# BRAND GUIDELINES

**fsa**

Farm
Sustainability
Assessment
BY SAI PLATFORM

# CONTENTS

**fsa**

Farm
Sustainability
Assessment
BY SAI PLATFORM

**01 FSA logo**

In all instances regarding print and digital, the logo should be used in full as illustrated without alteration.

Only in circumstances outlined over the next few pages should a variant be considered.

# Farm Sustainability Assessment

**BY SAI PLATFORM**

01 **Monochrome**



02 **Reversed**



01 **Monochrome**
In instances where documentation or graphics require single colour usage, (usually in print) this version of the mark should be used, presented in 100% black with no tints on a white or transparent background.

02 **Reversed**
The reversed logo is to be used in single colour applications where there is no alternative but to reside on a solid swatch of colour.

01 **Leaf mark**



02 **Favicon**



01 **Leaf mark**
The Leaf mark should only be used without accompanying text when space is severely restricted or instances in print where the width of the full FSA logo falls below the minimum requirements outlined in the sizing section of this document. Monochrome and reversed variants are also available for specific application.

If the version illustrated is to be used, please seek confirmation from FSA first.

02 **Favicon**
The favicon is for use on web navigation bars, or can be used in mobile applications where the target area is 50px in width or less

O1 **Primary palette**

**Bright Green**
CMYK    76 3 100 18
RGB     45 149 62
HEX     2d953e

**Dark Grey**
CMYK    14 10 0 82
RGB     68 71 80
HEX     444750

O2 **Secondary palette**

**Yellow**
CMYK    0 32 87 0
RGB     252 181 59
HEX     fcb53b

**Light Grey**
CMYK    7 5 5 0
RGB     236 236 237
HEX     ececed

**fsa**

**Farm Sustainability Assessment**
BY SAI PLATFORM

O1 **Primary palette**
The FSA colour palette conforms to SAI brand guidelines. Only use the Bright Green for prominent highlights and the Dark Grey for text.

O2 **Secondary palette**
This palette should be used sparingly across associated media, such as infographics or data charts where applicable.

**Do Not**
Do not recolour



**Do Not**
Do not apply effects



01 **Do Not**
The logo should be used in full colour (where instances allow) as supplied without scaling, effects applied, recolouring, or resizing of any elements independently.

**Do Not**
Do not alter the scale of elements independently.



**Do Not**
Do not stretch the logo

**Do**

Do use the full colour logo in all instances where applicable on a white or transparent background



**Do**

Do use the monochrome version where only single colour applications are permitted on a white or transparent background



01 **Do**

The logo should be used in full colour (where instances allow) as supplied without scaling, effects applied, recolouring or resizing of any elements independently.

Please ensure legibilty when using the correct variant at the correct size.

**Do**

Do use the reversed version on a solid background or adjusted image

01 **Spacing**



01 **Spacing**
The spacing surrounding the logo should be preserved in all instances. Using the lowercase 'a' from the leaf mark as a minimum guide to approximate distance from edges, other logos, symbols or text.

02 **Sizing**
The minimum print size to maintain is 30mm in width. When used for digital applications due to varying resolutions, please ensure the text is legible.

02 **Sizing**



30mm

01 **Primary**

# Gotham Bold
## Gotham Light

02 **Secondary**

## Open Sans Light

03 **System Only**

### Arial Bold
Arial regular

01 **Primary**
The primary font Gotham Bold is to be used for headings, with Gotham Light for subheadings.

02 **Secondary**
Open Sans Light is to be used for body copy only.

03 **System only**
System fonts should only be used where the Primary and Secondary fonts are unavailable within applications.

Arial Bold is to be used in place only when system fonts are available. Arial regular is to be used in place only when system fonts are available.