



The
Food and Land Use
Coalition

It is in all our hands.

Brand Guidelines.

v1.0



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.



The
Food and Land Use
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White primary logo.

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



The
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Coalition

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.



The
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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.



The
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Coalition

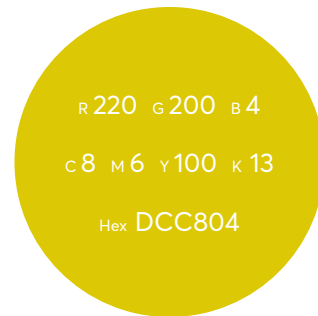
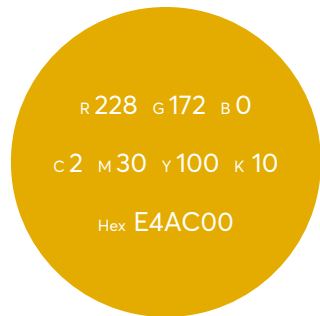
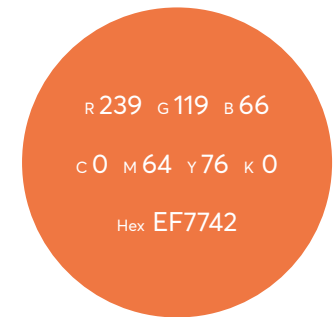
FABLE Consortium



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FABLE Consortium

Colour palette.

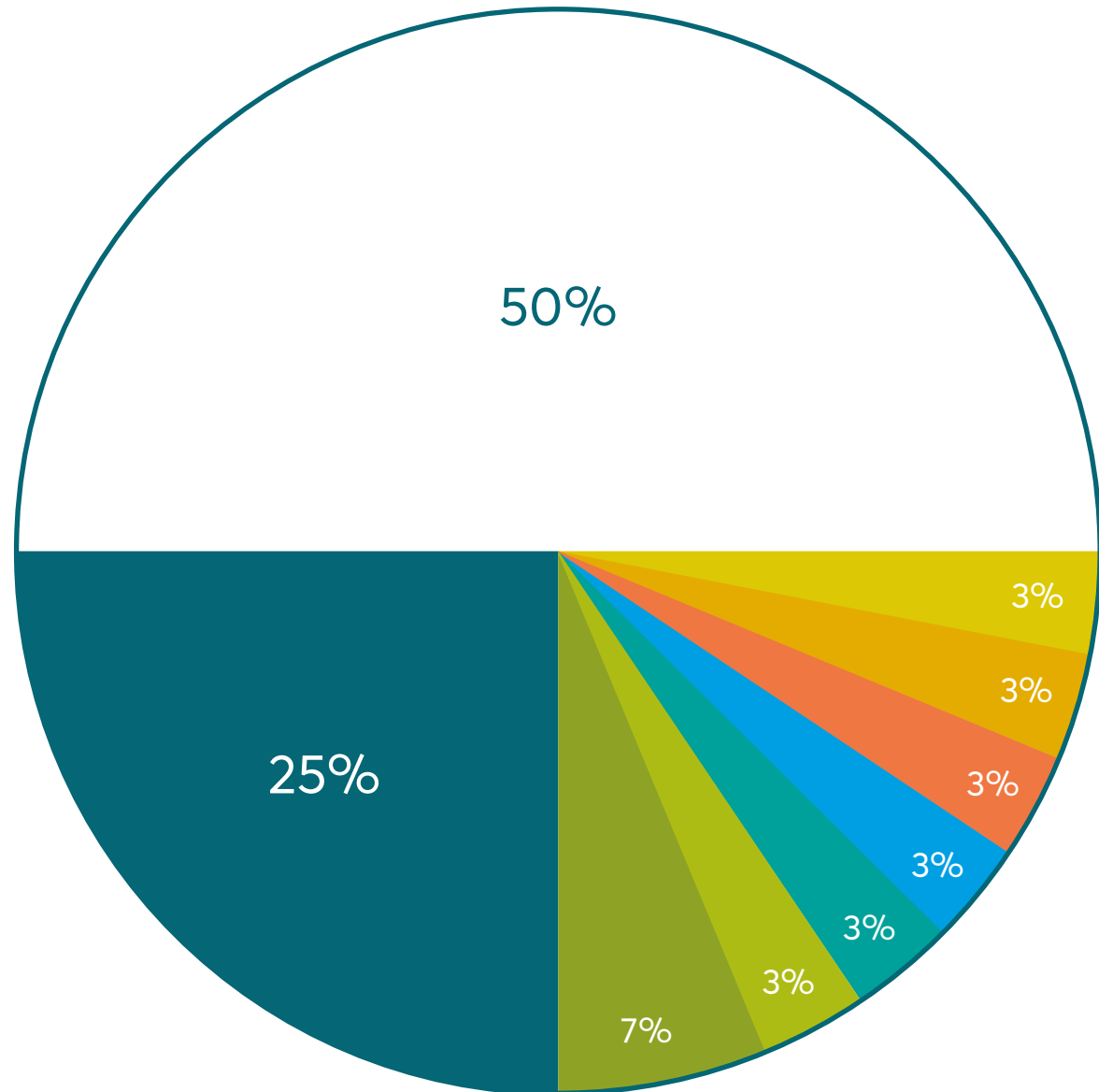


Colour usage.

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).



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 (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

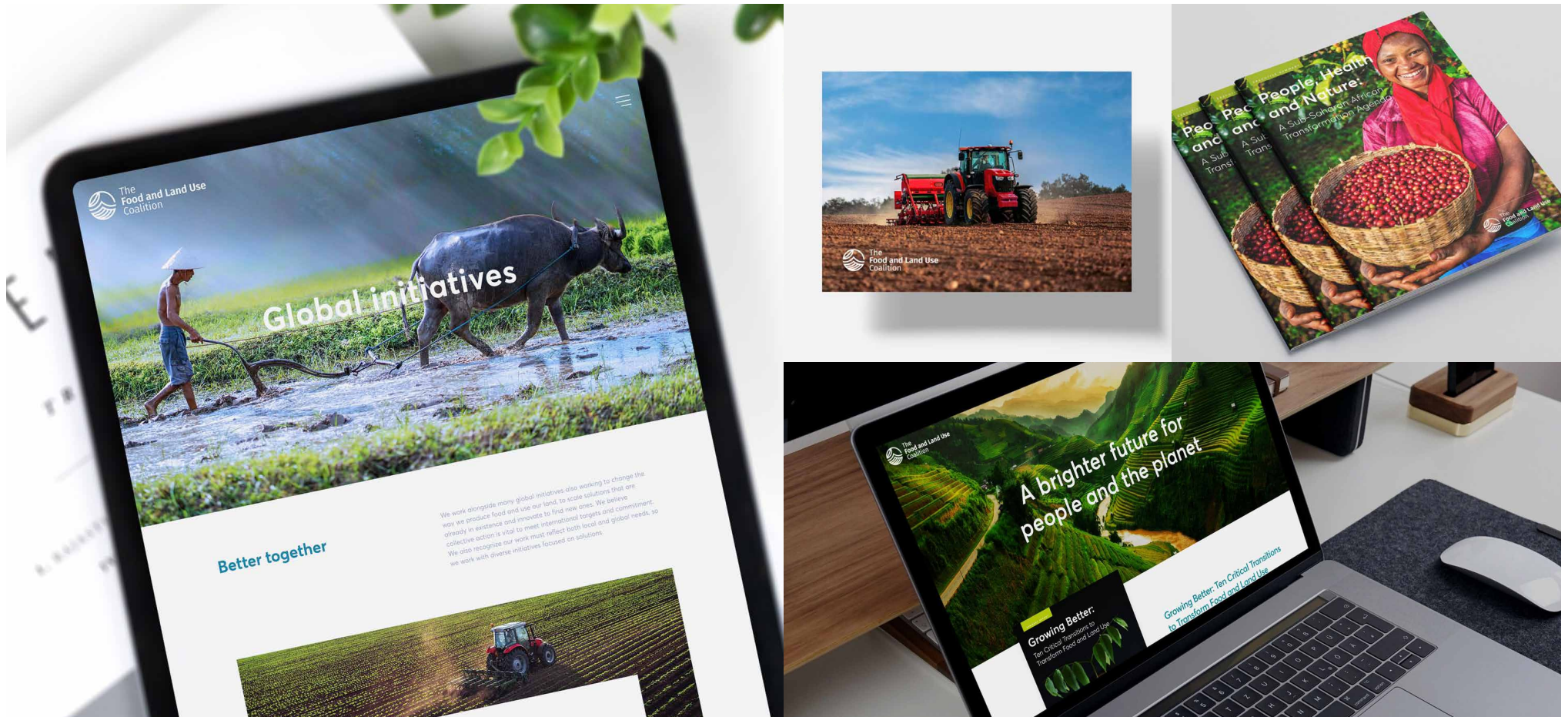
Imagery.

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/



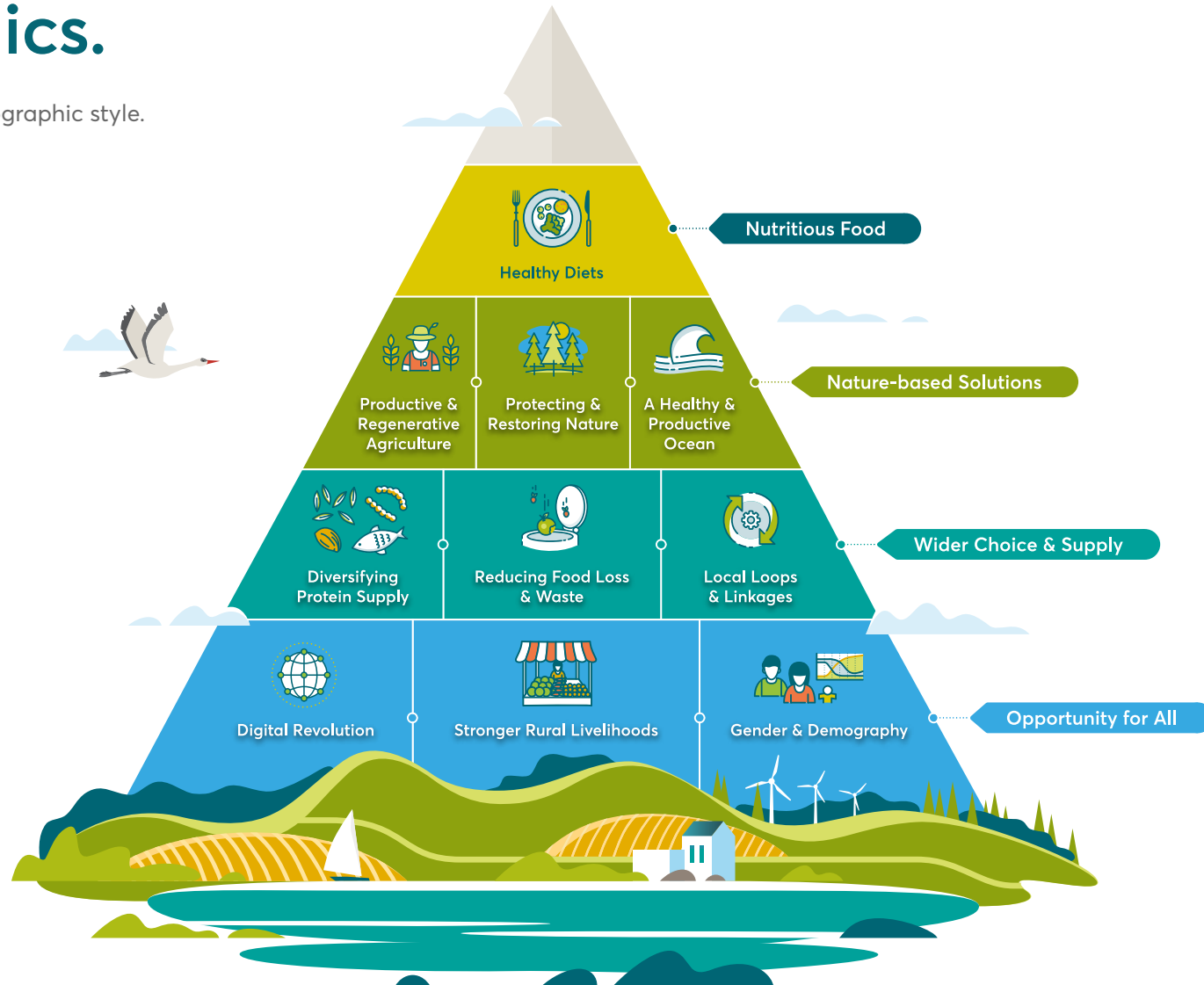
Brand application.

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.



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

Presentations.


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




Headline Goes Here

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

Lorem ipsum 2019







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 nisl. Sed mi dui, interdum quis nisl et, mattis elementum lorem.


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






Duis augue arcu, feugiat iaculis


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Lorem ipsum dolor sit amet




Dolor Sit Amet



Lorem ipsum dolor sit amet





Dolor Sit Amet



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Duis augue arcu, feugiat iaculis

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1980

1990

2000


2010

Lorem ipsum dolor sit amet

Dolor Sit Amet

Lorem ipsum dolor sit amet

Dolor Sit Amet



Lorem ipsum dolor sit amet, consectetur elit

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1
Sed mi dui, interdum quis

2
Elementum lorem

3
Sed mi dui, interdum quis

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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