Design Guidelines

FMI

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Welcome to the FMI Identity Guidelines.

Our brand identity consists of the key elements for how we present ourselves - including our logo, as well as our colors, imagery style, and typography.

Consistency is essential to building a strong, unique and cohesive brand. The following pages feature tools and guidance to help powerfully bring the FMI brand to life across different applications.

Design elements

Logo overview

Our FMI logo is the cornerstone of our brand identity system and signals the dynamic and pivotal role we play in supporting our audiences.

The nested rings are designed to convey a sense of movement and energy, with their relative placement suggestive of the focus and attention we place on both our members and the industry. The three semi-circles are also representative of our broad community coming together in partnership, as well our commitment to three pillars of work: advocacy, collaboration, and education. The placement of the FMI letterforms in the middle of our symbol communicates our position at the heart of industry dialogue and progress.

The letterforms, letter spacing, color, alignment and semi-circles have all been carefully considered and should never be altered. Only the original logo artwork files (outlined on the following page) should be used.

Color variations

Consistent use of our identity will build visibility and recognition for the FMI brand and its personality. The full-color logo is preferred and should be used whenever possible.

Preferred full-color logo
Used whenever possible, always on white or light color backgrounds.

FMI.ai
FMI_4C.ai
FMI.png

Black logo
Limited use only for one-color, black and white applications.

FMI_K.ai
FMI_K.png

Reverse logo
Limited use only for dark color applications.

FMI_W.ai
FMI_W.png

Usage

In reproducing the FMI logo, be conscious of its size and legibility. A logo that is too small or too closely placed with other content can lose its legibility and effectiveness in communicating the brand.

Clear-space frames the logo, separating it from other elements such as headlines, text, imagery and the outside edge of printed materials. A minimum amount of clear space must surround the logo at all times. This space is equal to the cap height of the FMI logotype (e.g., the "I" in FMI. Whenever possible, allow more than this amount of clear space.

Clear-space proportions

.75% I

I

Minimum logo sizing
Do not reproduce the logo in less than .5" in width.

Things to avoid

The FMI logo exists on many applications in different sizes and formats. It is vital that every instance of usage be implemented correctly. Failure to do so can weaken the logo's impact and detract from the consistent brand image that FMI desires to project. These examples represent some incorrect uses of the FMI logo, which should always be avoided.

Do not use unapproved art.

Do not use an unapproved color(s).

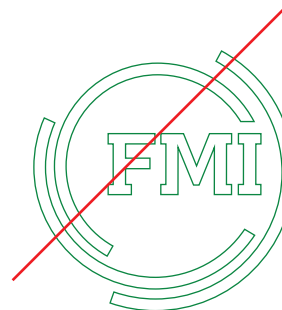Do not skew, distort or stretch the logo.

Do not reposition or separate the logo.

Do not use any effects including drop shadows.

Do not use a background color with insufficient contrast.

Do not outline the logo.

Do not use the logo in text.

At FMI we are a champion for the undustry.

Logo and tagline

The FMI tagline elevates our communications with a supporting purpose and description of who we are. It is an important element of the visual system and should always be implemented in conjunction with the logo.

The same color options, clearspace and minimum size principles apply to the logo and tagline artwork.
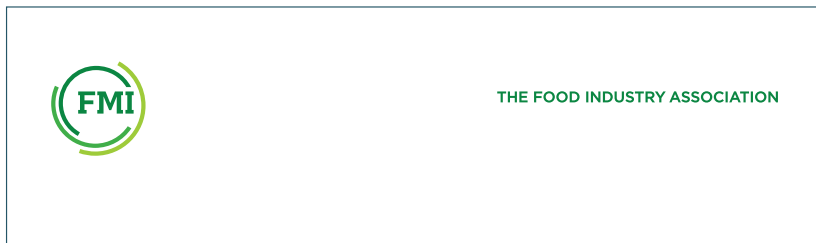
FMI THE FOOD INDUSTRY ASSOCIATION

Stacked tagline and logo lock-up

FMI THE FOOD INDUSTRY ASSOCIATION

Horizontal tagline and logo lock-up

The horizontal tagline and logo may be separated as long as the proportion and alignment remains consistent from the approved artwork files.

FMI   THE FOOD INDUSTRY ASSOCIATION

THE FOOD INDUSTRY ASSOCIATION   **FMI**

Visual system elements

Overview

The FMI visual system consists of a number of elements that complement the logo and unify our overall presentation, including typography, imagery, color, and illustrations.

abcdefABC1234
abcABC1234

Typography

Imagery

FMI THE FOOD INDUSTRY ASSOCIATION

Logo & tagline

Illustrations

Color

Color

Color is a powerful means of visual identification. Consistent use of our identity colors will build visibility and recognition for the FMI brand and its personality.

Our primary green colors and white space plays an important role in our overall brand presentation, signaling confidence, clarity and directness. In application, we should make liberal use of white space, and use color and our other visual elements to create intentional points of contrast and emphasis.

Note: The colors shown on this page and throughout these standards have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Publication for accurate color. PANTONE® is the property of Pantone, Inc.

Primary color palette

FMI Dark Green

Pantone® 356
C:96 M:27 Y:100 K:15
R:0 G:121 B:52

FMI Green

Pantone® 361
C:75 M:4 Y:100 K:0
R:61 G:173 B:44

FMI Bright Green

Pantone® 2293
C:53 M:0 Y:100 K:0
R:134 G:195 B:0

White

Secondary color palette

In limited instances, secondary colors can be included in marketing applications in support of the primary palette.

FMI Orange
Pantone® 7579
C:7 M:80 Y:99 K:0
R:224 G:87 B:41

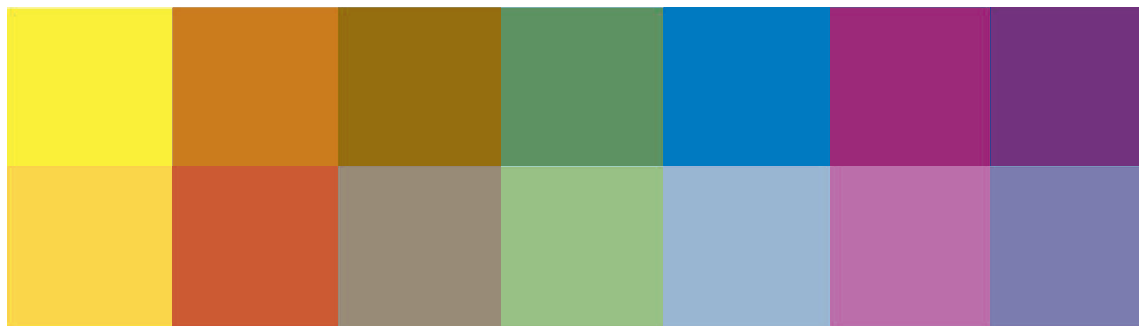**FMI Yellow**
Pantone® 130
C:2 M:38 Y:100 K:0
R:247 G:168 B:0

FMI Grey
Pantone® 5415
C:70 M:43 Y:30 K:4
R:89 G:126 B:150

FMI Dark Grey
Pantone® 2215
C:85 M:58 Y:44 K:25
R:45 G:85 B:102

Tertiary color palette

Typography

Typography plays a subtle but highly visible role in establishing the FMI voice, look and feel. Lexia is our primary, serif typeface. Its consistent use will make our communications recognizably FMI.

In support of our primary serif font, Lemance should be used.

Primary use font

Lexia

Thin abcdefABCDEF12345
Thin Italic abcdefABCDEF12345
Light abcdefABCDEF12345
Light Italic abcdefABCDEF12345
Regular abcdefABCDEF12345
Regular Italic abcdefABCDEF12345
Regular Bold abcdefABCDEF12345
Regular Bold Italic abcdefABCDEF12345
Regular XBold abcdefABCDEF12345
Regular XBold Italic abcdefABCDEF12345

Supportive sans-serif font

Lemance

Light abcdefABCDEF12345
Light Italic abcdefABCDEF12345
Regular abcdefABCDEF12345
Regular Italic abcdefABCDEF12345
Regular Bold abcdefABCDEF12345
Regular Bold Italic abcdefABCDEF12345

For desktop applications such as emails, Microsoft® PowerPoint® or Word, use Gadugi for sans serif, and Lucida Fax for Serif usage.

Desktop system fonts

Lucida Fax is used for header/ sub-heads for Microsoft Office Suite, including emails.

abcdefg
ABCDEFG
123456

Gadugi is used for content for Microsoft Office Suite, including emails.

Imagery

Our imagery plays an important role in the system, layering in visual richness and meaning. The flexible style of our imagery palette compliments our brand, with careful selection to suggest advocacy for supporting a safer, healthier consumer food supply.

Isolated imagery
is critical in our visual system as it creates focus on a specific subject matter and ensures plenty of white space in the design of the communication.

Close-up imagery
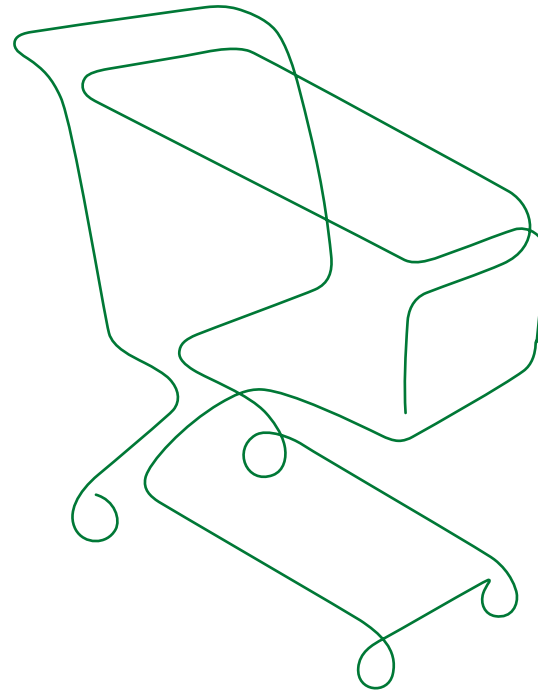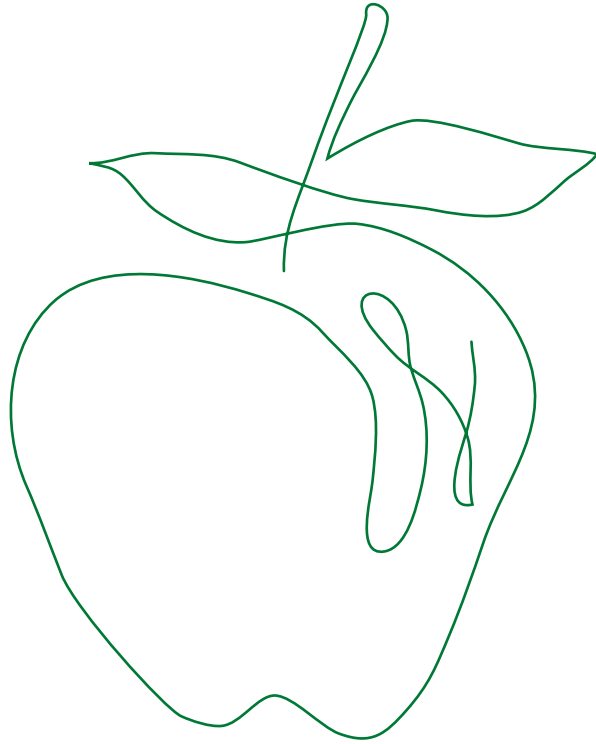is helpful in creating a unified swath of color and adds visual interest.

Unique point-of-view imagery
interesting and unique cropping of imagery creates a more engaging communication.

Human-centric
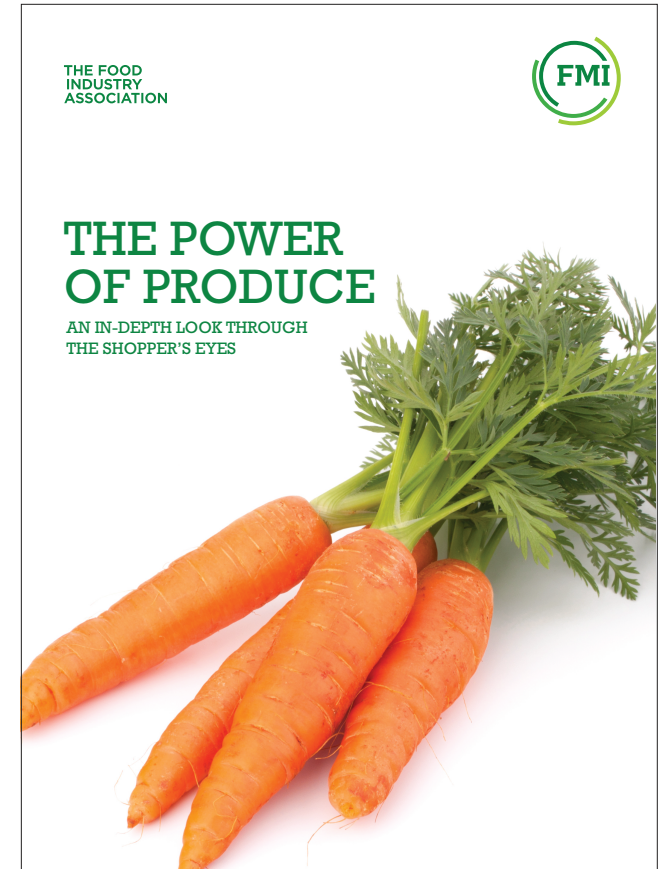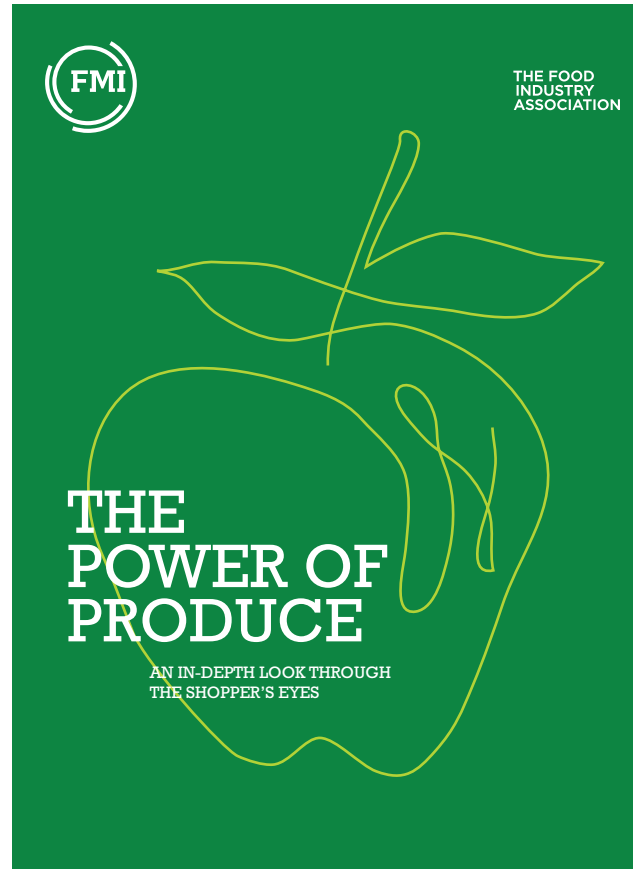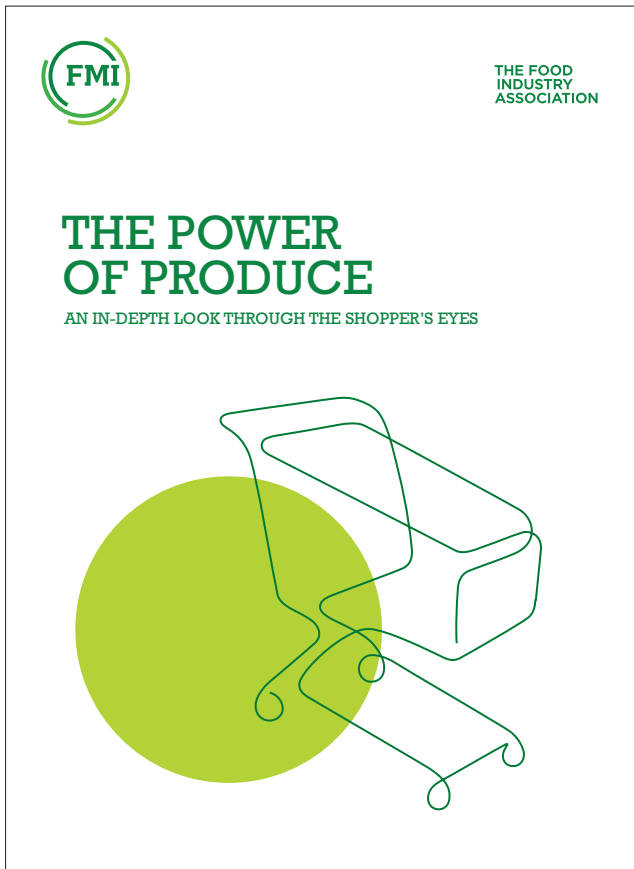speaks to our support of our members important work in feeding and enriching consumers lives.

Illustrations

Visual system demonstrations

Print cover examples

Printed applications such as report covers is an essential way we deliver information to our audiences. Using brand elements through a consistent, yet flexible visual system allows for many possibilities and serves a broad range of communication needs.

THE POWER OF PRODUCE
AN IN-DEPTH LOOK THROUGH THE SHOPPER'S EYES

THE POWER OF PRODUCE
AN IN-DEPTH LOOK THROUGH THE SHOPPER'S EYES

THE POWER OF PRODUCE
AN IN-DEPTH LOOK THROUGH THE SHOPPER'S EYES

Alternate logo/tagline placement

Spreads and back cover

Literature is an essential way to deliver information to our audiences. Using brand elements through a consistent, yet flexible, grid system allows many possibilities and serves a broad range of communication needs.

We are committed to the issues that matter

Full bleed splashes of color help strengthen our primary brand color(s) us and can provide emphasis

Asymmetrical layouts with layered copy and illustrations create hierarchy that draws the reader in

Consider scale of text and cropping of imagery to increase visual interest and always incorporate white space

An obvious and functional underlying grid provides structure and consistency

Always retain appropriate space for our logo and sign-off

Stationery

Stationery materials are a highly visible reflection of our brand in everyday correspondence. A flexible set of materials is provided to support a wide range of communication needs.

Business Card
Please note: our phone numbers are displayed without periods, parentheses, or dashes.
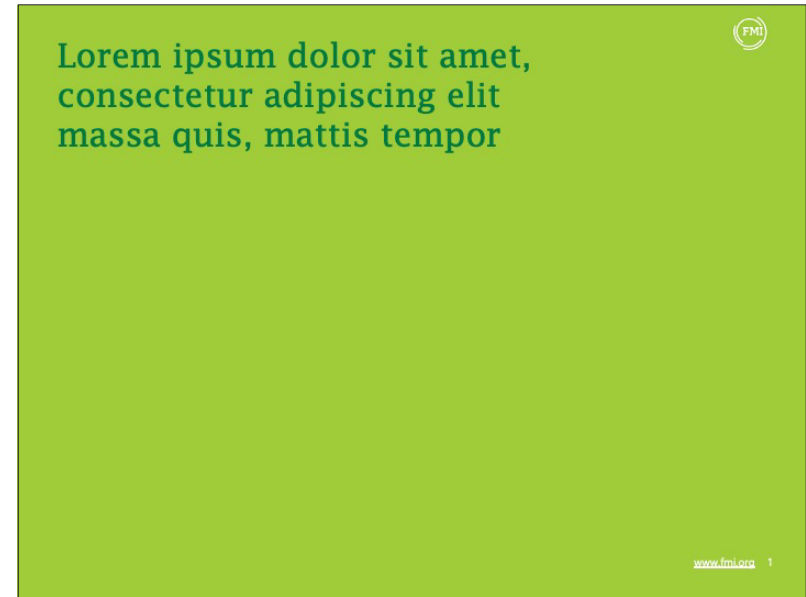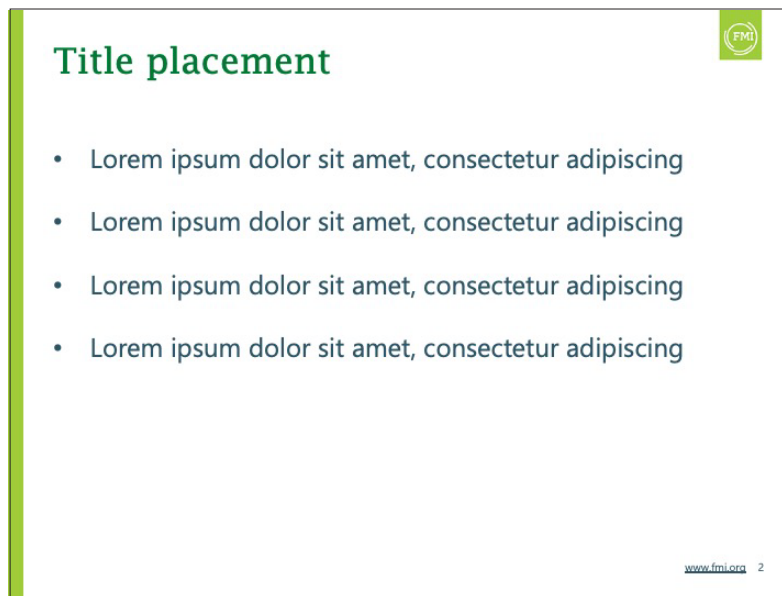
Leslie G. Sarasin, Esq.
President and
Chief Executive Officer
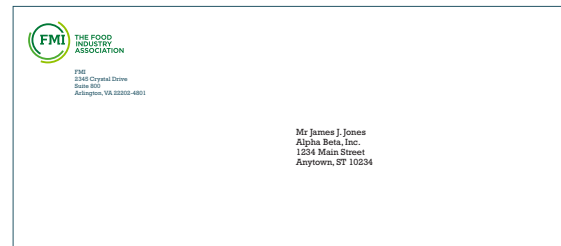lsarasin@fmi.org
202 220 0890 Direct
202 123 4567 Cell

FMI
2345 Crystal Drive
Suite 800
Arlington, VA 22202-4801
202 452 8444 Office

fmi.org

Letterhead

FMI   2345 Crystal Drive   Suite 800   Arlington, VA 22202-4801   202 452 8444 Office   fmi.org

#10 Envelope

FMI
2345 Crystal Drive
Suite 800
Arlington, VA 22202-4801

Mr James J. Jones
Alpha Beta, Inc.
1234 Main Street
Anytown, ST 10234

Folder

Note Card

Powerpoint templates

FMI THE FOOD INDUSTRY ASSOCIATION

POWERPOINT HEADLINE PLACEMENT

Location
Date
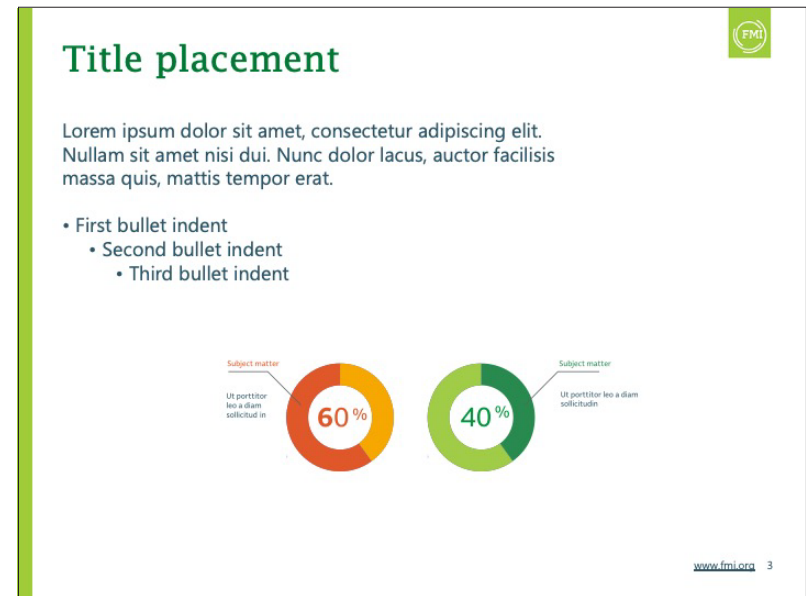
Lorem ipsum dolor sit amet, consectetur adipiscing elit massa quis, mattis tempor

www.fmi.org 1

Title placement

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- Lorem ipsum dolor sit amet, consectetur adipiscing

- Lorem ipsum dolor sit amet, consectetur adipiscing

www.fmi.org 2

Title placement

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Nullam sit amet nisi dui. Nunc dolor lacus, auctor facilisis
massa quis, mattis tempor erat.

- First bullet indent
  - Second bullet indent
    - Third bullet indent

Subject matter
Ut porttitor
leo a diam
sollicitud in

60%

40%

Subject matter
Ut porttitor leo a diam
sollicitudin

www.fmi.org 3

Powerpoint templates (optional)

FMI THE FOOD INDUSTRY ASSOCIATION

POWERPOINT
HEADLINE PLACEMENT

Location
Date

FMI THE FOOD INDUSTRY ASSOCIATION

POWERPOINT
HEADLINE PLACEMENT

Location
Date

FMI THE FOOD INDUSTRY ASSOCIATION

POWERPOINT HEADLINE PLACEMENT

FMI THE FOOD INDUSTRY ASSOCIATION

HEADLINE PLACEMENT

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Contact

If you have any brand questions, please reach out to:
John Lezcano at jlezcano@fmi.org or at 202 220 0621