

**AGRI-FOOD
& BIOSCIENCES
INSTITUTE**

Brand guidelines / April 2019

afbi

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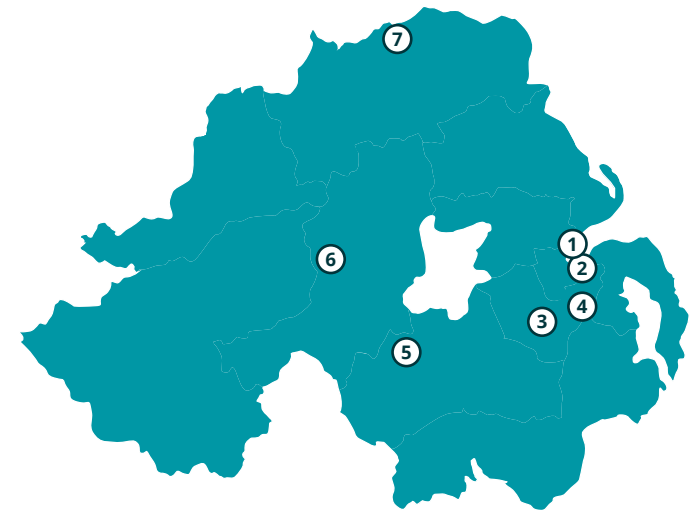
Staff bulletin22

WHO WE ARE

We are a multi-disciplinary science organisation with around 650 highly motivated staff involved in high technology research and development, diagnostic and analytical testing for DAERA and other Government departments, public bodies and commercial companies in Northern Ireland, and across the globe.

We have 7 sites across Northern Ireland and a 53 metre dedicated marine research vessel based in Port of Belfast.

- 1: Newforge Lane (Headquarters)
- 2: Stormont
- 3: Hillsborough
- 4: Crossnacreevy
- 5: Loughgall
- 6: Omagh
- 7: Bushmills



Leading | Protecting | Enhancing

OUR CORE MESSAGES

Leading

improvements
in the agri-food
industry

Protecting

animal, plant
and human
health

Enhancing

the natural
and marine
environment

Brand identity

LANDSCAPE LOGO

Email
Comms for
logos

This is the primary logo format.

1.



2.



1: On white

2: On AFBI BG

3: Black only

Only to be used on single colour designs (eg black and white newspaper job listing).

4: White only

Use on top of photos (eg on a promotional stand). If the white logo is not legible on top of the image, use a colour overlay to darken the image.

3.



4.



PORTRAIT LOGO

Email
Comms for
logos

1.



2.



This is the secondary logo format and should only be used when there is not adequate space to use the landscape version.

1: On white

2: On AFBI BG

3: Black only

Only to be used on single colour designs (eg black and white newspaper job listing).

4: White only

Use on top of photos (eg on a promotional stand). If the white logo is not legible on top of the image, use a colour overlay to darken the image.

3.



4.



ACRONYM LOGO

Email
Comms for
logos

AGRI-FOOD & BIOSCIENCES INSTITUTE

The text (AGRI-FOOD & BIOSCIENCES INSTITUTE) and 'afbi' letters (acronym logo) can be separated. Please always ensure to use both on the same page / screen and ensure that the text never falls below the minimum size.

The placement preference for the logo acronym is at the lower right of the page / screen, in white, against AFBI BG. The width of the acronym logo should always be at least 50% larger than the text.

afbi

LOGO CLEARANCE AREA

The logo should always be surrounded by a minimum area of space. This space or isolation area ensures that headlines, text or other visual elements do not encroach on the logo.

This area is defined by adding space, equivalent to the width of the 'f', around the edge.



When using the acronym logo, add space equivalent to the width of the letters 'IN' around the edge of the text.

There is no minimum clearance area around the 'afbi' letters after they have been separated from the text.

LOGO MINIMUM SIZE

To ensure legibility, the minimum size that the logo can appear is as listed below.

There is no maximum reproduction size for the logos.



Landscape logo

In print: 43mm
On Screen: 122 pixels



Portrait logo

In print: 25mm
On Screen: 71 pixels



Acronym logo

In print: 27mm
On Screen: 77 pixels



Acronym text

In print: 18mm
On Screen: 51 pixels

DO NOT...

The original format of the logos is not to be edited in any way. Only use the logos made available in the assets folder.

For example, do not add drop shadow (1.), stretch (2.), rotate (3.), squash (4.) the logo and do not edit the colours (5.).



TYPOGRAPHY

Heading

Open Sans Light
Sentence case - ie only capitalise
the first letter (unless referring to
a name or place)

Sample
of text used
in heading

Sub Heading

Open Sans Bold
UPPER CASE

**SAMPLE OF TEXT USED
IN SUB HEADING**

Body Text

Open Sans Regular
(Semi-Bold and Italic also available)
Sentence case

Sample of text used in body text. Sample
of text used in body text. Sample of text
used in body text. Sample of text used
in body text. Sample *of text used* in body
text. **Sample text.** Sample of text used in
body text. Sample of text used in body
text. Sample of text used in body text.
Sample of text used in body text.

When using the AFBI name in a body of text, always ensure to use capital letters.

COLOUR PALETTE

PRIMARY COLOUR PALETTE



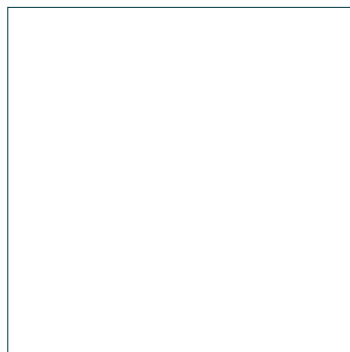
AFBI DG

C: 100 M: 60 Y: 60 K: 55
Pantone 547 C
R: 0 G: 53 B: 59
#00353b



AFBI BG

C: 80 M: 20 Y: 35 K: 0
Pantone 7710 C
R: 0 G: 152 B: 165
#0098a5



White

C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255
#FFFFFF

SECONDARY COLOUR PALETTE



AFBI Green

C: 40 M: 0 Y: 100 K: 0
R: 175 G: 202 B: 11
#afca0b

AFBI DG TINTS 70% / 40% / 10%

C: 100 M: 60 Y: 60 K: 55
Pantone 547 C
R: 0 G: 53 B: 59
#00353b

PHOTOGRAPHY



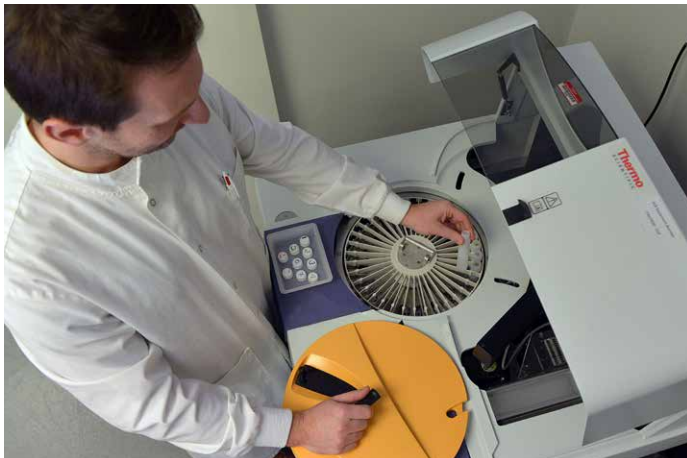
Photography should always be engaging and honest. The brand identity relies on realistic imagery, shot on location, in as natural a manner as possible.

The images should be of a crisp resolution and captured in sharp focus.

Ensure images have been cropped to help bring the viewer's attention to an area of interest.

Examples can be seen opposite and on the following page.

PHOTOGRAPHY



Brand examples

afbi AGRI-FOOD
& BIOSCIENCES
INSTITUTE

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With compliments

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| Invoice

