## Brand Guidelines 2025.



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## Brand Strategy



**Food Union is Latvia founded** international food producing, distributing and marketing group driven by local market insights and offering everyday delightfulness through strong brands in ice cream, snacks, dairy & frozen foods



# 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 generating value at every step of our value chain, steering us toward unparalleled growth through robust decision making, championing in brand, go-to-market and store, and developing exciting innovations.

Bold people combine competence, passion and endurance to move forward and succeed individually and collectively.

# 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 preferred partner for cooperation - internally and externally.

# Fun

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



# **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 Latvia founded international food producing, distributing marketing group driven by local market insights and offering everyday delightfulness through strong brands in ice cream, snacks, dairy & froze						
Key values	Boldness		Commitment		Fun		
Key stakeholders	Business Units We provide access to competence, production capacities, markets and funds to fuel the growth locally	<b>Investors</b> 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 pla for talents to rea their ambitions through an open-minded, solution-focused success-oriente teamwork		
Key association	Expertise	Transparency	Innovation	Trust	Reliability		

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#### Consumers

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

#### Quality



# Logotype



# 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**

# 





# 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.

FOD UNION

FOOD UNION





# 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.





# **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.





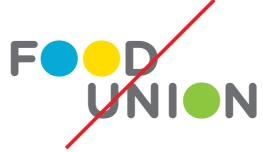
# Please, Don't Do This!











Brand Guidelines - Logotype





# 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.



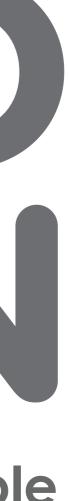


Primary Logotype with Brand Tagline

# 

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

Brand Guidelines - Logotype



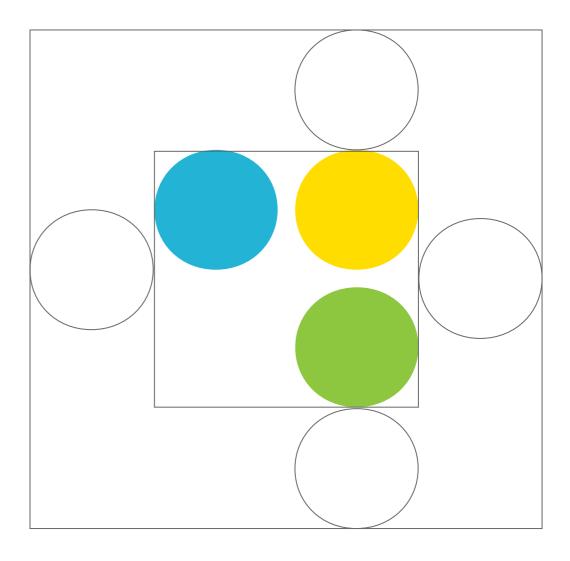


# Logotype Symbol

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



# **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.



#### FOOD UNION GRAY

Pantone 430 C CMYK RGB

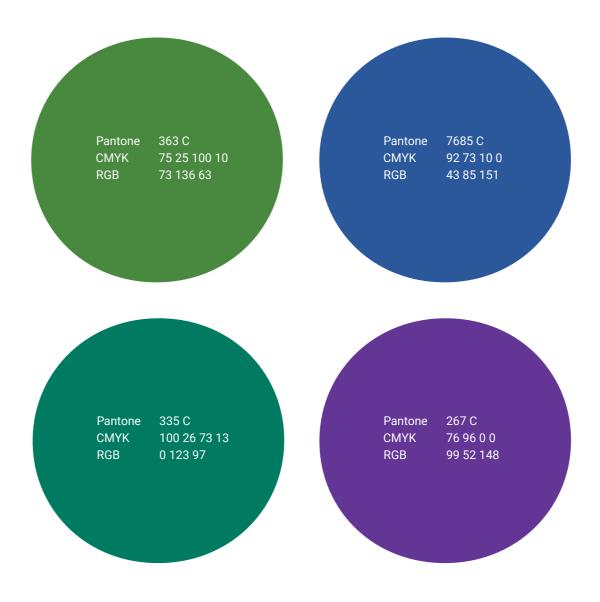
00070 110 110 110



# **Secondary** colours

Secondary colors are calm and balanced.

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



Pantone 7555 C

Pantone CMYK RGB

1805 C 21 96 90 12 178 43 46



# Typography



Century Gothic Regular



ABCDEFGHIJKLMNOPRSTUVWXYZ abcdefghijklmnoprstuvwxyz 1234567890?!+%@\*

**Century Gothic Bold** 

AaBbCc ĀāČ莞

**ABCDEFGHIJKLMNOPRSTUVWXYZ** abcdefghijklmnoprstuvwxyz 1234567890?!+%@\*

# **Primary font**

We use the Century Gothic 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.



Arial Regular

AaBbCc ĀāČ莞

ABCDEFGHIJKLMNOPRSTUVWXYZ abcdefghijklmnoprstuvwxyz 1234567890?!+%@\*

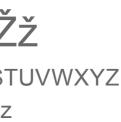
Arial Bold



ABCDEFGHIJKLMNOPRSTUVWXYZ abcdefghijklmnoprstuvwxyz 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.





## Brand Guidelines 2025.

