It is in all our hands.
About the Food and Land Use Coalition (FOLU).

Established in 2017, the Food and Land Use Coalition (FOLU) is a self-governed community of organisations and individuals committed to the urgent need to transform the way we produce and consume food and use our land for people, nature and climate. We support science-based solutions and help build a shared understanding of the challenges and opportunities to unlock collective, ambitious action.

We build on the work of the Food, Agriculture, Biodiversity, Land Use and Energy (FABLE) Consortium teams which operate in 20 countries. We advocate for a reform agenda along the ten critical transitions proposed in Growing Better report to deliver positive outcomes for environment, health, inclusive development and food security, ensuring food and land use systems support delivery of globally-agreed sustainable development, climate and biodiversity goals.

Food and land use systems involve every factor in the ways land is used and food is produced, stored, packed, processed, traded, distributed, marketed, consumed, and disposed of. We bring together the public and private sectors, the research community and civil society, to harness expertise and enable systems thinking approaches. We are committed to the urgent need for food and land use transformation to create a healthier planet and healthier people.

Our strength comes from a growing community of country platforms, core and strategic partners, FOLU Ambassadors, and funders.

It is in all our hands.
FOLU standard language.

Inclusive and active. The Food and Land Use Coalition (FOLU) supports an inclusive, diverse, and solutions-oriented language with a strong call to action. The tone should be ambitious, apolitical, and flexible. 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 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 centred 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 organisations and individuals who 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.

Boilerplate.

The Food and Land Use Coalition (FOLU) is a self-governed community of more than 60 organisations and individuals committed to the urgent need to transform food and land use for people, nature and climate. The FOLU community supports science-based solutions and helps build a shared understanding to unlock collective, ambitious action towards delivery of globally agreed sustainable development, climate and biodiversity goals. FOLU builds on the work of the Food, Agriculture, Biodiversity, Land Use and Energy (FABLE) Consortium teams which operate in more than 20 countries.

One line description.

The Food and Land Use Coalition (FOLU) is a global partnership of organisations and individuals committed to the urgent, sustainable transformation of food and land use systems.
Full colour primary logo.

This is FOLU’s default logo and should be used on white and light backgrounds.
White primary logo.

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

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

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.
FOLU and FABLE.

When presenting FOLU-related FABLE work the co-branded logos on this page should be used to show unity between the two.
Colour palette.

- Colour: R 0 G 101 B 116
  - C 92 M 0 Y 27 K 50
  - Hex: 006574

- Colour: R 0 G 161 B 154
  - C 80 M 10 Y 45 K 0
  - Hex: 00A19A

- Colour: R 57 G 169 B 224
  - C 70 M 15 Y 0 K 1
  - Hex: 39A9E0

- Colour: R 239 G 119 B 66
  - C 0 M 64 Y 76 K 0
  - Hex: EF7742

- Colour: R 228 G 172 B 0
  - C 2 M 30 Y 100 K 10
  - Hex: E4AC00

- Colour: R 220 G 200 B 4
  - C 8 M 6 Y 100 K 13
  - Hex: DCC804

- Colour: R 142 G 163 B 37
  - C 40 M 2 Y 100 K 26
  - Hex: 8EA325

- Colour: R 173 G 188 B 21
  - C 41 M 10 Y 100 K 0
  - Hex: ADBC15
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).
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.
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 (e.g., due to licensing 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.

**Century Gothic**

**Fallback Typeface**

**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/
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.
Infographics.

An example of the FOLU infographic style.
Icons.

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

Examples of presentation slides can be viewed below. FOLU presentations are often created in Microsoft Powerpoint.
Contact us.

If you are a FOLU core partner, you may use the logo on any related food and land use transformation work without prior consultation.

Should you wish to name, and act on behalf of FOLU (for example as a signatory), please contact Natasha.Ferrari@systemiq.earth in advance of doing so. She will arrange an email to the full core partner group to allow time for partners to raise any concerns.

**Natasha Ferrari**  
Communications Manager

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