



The  
Food and Land Use  
Coalition

# Brand and style guidelines



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# Introduction and use



## About this document

This Style Guide provides guidance and some ground rules for authors, editors, copyeditors and designers working on FOLU knowledge products, presentations and communications products. Its purpose is to encourage clarity and consistency across all products in FOLU's name generated by the Coalition. It will help authors prepare quality content that follows FOLU's style and identity and it will help improve overall written and visual content.





# The FOLU voice

# Vision

FOLU envisions a world in which sustainable, equitable and resilient food and land use systems enable people and nature to prosper.

# Mission

Our mission is to galvanize diverse leadership, expertise, and solutions for rapid and transformative change in food and land use systems.

# Proposition

We are a global community of change-makers working to accelerate the transformation of food and land use systems. We embrace a diversity of opinions and approaches, support disruptive thinking, and forge consensus through an evidence-based approach. We empower farmers, policymakers, businesses, investors, and civil society to unlock collective action at scale.

# Boilerplate

The Food and Land Use Coalition (FOLU) is a global community of innovators and experts working to advance sustainability, equity and resilience in food and land use systems. United by a shared vision of rapid and transformative change, this network of six country platforms (China, Colombia, Ethiopia, India, Indonesia, and Kenya), nine core partners, and over 50 Ambassadors, strives for a world in which food and land use systems enable people and nature to prosper. Created in 2017, FOLU advances diversity, embraces disruptive thinking, and forges consensus through an evidence-based approach. The coalition empowers farmers, policymakers, businesses, investors, and civil society to unlock collective action at scale.

# Boilerplate for knowledge products

The Food and Land Use Coalition (FOLU) is a global community of country platforms, partner organizations and Ambassadors working to advance sustainability, equity and resilience in food and land use systems. Created in 2017, FOLU supports diversity, embraces disruptive thinking and forges consensus through an evidence-based approach. The coalition empowers farmers, policymakers, businesses, investors and civil society to unlock collective action at scale.



# Standard language

**Inclusive and active.** The Food and Land Use Coalition supports an inclusive, diverse, and solutions-oriented language with a strong call to action. The tone should be ambitious and apolitical. This language should guide messaging for FOLU text, speech, and action, to reflect the growing and evolving set of stakeholders we work with.

**Authentic.** We use economic and evidence-based analysis to inform our storytelling and take a collaborative approach, drawing on expertise from local and global health, climate, environment, economics, investor, business, and development and farming communities. Where possible, we root messaging in local realities and contexts.

**Collective.** FOLU focuses on ensuring the food and land use transformation narrative is part of a broader picture. Although we encourage those who act on behalf of FOLU to follow our branding guidelines, we are not a brand-heavy coalition. We are centered on community and collective messages.

**Bridging.** We play an important role as a bridge between diverse places, sectors, and stakeholders, and as such believe in the value and voices of different people. We do not represent the individual views of the organizations and individuals that we partner with. Instead, we find common ground on a shared mission for food systems transformation – and seek to empower action from farm to state.

# Audiences

FOLU synthesizes and frames evidence to tailor it to the ways in which key audiences demand and understand information.

## **FOLU seeks to influence:**

- Political leaders
- Business leaders
- Leaders of financial institutions

## **FOLU seeks to empower:**

- Leaders of Indigenous Peoples, local communities and smallholder farmers
- Civil society leaders, influencers and consumer representatives

# FOLU branding



# FOLU logo usage overview

This section provides guidance on when to use or not use the Food and Land Use Coalition logo.

Regardless of the case listed below, any activity, initiative or product with a FOLU logo should be flagged to Klara Nilsson- [Klara.Nilsson@wri.org](mailto:Klara.Nilsson@wri.org) and Catherine Jarman - [Catherine.Jarman@wri.org](mailto:Catherine.Jarman@wri.org)

Should you wish to name, and act on behalf of FOLU (for example as a signatory), please contact [Catherine Jarman](mailto:Catherine.Jarman@wri.org) in advance. She will arrange an email to the full core partner group to allow time for partners to raise any concerns.

## FOLU Funders logo usage

All publications and materials issued that are backed by a FOLU funder must acknowledge their support to the project. This can be done by including a sentence such as *'This report/platform/etc. was developed with support from X'* and/or including a funder's logo. To use any of the funder's logos in public documents, we must receive written confirmation from the funder. Please let Maria Rojas know if you would like to contact one of the funders to request permission to use their logo.

# FOLU logo usage guidelines

## 1 When to use the logo without prior consultation

- Any member of the core partner group is free to use the FOLU logo on their websites under partners/initiatives/members/about or similar sections in accordance with the branding guidelines
- Any member of the core partner group and/or any initiative directly funded by FOLU may use the logo, in accordance with the branding guidelines, on their webpages and in documents and presentations. Do not use the logo in official written agreements without first consulting with the secretariat
- Any event directly supported (either via funds or human resource) by FOLU may use the FOLU logo in accordance with the branding guidelines
- Any promotional materials supporting any of the above items may use the FOLU logo in accordance with the branding guidelines
- In research products that meet the FOLU Quality and Assurance criteria. (This document is being updated and will be accessible here once finalized).

## 2 When you would need to consult with the secretariat

- If any of the items listed in part 1 does not apply
- If the activity or product aligns with FOLU's mission/principles but is not directly supported by FOLU (either via funds, written approval, or human resource)
- If you think a product or activity, such as an image, may be owned by FOLU
- If you want to include the FOLU logo in a proposal or a Call to Action statement

## 3 When not to use the logo

- For any given product or reason not listed in 1 or 2
- Any non-FOLU entity, initiative or product should not use the FOLU logo unless agreed with FOLU's Executive Director
- The FOLU logos is not to be used for any commercial or political purposes
- For any messaging that does not align with FOLU's core principles/key messages



# Full colour primary logo

This is FOLU's default logo and should be used on white and light backgrounds.



↓ You can download the logo files [here](#)

# White primary logo

The white logo can be used on dark backgrounds and where the full colour logo would be illegible.



The  
**Food and Land Use**  
Coalition

📄 You can download the logo files [here](#)

# Mono logos

Examples of the FOLU logo in white and black.

Note - where possible the full colour primary logo should be used on white backgrounds.



↓ You can download the logo files [here](#)



# FOLU country logos

The FOLU country logos should be used for projects by their corresponding country platform.



↓ You can download the logo files [here](#)



# FOLU country logos overview



The  
**Food and Land Use**  
Coalition

India Country Platform



The  
**Food and Land Use**  
Coalition

China Country Platform



The  
**Food and Land Use**  
Coalition

Kenya Country Platform



The  
**Food and Land Use**  
Coalition

Indonesia Country Platform



The  
**Food and Land Use**  
Coalition

Colombia Country Platform



The  
**Food and Land Use**  
Coalition

Ethiopia Country Platform

↓ You can download the logo files [here](#)



The  
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# FOLU Indonesia

FOLU Colombia uses the Indonesian logo.



Koalisi  
**Sistem Pangan Lestari**

Bagian dari Food and Land Use Coalition (FOLU)



Koalisi  
**Sistem Pangan Lestari**

Bagian dari Food and Land Use Coalition (FOLU)



The  
**Food and Land Use**  
Coalition

# FOLU Colombia

FOLU Colombia uses the Spanish logo.



Coalición para la  
**Alimentación  
y Uso del Suelo**

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Colombia



Coalición para la  
**Alimentación  
y Uso del Suelo**

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Colombia



# Placing the logo

Follow the guidelines below when placing the FOLU logo.



## Safe area

Wherever possible white space should be maintained around the FOLU logo. Use the icon from the logo as a guide.

↓ You can download the logo files [here](#)

## Minimum dimensions

The recommended minimum width for the FOLU logo is displayed above. The height should be uniformly scaled to match the width.

In some cases (eg. social media) it may not be possible to adhere to these dimensions but every effort should be made to maintain the legibility of the logo.

# Do and don't

Basic usage guidelines for displaying the FOLU logo are highlighted below.



Colour logo on a light background.



White logo on a dark background.



White logo on a light background.



Colour logo on a dark background.



Don't skew or rotate the logo.



Don't stretch or squash the logo.

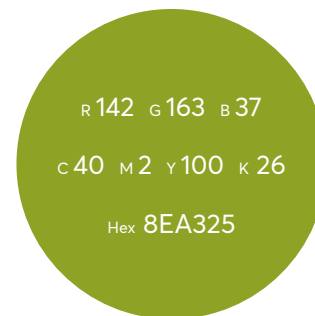
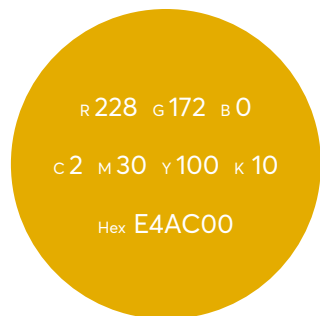
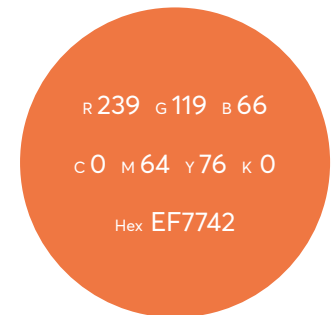


Don't change the colour of the logo.



Don't add strokes to the logo.

# Colour palette

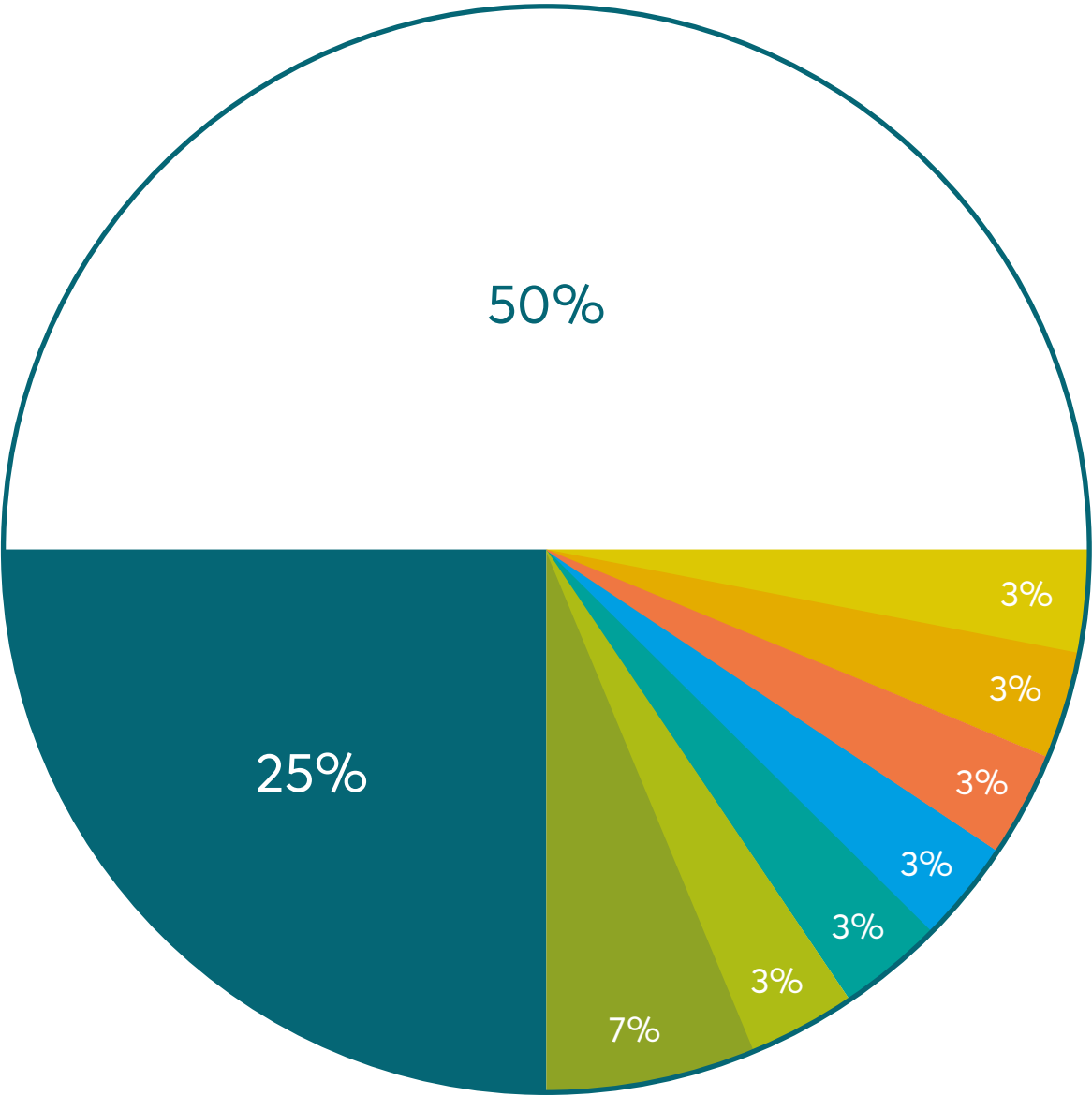


# Colour usage

The colourwheel opposite provides guidance on colour usage. Areas of white space should be used to frame content and to ensure legibility.

The brighter colours should be used sparingly, eg. as highlights.

An exception to this is in the design of FOLU infographics where liberal use of colour is encouraged (see an example of a FOLU infographic later in this document).



# Typography

The primary typeface for FOLU is Averta.

Primary Typeface

# Averta

Headings

**SEMIBOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**0123456789**

Paragraph

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

↓ Available to purchase via My Fonts:

<https://www.myfonts.com/fonts/intelligent-foundry/averta/>



# Fallback typeface

When it's not possible to use Averta (eg. due to licencing issues) Poppins should be used.

Fallback Typeface

# Poppins

Headings

**SEMIBOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**0123456789**

Paragraph

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

↓ Available to download via Google Fonts:  
<https://fonts.google.com/specimen/Poppins>

# Microsoft typeface

Century Gothic may be used (available as a system font on PC's) in cases when Averta and Poppins cannot be installed.

Fallback Typeface

Century  
Gothic

Headings

**BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**0123456789**

Paragraph

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

# Imagery

Where possible use photography that includes people involved with, or benefiting from, sustainable food and land use projects taking place in FOLU countries. Hi-res photography is available to download via the FOLU website: [www.foodandlandusecoalition.org/media/](http://www.foodandlandusecoalition.org/media/)

All imagery used need appropriate licensing and credits. It is important to know that giving credit on its own does not entitle you to use an image. For instance, an image published under an "All Rights Reserved" license, means **no** rights are granted for **any use**. You must get explicit permission from the rights-holder, and/or secure a license **before** you use the image.



# Icons

Icons should follow the infographic style. Below are the 10 critical transition icons.



Healthy  
Diets



Productive &  
Regenerative Agriculture



Protecting &  
Restoring Nature



A Healthy &  
Productive Ocean



Diversifying  
Protein Supply



Reducing Food Loss  
& Waste



Local Loops  
& Linkages



Harnessing the  
Digital Revolution



Stronger Rural  
Livelihoods



Gender &  
Demography

↓ You can download the icons [here](#)



# Brand application

Examples of the FOLU logos applied to various output. In most cases the logo should be placed in the top or bottom corners.



# FOLU styles



# Knowledge products

Please note that this section only includes the key guidelines for FOLU's knowledge products. For more detailed guidelines, please see list in FOLU's Knowledge Generation Team Guide. (This document is being updated and will be accessible here once finalized).

## Language

As a general rule, always refer to FOLU's [standard language](#). In addition, and in the case of knowledge products, you should also steer away from using overcomplicated language and jargon where you can.

It is important not to name blame or politicize. Use neutral and active language.

If you are producing a co-branded publication, ask your collaborating partner(s) for the stock description of their organization and their logo.

FOLU follows the spelling of [Oxford English](#).

### FOLU boilerplate

The Food and Land Use Coalition (FOLU) is a global community of country platforms, partner organizations and Ambassadors working to advance sustainability, equity and resilience in food and land use systems. Created in 2017, FOLU supports diversity, embraces disruptive thinking and forges consensus through an evidence-based approach. The coalition empowers farmers, policymakers, businesses, investors and civil society to unlock collective action at scale.

### FOLU funders

All knowledge products funded by an external source must note this in their acknowledgements.

*Example:* FOLU is grateful to the following donors who support our work: the MAVA foundation, the UK Foreign, Commonwealth and Development Office (FCDO) and Norway's International Climate and Forest Initiative

## Formatting

Use left-justified text (straight margin only on left side) not fully justified text (straight margins on both left and right). Fully justified text "stretches" and "squashes" words to achieve uniform line length and this makes it very hard for copyeditors to spot double spaces and similar typographical errors.

## Abbreviations

Always spell out the name of the entity the first time you use it, and add the abbreviation in parentheses, for example: "The Organization for Economic Co-operation and Development (OECD) is based in Paris." After the first use, you may use only the abbreviation: "The OECD is based in Paris."

Spell out the abbreviation on first usage in the Executive Summary and in the main text.

## Titles and headings

FOLU follows a more informal presentation style, in which both titles and headings can be presented in sentence case. It is important titles and headings are kept consistent throughout.

*Example:* Major increases in food production will be necessary to feed the world in 2050

In the case of product titles with a tag line, it is encouraged to capitalize the first letters of each word in the tag line followed by sentence case.

*Example:* Transforming Trade: A reform agenda towards sustainable food and land use systems

## Numbers

In text, spell out whole numbers from zero to nine. Above nine, use Arabic numerals (figures) 10, 11, 12, and so on. In tables, use Arabic numerals for all numbers.

## Citations and endnotes

FOLU uses superscript citation to provide the source of evidence. The superscript number should be placed so that it is clear what information is being cited. For example, you can place it after you mention the author's name, or after a quotation or at the end of the sentence. The number appears after any commas, periods, or quotation marks, not before them.

**Example:** Delivering food and land use systems transformation would deliver a return of around \$5.7 trillion annually, more than 15 times the related investment cost of \$300–350 billion per year (less than 0.5 percent of global GDP), and would create new business opportunities worth up to \$4.5 trillion a year by 2030.<sup>1</sup>

The source of evidence is then placed in the reference list at the end of the document. FOLU uses [APA](#) (American Psychological Association) referencing style in reference lists. However, depending on the type of publication authors may choose to use a different style. In such a case, or if in doubt, please get in touch with FOLU's Knowledge Generation and Engagement Team.

**Example:** <sup>1</sup> Food and Land Use Coalition (FOLU). 2019. *Growing Better: Ten Critical Transitions to Transform Food and Land Use*. London: FOLU. <https://www.foodandlandusecoalition.org/wp-content/uploads/2019/09/FOLU-GrowingBetter-GlobalReport.pdf>

**Note:** Footnotes are sometimes used to explain a concept in more detail but not used to reference/list evidence.

## Design and layout

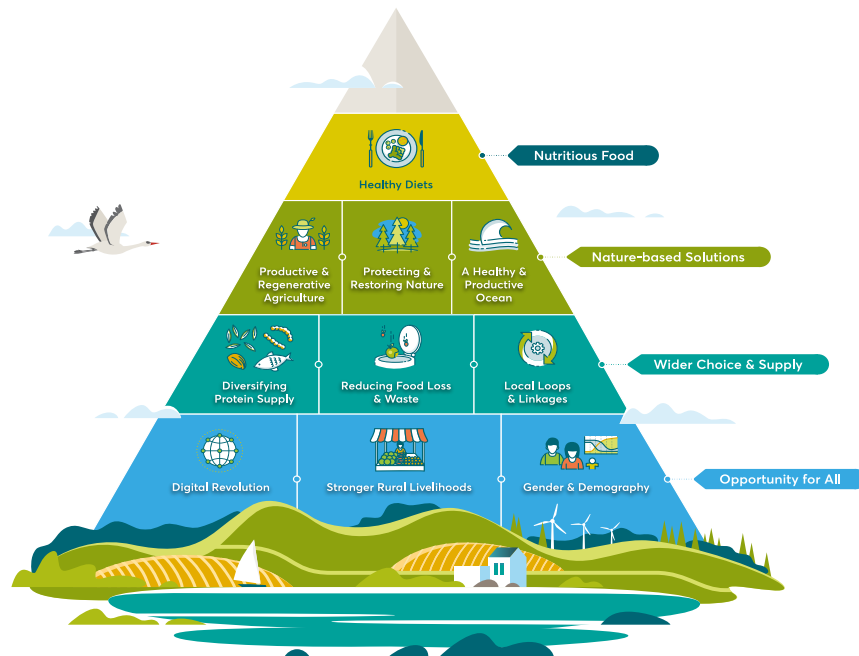
Always refer to FOLU's Branding Guidelines. In the case of knowledge products, there are some key things to keep in mind:

- 1 All FOLU knowledge products should include: 1) A cover page including title, date and logos 2) Table of content 3) Acknowledgements 3) Executive Summary 4) Introduction 5) Body with subsections 6) Conclusion 7) References
- 2 Text should be justified to the left and margins 12.7mm around the outside of pages. The bottom margin is sometimes increased to suit footnotes
- 3 Visual content should follow similar themes as set out in FOLU's standard language. Where possible, a mix of paid for stock footage and FOLU's own Panos Pictures should be used to reflect the written content (i.e., a report about coffee and trade should not have pictures of only coffee but also of mode of transport). Make sure all Panos Pictures or other paid for imagery are properly credited. You can find all credits for Panos [here](#)
- 4 Before the final draft is sent to the designers, it should have gone through the review process. (This document is being updated and will be accessible here once finalized). This will help reduce the amount of time spent on copyediting during the design and layout phase
- 5 Regency Creative who usually design FOLU's products have more detailed guidelines stored as part of their portfolio

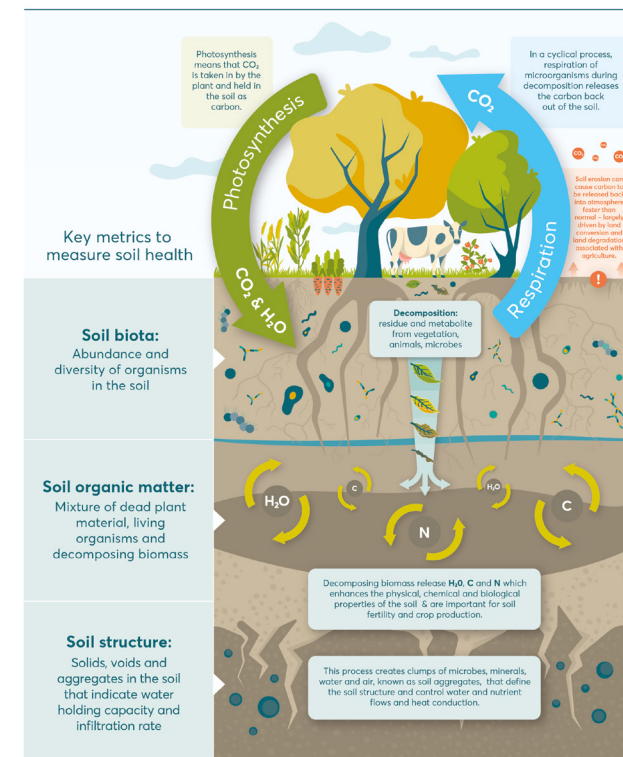
# Infographics

FOLU infographics are often created by an external creative agency and follow FOLU's branding guidelines. Here are some key points to keep in mind:

- An infographic should only present one single idea or issue
- Use as few colours as possible and, if you must add another colour, make sure there's a reason behind it
- Space it out and do not overload. A cluttered infographic is not a good infographic. You need to pick and choose which information you want to display



- Minimize any use of text. The whole point of an infographic is to visually display complex information so cut out anything that is likely to distract from the key point and replace it with white space
- A FOLU infographic should present a clear story. Readers should never be confused about where to look next



# PowerPoint templates

FOLU presentations are often created in Microsoft PowerPoint and follow FOLU's branding guidelines.

- Keep it simple, but not simplistic
- Have a theme and be consistent
- Be smart with colours and stick to FOLU's standard colours
- Choose fonts wisely. Stick to Century Gothic if you can and be consistent
- Limit text if you can
- Use high-quality graphics, not clip art. Make sure graphs and infographics are readable
- Minimize distractions in your slides
- Break up your slides into small chunks
- Check your spelling and grammar
- Put any references either in the bottom left on the same slide or create a reference page at the end of your presentation
- The FOLU logo is not needed on each slide, but it is encouraged to use it at least once in your presentation


↓ You can download PowerPoint templates [here](#) and [here](#)

The Food and Land Use Coalition

## Headline Goes Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam varius sem scelerisque, interdum libero rutrum, consequat.

Lorem ipsum 2019

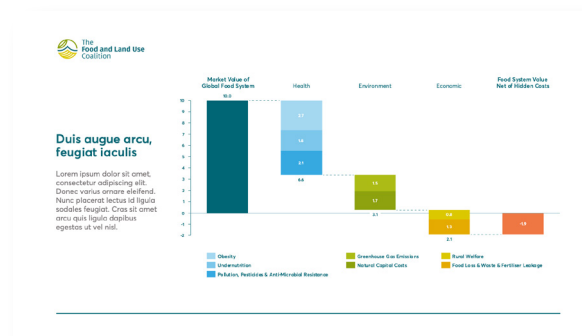


The Food and Land Use Coalition

## Lorem ipsum dolor sit amet, consectetur elit

Donec varius ornare eleifend. Nunc placerat lectus id ligula sodales feugiat. Cras sit amet arcu quis ligula dapibus egestas ut vel nisi. Sed mi dui, interdum quis nisi et, mattis elementum lorem.

Pellentesque ex risus, viverra ac tempor gravida, dapibus eget nisi. Vivamus eget accumsan est. Pellentesque condimentum lectus eu nisi aliquet, ac laculis eros iaculis. Nunc facilisis massa eros, sed maximus nisi ultricies eget.

The Food and Land Use Coalition

## Duis augue arcu, feugiat iaculis

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec varius ornare eleifend. Nunc placerat lectus id ligula sodales feugiat. Cras sit amet arcu quis ligula dapibus egestas ut vel nisi. Sed mi dui, interdum quis nisi et, mattis elementum lorem. Sed porttitor nulla et est aliquam interdum. Nullam ut euismod nulla.

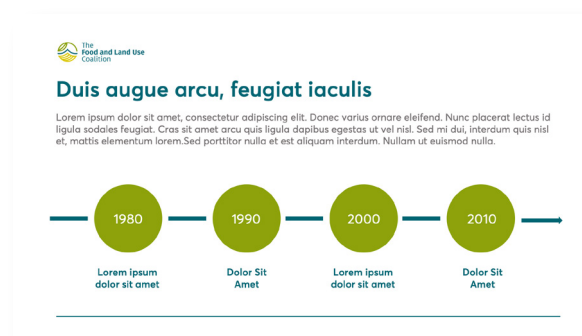


Lorem ipsum dolor sit amet

Dolor Sit Amet

Lorem ipsum dolor sit amet

Dolor Sit Amet



The Food and Land Use Coalition

## Lorem ipsum dolor sit amet, consectetur elit

Donec varius ornare eleifend. Nunc placerat lectus id ligula sodales feugiat. Cras sit amet arcu quis ligula dapibus egestas ut vel nisi. Sed mi dui, interdum quis nisi et, mattis elementum lorem.



1

2

3

Sed mi dui, interdum quis

Elementum lorem

Sed mi dui, interdum quis

# Communications and marketing products

FOLU curates a range of editorial products including blogs, opinion pieces, letters, press releases and social media materials. Although style and format may vary depending on the context and other factors, there are a few guidelines you should follow where you can. If you have ideas, please contact the Global Communications Team.

## Before you start

Always consider who you are writing for and what medium/s and channel/s should be used to disseminate your messages. The Communications team can help make these decisions.

Please review [this document](#) which summarizes the steps that should be taken and the process for sign-off before publication.

## Language

As a general rule, always refer to FOLU's [standard language](#). It is important not to name blame or politicize. Use neutral and active language.

## Blogs

Blogs published via FOLU's global website, LinkedIn, or other external platforms, are excellent ways of explaining ideas in more detail, tell stories or raise awareness about a particular issue. If you are writing for an external platform, please check their unique style guidelines. When writing blogs for FOLU's own platforms, there are a few things we ask that you keep in mind:

- Team members should flag idea to the Communications Team before drafting the content and fill out the [blog concept note](#)
- You can assume that blogs published on FOLU's own website are read by a broad audience so please keep language simple, clear and avoid jargon
- Keep sentences short and move to a new paragraph when you introduce a new idea
- Spell out names and acronyms at first mention
- Link to external resources where necessary
- Make use of subheadings. This will help structure your blog and will also help the reader navigate the piece
- Your introduction and conclusion should form a coherent story. A good way of testing this is to read your introduction aloud, followed by your conclusion
- Be visual! Include high quality pictures, graphs and/or infographics where you can
- A FOLU blog should be between 500 – 800 words
- Content should be shared with the Communications Team well in advance of publication for review, including SEO analysis, and final edit

# Op-eds

An op-ed, or opinion editorial, is a narrative that presents an opinion or thoughts about an issue. Op-eds can raise awareness about a particular topic or aim to persuade others. Op-eds are typically published in traditional news outlets.

FOLU Op-Eds are typically drafted by FOLU experts and/or an external media agency and are authored by FOLU Ambassadors and/or other influential FOLU representatives.

- Team members should flag idea the Communications Team before drafting the content and fill out the [op-ed concept note](#)
- You can assume that op-eds are read by a broad audience so please keep language simple, clear and avoid jargon. Not everyone may be as familiar with the subject as you (unless pitched to an outlet with a very specific or expert readership, in which case make sure to discuss with FOLU's Communications Team)
- Try to grab readers right away with your first sentence; make them want to read more. Start with an interesting story, fact or example that encapsulates your point. This could be tied to current news, real life event or political moment
- Build on your lead with facts, statistics and examples
- In the concluding paragraph, take your argument a step further and leave readers with information about what needs to be done next. If you're trying to move people to action, be sure to answer the question, "What can I do?" Your introduction and conclusion should form a coherent story
- Keep sentences short and move to a new paragraph when you introduce a new idea
- Spell out names and acronyms at first mention
- Link to external resources where necessary
- An op-ed is typically 600–700 words but can be shorter
- Content should be shared with the Communications Team well in advance of publication for review and final edit

# Press Releases

A press release is one of the easiest ways to get media coverage. If written and formatted correctly, it is a perfect tool to increase brand awareness.

The important step in learning to write a press release is to understand and employ the correct press release format. In this way, you can ensure your press release conforms to a format that a reporter or journalist is familiar with and increase your chances of getting published.

- Typically, a press release is written in Times New Roman. Also, one inch-margins should be set for all sides of the paper
- Add FOLU's logo at the top of your press release
- Be sure that it has all the media contact information at the bottom of the release
- Add the release date or timeline in the top left corner of the page, all in caps. If your press release is all set to distribute, you should include "For Immediate release" at the top of the page. If you want the news outlets to hold on to your press release but you are sending it so that they can receive it before the specified date, include **"Embargoed for Release"** and then include the date and time you want your press release to go live
- A headline is written at the top of your press release but below your company logo, contact information, and date. Since the headline is what creates a reader's interest, it should be written in a way to compel people to read your press release. A good approach for a perfect press release is to keep it short and on point. For example, the good word limit for a press release headline is between 60-80 characters
- At the start of your first paragraph, show the location and date of your press release: LONDON, May 22, 2022
- Use the introductory paragraph as a summary to provide a brief idea of what the press release is all about
- The body of the release should answer what, who, when, why, and, how
- Use quotes to emphasise the important parts of the press release. Including a quote helps you to add another perspective in support of your story
- Add a boilerplate at the end. This is the "About section" placed at the end of your press release. Here you should include a boilerplate about FOLU
- The press release should end with ###



# Videos

Videos are powerful storytelling tools and can help break down complicated ideas into visual narratives. Videos can be standalone unique content, or they can make up a series of similar video content. Unlike other format, videos can be developed more freely but there are a few standard guidelines that should be followed whenever a video is branded as FOLU:

- The tone, visual content and any written subtitles/content should be in line with FOLU's standard language
- Follow FOLU's branding guidelines
- The ideal length for a social media video is under 60 seconds. In any case, videos intended for social media should not exceed three minutes
- Visual content needs to be representative of the script. For example, if the script says, 'sustainable agriculture', the visuals should not contain the chemical fertilizer use or deforestation
- Keep language simple, clear and avoid jargon. Not everyone may be as familiar with the subject as you
- Audio (music or voiceover) should be high-quality, royalty free (unless paid for) and be upbeat
- Add a clear call to action including any links or resources at the end of the video

**Resources:** Panos Pictures 2019 B-roll archive containing footage from across the world. Please get in touch with FOLU's Global Communications team for access.

## Other formats

Other formats, including flyers, postcards, invitations, and social media posts should follow FOLU branding guidelines and be developed together with FOLU's Global Communications team.

Social media templates are available here:

Figma templates:

Social guidelines – [here](#)

Canva templates:

Instagram – [stories](#) & [feed](#)

LinkedIn/Twitter – [stories](#) & [feed](#)







The  
**Food and Land Use**  
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## Contact information

For more information, please get in touch  
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