



FoodDrinkTour
Brand Collection

FOODDRINKTOUR

DESIGN AND BRAND GUIDELINES

GLASGOW FOOD TOURS



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TABLE OF CONTENTS

SECTION 0 | INTRODUCTION

PAGE 4

SECTION 1 | CORPORATE LOGO

PAGE 6

SECTION 2 | CORPORATE TYPOGRAPHY

PAGE 10

SECTION 3 | CORPORATE COLOUR SYSTEM

PAGE 14

SECTION 4 | CORPORATE STATIONERY

PAGE 18

SECTION 5 | BRAND USAGE EXAMPLES

PAGE 20

SECTION 0 INTRODUCTION

THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent **FoodDrinkTour's** corporate identity. This includes our name, logo and other elements such as colour, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect **FoodDrinkTour's** commitment to quality, consistency and style.

The **FoodDrinkTour** brand, including the logo, name, colours and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the **FoodDrinkTour** name and marks.

SECTION 1

CORPORATE LOGO

The Logo Introduction
The Logo Application
The Logo Elements
Clearspace and computation
Incorrect Logo Applications

LOGO INTRODUCTION

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is

a combination of the the symbol itself and our company name – they have a fixed relationship that should never be

THE FULL LOGOTYPE

The FoodDrinkTour Masterbrand or Corporate Logo comprises two elements, the logo text and logo shape. The Logo text is strong, evoking strength of communication and the different points that influence.

The logo has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The typeface is Franchise and has also been chosen to compliment and balance perfectly with the logo shape.

The corporate logo is presented through the use of colour as well as shape and form. The two corporate colours are Orange and dark blue. It is a fresh and appealing blend of colours chosen for their strong combination – modern – classic – timeless.

The Colours have been selected according to international standards as shown below and are easily implemented.

THE LOGOTYPE



1) The general Logo

The main logo is the dark text on the orange background.

LOGO COLOUR VERSION



3

LOGO MONO VERSION



4

3) The Logo Colour Version

will be used in all cases if possible.

4) The Logo Light Version

will be used when the mono is the only option.

Recommended formats are:

.eps | .ai | .png | .jpg | .tiff

Attention:

Use of any stylized, animated, hand drawn or other versions of a inofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with FoodDrinkTour Trademark Licensing if you have any questions or need further help.

LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or

message can be positioned in relation to the mark. of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.



CLEARSPACE

Full Logo

Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should

Computation

To work out the clearspace take the 'O' from 'Food' at the finished size.



APPLICATION ON A BACKGROUND

LOGO A
Coloured Version



LOGO B
Mono Version



LOGO C
Mono Version



MINIMUM LOGO SIZES

Full Logo

Minimum Size: 10mm x 10mm



INCORRECT LOGO APPLICATIONS



1



2



3



4

DONT'S

- 1) Do not place the logo on a background colour other than the brand orange
- 2) Do not place the logo upside down
- 3) Do not stretch the logo
- 4) Do not spin the logo

SECTION 2 CORPORATE TYPOGRAPHY

The Corporate Fonts

Primary Font

Secondary Font

Font Hierachy

THE CORPORATE FONTS AND TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all FoodDrinkTour communications. We have selected

Franshise and Orkney, which helps inject energy and enthusiasm into the entire FoodDrinkTour communications, as the primary and secondary corporate typefaces.

PRIMARY LOGO FONT FRANSHISE

THE FONT

This font is to be used for the logo and can be used for headers in marketing materials.

F R A N S H I S E

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

TYPE EXAMPLES MONTSERRAT

Figures 0 1 2 3 4 5 6 7 8 9 0

Special Characters ! “ \$ % & / () = ? ; :
“ ¶ ¢ [] | { } ≠ ¡ ‘
Σ € ® Ω / ∞ · ‘
@ Δ ° ∂ , ≈
√ ∞ ... - ≤ < > ≥ ◇

THE CORPORATE FONTS AND TYPOGRAPHY

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SECONDARY FONT ORKNEY

THE FONT

This font is to be used for supporting text in all marketing materials.

O R K N E Y

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

TYPE EXAMPLES MONTSERRAT

Figures

0 1 2 3 4 5 6 7 8 9 0

Special
Characters

! “ § \$ % & / () = ? ` ; :
i “ ¶ ¢ [] | { } ≠ ¿ ‘
« » € ® † Ω “ ” / ø π • ± ‘
æ œ @ Δ ° ª © f ð , å ¥ ≈ ç
√ ~ μ ∞ … – ≤ < > ≥ ∼ > < ◇

TYPOGRAPHY AND TEXT HIERARCHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact

so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for

CONTEXT TEXT AND INNER HEADLINES	Caption Text	FoodDrinkTour Typo - Orkney Light 6 pt Type / 9 pt Leading
	Copy Text	FoodDrinkTour Typo - Orkney Light 8 pt Type / 11 pt Leading
	Headlines Copytext	FOODDRINKTOUR TYPO - Orkney Light - Capital Letters 10pt Type / 10pt Leading
HEADLINES AND TYPOBREAKS	Sublines Sections	FOODDRINKTOUR TYPO - Orkney Bold - Capital Letters 16pt Type / 16pt Leading
	Big Headlines	FOODDRINKTOUR - Franshise - Capital Letters 22pt Type / 28pt Leading
	Sequencer and Title for Marketing	THE HEADER - Franshise - Capital Letters 48pt Type / 54pt Leading

SECTION 3 CORPORATE COLOUR SYSTEM

The Corporate Colours
Primary Colour System
Secondary Colour System

THE PRIMARY COLOUR SYSTEM AND COLOUR CODES

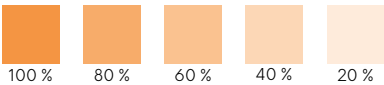
Colour plays an important role in the FoodDrinkTour corporate identity program. The colours below are recommendations for various media. A palette of primary colours has been developed, which comprise the “One

Voice” colour scheme. Consistent use of these colours will contribute to the cohesive and harmonious look of the FoodDrinkTour brand identity across all relevant media. Check with your designer or printer when using the

PRIMARY COLOUR SYSTEM

Explanation:
The FoodDrinkTour Company has two official colours: Orange and Dark Blue. These colours have become a recognizable identifier for the company.

Usage:
Use them as the dominant colour palette for all internal and external visual presentations of the company.



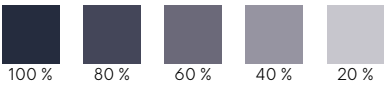
PRIMARY COLOUR ORANGE

COLOUR CODES

CMYK : C0 M50 Y78 K0
Pantone : 715C
RGB : R244 G150 B68
Web : #f49644

COLOUR TONES

THE GRADIENT



PRIMARY COLOUR DARK BLUE

COLOUR CODES

CMYK : C89 M76 Y47 K54
Pantone : 442C
RGB : R37 G44 B63
Web : #252c3f

COLOUR TONES

THE GRADIENT

SECTION 4 CORPORATE STATIONERY

The Company Letterhead
The Company Business Cards
The Envelope
Logo Placement

THE COMPANY LETTERHEAD

PARAMETER

Dimensions	Weight	Print
297 x 210mm DIN A4	120g/m Uncoated white	CMYK

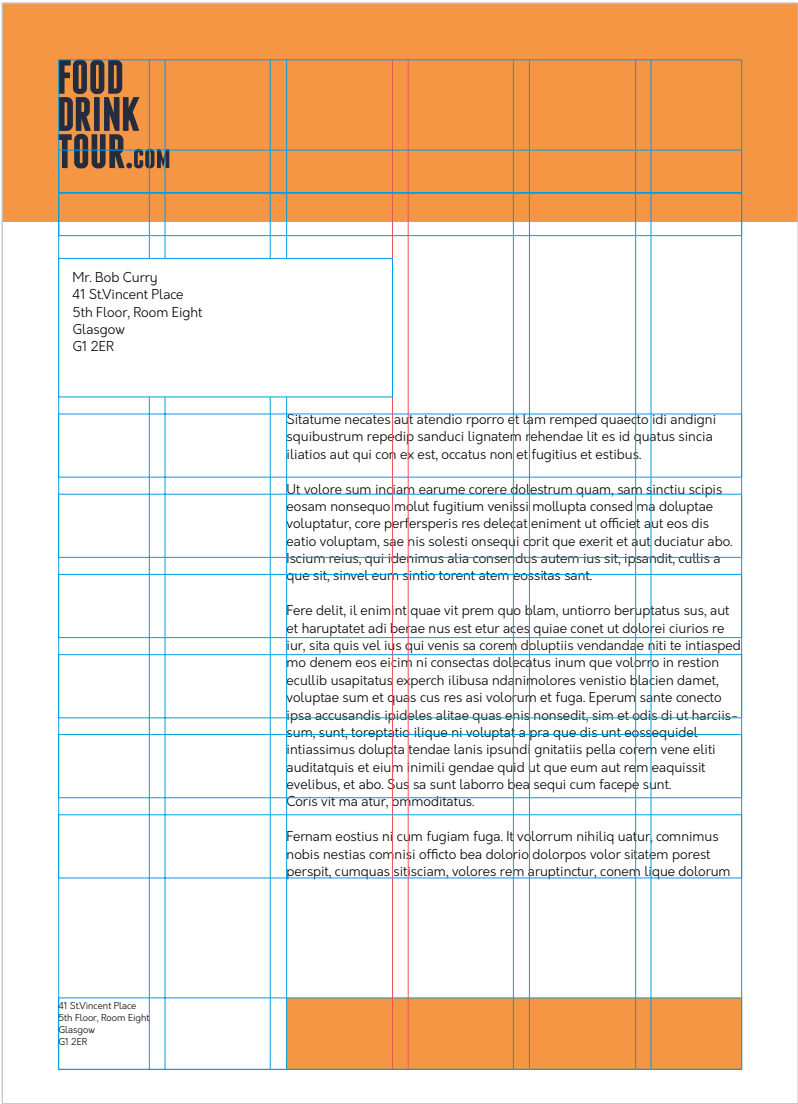
THE COMPANY
LETTERHEAD

Explanation:

This shows the approved layouts with the primary elements of the FoodDrinkTour stationery system for the front- and backside of the letterheads.

Usage:

The letterhead will be used for all official communication that is going out of FoodDrinkTour company.



THE COMPANY BUSINESS CARDS

PARAMETER

Dimensions

85 x 55 mm

Weight

400g/m

Uncoated white

Print

CMYK

THE COMPANY BUSINESS CARDS

Frontside



Explanation:

This shows the approved layouts with the primary elements of the FoodDrinkTour stationery system for business cards.

Usage:

The business cards will be used for all official contact and communication of FoodDrinkTour company. Insert the FoodDrinkTour letterhead and send

Backside



THE COMPANY ENVELOPE

Explanation:

This shows the approved layout with the primary elements of the FoodDrinkTour stationery system for envelopes.

Dimensions

220 x 110 mm

Weight

400g/m Uncoated white

Print

CMYK



CORRECT LOGO PLACEMENT

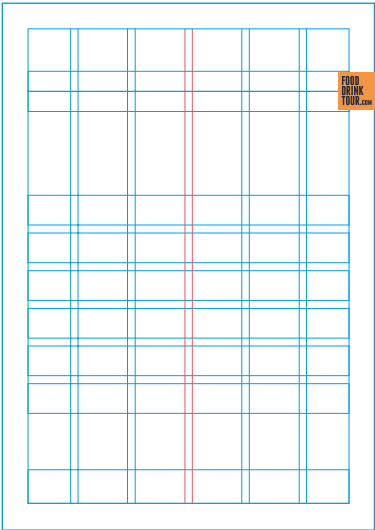
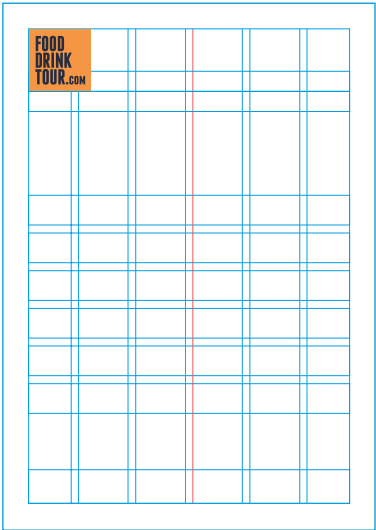
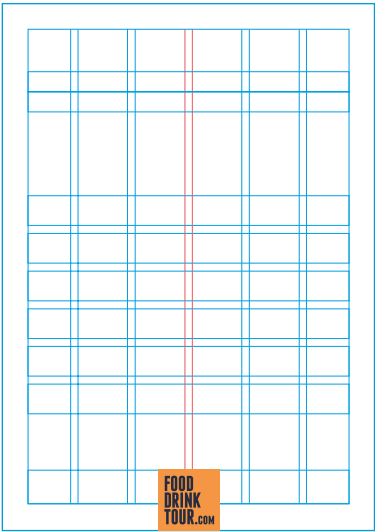
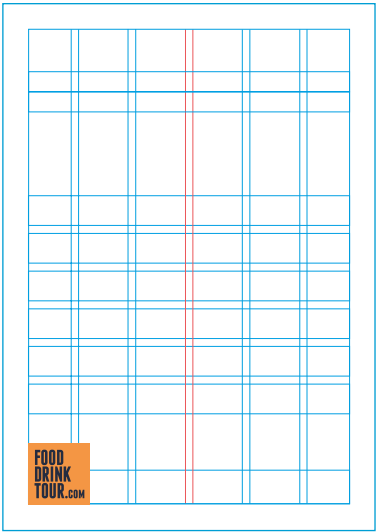
PARAMETER

Example
297 x 210mm
DIN A4

THE LOGO PLACEMENT

—

Explanation:
To place the FoodDrinkTour logo in the correct way please use one of the approved styles that are shown on the right. To place the FoodDrinkTour logo in other ways is not allowed.



SECTION 5

BRAND USAGE



15% DISCOUNT CODE INSIDE

FOOD
DRINK
TOUR.COM

THE GLASGOW

COOKBOOK

LOCAL RECIPES FROM 12 OF GLASGOW'S TOP CHEFS
THAT YOU CAN EASILY MAKE FROM HOME

UBIQUITOUS CHIP • CAFE GANDOLFI • OX & FINCH • ROGANO • STRAVAIG









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