

# BRAND



# GUIDELINES



**FEEDING  
BRIGHTER  
FUTURES**



# WELCOME

These are the Feeding Brighter Futures brand guidelines. The ingredients in this toolkit will help maintain brand consistency for the Greggs Foundation’s initiative, Feeding Brighter Futures.

Over the following pages, you’ll find everything you need to use the Feeding Brighter Futures brand, as well as how it fits within the Greggs Foundation identity. For more information on the Greggs brand and its usage, please refer to the Greggs brand guidelines.

## Contents

<b>1. Our identity</b>	<b>3</b>
Main identity	4
Main identity: Colour variations	5
Clear space and minimum size	6
Primary logo positioning	7
Secondary logo positioning	8
Lock-up	9
Lock-up: Clear space and minimum size	10
Partnerships	11
<b>2. Brand elements</b>	<b>12</b>
Colour palette	13
Textures	14
Typeface	15
Typographic style	16
Stickers	17
Photography	18
<b>3. Brand asset examples</b>	<b>19</b>
Posters	20
Headline examples	21
School and partner landing page	22
Social media and press releases	23
<b>4. Contact</b>	<b>24</b>



**1.**

# **OUR IDENTITY**



## 1. Our identity

# Main identity

### This is the Feeding Brighter Futures main identity.

Feeding Brighter Futures has an independent brand identity which sits under the parent brand, Greggs Foundation, as well as the wider Greggs brand.

Our main identity features 'FEEDING BRIGHTER FUTURES' in the Barlow Condensed font, stacked, rotated at a 2° angle, and all outlined in a playful composition to resemble a sticker.

Our main identity is our primary use identity, and is used on all communications, advertising and across our channels. The main identity can be used on white and coloured backgrounds, but should always have good stand-out and legibility. If a background is too dark, switch to the yellow outline identity (shown on page 5).

Our identity has been specifically designed and should never be recreated or altered in any way. There is no strapline version of our identity, so never use an identity with such an addition.

Detailed usage rules are included in this document.





## 1. Our identity

# Main identity: Colour variations

These are the Feeding Brighter Futures yellow outline and single-colour identities.

1. Our yellow outline identity should be used for dark backgrounds, or when it needs to stand out and the main identity looks lost.
2. Our single-colour identity features white text with the Greggs dark blue outline. This can be used in cases that require just one colour for print.
3. Our mono-colour identity features white text with a black outline. This can be used in cases that require black and white for print, on a white background.
4. Our mono-colour reversed identity features black text with a white outline. This can be used in cases that require black and white for print, on a black background.

## 1. Yellow outline identity

**FEEDING  
BRIGHTER  
FUTURES**

## 2. Two-colour identity

**FEEDING  
BRIGHTER  
FUTURES**

## 3. Mono-colour identity

**FEEDING  
BRIGHTER  
FUTURES**

## 4. Mono-colour reversed identity

**FEEDING  
BRIGHTER  
FUTURES**



# Clear space and minimum size

**Clear space**

It's important to maintain a minimum clear space around the logo at all times, meaning nothing too busy, including text and photography. It ensures clarity and stand-out, and enables good brand visibility.

The clear space is taken from the height of the 'G' in 'FEEDING', as shown.

However, because of its sticker nature, it can be overlaid on two different colours, like the example on page 8.

**Minimum size**

The following minimum size rules should be adhered to when using the logo in print and on-screen.

Minimum print size: 14mm (w)  
Minimum screen size: 100px (w)

1. Clear space



2. Minimum size





## 1. Our identity

# Primary logo positioning

The Feeding Brighter Futures identity should never appear without the Greggs Foundation logo. There is a preferential logo placement and relationship between the two identities, as shown to the right.

The primary positioning is:

The Greggs Foundation logo top-centred.

The Feeding Brighter Futures logo bottom-centred.

The two identities should always be the same width as each other when used in this placement.

Due to its sticker-esque nature, the Feeding Brighter Futures logo can overlay two different colours (again, as shown to the right) but to ensure stand-out and visibility, it should never overlap anything else (like headlines, text or stickers).

These rules apply to advertising such as social media, digital screens, print and OOH, but are for guidance only, as the logo should always be positioned to best fit the given media. On campaign advertising, the logo may be positioned to best complement the campaign concept.





## 1. Our identity

# Secondary logo positioning

The secondary positioning is:  
The Greggs Foundation logo top-left.  
The Feeding Brighter Futures logo bottom-right.

The Greggs Foundation and Feeding Brighter Futures identities should always be the same width as each other when used in this placement (as shown to the right).

The secondary positioning is best applied to documents or letters, but can also be applied to social media, digital screens, print and OOH when appropriate.

All other usage rules apply as with the primary positioning.





## 1. Our identity

# Lock-up

In cases when the Greggs Foundation and Feeding Brighter Futures need to be seen next to each other, these are the rules that should be followed when using a lock-up:

1. The Greggs Foundation should always be on the left and Feeding Brighter Futures should be on the right.
2. The space between them should be the size of the Quatra Dot/Heart.
3. The height of Feeding Brighter Futures text should always be the height of the Greggs Foundation logo.

A different colour variation may be used for Feeding Brighter Futures when appropriate.





## 1. Our identity

# Lock-up: Clear space and minimum size

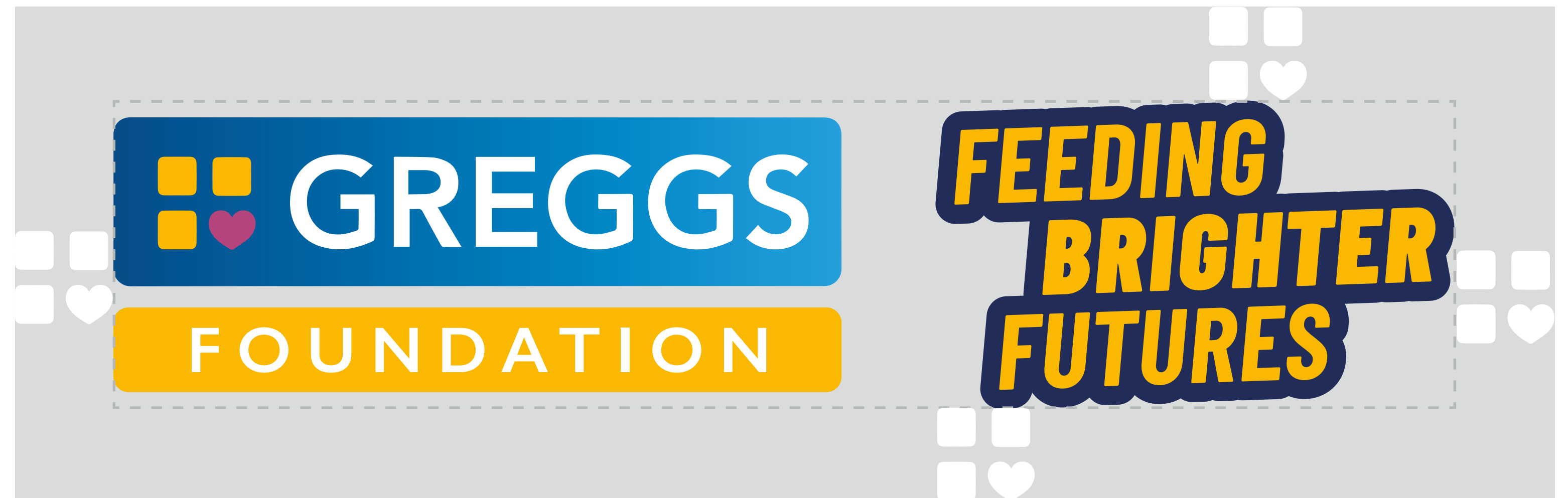
In cases when the Greggs Foundation and Feeding Brighter Futures need to be seen next to each other, these are the rules you should follow when using a lock-up:

As with all identities, whenever using the Greggs Foundation and Feeding Brighter Futures lock-up, clear space and minimum size rules need to be adhered to, to ensure clarity and stand-out.

The clear space is taken from the Quatra Dot/Heart, as shown.

The minimum size of the Feeding Brighter Futures identity is 14mm/100px wide, therefore the minimum size of the lock-up is 36mm/250px wide.

### 1. Clear space



### 2. Minimum size





# Partnerships

There are times Feeding Brighter Futures needs to be used as a secondary partnership brand, for example, if we partner with another charity or business. This partnership brand should always be used with the Greggs Foundation and Feeding Brighter Futures lock-up.

Our main identity partnership lock-up is shown to the right.

The supporting text that sits above our lock-up should always be in Barlow SemiBold, and should always be left-aligned. As with our lock-up brand, clear space and minimum size rules should always be adhered to.

Barlow SemiBold



In partnership with



Supported by



Working with





2.

# BRAND ELEMENTS



# Colour palette

These are the four colours in the Feeding Brighter Futures colour palette.

**Pantone**  
7692C

**CMYK**  
100/50/0/30

**RGB**  
0/85/143

**HEX**  
#00558F

**RAL**  
RAL5019

**Pantone**  
1235C

**CMYK**  
0/31/98/0

**RGB**  
253/183/26

**HEX**  
#FDB71A

**Pantone**  
648C

**CMYK**  
100/75/0/50

**RGB**  
4/43/96

**HEX**  
#042B60

**Pantone**  
Process Cyan

**CMYK**  
100/0/0/0

**RGB**  
0/174/239

**HEX**  
#00AEEF



# Textures

As well as colours, we can use textures for our backgrounds. These texture backgrounds can be in any of our four brand colours, but we favour the cyan and yellow due to their bright, bold and uplifting tone. If needed, textures can be supplied by request.



# Typeface

Barlow is the typeface used for the Feeding Brighter Futures brand. It is available in multiple weights, including condensed variations, and all may be used.

We keep things clear and simple. And we’re confident enough to let our straight-talking statements speak for themselves.

Regular abcdefghijklmonpqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

**Bold abcdefghijklmonpqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789**

ExtraBold abcdefghijklmonpqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

Barlow



# Typographic style

As well as a brand typeface, we have a strong typographic style that we use sparingly for headlines and statements. This style involves using various typeface weights (always in all capitals) and colours, at different angles, in different coloured blocks. An example of this style can be shown to the right.

Using the type in this way allows us to create a visual that is bold and dynamic, that works well with our contemporary scrapbook/sticker look and feel.





# Stickers

Our Feeding Brighter Futures brand features illustrative stickers that can be used to create a fun and personalised feel to communications. These stickers have been designed to work in tandem with our strong typographic style and photography to ensure we have a bold and memorable look.

Our range of stickers may be expanded upon when needed, and can be a useful tool to help explain a complex process, a difficult subject or add visual interest where photography is not available. Any new stickers must stick to the visual style shown here – clean, simple, modern, fresh and fun.





## 2. Brand Elements

# Photography

With Feeding Brighter Futures photography, we want to show the broader benefits of the programme and how we give greater opportunities to all children. We feed their minds and friendships, help to develop new skills and sports, and also just allow time to be silly with their friends – and this is what we want to convey.

The children will not only be eating, but playing, communicating, learning and having fun. Our photography style captures all of this in an authentic, lifestyle, reportage look and feel, from real schools and children engaged with the Feeding Brighter Futures programme.

All photography can be supplied to partners and schools to use in their own communications regarding their involvement in the Feeding Brighter Futures programme.





**3.**

**BRAND ASSET**

**EXAMPLES**



# Posters

This is an example of how the brand would look on a poster.

Posters can be both internal and public-facing, so ensure you have the right information for the audience.





# Headline examples

To the right, we have also provided some headline examples.

**Get a gold star for kindness**

**Support a school near you**

**A little goes a long way**

**Start their day right**

**More meals, more cartwheels**

**Enough food, happier mood**

**Nourish their learning**

**Happy tummies, happy kids**



### 3. Brand Asset Examples

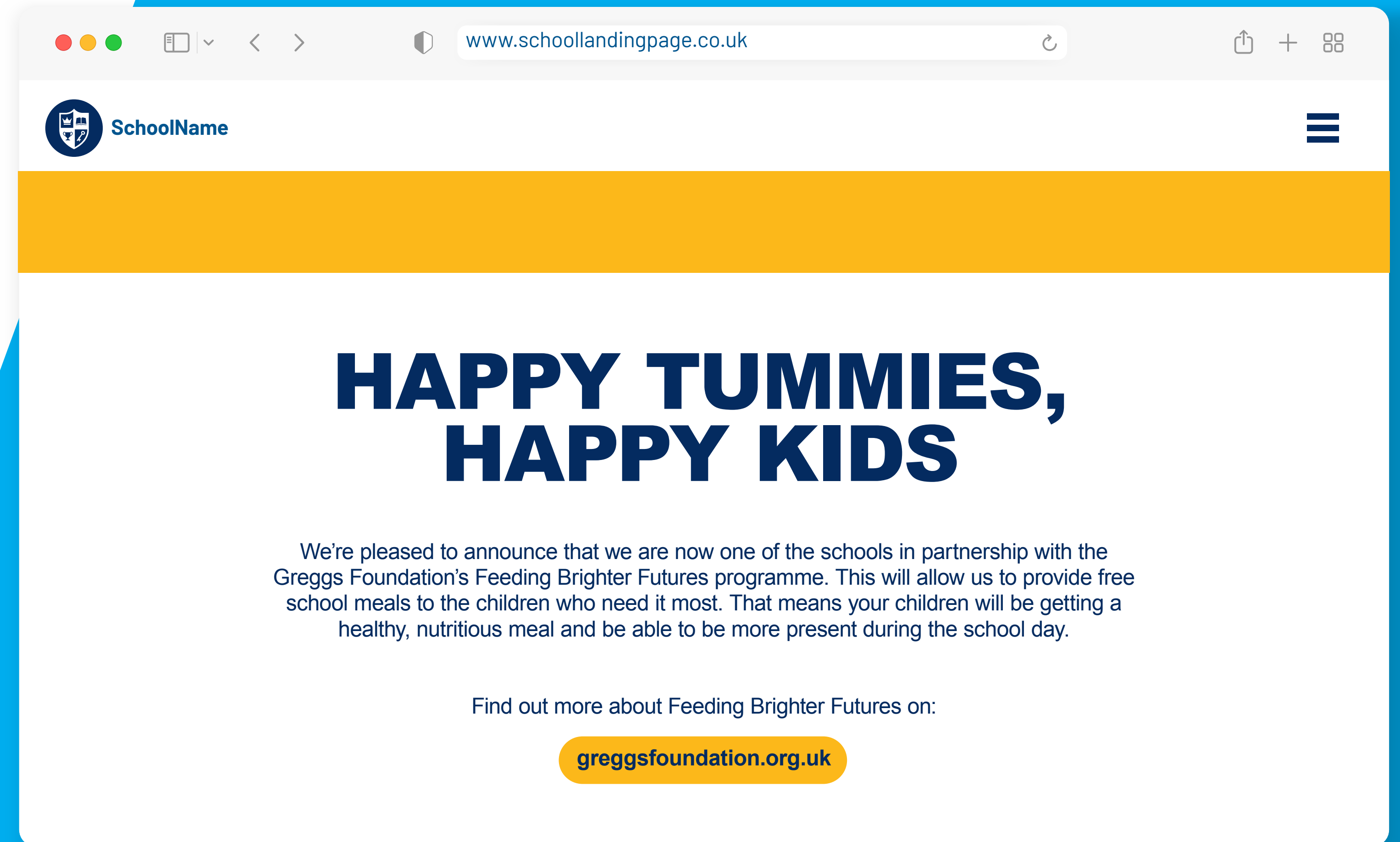
# School and partner landing page example

To the right, we have provided an example of messaging which schools could include on their website.

When referencing Feeding Brighter Futures on school and partner landing pages, it is the Greggs Foundation and not Greggs.

If you are talking about Feeding Brighter Futures on websites, please include a link to the Greggs Foundation.

All press releases referencing Feeding Brighter Futures or the Greggs Foundation should be shared with the Greggs Foundation team prior to publication for approval (see contact page for details).





3. Brand Asset Examples

# Social media and press releases

When referencing Feeding Brighter Futures in press releases or social media posts, it is the Greggs Foundation and not Greggs.

If we are talking about Feeding Brighter Futures in social media posts, please make sure to tag the Greggs Foundation on LinkedIn and Facebook as we are always trying to amplify news and messages wherever possible.

If sharing images or filmed content from schools, it must be done with full consent and prior approval of the school.

All press releases referencing Feeding Brighter Futures or the Greggs Foundation should be shared with the Greggs Foundation team prior to publication for approval (see contact page for details).





# 4. **CONTACT**



# Contact

If you have any questions regarding the Feeding Brighter Futures brand, queries on how to follow our guidelines, or want to request master artwork, assets or templates, please get in touch with our team.

**Kate Deakin**  
**Communications Manager**

**T** +44 7827071328  
**E** [kate.deakin@greggsfoundation.org.uk](mailto:kate.deakin@greggsfoundation.org.uk)

