



Photo: Ph. Rokua UGGeopark



GEOFOOD STYLE GUIDE

An official brand from
MAGMA
GEO PARK
norway
www.geofood.no



GEOfood is an international brand for local food in UNESCO Global Geoparks.

Sustainable local food from unique geological areas.

Logo

- The GEOfood logo must not be changed. See examples on page 5.
- The GEOfood brand can be used together or combined with other quality brand or Geopark brand (recommended). See examples on page 12.
- **The UNESCO logo cannot be displayed in any commercial products!** But it can be use in leaflets or advertising without commercial purposes.
- The brand cannot be use for the promotion of any activities which are not aligned with the general UNESCO Global Geoparks values.



Original logo



Flat version



Outline version



Social media version



Minimum size 7 mm

Logo

The GEOfood logo has a simple recognizable shape, with a bright and clear colour as part of its identity. It is important for the brand development and identity that the guidelines are respected. We encourage the use of the original green colour.

Black or white versions of the logo can be used if colours are not possible, or the logo of the company require it.



Minimum size 35 mm



Minimum size 32 mm

Logo

A combination with the Magma Geopark logo that reflects and partly explains the origin of the GEOfood brand. Recommended use wherever possible.



Do not change shape of logo



Do not change color on logo

Logo

The logo must not be changed in any way! It is important for the brand identity that the guidelines are respected. We encourage the use of the original green colour. Black or white versions of the logo can be used if colours are not possible, or the logo of the company require it.



Logo colours



Pantone 375 C



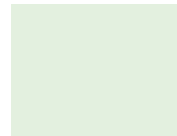
Pantone 355 C



Pantone 361 C

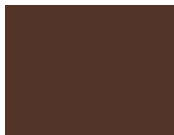


Pantone 361 C
Tint 70%



Pantone 361 C
Tint 40%

Supporting colours



Pantone 476 C



Black tint 80%

Colours

GEOfood has an easily recognizable bright green colour as its main logo colour. It is recommended used wherever possible.

Supporting colours are for use on other brand material.

SOURCE SANS PRO BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå

SOURCE SANS PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå

SOURCE SANS PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå

SOURCE SANS PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå

SOURCE SANS VARIABLE LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå

CAVEAT

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå

Font

Source Sans Pro and Caveat are Google font and can be downloaded from fonts.google.com.
These fonts are recommended used on all written material.



Pattern

The pattern can be used as a decorative visual element.
The pattern reflects the idea of area/land, and is recommended used in grey og brown.



Photo style

Whenever possible pictures should show happy producers, beautiful Geopark landscapes and delicious food. Green, natural colours are recommended. For example, add some green salad to an otherwise grey plate of meat. Pictures play a huge part in the development of the GEOfood identity.



What is **GEO**food

*Sustainable local food
from unique geological areas*

Folders and brochures

Example of front of GEOfood brochure.
An international brochure and local version is developed to be used by partners.
Please contact us for a design template.



EXAMPLES:



Food label

GEOfood products must have a strong connection with the local geological heritage, and specific brief information concerning this connection must be provided on the food products and in the GEOfood restaurant menus.

The origin of the raw material must also be clearly described on the label, again in connection with the geological heritage.

Minimum size



Example of multi-layer label:



Example of label with specific brief information:



Example of label with QR code:



Food label – expanded content labels

Examples of food labels with brief information about the food product/raw material.



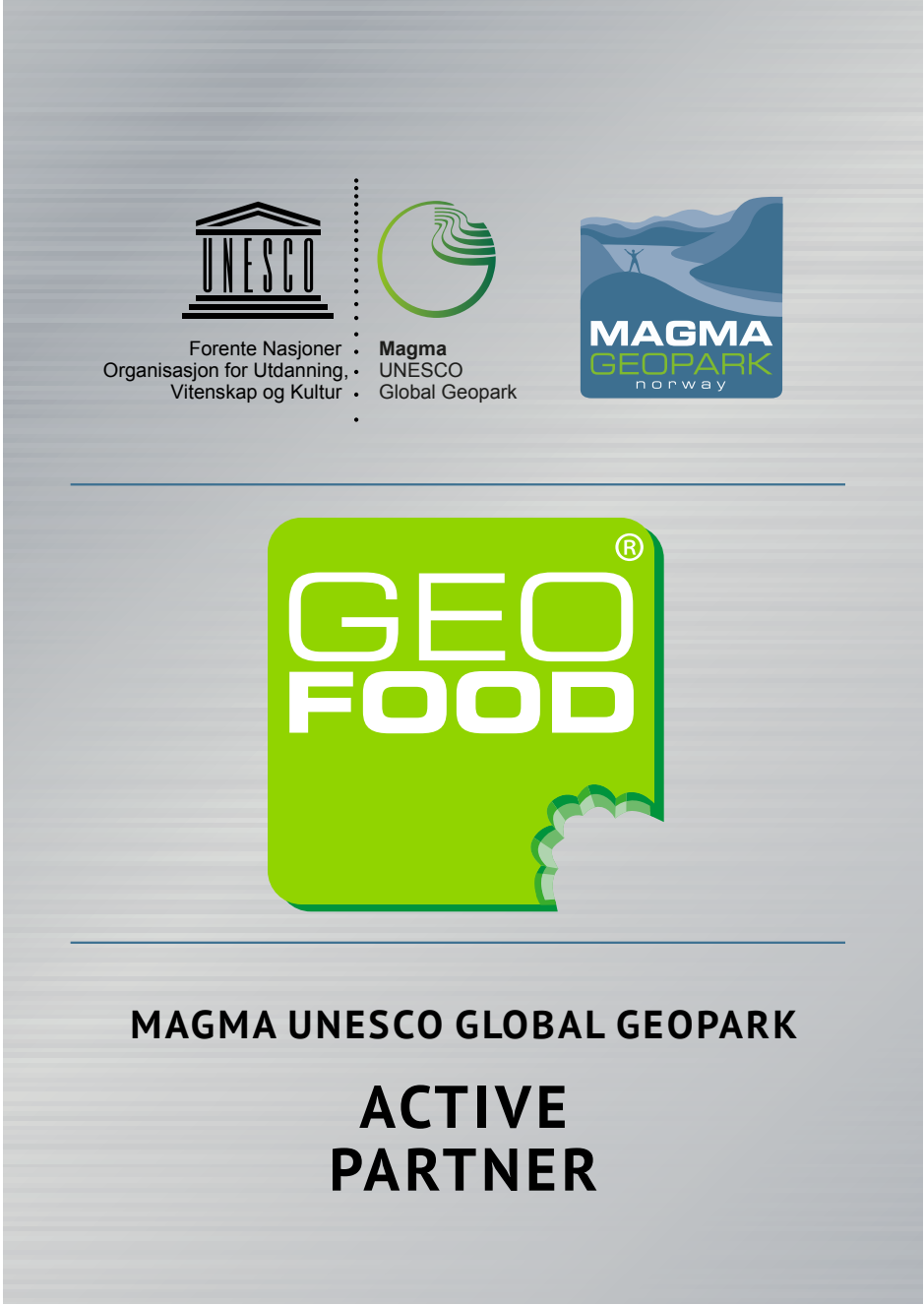
Logo on packaging

Examples of GEOfood lable on packaging.



Signs

Examples of GEOfood signs in use.



Active GEOfood partner sign A5

A5 sign for active partners.



Flags

Examples of flags.



Rollup

Examples of rollups.



Business card

Example of business card.



CERTIFICATE

THIS CERTIFIES THAT

(Name)

is a proud member of GEOfood.

Nis eumquam ellibus magnam rat et as asitio torepudae nos sequi cum estorem re, ommodipsae nem asped moluptum fugiti consecab im et lanima corem iniente pra valorunt. Ed quid ut iusdaec toriam, omniet ut enet officte cullaborro beatquas erit qui sa a venim restiosa suntior iorrore ctorem eatio. Nam quis ea is rem esti nihicil laboreicia dolo tem veris net, sitisci endiate platur? Elessitas eossunt, que molore mint ex estia nobita doles sequ. tiosa suntior iorrore ctorem eatio. Nam quis ea is rem esti nihicil laboreicia dolo tem veris net, sitisci endiate platur? Elessitas eossunt, que molore mint ex estia nobita doles sequ

GEOfood is an international brand for
local food in UNESCO Global Geoparks.
Sustainable local quality food from a unique geological area

(Signature)

GEOfood is an official Magma Geopark brand



Certificate

Example of certificate.



GEOfood logo on Geopark t-shirts

Example of t-shirts based on Magma Geoparks t-shirt.



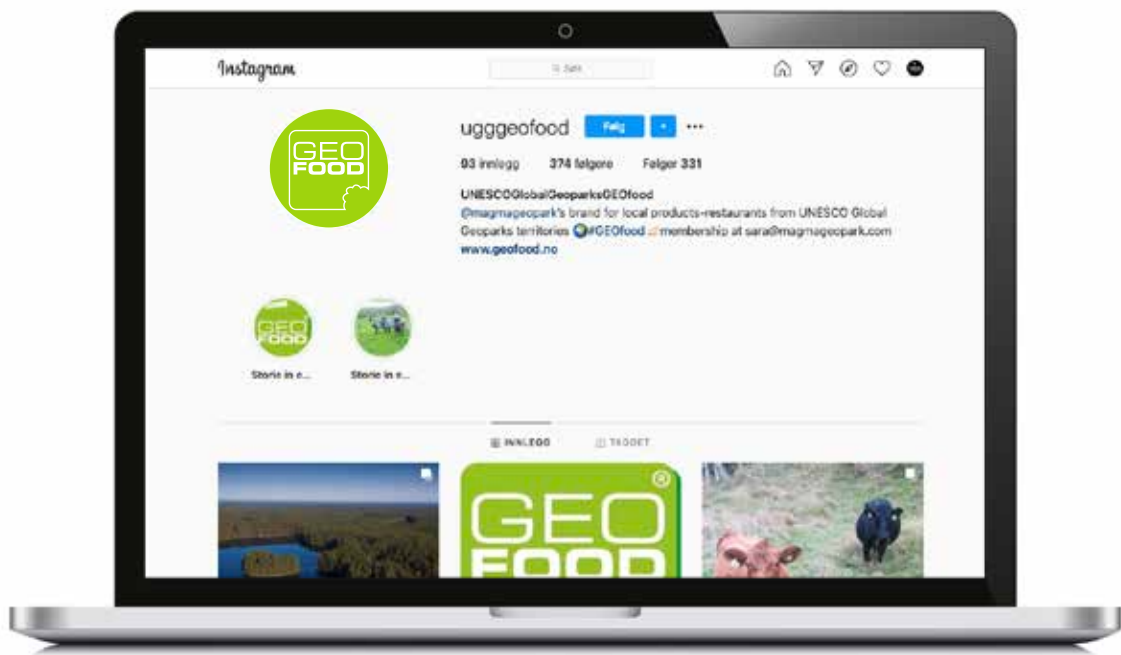
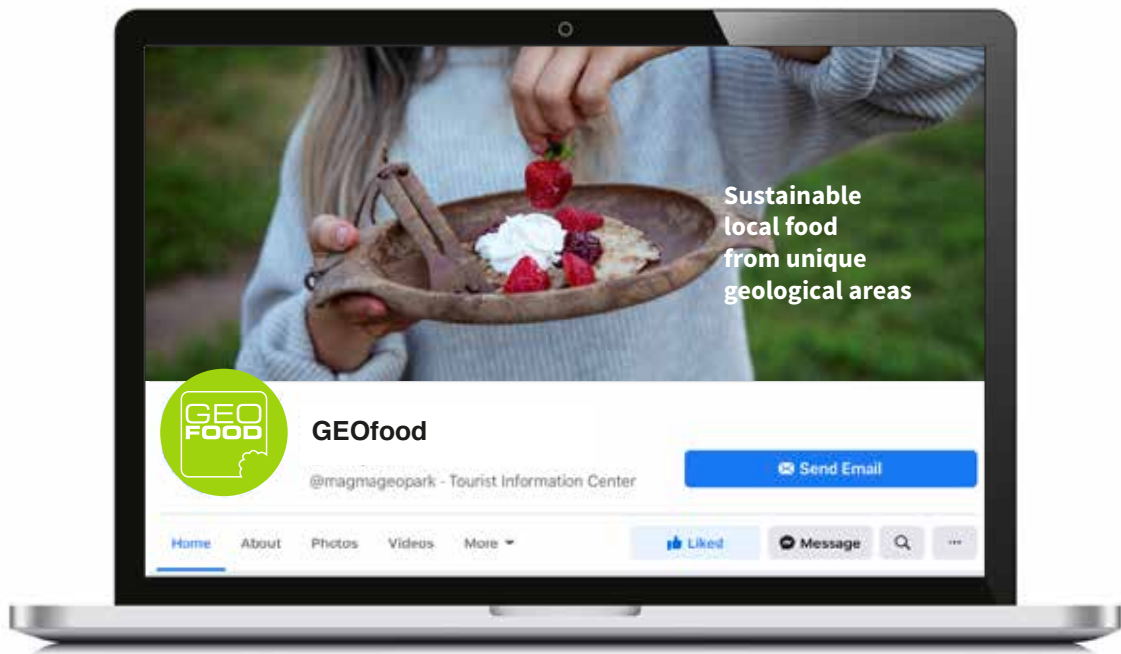
T-shirt suggestions

Example of t-shirt with text about GEOfood.



Various

GEOfood logo on various elements.



Social media

The GEOfood logo has a social media version of the logo to be used only on social media.

Kind regards

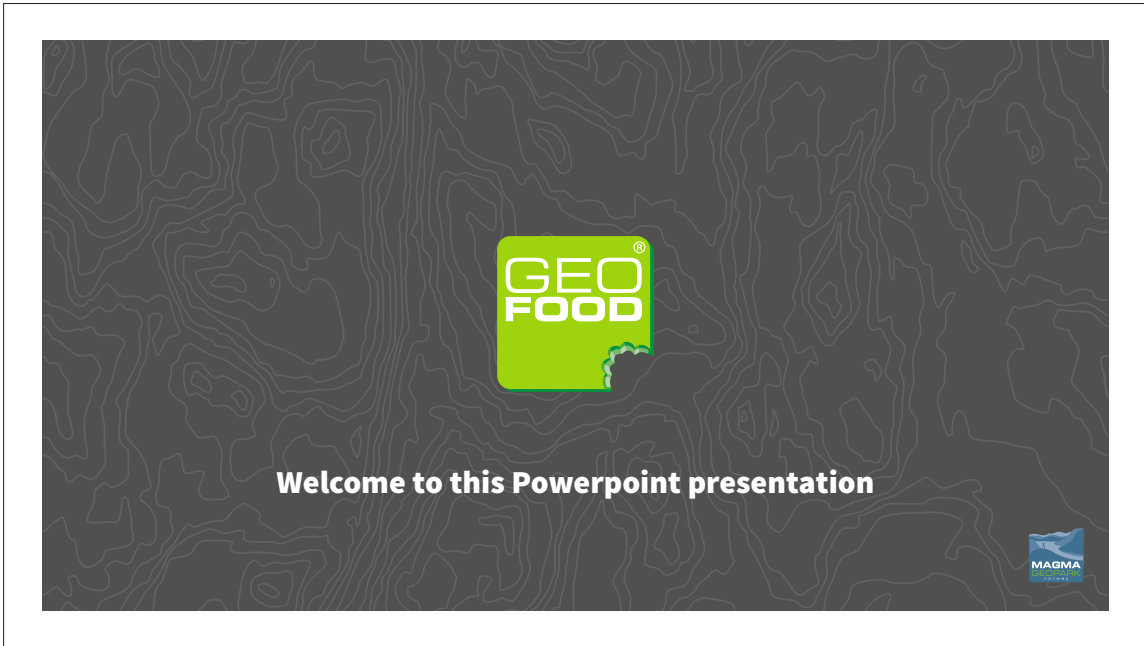
Sara Gentilini
Magma UNESCO Global Geopark
Elvegaten 23, Egersund, Norway.

magma-geopark.no
Mobile: +39 3400686922



E-mail signature

Example of e-mail signature.



Powerpoint

Example of Power Point presentation.



Photo: Vis Archipelago UGG



An official brand from
MAGMA
GEOPARK
norway
www.geofood.no

Any questions?

Please contact us if you have any questions:
sara@magma-geopark.com