefood.net



Keeping school lunchboxes safe

Safefood



The truth about protein

Visit safefood.net

Safefood

9 reasons to use a slow cooker



Safefood

Nutritional standards in social care

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Visit safefood.net

Safefood



Clean your fridge regularly

Visit safefood.net

Safefood

Industry knowledge and skills

safefood.net



 **SafeFood**

**Good food
advice for
everyone**

Visit safefood.net



 **SafeFood**



**Keeping
school
lunchboxes
safe**



**Good food advice
for everyone**

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 **SafeFood**

**The food
environment**

The food environment is the food
around us and what shapes our decisions
about the food we eat.

Visit safefood.net





5 picnic pointers to keep food safe

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

 Safefood

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 Safefood









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