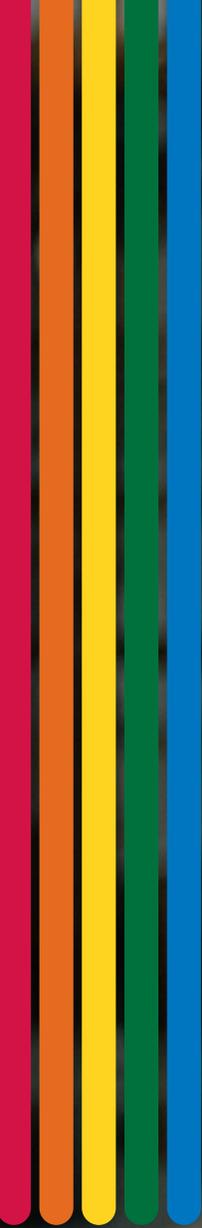




Brand Guidelines 2024

Version 1.2





WE ARE GROCERYAID

Providing emotional, practical and financial support to everyone who needs us. Working in partnership with hundreds of supporters across the trade.

We help colleagues within the grocery industry from: multiple retailers, wholesalers, convenience stores, independents, manufacturers, service providers.



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1.0 | Master Logo



The GroceryAid logo should **NEVER** be edited or altered in any way. Always use officially created and supplied assets.

Master Logo

The primary logo can be used on all communications and in various sizes. We recommend this logo sits on the right side of any composition.



Word Mark

The word mark version should only be used when there is no space for the rainbow graphic.



Reversed Master Logo



Single Colour Master Logo



Greyscale Master Logo



1.2 | Space Requirements

In order to preserve the integrity of the Master Logo, it's important that no other logos, type, or other graphic elements infringe on its space. The height and width of the letter 'G' in the logo as a clear space guide.



30mm

The minimum allowable size for the Master Logo is 30mm wide.

The GA Rainbow Graphic reflects our Brand Values.

We are positive, inclusive, and provide emotional, practical and financial support to everyone who needs us. To showcase this we have developed a rainbow icon to be used across all collateral.



GA Rainbow Icon

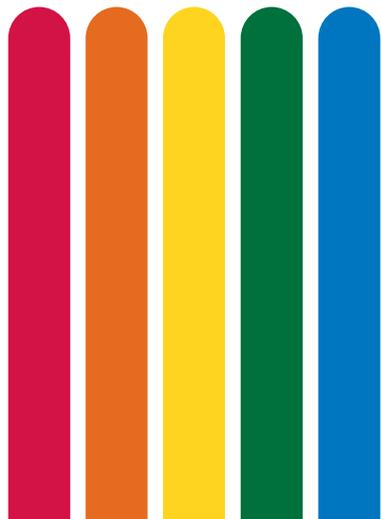


GA Rainbow Horizontal



We can also use the GA Rainbow as a graphical piece instead of it being in its logo form.

GA Rainbow Vertical



GA Rainbow Sizing



When the GA Rainbow is used with the Master Logo, the rainbow needs to be presented in the same size ratio to the logo.



When the GA Rainbow appears independent to the logo it can be at any scale appropriate to the media used.

1.5 | The GA Rainbow - Usage

The Rainbow assets can be used in its full entirety or bled off from the edges. Below are some examples:



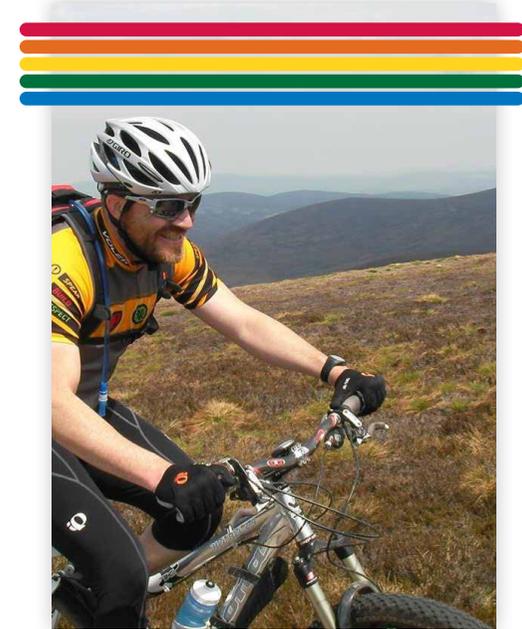
Full Rainbow



Cropped Rainbow



Cropped Rainbow Lines (one edge)



Cropped Rainbow Lines (edge to edge)

1.5 | The GA Rainbow - Usage

The Rainbow graphic can be placed on any communication, any image and any background. We can use any portion, any size and it can be flooded in one colour as shown in Fig.1. The Rainbow must not be flipped or be recoloured in any other colour than the primary palette. The Rainbow should be positioned bottom right and bleed off the page at bottom and right side.



Fig. 1

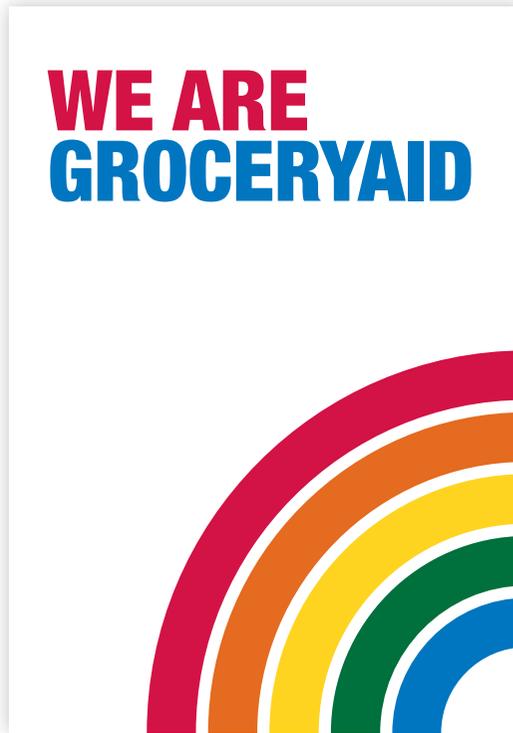


Fig. 2



Fig. 3

2.0 | Colour Palette

2.0 | Master Colour Palette



CMYK C0 M100 Y63 K12
RGB R211 G18 B69
HEX #d31245



CMYK C0 M69 Y100 K6
RGB R228 G107 B31
HEX #e56b1f



CMYK C0 M15 Y94 K0
RGB R255 G213 B32
HEX #ffd520



CMYK C100 M0 Y91 K42
RGB R0 G112 B60
HEX #00703c



CMYK C100 M46 Y0 K0
RGB R0 G118 B192
HEX #0076c0



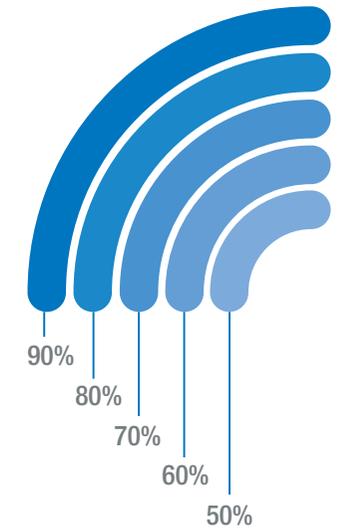
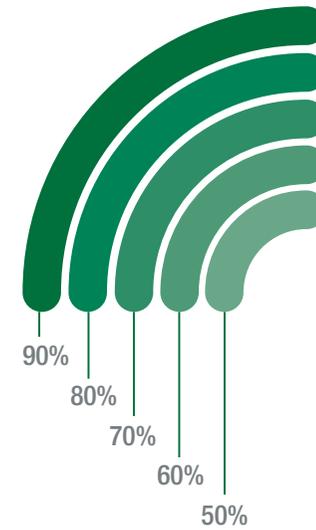
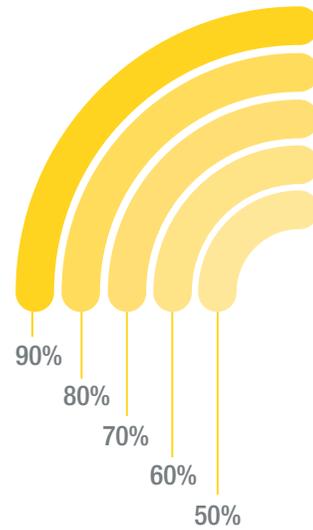
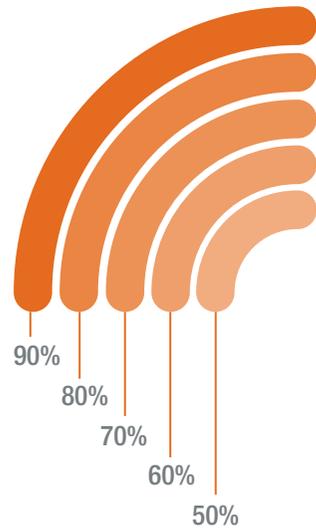
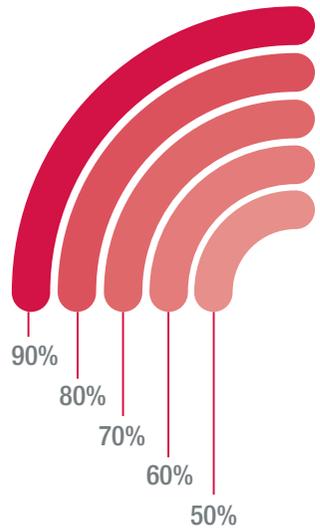
CMYK C0 M0 Y0 K100
RGB R35 G31 B32
HEX #231f20



CMYK C50 M38 Y37 K18
RGB R118 G125 B128
HEX #767d80

2.1 | Colour Gradient - Usage

Each ring of the Rainbow is a 10% tint of the one before it. We suggest using the Gradient icon on a full colour background. The colour breakdown and background examples are shown below:



2.2 | Colour Highlights & Tints

Colour Highlight



60%

Tints



90%

80%

70%

50%

3.0 | **Typography**

Helvetica Neue Condensed will be the main font for GroceryAid design language. The font has multiple weights which creates natural textures and hierarchy on a page.

Helvetica Neue Condensed - Light

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789.,;:'"/(?&@£#)\

Helvetica Neue Condensed - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789.,;:'"/(?&@£#)\

Helvetica Neue Condensed - Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789.,;:'"/(?&@£#)**

Helvetica Neue Condensed - Black

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789.,;:'"/(?&@£#)**

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Thank you.





www.groceryaid.org.uk