



# FOOD BUSINESS REFRESH

BRAND STANDARDS

## INTRODUCTION

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**FOOD BUSINESS REFRESH**

Developed in consultation with the Small Scale Food Processor Association, Western Economic Diversification Canada, and the Ministry of Agriculture, Food and Fisheries, the Food Business Refresh program was designed to help rejuvenate food processing businesses who have been impacted by the COVID-19 pandemic.

If accepted into the Food Business Refresh program, participants are given free customized training and coaching, and funded implementation help. This initiative is unique from other business support programs in that businesses receive guided, hands-on support, tailored to their company's situation and objectives. This program works in three phases – 1) Assess pivot options and develop plan, 2) Create an implementation plan with technical support, 3) Implement the plan with funding support.

Facilitated by Farm Food Drink Inc. (food sector marketing agency), knowledgeable business advisors guide participants through the process to develop a customised, specific plan of action to position them for success in the long term. Interested businesses can apply or get on the waiting list at [www.foodbusinessrefresh.ca](http://www.foodbusinessrefresh.ca).

## GENERAL BRAND GUIDELINES

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**FOOD BUSINESS REFRESH**

### **DO:**

- Do use our brand assets to refer to Food Business Refresh programs (Refresh).
- Do comply with our brand guidelines.

### **DO NOT:**

- Do not alter these brand assets in any way.
- Do not use any photos, content, or assets from project materials or website without permission.
- Do not brand assets in a way that implies partnership, sponsorship or endorsement by Refresh.
- Do not combine these assets with any other graphics, without permission.
- Do not use these brand assets as part of your own product, business, or service's name.
- Do not present the brand assets in a way that makes them the most prominent or distinctive feature of what you're creating.

**LOGO**

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**FOOD BUSINESS REFRESH**

**DARK BACKGROUNDS**

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**GREYSCALE**

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## COLOUR PALETTE

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### LOGO COLOURS

#### LOGO ORANGE

CYMK 4, 60, 100, 0  
RGB 236, 127, 30  
HEX# eb7f23

#### LOGO GREY

CYMK 64, 56, 52, 28  
RGB 88, 88, 90  
HEX# 58585a

#### LOGO GREEN

CYMK 40, 9, 100, 0  
RGB 166, 191, 44  
HEX# A6BF2C

### SECONDARY COLOURS

### ADDITIONAL BRAND COLOURS

#### RED

CYMK 22, 93, 100, 13  
RGB 176, 56, 30  
HEX# B03224

#### GREEN

CYMK 39, 19, 61, 0  
RGB 163, 178, 125  
HEX# a3b27d

#### 40% GREEN

**EXCLUSION ZONE**

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## INCORRECT LOGO USAGE

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DO NOT STRETCH OR DISTORT LOGO



DO NOT ANGLE LOGO



DO NOT BREAK APART ELEMENTS



DO NOT PUT UNDERLAY AN IMAGES

## PROGRAM SUPPORT LOGOS

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### PROGRAM SUPPORT

This program was developed by Small Scale Food Processor Association and is funded and supported by Western Economic Diversification Canada and the Ministry of Agriculture, Food and Fisheries. As such, when giving credit for financial support, the below logos should be added, in the order shown.

Prior to publication or distribution, permission to use these logos must be obtained from Small Scale Food Processor Association, Western Economic Diversification Canada, and the Ministry of Agriculture, Food and Fisheries. As such, these logos have not be provided in the brand kit.

Logo Order:

- 1 Western Economic Diversification Canada
- 2 Canada Government
- 3 British Columbia Government
- 4 Small Scale Food Processor Association



Western Economic  
Diversification Canada

Diversification de l'économie  
de l'Ouest Canada

Canada





## PROGRAM FACILITATORS

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### FACILITATORS

The facilitators of this program are Small Scale Food Processor Association and Farm Food Drink Inc. Where possible their logos should be used. These logos are provided in the brand kit.

#### SMALL SCALE FOOD PROCESSOR ASSOCIATION



#### FARM FOOD DRINK INC.



## CONTACTS

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### **SMALL SCALE FOOD PROCESSOR ASSOCIATION**

Candice Appleby

Executive Director

[info@foodbusinessrefresh.ca](mailto:info@foodbusinessrefresh.ca)

[www.ssfpa.net](http://www.ssfpa.net)



### **FARM FOOD DRINK INC.**

Greg McLaren

Founder, Managing Director

[greg@farmfooddrink.ca](mailto:greg@farmfooddrink.ca)

[www.farmfooddrink.ca](http://www.farmfooddrink.ca)

250 754 4916