# BRAND GUIDELINES

# INTRODUCTION

Good Food Ireland® established in 2006, is a quality endorsement for Irish ingredient-led experiences and has Irish and global recognition.
It highlights and promotes its Approved Members, with the core philosophy of prioritising Ireland's indigenous ingredients, sustainably supporting
Irish farmers, food producers and fishermen. Good Food Ireland® operates a marketing services business for food and drink producers, food retailers,
tourism hospitality businesses, and other food-related businesses.

## REGISTERED BRAND

Good Food Ireland® is the subject of a registration with the Irish Trade Marks Office (registration number 237823) with the rights and subject to the
conditions in such registration, "Name" shall mean the words "Good Food Ireland®", "Sign" shall mean the Good Food Ireland® sign or display plaque
intended to be displayed at or outside the Approved Members premises and the "Brand Guidelines" shall mean the document herein bearing the name
Good Food Ireland® Brand Guidelines.

## BRAND ASSETS

Approved Members are licensed to use the brand as set out in the terms of the Membership Contract. On the termination of this Contract for any reason,
the licences and permissions terminate immediately and the Member must cease to use the Logo and the Name.

# THE LOGO
## MAIN LOGO WITH VARIATIONS

The Good Food Ireland® Logo has been designed in a square format with a white keyline border. This ensures the identity looks the same if used on white or dark backgrounds.

01. Colour Logo on white (square)

02. Colour Logo on dark (square)

03. Reversed, white, logo on dark (square)

# SIZE AND POSITION

## MAIN LOGO SIZE AND POSITIONING - STACKED

The following pages aim to introduce the sizing and positioning of the Good Food Ireland® logo.

At all times, the standard "small", "medium" and "large" sizes should be used.

This page also demonstrates the minimum size the logo should be used at.

1) Small (Vertical)

15mm

15mm

04. Minimum logo size

2) Medium (Vertical)

25mm

3) Large (Vertical)

40mm

# SIZE AND POSITION

This page outlines rules regarding the logo itself. Minding these rules is imperative to the permitted usage of the Good Food Ireland® logo.

01. Do not change the logotype colours

02. Do not rotate the logotype

03. Do not alter the shape of the containing square

04. Do not move or change the relationship of the logotype components

05. Do not distort the logotype

06. Do not use the circle as a containing element

07. Do not change the font

08. Do not change the colour relationship of the logotype

# COLOUR
## GOOD FOOD IRELAND® BRAND COLOUR PALETTE

The Good Food Ireland® colour palette simply
consists of green and black.
This page details the CMYK (print), RGB
(digital) and Pantone colour breakdowns.
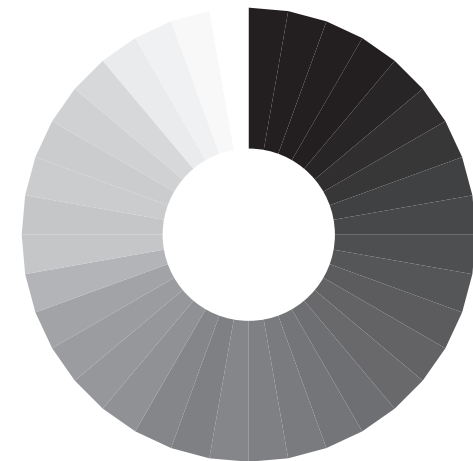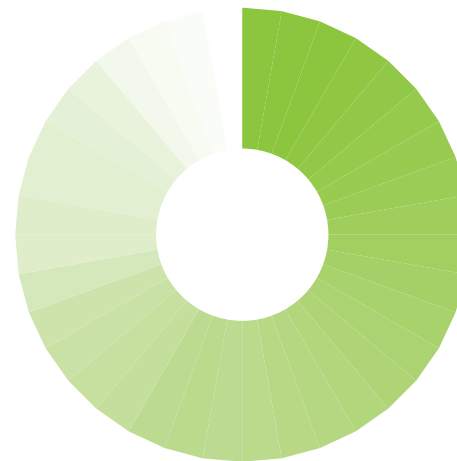
**PRIMARY GREEN**
PANTONE 375

| C | 41 | R | 160 |
|---|----|----|-----|
| M | 0 | G | 207 |
| Y | 78 | B | 103 |
| K | 0 | | |

HEXCODE:
99CC66

PRIMARY BLACK

| C | 0 | R | 0 |
|---|---|---|---|
| M | 0 | G | 0 |
| Y | 0 | B | 0 |
| K | 100 | | |

HEXCODE:
000000

| PANTONE™ 375 | |
|---|---|
| Process Black | |

# CONCLUSION
## FURTHER INFORMATION

**If you need further support or advice
then please contact:**

**Good Food Ireland Head Office**

Good Food Ireland
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**Brand Guardians**

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