tastepoint®
by IFF

Brand style guide

Contents

Our purpose:
We exist to be the spark that advances our customers.

We're igniting a spark among tastemakers.

While we're forever grounded in a stable, storied past, we're energized by the possibilities of the future and relentlessly focused on making things happen today.

Our experience:
We are the perfect blend of heart
and science.

We're introducing a new attitude toward tastemaking.

By balancing skill with soul and placing just as much
importance on partnership as product, we seamlessly
pair service with leading technology and insight.

Our logo serves as the cornerstone of our brand identity. It is a visual expression that represents the partnerships and connections we make every day that drive our business forward.

Our logo

Our logo is comprised of contemporary typography combined with our graphic activation points and the endorsement line "by IFF." Our approved logo colors are Legacy IFF Blue for the logotype and Hotberry for activation points. White is the preferred background for our logo, as shown here.

tastepoint®

by IFF

Our logo is comprised of contemporary typography combined with our graphic activation points and the endorsement line "by IFF." Our primary logo colors are Legacy IFF Blue for the logotype and Hotberry for activation points. However, our logo is also able to be used in the following one-color treatments: Legacy IFF blue, white and black.

Preferred one-color treatment on white

tastepoint®
by IFF

Black may be used on white when primary brand colors are unavailable

tastepoint®
by IFF

Preferred one-color treatment on Hotberry

tastepoint®
by IFF

Gray and black may be used as a background when primary brand colors are unavailable

Preferred one-color treatment on gray and black

tastepoint®
by IFF

Preferred one-color treatment on Legacy IFF Blue

tastepoint®
by IFF

tastepoint®
by IFF

Whenever possible, we recommend using the preferred logo treatments (shown on pages 6 and 7). However, the one-color white logo may also be used on our secondary colors and photography. Do not use the one-color black logo on any background except white.

Approved one-color treatment on secondary colors

Misuse

Our secondary colors add energy and variety to our brand identity. Applied consistently with our primary colors, they will become a recognizable brand-identity element.
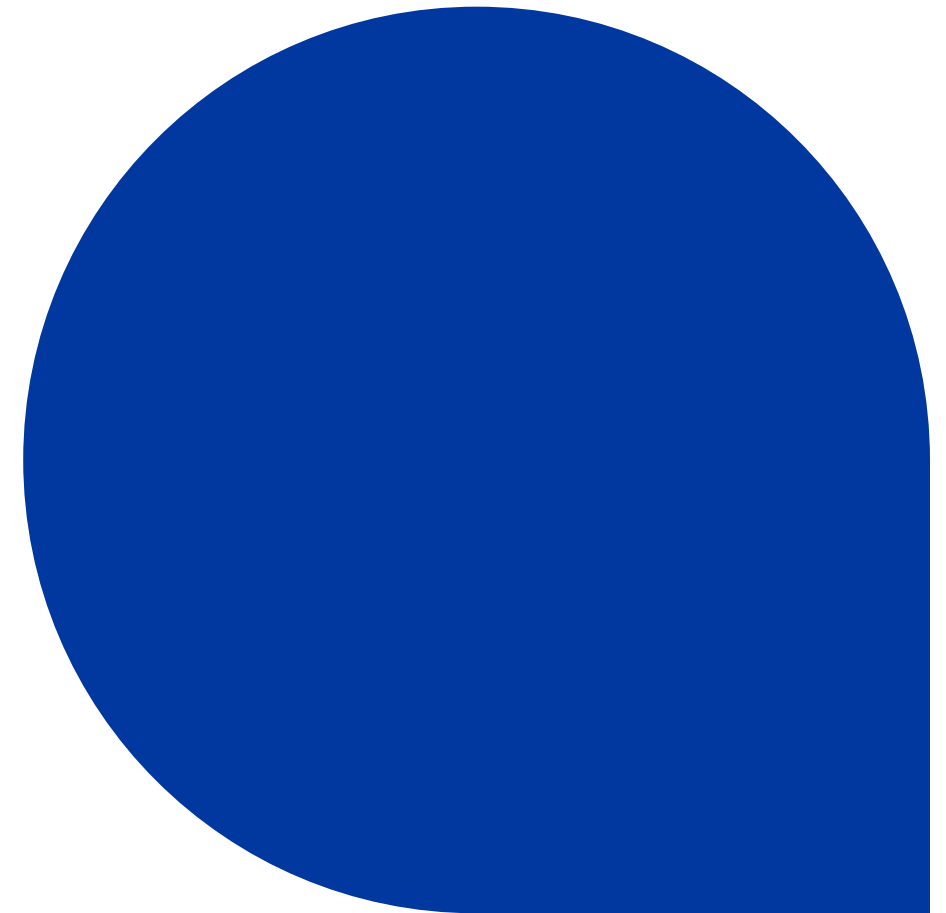
Colors

Primary colors

The color specifications shown here are to be used as our primary brand color signal. Use the color formulations below, where applicable, to produce our primary colors.

For designers, the Tastepoint color palette is available in CMYK and RGB as an Adobe Swatch Exchange (ASE) in the download library.
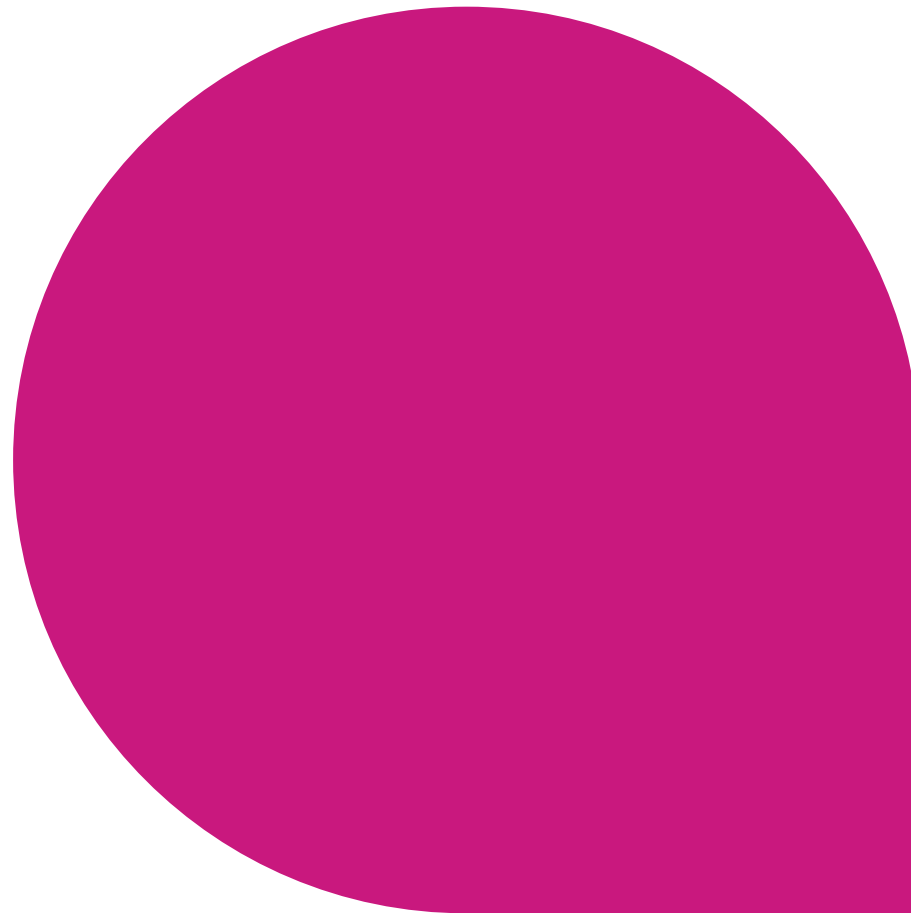
Hotberry

PMS 233C
CMYK...................... 19 / 100 / 14 / 0
RGB......................... 201 / 24 / 126
HTML .... #C9187E

Legacy IFF Blue

PMS 2935C
PMS 300U
CMYK...................... 100 / 61 / 0 / 0
RGB......................... 1 / 56 / 160
HTML .... #0138A0

Important note: CMYK and RGB versions of colors may appear visually different. To avoid visual discrepancies, CMYK color specs should **ONLY** be used for commercial and professional printing services. RGB color specs should be used for everything else.

Secondary colors

The secondary colors shown here are inspired by flavors and are used to visually accent our primary color signal. Do not introduce additional colors to this palette. Use the color formulations below, where applicable, to produce our secondary colors.
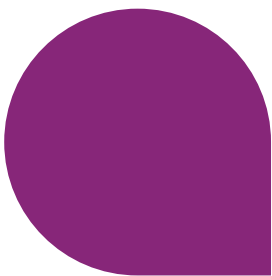
For designers, the Tastepoint color palette is available in CMYK and RGB as an Adobe Swatch Exchange (ASE) in the download library.
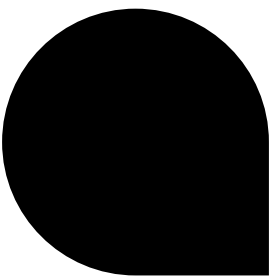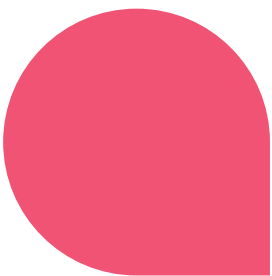
Black
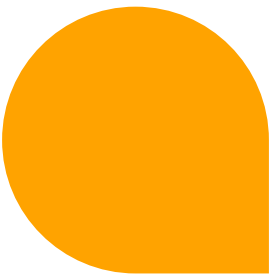
CMYK......................0 / 0 / 0 / 100
RGB..........................0 / 0 / 0
HTML......................#000000
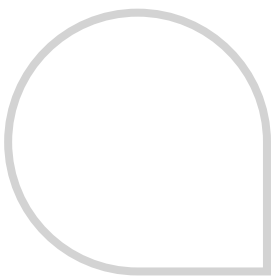
White (no outline)

CMYK......................0 / 0 / 0 / 0
RGB..........................255 / 255 / 255
HTML......................#FFFFFF

Plum

PMS 2355C
CMYK......................54 / 100 / 17 / 14
RGB..........................135 / 38 / 121
HTML......................#872679

Strawberry

PMS 184C
CMYK......................0 / 83 / 37 / 0
RGB..........................240 / 83 / 115
HTML......................#F05373

Honey

PMS 137C
CMYK......................0 / 41 / 100 / 0
RGB..........................255 / 163 / 0
HTML......................#FFA300
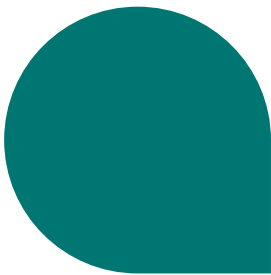
Kale

PMS 7718C
CMYK......................100 / 32 / 56 / 13
RGB..........................0 / 118 / 115
HTML......................#007673
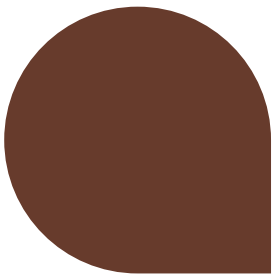
Mocha

PMS 477C
CMYK......................40 / 72 / 78 / 45
RGB..........................103 / 59 / 44
HTML......................#673B2C

Cherry Tomato

PMS ....PANTONE® Warm Red
CMYK......................0 / 87 / 80 / 0
RGB..........................240 / 73 / 62
HTML......................#F0493E
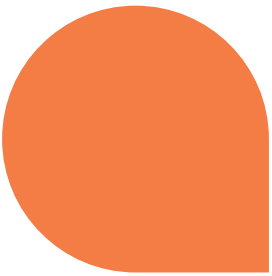
Clementine

PMS 164C
CMYK......................0 / 63 / 79 / 0
RGB..........................244 / 125 / 70
HTML......................#F47D46
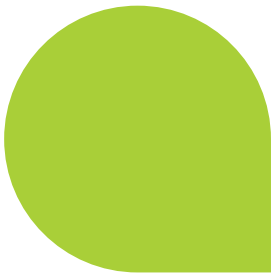
Fresh Lime

PMS 2290C
CMYK......................39 / 0 / 100 / 0
RGB..........................169 / 207 / 56
HTML......................#A9CF38
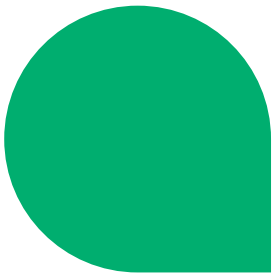
Spearmint

PMS 7480C
CMYK......................78 / 0 / 72 / 0
RGB..........................0 / 174 / 111
HTML......................#00AE6F
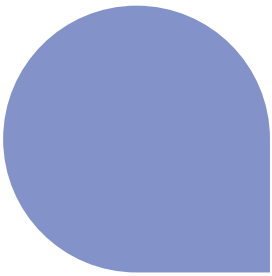
Blueberry

PMS 7452C
CMYK......................50 / 38 / 0 / 0
RGB..........................131 / 147 / 202
HTML......................#8393CA

Our typography visually reinforces our desired brand characteristics. It is modern and approachable and, applied consistently, will become a key part of our brand identity.

Typography

Mark OT is a contemporary geometric typeface that is friendly yet professional. It is used for headlines and subheads. Headlines should be set in sentence case and aligned either left or right, but never centered.

Mark OT Bold

Mark OT Light

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz'?'"!"(%)[#
]{@}/&®©$€£¥¢:;,.***

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz'?'"!"(%)[#
]{@}/&®©$€£¥¢:;,.*

Benton Sans is a highly readable font and will be used for body copy. Body copy is always left-aligned, never justified, and with no word breaks.

Benton Sans Bold

Benton Sans Book

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqr stuvwxyz'?'"!"(%)[#]{@}/&®©$€£¥¢:;,.*

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqr stuvwxyz'?'"!"(%)[#]{@}/&®©$€£¥¢:;,.*

In the absence of Mark OT and Benton Sans, Calibri must be used (e.g., with Microsoft Office software).

Calibri Bold

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqr stuvwxyz'?'"!"(%)[#]{@}/&®©$€£¥¢:;,.*

Calibri Book

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqr stuvwxyz'?'"!"(%)[#]{@}/&®©$€£¥¢:;,.*

Our graphic element is called the activation point. It is always used in multiples to reinforce the idea of collaboration and growth.

Activation points

Activation points

Activation points are derived from our logo and are made by combining a circle and a square. There are five different sizes of activation point; the largest is equal to "5a" and the smallest is "a." The margin between activation points is 1/10 "a."

1) Beginning with the logo

tastepoint.
by IFF

2) We focus on the graphic connection

3) To extract the core activation points

a

2a

3a

4a

5a

margin = ¹⁄₁₀ a
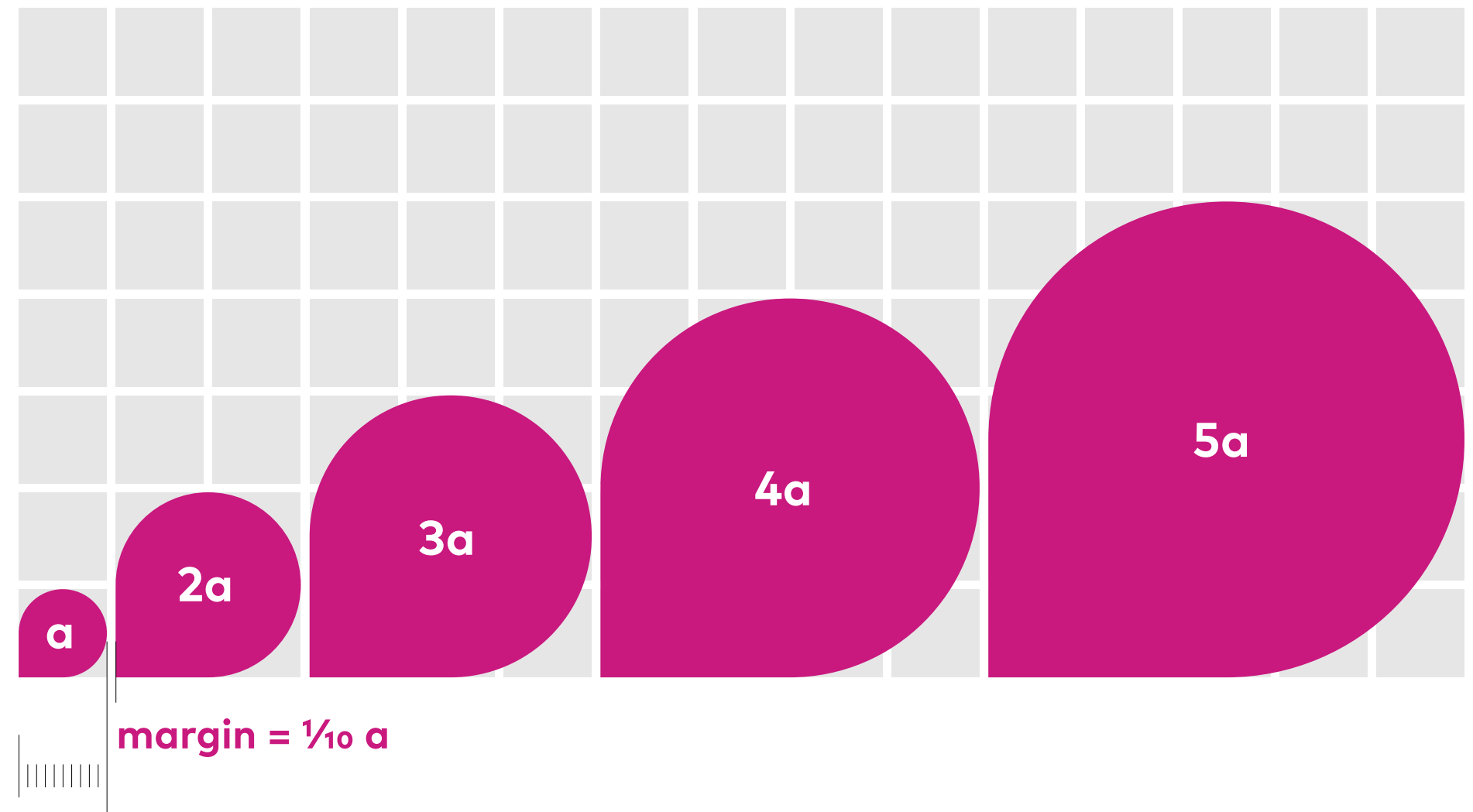
Activation points can be rendered solid or as an outline or can contain photography to create variety. A cluster must have at least two activation points directed toward each other. Any activation point greater in size than "a" should be used only once in a cluster. The activation points should never create a four-leaf clover or flower shape.

This isn't us
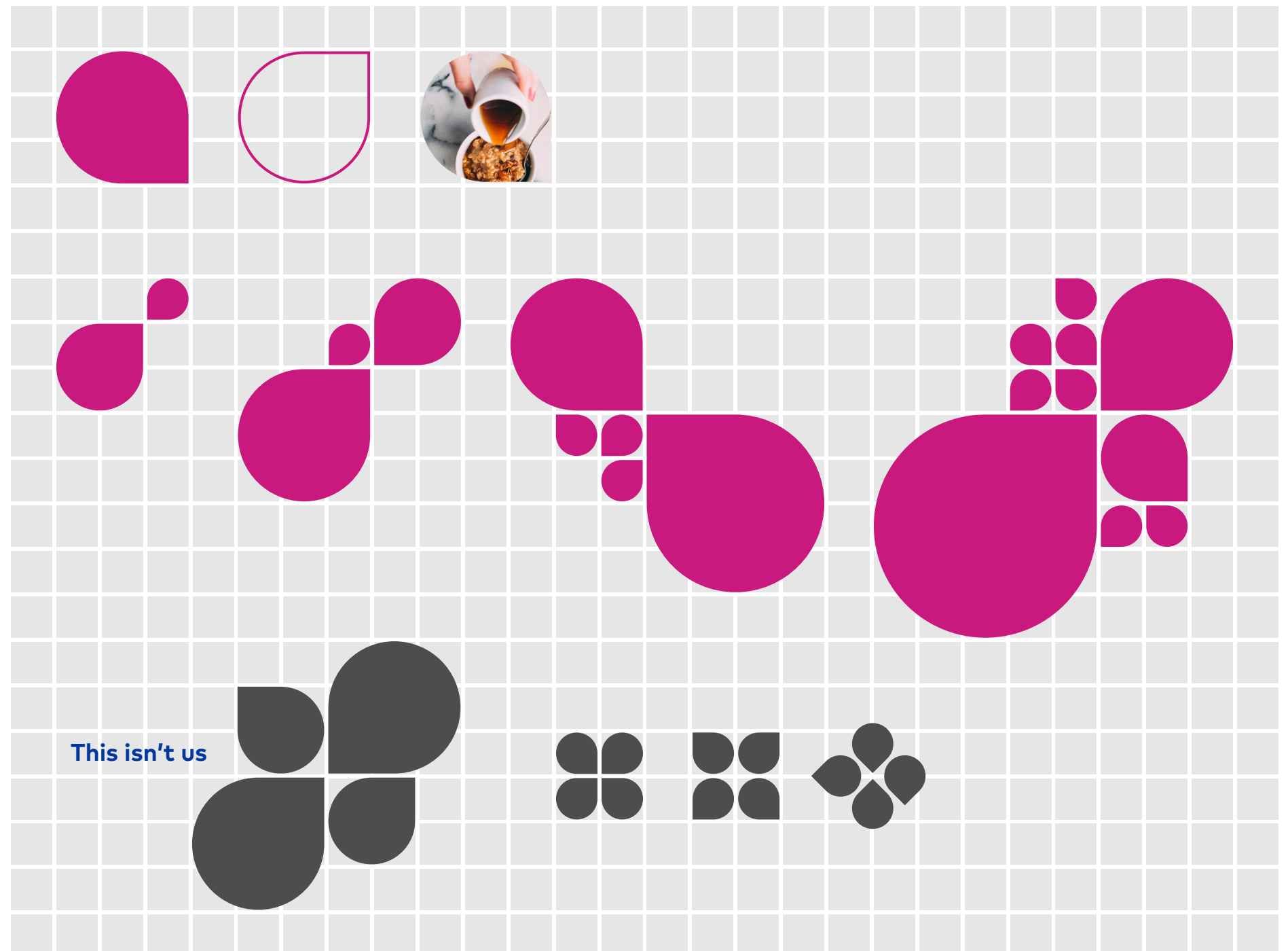
Activation points can be used together in different sizes to support various types of content. When an outline is used in the activation point its thickness is equal to 1/15 "a."

outline = ¹⁄₁₅ a

Our photography is modern, bright, and colorful. It captures people and products in settings that are lifelike, fresh, and energetic.

Photography

There are two different photographic categories.

Food & beverage

Consumer & lifestyle

Food & beverage

Food & beverage should be colorful with a neutral background. There should be a sense of people having been there with messy and realistic elements (e.g., crumbs, drips, ingredients, etc.). Lighting should feel natural and bright. The scene should feel candid and not staged. Rounded shapes should be a visible part of the composition when possible.

Consumer & lifestyle

The focus should be on people interacting with food and one another, driving home the heart of Tastepoint. Scenes should feel shareable and experiential. Lighting should feel natural and bright. The scene should feel candid and not staged. Rounded shapes should be a visible part of the composition when possible.

Consumer & lifestyle (continued)

Sustainability & business photography should feature people working in natural settings. Composition of photographs should convey a sense of activity and humanity. Lighting should feel natural and bright. The scene should feel candid and not staged. Rounded shapes should be a visible part of the composition when possible.

When all of our elements are brought together, they form a highly recognizable and differentiating Tastepoint brand identity.

Elements
in use

Newsletter

The arrangement of these elements shows the basic use of activation points. They hold the title of the newsletter, feature the cover photo, and frame information. Activation points can work seamlessly to act as a window into the cover photo, while adding visual depth to the composition.

Suggested newsletter cover option 1

Suggested newsletter cover option 2

Reports & one-pagers

The one-pager template is a versatile document that showcases a variety of our visual brand elements. The flexibility of all our visual identity elements, including typography, color, and activation points is showcased in this spread.
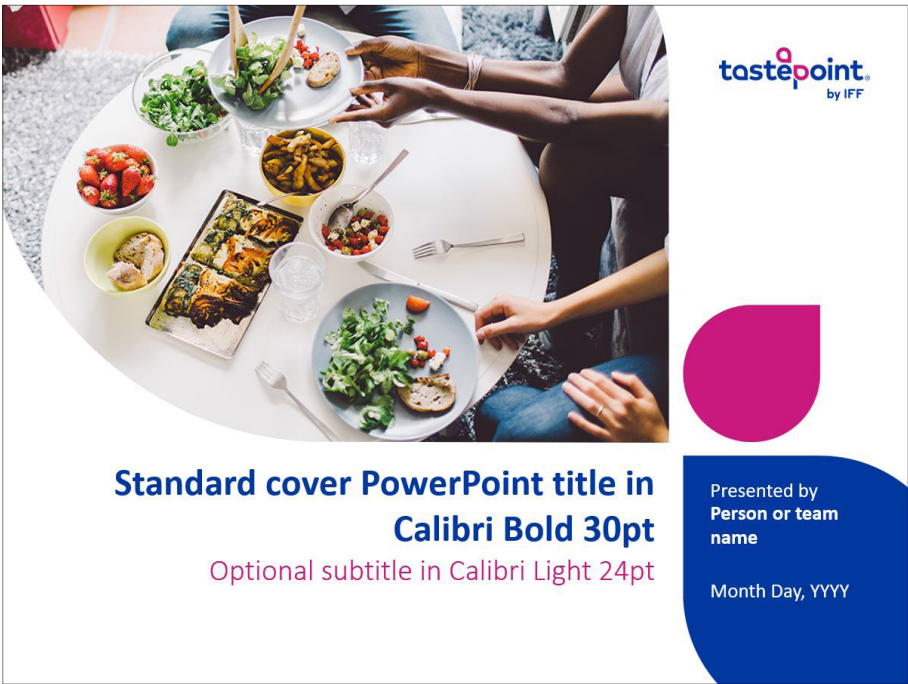
PowerPoint

The PowerPoint cover and content slides prominently feature the primary and secondary colors of Tastepoint. The layout remains the same regardless of the color choice. The template is available in both 4:3 and 16:9 ratios.
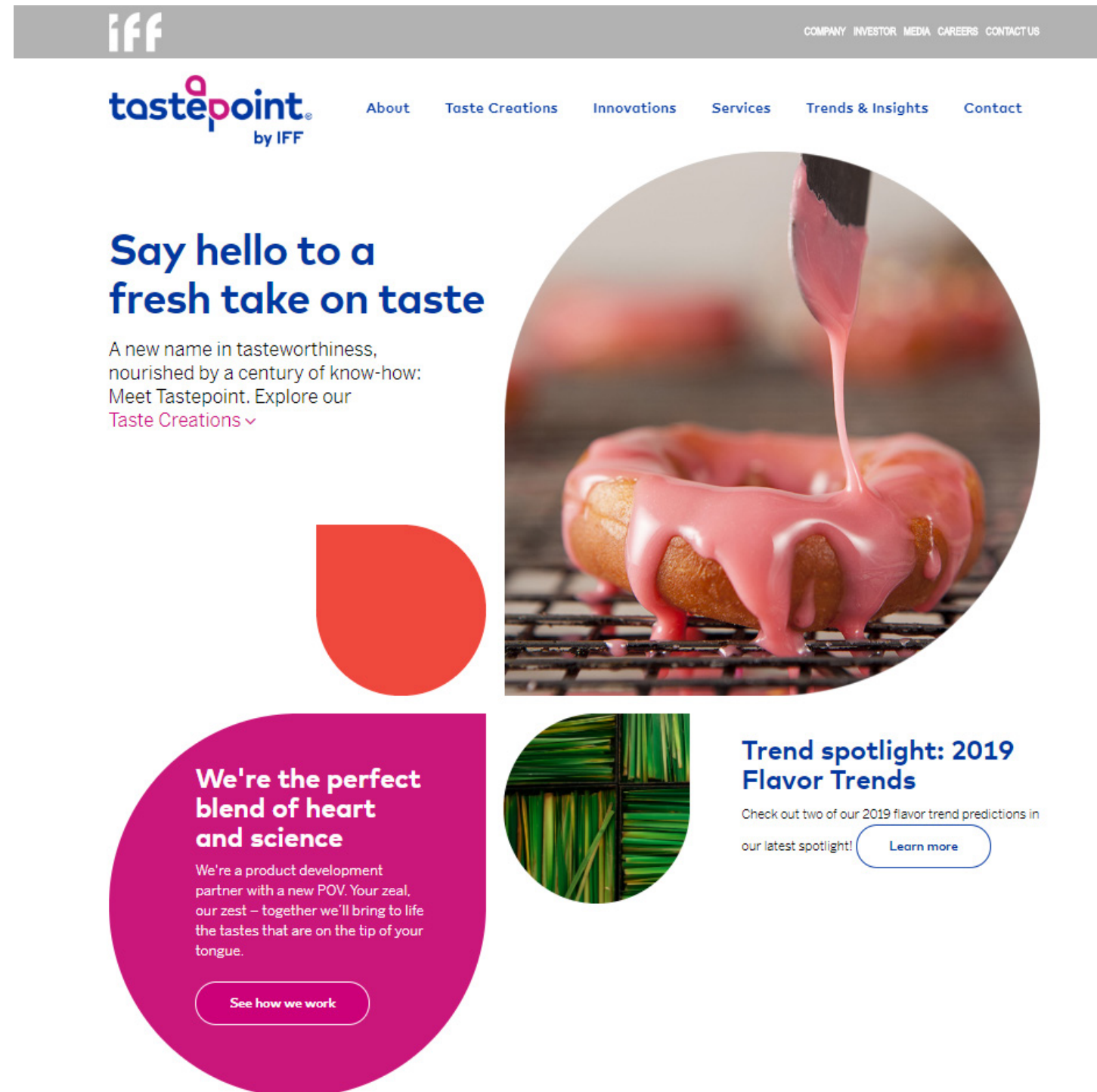
4:3 PowerPoint template

16:9 PowerPoint template

Web homepage

In digital applications like a website, our vibrant color palette, fresh photography and clear, web-friendly typography engage the user.

Let's create something tasteworthy together.

tastepoint®
by IFF