



LOGO USAGE GUIDELINES

uk.qualityfoodawards.com





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INTRODUCTION

Winning a 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 a Quality Food Award mark of excellence?





MINIMUM SIZES AND CLEAR AREAS



The minimum permissible size for an QFA 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.



APPLICATION OVER A COLOURED IMAGE

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





PRIMARY LOGO



MINIMUM SIZE

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

The 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.



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



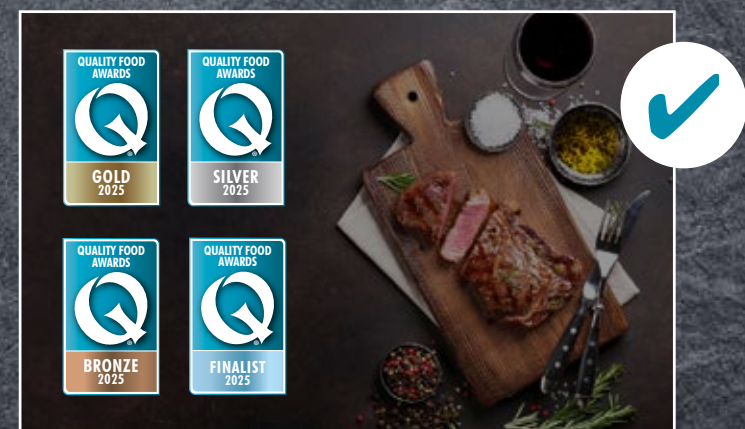
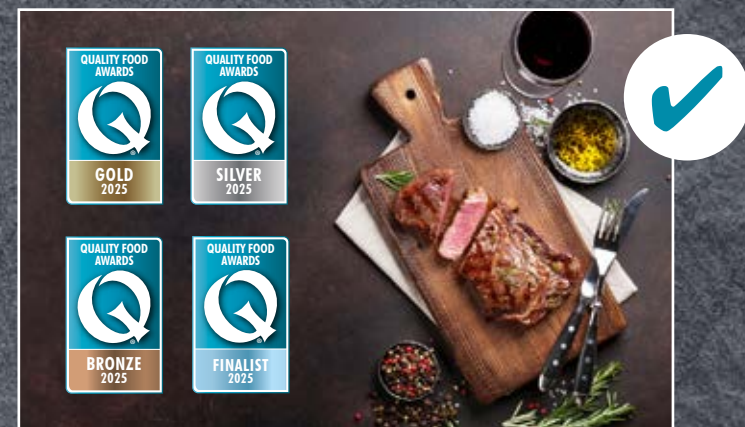
PHOTOGRAPHY WITH LOGO



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 Quality Food Awards organisers.



SINGLE COLOUR PANTONE APPLICATION

If you wish to print in a single colour Pantone version, then please contact the Quality Food Awards organisers.



PANTONE
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CONTACTS



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