



Brand Guidelines



Brand Strategy



Food Union is global scale, market insight and innovation driven food producing and distributing group, that develops local brands and delivers delightful products for the well-being of people.

It's not about food, it's about **people**.

“It's not about food, it's about people” is the brand purpose. It drives us and unites us, and keeps us consistent wherever we are represented.

It is the common sense, that no matter of who we are talking to – our employees, our customers, our consumers – their interest comes before our provided solutions.

Boldness

We challenge ourselves to be bold – analyze thoroughly, think innovatively, and make bold, but calculated decisions to be at the forefront of our industry. Bold people combine competence, energy and endurance to move forward and succeed.

Commitment

We have a long-term interest in contributing to sustainable growth and creating value for our key stakeholders, and society at large in the markets we are represented. Committed people are professional, collaborative and trustworthy.

Fun

We always aim for fun-added value in everything we do. Happy people are creative and passionate, they inspire others to be better.

People, not processes, are the core of the business;
Market insights & innovations is our mindset;
Development of **strong local brands** is our market strategy;
Global trends & sustainability is what we care for;
Digital & physical presence is our preferred form of cooperation.

Business Units

We provide access to competence, production capacities, markets and funds to fuel the growth locally

Expertise

Investors

We deliver sustainable growth and profit through an efficient and transparent value chain

Transparency

Society

We are committed to the society we operate in by building strong and stable businesses and contributing to whole eco-system

Innovation

Suppliers / Customers

We are preferred business partner and market expert committed to deliver long term profitable growth through our expertise and market position

Trust

Personnel

We provide platform for talents to realize their ambitions through an open-minded, solution-focused and success-oriented teamwork

Reliability

Consumers

We bring joy to our consumers' lives by nurturing loved brands and constantly working on product innovations and quality

Quality

It's not about food, it's about people

Central Narrative	Food Union is global scale, market insight and innovation driven food producing and distributing group, that develops local brands and delivers delightful products for the well-being of people					
Key values	Boldness		Commitment		Fun	
Key beliefs	People, not processes, are the core of the business	Market insights & innovations is our mindset	Development of strong local brands is our market strategy	Global trends & sustainability is what we care for	Digital & physical presence is our preferred form of operation	
Key stakeholders	Business Units We provide access to competence, production capacities, markets and funds to fuel the growth locally	Investors We deliver sustainable growth and profit through an efficient and transparent value chain	Society We are committed to the society we operate in by building strong and stable businesses and contributing to whole eco-system	Suppliers / Customers We are preferred business partner and market expert committed to deliver long term profitable growth through our expertise and market position	Teammates We provide platform for talents to realize their ambitions through an open-minded, solution-focused and success-oriented teamwork	Consumers We bring joy to our consumers' lives by nurturing loved brands and constantly working on product innovations and quality
Key association	Expertise	Transparency	Innovation	Trust	Reliability	Quality

Logotype

FOOD
UNION

Primary Logotype

The primary logo is based on the name of the company - Food Union. Words aligned underneath each other and aligned to the right side. The letters used in the name form a three-circle symbol that forms the center of the logo.

The logo is used in full color unless it is objectively impossible to do so.



Primary Logotype

FOOD
UNION

Logotype exclusion zone

The logo is surrounded by a protective line, in which should not contain other graphic objects, thus ensuring the readability of the logo.



Logotype

Minimum Size

The minimal use of the logo - using smaller logo, loses its readability, thus losing its meaning.

10mm



Primary Logotype on Primary Colour Versions

The logo should primarily be used in the full color version on the Food Union Primary Color Background, with the colors of the logo adapted to each background.



One Colour on Primary Colour Versions

The logo can be used in one of the primary colors of the brand if, for objective reasons, the full color version of the logo cannot be used.

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FOOD
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FOOD
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One Colour Logotype version

The logo can be used in one colour if, for objective reasons, the full color version of the logo cannot be used.



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FOOD
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Please,
Don't Do
This!



Primary Logotype with Brand Tagline

The logo can be used with the slogan, placed below the primary logo, along its width.

The logo with the slogan is used in materials where it is clearly legible, as well as, for companies internal motivation.



Primary Logotype with Brand Tagline

**FOOD
UNION**

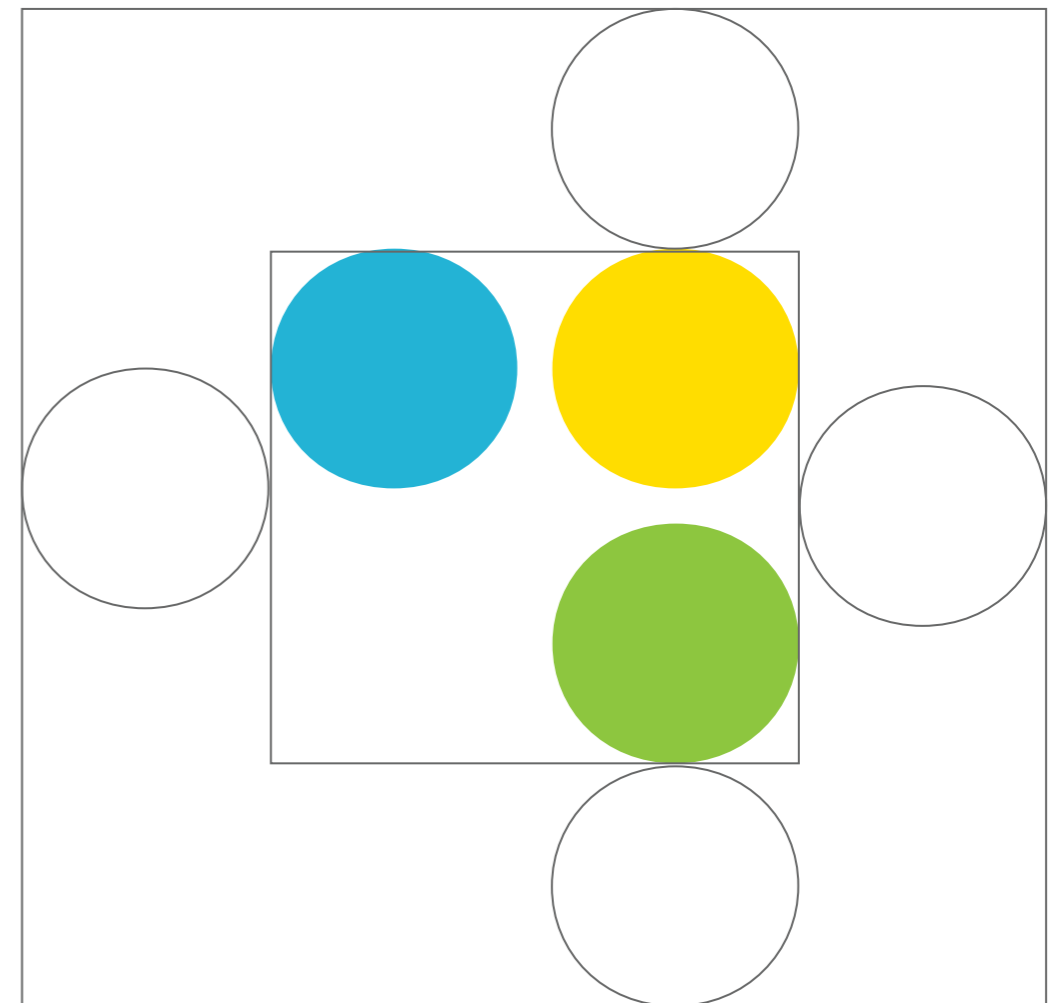
It's not about food, it's about people

Logotype Symbol

The letters of the word “Food Union” forms a symbol - three circles.

The Communication symbol may be used as a background object in communications materials or where a very small logo (less than 15mm) is required.

Only available in full color version.



Logotype Symbol Minimum Size

Minimum size of use of the logo symbol.

4mm





Colours

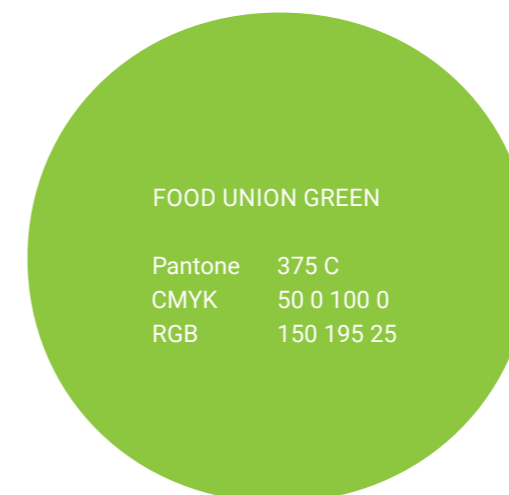
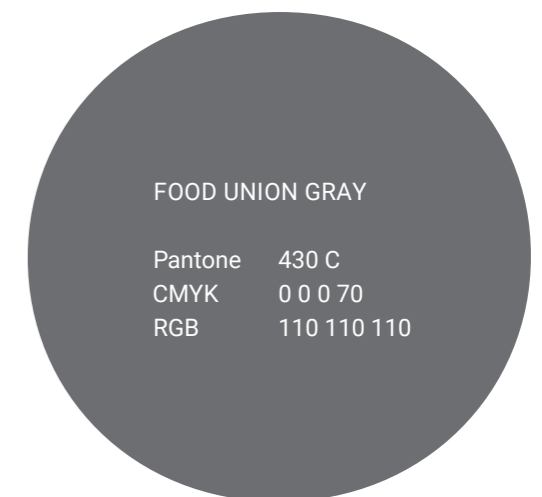
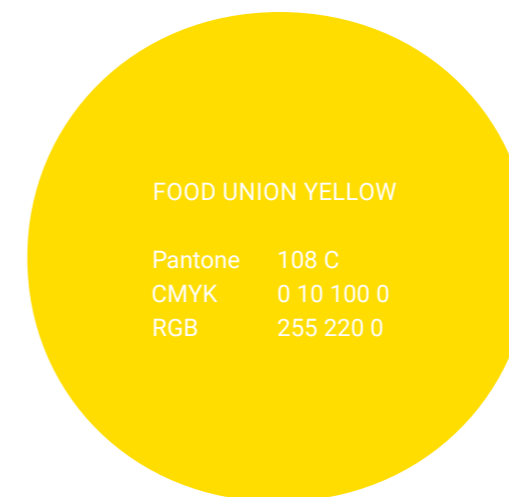
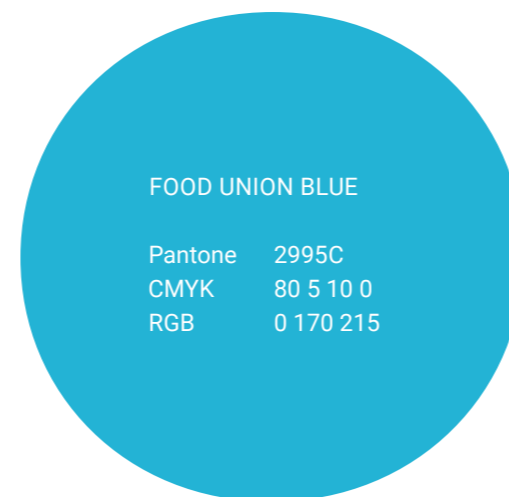
FOOD
UNION

Primary colours

Primary colors are light and bright - communicating positivity, brightness, openness and friendliness.

The four primary colors of communication we use are blue, yellow, green and grey.

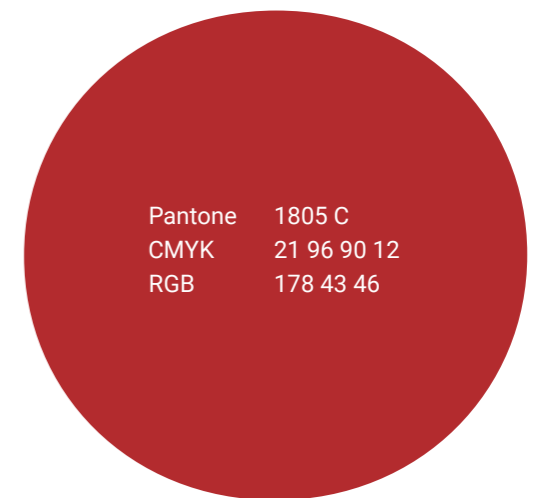
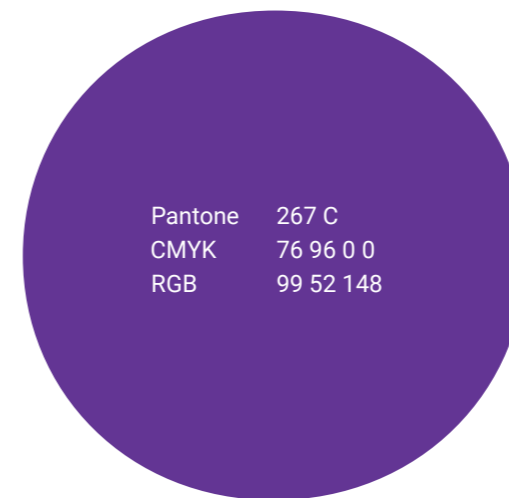
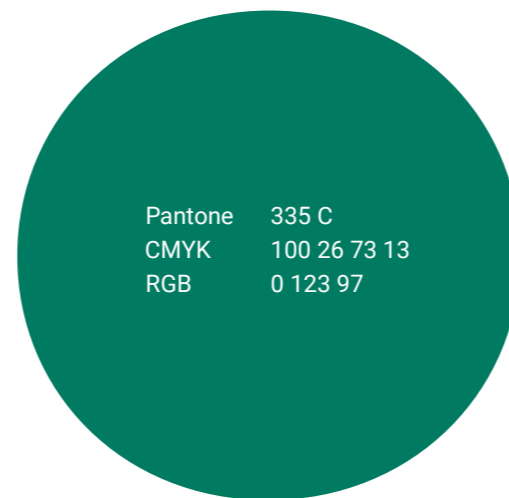
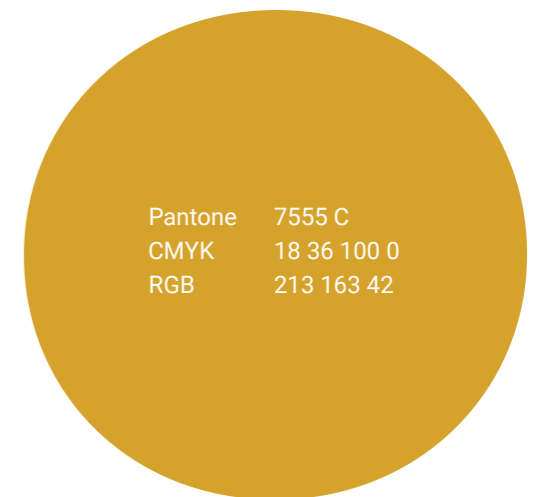
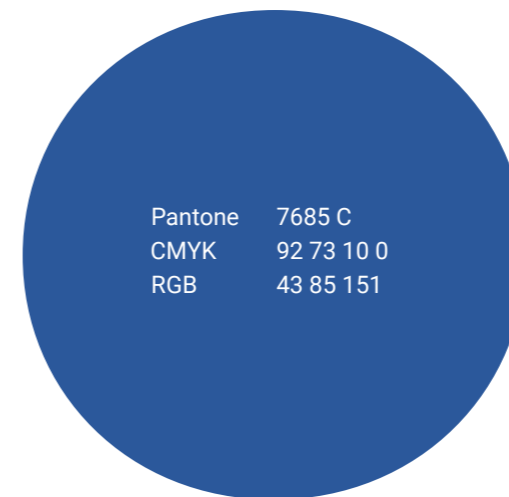
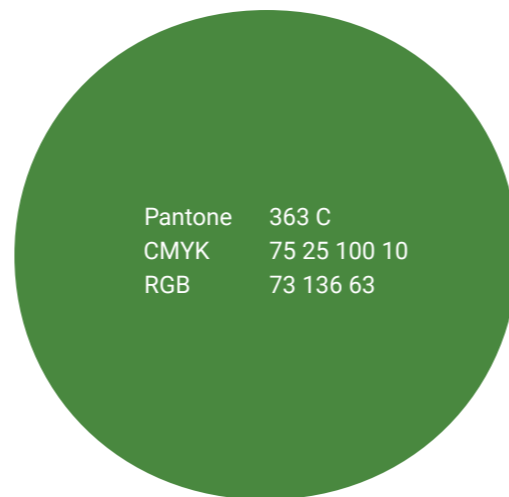
Blue, yellow and green are used for background, objects and accents, while grey is used for text.



Secondary colours

Secondary colors are calm and balanced.

These colors are for B2B communication materials, especially with investors, banks, creditors.



Typography

FOOD
UNION

Primary font

We use the Roboto font family as the primary font for all print and web materials, depending on the content hierarchy, the thin / regular / bold font thickness type can be used.

Roboto Thin

AaBbCc AaБбВв

АБВГДЕЕЖЗИЙКЛМНОПРСТУФХЦЧШЬЩЪЭЮЯ
абвгдеежзийклмнопрстуфхцчшьщъэюя
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!+%@*

Roboto Regular

AaBbCc AaБбВв

АБВГДЕЕЖЗИЙКЛМНОПРСТУФХЦЧШЬЩЪЭЮЯ
абвгдеежзийклмнопрстуфхцчшьщъэюя
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!+%@*

Roboto Bold

AaBbCc AaБбВв

АБВГДЕЕЖЗИЙКЛМНОПРСТУФХЦЧШЬЩЪЭЮЯ
абвгдеежзийклмнопрстуфхцчшьщъэюя
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!+%@*

Secondary font

As an additional font we use the Arial font family, we use it in cases where the primary font cannot be used, such as email, word, excel and powerpoint files.

Arial Regular

AaBbCc AaБбВв

АБВГДЕЕЖЗИЙКЛМНОПРСТУФХЦЧШЬЩЪЭЮЯ

абвгдеежзийклмнопрстуфхцчшьщъэюя

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?!+%@*

Arial Bold

AaBbCc AaБбВв

АБВГДЕЕЖЗИЙКЛМНОПРСТУФХЦЧШЬЩЪЭЮЯ

абвгдеежзийклмнопрстуфхцчшьщъэюя

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?!+%@*



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