Brand
Guidelines

InFlavour

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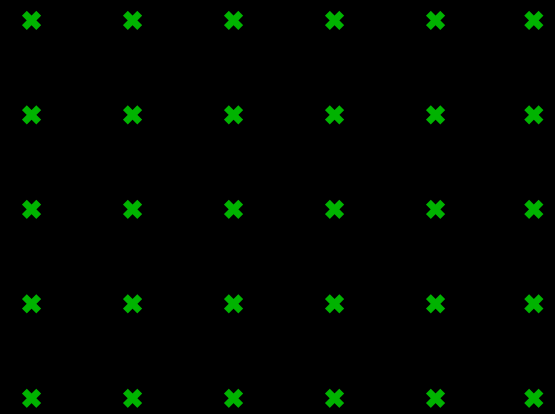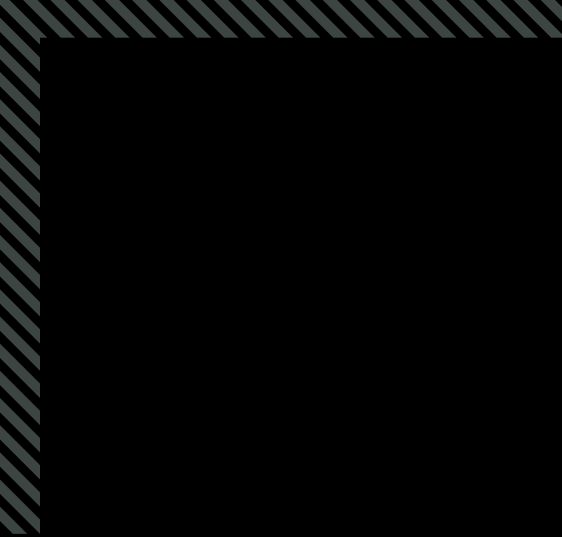
01
Brand Logo

Brand
Logo

Our brand logo is an integral part of our identity, and must only be used in the horizontal format presented here, primarily against the following backgrounds: a white or light background; and a black or dark background.
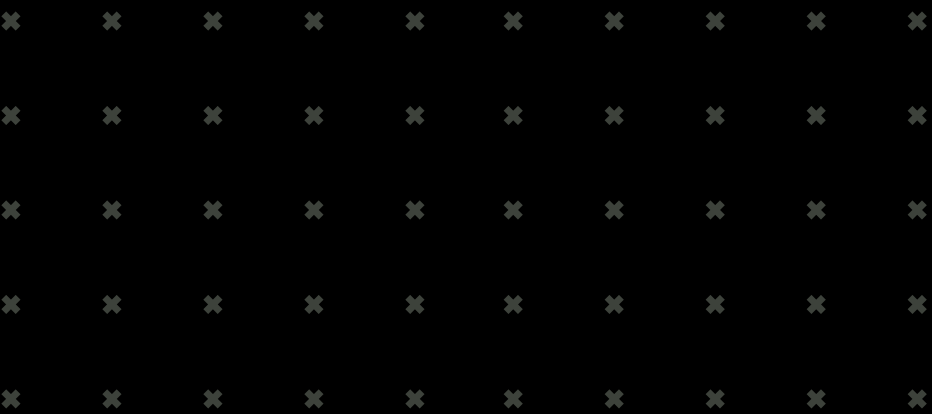
Care should be taken to ensure that the logo is never changed, tampered with, or used in any manner that goes against the guidelines in the following pages. The logo may only be used from the brand asset files provided.

Download

Brand
Logo

Size and clear space around the logo are both important for legibility and impact.

CLEAR SPACE

Taking the height of the lower case letters in the InFlavour wordmark as X, the minimum clear space to be maintained around the logo is defined as 1X.

MINIMUM SIZE

The minimum width of the logo is defined as 120 pixels for screen-based applications. For print-based applications, it must be no less than 30mm wide.

Clear Space

1X		1X
X	InFlavour	X
1X		1X

Minimum Size

Width 120 pixels for
Screen Applications

Width 30mm for
Print Applications

Dos

Some of the correct ways to use our logo:

(A) Against a white or light background

(B) Against the InFlavour primary slate grey brand colour

(C) Against the InFlavour secondary pale green brand colour

(D) Against the InFlavour secondary pink brand colour

(E) Against a minimally busy light background

(F) Against a minimally busy dark background

It is important to maintain contrast when the logo is placed on any colour other than white or black.

[A]

[B]

[C]

[D]

[E]

[F]

Don'ts

Shown alongside are some common logo usage mistakes:

(A) The logo colour must never be changed

(B) The logo font must never be changed

(C) The logo must never be stretched, warped or shrunk

(D) The logo must never be rotated or placed at an angle

(E) Shadows or other similar elements should never be added to the logo

(F) Never change the logo's opacity

(G, H) Never use the logo on a busy or textured background

[A]

[B]

[C]

[D]

[E]

[F]

[G]

[H]
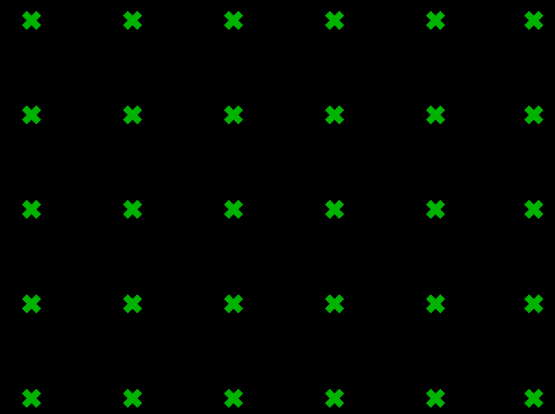
02
Brand Colour Palette

Colour **Palette**

Primary

Black, olive green and slate grey make up our Primary Colour Palette. In line with our brand personality, these colours communicate sophistication, balance and growth.

The specific shades associated with our brand are Pantone Black, Pantone 5773 C, and Pantone 446 C, along with their respective colour breakdowns, to be used as appropriate across varying print and screen applications.

These colours provide a foundation for design and layout across the majority of our communication and collateral.

PANTONE BLACK

C: 40 M: 30 Y: 30 K: 100
R: 0 G: 0 B: 0
HEX: #000000

PANTONE 5773 C

C: 49 M: 31 Y: 64 K: 14
R: 137 G: 143 B: 101
HEX: #898F65

PANTONE 446 C

C: 69 M: 52 Y: 55 K: 54
R: 62 G: 66 B: 60
HEX: #3D423B

Colour
Palette

Secondary

Leaf green, pale green and pink are secondary colours that complement the primary, and provide flexibility and variety in design.

These colours may also be used when additional hues are important for emphasis of certain elements e.g. for variables in graphs, accents in infographics, etc.

PANTONE 3501 C

C: 80 M: 0 Y: 100 K: 0
R: 19 G: 165 B: 55
HEX: #13A538

PANTONE 372 C

C: 25 M: 0 Y: 57 K: 0
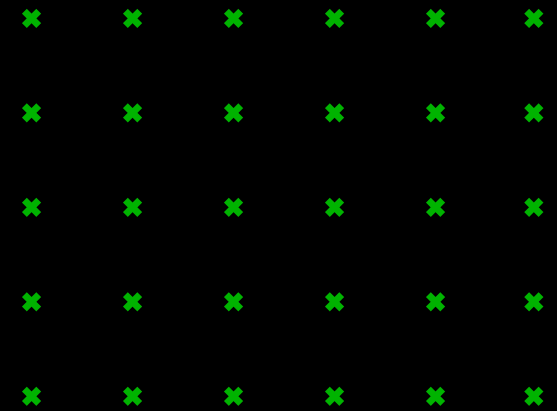R: 205 G: 239 B: 155
HEX: #CDEF99

PANTONE RHODAMINE RED C

C: 12 M: 91 Y: 0 K: 0
R: 229 G: 6 B: 149
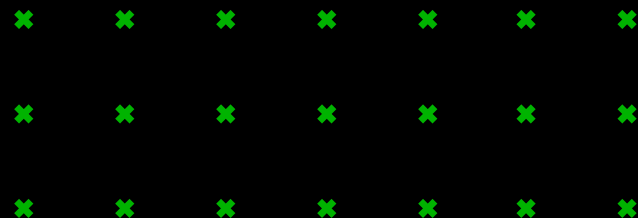HEX: #E50695

03
Brand
Typography

Brand **Typography**

English

Our English typeface is 'Raleway', a contemporary sans serif typeface. It is optimistic and elegant.

The font weights used are regular, medium, semi bold, bold, extra bold and black.

Raleway   [Download](#)

Regular

AaBbCcDdEeFfGgHhIiJjK LlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789 (&?!/,:;-_*")

Medium

AaBbCcDdEeFfGgHhIiJjK LlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789 (&?!/,:;-_*")

Semi Bold

AaBbCcDdEeFfGgHhIiJjK LlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789 (&?!/,:;-_*")

Bold

AaBbCcDdEeFfGgHhIiJjK LlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789 (&?!/,:;-_*")

Extra Bold

AaBbCcDdEeFfGgHhIiJjK LlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789 (&?!/,:;-_*")
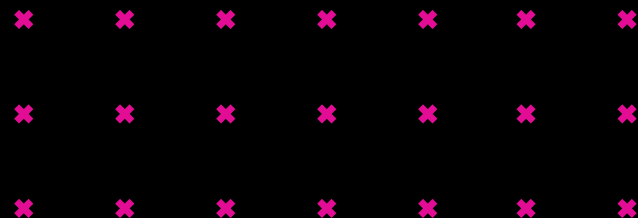
Black

AaBbCcDdEeFfGgHhIiJjK LlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789 (&?!/,:;-_*")

Brand
Typography

Arabic

Our primary Arabic typeface is 'Tajawal', which is bold and modern.

The font weights used are regular, medium, bold, extra bold and black.

Tajawal

Download

Regular

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ء
{}|«:?<>+_()*&^٪$#@! ٠١٢٣٤٥٦٧٨٩

Medium

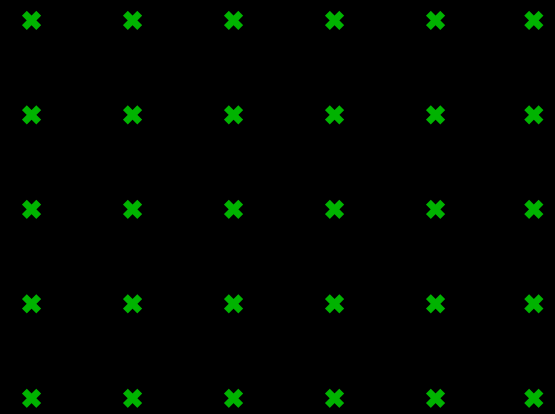ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ء
{}|«:?<>+_()*&%$#@! ٠١٢٣٤٥٦٧٨٩

Bold

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ء
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Extra Bold

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ء
{}|«:?<>+_()*&^٪$#@! ٠١٢٣٤٥٦٧٨٩

Black

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ء
{}|«:?<>+_()*&^٪$#@! ٠١٢٣٤٥٦٧٨٩

04
Photography Style

Photography **Style**

When shooting or selecting stock photography, ensure that the images are visually engaging. Stay away from visual clichés common in standard food and people photography that could detract from the premium nature of our brand. Images that show action or motion, along with the industry aspect – for instance, a masterclass or event feature as opposed to just a chef cooking – will add a dynamic dimension to our communication. People, when shown, should be candid.
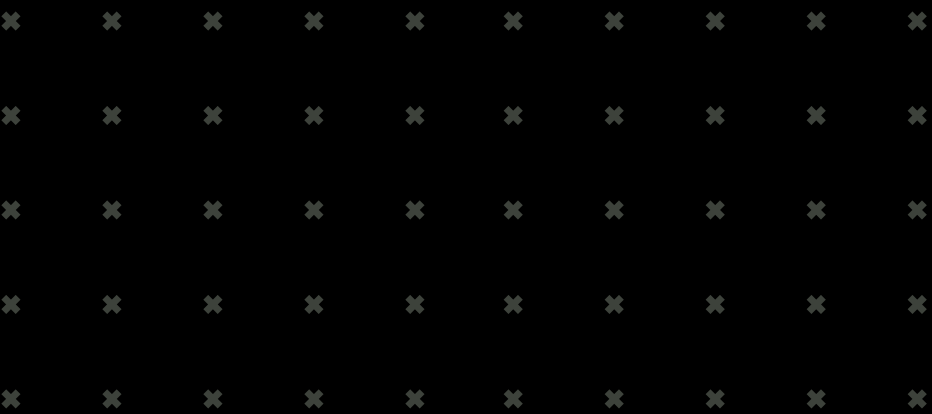
Stock images may vary in tone and quality from those in the show image library, and for the sake of flexibility, a variety of image styles may be used, from 'real' interactions to more artistically shot food and beverage, depending on the intent of the communication.

15
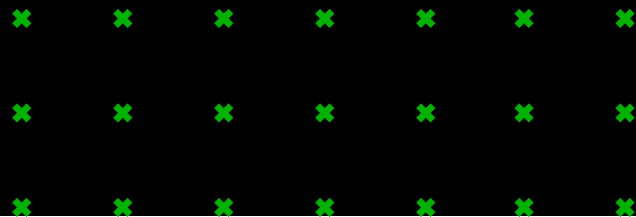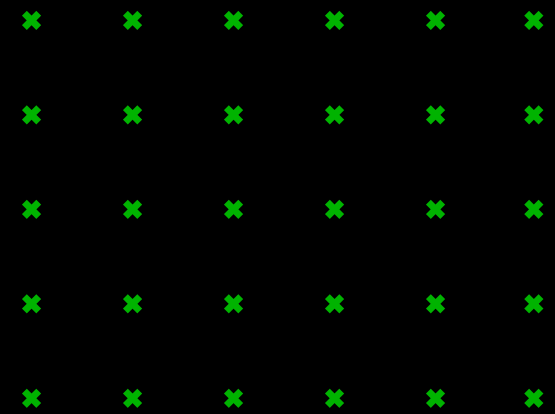
05
Videography Style

Videography
Style

Video is an important medium for communicating a diversity of ideas and interactions, as well as aspects related to the food and beverage industry.

Like our photography, it needs to strike a balance between F&B footage and clips involving people, the former being generally more artistic and enticing, and the latter communicating dynamism, movement and human interaction.
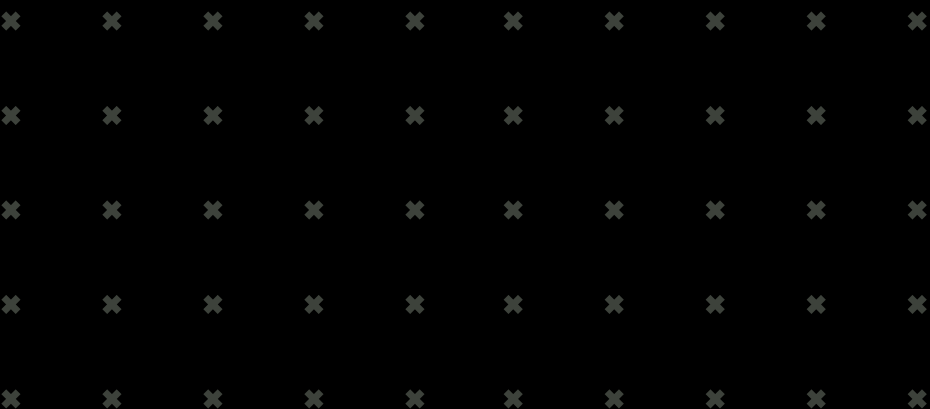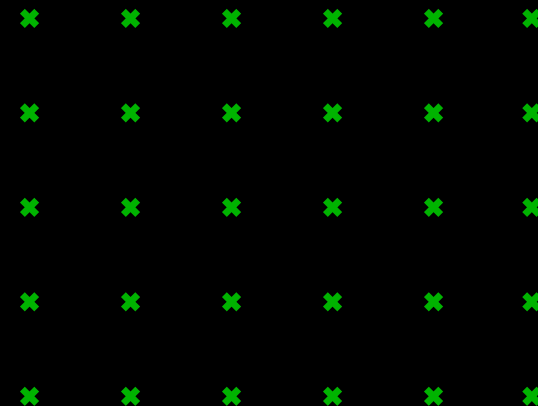
Ideally, when sourced from stock libraries, F&B footage should be visually engaging, with a degree of finesse when showing preparation and presentation. Videography at the exhibition must be directed to capture the enthusiasm of exhibitors, F&B professionals, speakers and visitors in a manner that ideally tells a story.

06
General & Social Media Icons

General
Icons

Icons are universally understood graphical representations of products, services, ideas, themes and so on. As such, they transcend language, and in the context of the InFlavour brand, which is multidimensional, they play a key role in social media, marketing communication, signage, service related aspects, etc.

Shown alongside are our most frequently used icons, in secondary brand colours. Icons are for use against dark backgrounds, and they may only be used from the brand asset files provided.

Exhibitor Sectors

Download

Process & Packaging

Supply Chain & Logistics

Food Producers

Food Tech

Startups

HoReCa

Key Features

Main Course

Investor Program

Side Dishes

Zero Hunger Initiative

Startup Competition

Foodies & Gastronomes

An International Exhibition

FeastFest

Business Hub

Social Media **Icons**

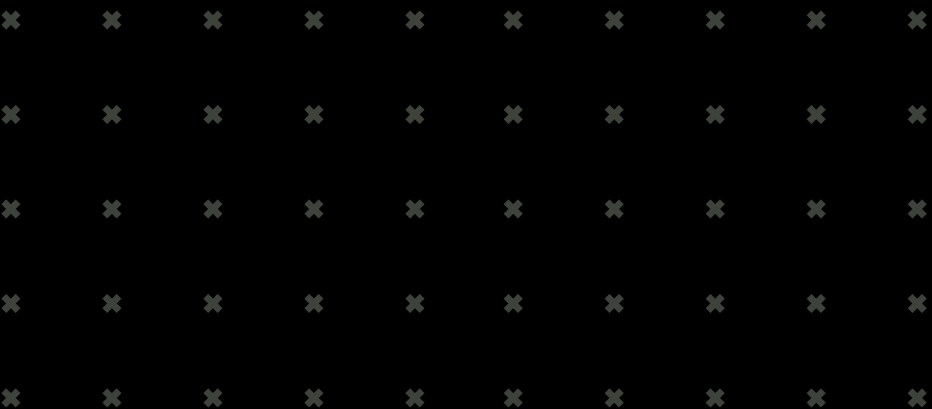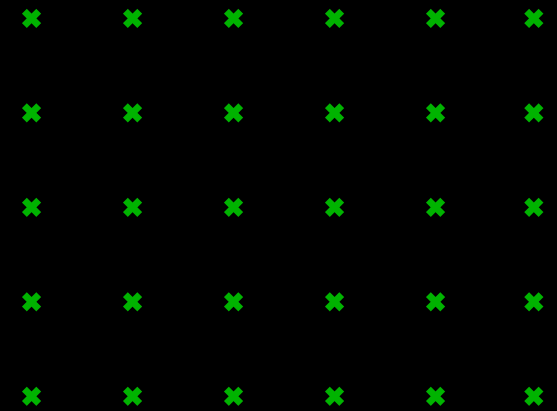Shown alongside are our most frequently used social media icons, in secondary brand colours.

Download

Facebook

Instagram

Twitter

YouTube
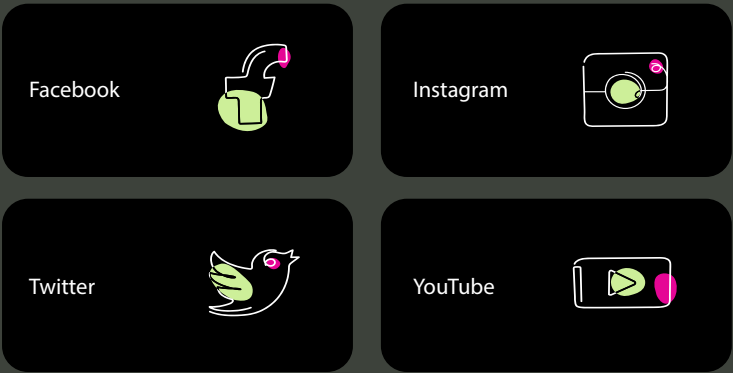
07
PowerPoint Presentations

Powerpoint
Presentations

Shown alongside are a variety of layout templates for PowerPoint presentation slides.

Download

Powerpoint
Presentations

Shown alongside is the PowerPoint
Presentation template. It may be used for
internal as well as external communication,
as required.

DESIGN SPECIFICATIONS

Dimensions

1920 x 1080px

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LOREM

Powerpoint
Presentations

Images

When cropping, ensure that important elements are not cut.

Powerpoint **Presentations**

Slide transition

Immediate, without effects. A separator slide may be used to distinguish between different sections.

7

LOREM IPSUM

CONSECTUR

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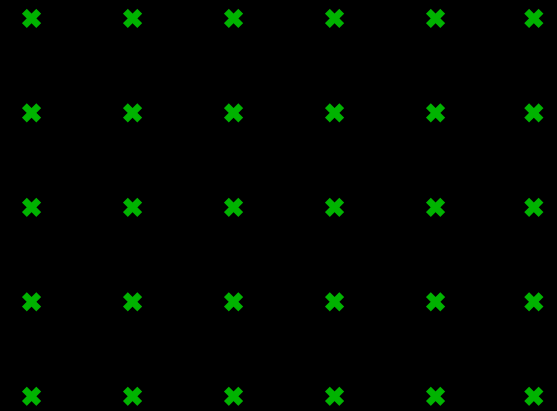
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TOPIC OF THE PRESENTATION

Thank you