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Introduction

Winning an Ireland Quality Food Award is proven to have measurable impact not only raising the profile of entrants but also on the sales of products. Winning is great for visibility, and a great boost for your whole company and everyone who works so hard to prepare your fantastic products.

Our logo on pack resonates with consumers and reassures them that the products they are purchasing are of award-winning quality. After all, what says quality better than an Ireland Quality Food Award mark of excellence?





Minimum sizes and clear areas

The minimum permissible size for an IQFA logo is 18mm width.

Allow a clearance of at least 10% of the logo's length when placing the logo in conjunction with other design elements.

18mm



10% height



10% height



Application over a coloured image

When applied over a colour image, the clear space rule need not apply.





Primary Logo

The Ireland Quality Food Awards' primary logo is a simple yet elegant wordmark with modern typefaces.

The name and subtext are fully justified in an even lock-up creating a strong, established presence. This is the primary logo to be used across various marketing collateral.



MINIMUM SIZE

The smallest size the logo should be represented is 18mm or 214px wide.



Unacceptable Usage

There are a few rules to maintain the integrity of the brand. Do not compromise the aesthetics by stretching, rotating, or skewing the logo.

Please see the list of what to avoid below:

- A. Don't rotate
- B. Don't squish or stretch
- C. Don't resize any part of the logo
- D. Don't change colour of parts of the logo
- E. Don't add drop shadows or other text styles (bevel, highlight, emboss, etc.)
- F. Don't skew or warp
- G. Don't change the composition
- H. Don't contain logo in white box when using only logo (no other content) over photo





Unacceptable Usage

The official awards logo must be used in full

Country and accolade must remain visible

When using an Ireland Quality Food & Drink Awards winner logo, **all elements of the logo must remain intact**.

The **country designation** and **accolade** are essential parts of the winner logo and must not be removed, cropped, covered, altered or obscured.

For example:

- **IRELAND** or **UNITED KINGDOM** must remain visible
- **GOLD**, **SILVER** or **BRONZE** must remain visible
- The logo must be used exactly as supplied by the Ireland Quality Food & Drink Awards

Please do not recreate, edit or modify the Quality Food & Drink Awards logo in any way. This includes removing individual elements, changing the proportions, altering the colours or combining elements from different logo versions.

Only the official winner logo supplied by the Ireland Quality Food & Drink Awards should be used.

Use only the official logo supplied

Please do not use AI or other design tools to recreate, generate, alter or incorporate the Quality Food & Drink Awards logo into your own artwork.

The official logos supplied by the Quality Food & Drink Awards are the **only versions approved for use** across social media, websites, packaging, advertising, promotional materials and other communications.

Do not ask AI image generators or design tools to recreate the logo, place it into a new design, alter its appearance or generate a variation of it.

This can result in important elements of the logo being changed or removed, including the **awards name, country, year, accolade, proportions and brand colours**. It can also result in an inaccurate or unofficial version of the awards logo being presented as the genuine mark.

Please always use the original logo file supplied by the Quality Food & Drink Awards. Do not recreate it or generate a new version.

If you need a different file format, size or version of the logo, please contact us and we will provide the appropriate official artwork.



Photography with logo

Be sure that the logo is legible and unobstructed. In most cases, you should use your result logo, i.e. Gold, Silver, Bronze.

TIPS:

1. Use photos with shallow depths of field.
2. Avoid busy images with too much detail.
3. Applying a darker transparent overlay on an image helps to make the logo stand out.





Brand guidelines

MONO APPLICATION

If you wish to print in a mono version, then please contact the Ireland Quality Food Awards organisers.





Get in touch



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