



We've Come Full Circle

A guide to help we visually represent the FMI brand.

Email fmimarketing@fmi.org for any branding assistance.

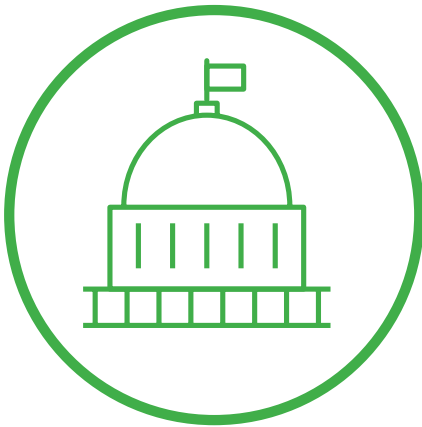


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The circle of life

The circle of life

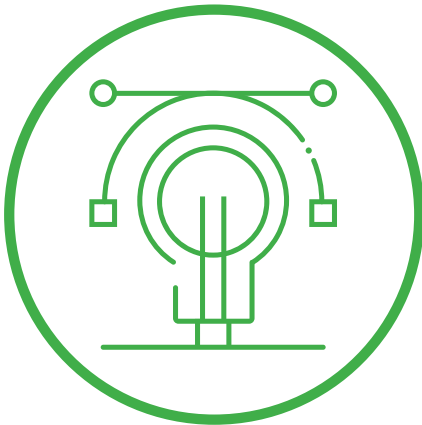


OUR ASSOCIATION

We help navigate the food industry through pressing imperatives that affect how we bring the food to the table.



We **advocate**, **collaborate**, and **educate** to adopt better food policies, to bring thought leaders together, and to inform better business practices.



The circle of life



MISSION STATEMENT

As the food industry association, FMI works with and on behalf of the entire industry to advance a safer, healthier and more efficient consumer food supply.

FMI is a champion for the industry and the issues that make a difference to our members' fundamental mission of feeding and enriching society.

The impact of our work is extensive touching the lives of over 100 million households and representing a \$1 trillion industry with nearly six million employees.

Banding together



Banding together



THE ELEMENTS

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 as 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.

Banding together

TAG TEAM

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 FOOD
INDUSTRY
ASSOCIATION**

Stacked lock-up



THE FOOD INDUSTRY ASSOCIATION

Horizontal lock-up



No going around it

No going around it

THE DO'S AND DON'TS

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 should be used.



**THE FOOD
INDUSTRY
ASSOCIATION**



MINIMUM LOGO SIZING

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

No going around it

CLEAR SPACE PROPORTIONS



No going around it

THE DO'S AND DON'TS

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, always on white or light color backgrounds.

Black logo

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

Reverse logo

Limited use only for dark color applications.

No going around it

THE DO'S AND DON'TS



Do not use unapproved art.



Do not use an unapproved color(s).



Do not use any effects including drop shadows.



Do not use a background color with insufficient contrast.

No going around it

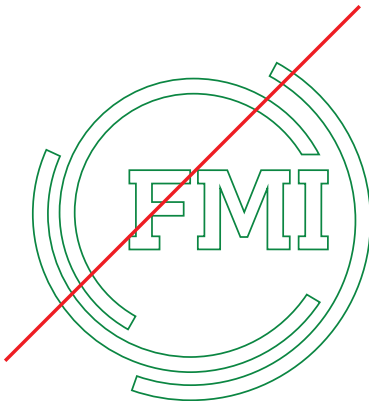
THE DO'S AND DON'TS



Do not skew, distort or stretch the logo.



Do not reposition or separate the logo.



Do not outline the logo.

At  we are
a champion
for the industry.

Do not use the logo in text.



Coloring within the lines

Coloring within the lines

PALETTE & PANTONES

Primary color palette



FMI Dark Green

Pantone® 356
C:96 M:27 Y:100 K:15
R:0 G:121 B:52
Hex #007336



FMI Green

Pantone® 361
C:96 M:27 Y:100 K:15
R:61 G:173 B:44
Hex #0db02b



FMI Bright Green

Pantone® 2293
C:53 M:0 Y:100 K:0
R:134 G:195 B:0
Hex #97d700



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:210 G:98 B:56
Hex #d26238



FMI Yellow

Pantone® 130
C:2 M:38 Y:100 K:0
R:233 G:171 B:66
Hex #e9ab42



FMI Grey

Pantone® 5415
C:70 M:43 Y:30 K:4
R:96 G:124 B:147
Hex #607c93



FMI Dark Grey

Pantone® 2215
C:84 M:58 Y:44 K:25
R:56 G:84 B:100
Hex #385464

Coloring within the lines

SUPPORTING COLORS

 Artichoke #98bf85

 Avocado #5d9263

 Blueberry #0364af

 Cherry #dc1854

 Cider #920b34

 Cinnamon #966e10

 Coffee #978a78

 Cool Grey #8098a3

 Cranberry #9c2e7a

 Dark Grey #262c30

 Grape #71347f

 Lavender #7d7bad

 Lemon #fff03c

 Light Grey #eff2f4

 Mustard #fcd54d

 Periwinkle #98b8d1

 Pink Berry #bc6ea9

 Pumpkin #cd5b33

 Spicy Mustard #cb7c1e

 Stone Grey #4e5c67

 Strawberry #ad0c3d

 Tangerine #fba717

These are only used to support established FMI promotions, marketing campaigns, and/or communication materials.



Getting into character

Getting into character

TYPOGRAPHY - Adobe

Primary use font

Lexia

Thin abcdefABCDEF12345

Light abcdefABCDEF12345

Light Italic abcdefABCDEF12345

Regular abcdefABCDEF12345

Italic abcdefABCDEF12345

Bold abcdefABCDEF12345

Bold Italic abcdefABCDEF12345

****XBold abcdefABCDEF12345****

*****XBold italic abcdefABCDEF12345*****

****Black abcdefABCDEF12345****

Supportive sans-serif font

Lemance

Light abcdefABCDEF12345

Light Italic abcdefABCDEF12345

Regular abcdefABCDEF12345

Italic abcdefABCDEF12345

Bold abcdefABCDEF12345

*****Bold Italic abcdefABCDEF12345*****

Getting into character

TYPOGRAPHY - Microsoft 365®

For desktop applications such as PowerPoint® and Word® use both fonts listed.

Headers and Sub-heads

Lucida Fax

Regular abcdefABCDEF12345

Italic abcdefABCDEF12345

Demibold abcdefABCDEF12345

Demibold Italic abcdefABCDEF12345

For Outlook® emails please use only Gadugi at 12 pt size.

Supportive sans-serif font

Gadugi

Regular abcdefABCDEF12345

Italic abcdefABCDEF12345

Bold abcdefABCDEF12345

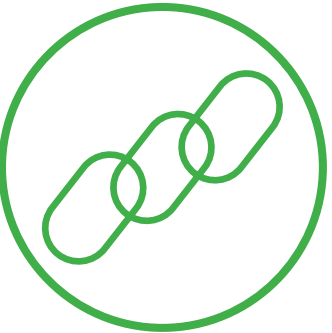
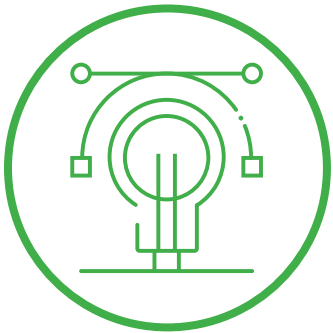
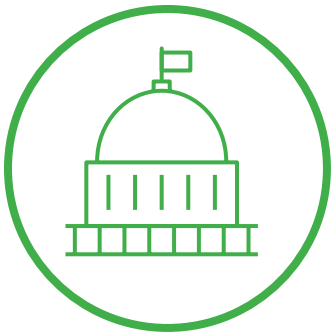
Bold Italic abcdefABCDEF12345



Evolved examples

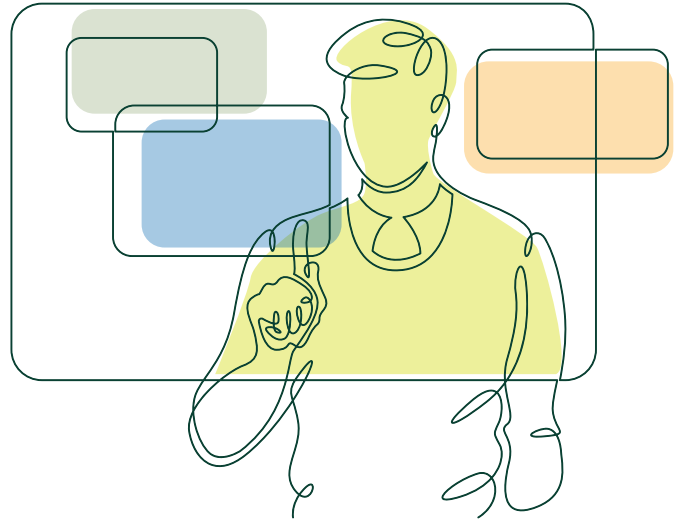
Evolved examples

ICONOGRAPHY*



Evolved examples

ILLUSTRATIONS*



Evolved examples

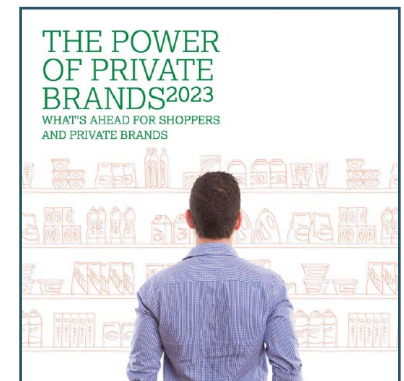
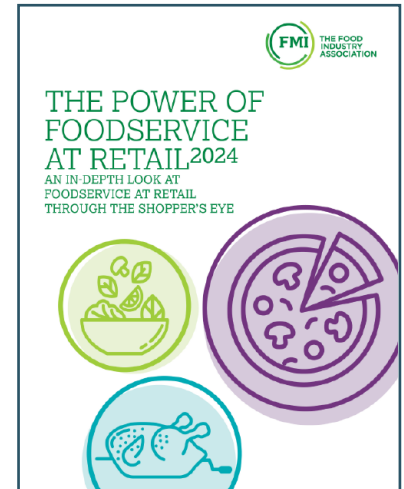
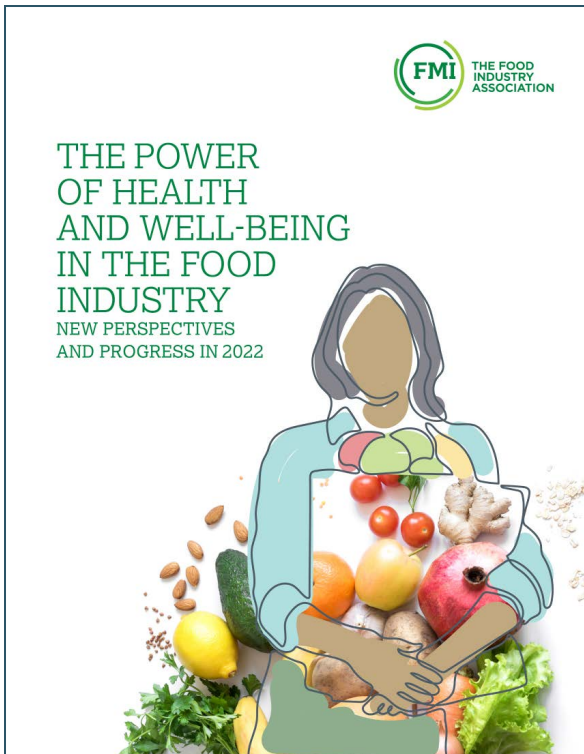
PHOTOGRAPHY*



Evolved examples

COMPOSITIONS*

*Please contact the marketing department to assist in any branding imagery needed.



Helpful links

CLICKABLE RESOURCES

FMI Logos

Email Signature & Letterhead

Photos, Illustrations & Icons

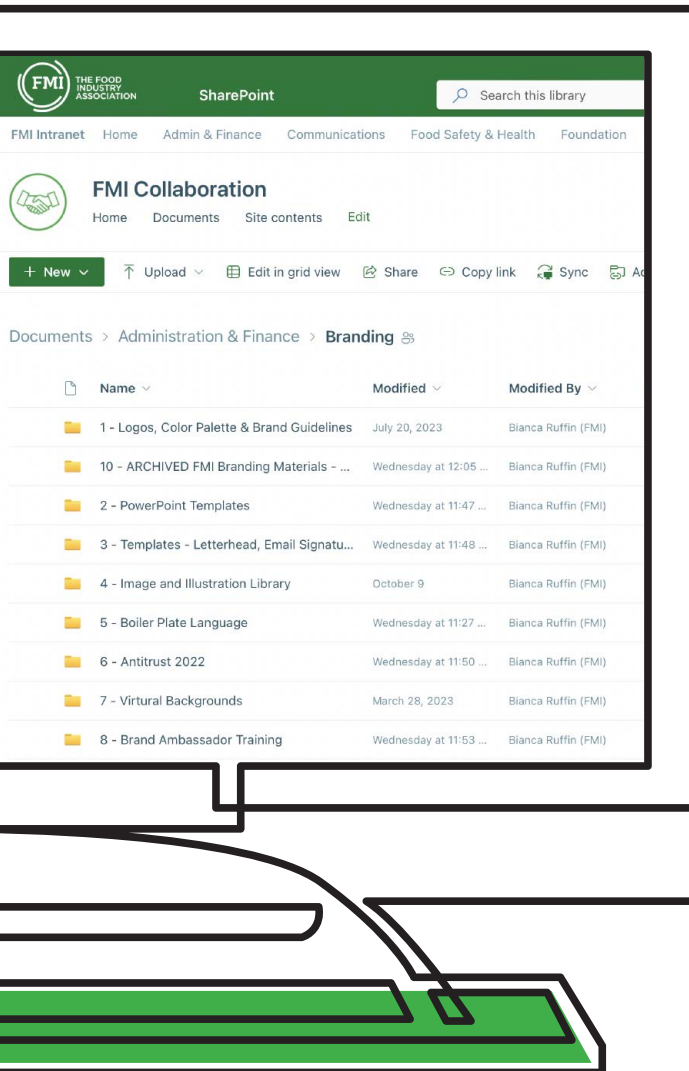
Powerpoint Templates

Virtual Backgrounds

AP Writing Style

Boilerplate

Email fmimarketing@fmi.org
for any branding assistance.





**THE FOOD
INDUSTRY
ASSOCIATION**

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