

## **Brand guidelines**

November 2020

### Logo

Our logo should feature our brand strapline, however, we can remove this when needed.

The colours of our logo should **not** be altered, and always should be shown on a white or light coloured background for legibility reasons.

#### Minimum size

The recommended minimum size of the logo is a width of 20mm for print applications and 76 pixels for online applications. The strapline should be removed for any usage under 50mm.

#### **Exclusion zone**

The exclusion zone is the height of the V in Vegan Society. No typographic or graphic elements can encroach on this space. This is the minimum amount of space but more is advisable.

#### Sponsor Logo

Our sponsor logo has been created to supply to individuals or businesses receiving funding or sponsorship from us.



With strapline





20mm

Minimum size

Exclusion zone

The V with the sunflower can be reproduced as a standalone mark.

#### Minimum size

The recommended minimum size of the mark is a width of 20mm for print applications and 76 pixels for online applications.

#### **Exclusion zone**

When the V mark is not placed in a circle the exclusion zone is the width between the petal as shown. No typographic or graphic elements can encroach on this space. This is the minimum amount of space but more is advisable.

#### **Circle Execution**

When the V mark is placed in a circle the exclusion zone is approximately the height between the petal as shown. No typographic or graphic elements should encroach on this space. The V mark must never touch the edges of the circle. There must always be breathing space around the mark.



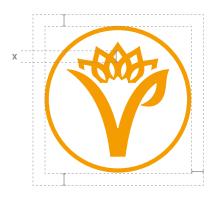




Exclusion zone

20mm Minimum size





Exclusion zone

It is suggested that the V mark is reproduced primarily in these colours:

### Green and orange, Orange, Green, Black, White

The white version of the mark can be placed over photography. The elements of the photo must not be too light or complicated. A simple photographic background or a background that creates sufficient contrast is required to ensure eligibility and maximum standout The white version of the mark must be produced at 100% white with no transparency. When resizing the mark always keep the same proportions and do not distort it in any way.









TYPOGRAPHY

### **Primary Font**

### **Museo sans**

Museo Sans is The Vegan Society's main font. By being set differently it feels modern and bold.

Museo Sans can be used for body copy, sub headings and titles.

It is recommended to use Museo Sans 300 or 500 for body copy and for longer passages of text. Museo Sans 700 can be used for sub headers, short passages of text in standard sized publications (e.g. A4 and A5), or to highlight important information. Headlines should also be set in 700.

It is preferable that body text is left aligned.

At the designer's discretion, other weights of Museo can be used.

Please follow the table below for more guidance.

#### Museo 100

AaBbCcDdEeFfGgHhliJjKkLlMmNnOoPp QqRrSsTtUuVvWwXxYyZz 0123456789

Museo 300

AaBbCcDdEeFfGgHhliJjKkLlMmNnOoPp QqRrSsTtUuVvWwXxYyZz 0123456789

#### Museo 500

AaBbCcDdEeFfGgHhliJjKkLlMmNnOoPp QqRrSsTtUuVvWwXxYyZz 0123456789

Museo 700

AaBbCcDdEeFfGgHhliJjKkLlMmNnOoPp QqRrSsTtUuVvWwXxYyZz 0123456789

#### Museo 900

AaBbCcDdEeFfGgHhliJjKkLlMmNnOoPp QqRrSsTtUuVvWwXxYyZz 0123456789

# The quick brown fox jumps over the lazy dog

### Subheadline goes here

Luptatus tiatis in res autemposam, odi berrum aut pos et apel es doluptibus. Gendaer natintis volupta tempel is nonseque molorepere voluptiis qui dolorep lestrum endic temporro et acerror rorent autemporibus natiur sam excerore one volor sus. Alibus mi, occabor ehenis et vid qui volorent parupta volestibus dolo cus digeniet exero quis idem quam, sed quas accusci ligenes

Style	Weight	Size	Leading
Headline	700	47	51
Subhead	700	11	14
Body	300	8.5	14

### **Primary Font**

### **Museo Slab**

The secondary typeface is Museo Slab.

Five weights including all italicised versions of these weights can be used. Museo Slab is mainly to be used for headlines and titles. It can be applied to shorter passages of text with discretion.

For most titles a weight of 300 or 500 is recommended for standard sized publications (A4 and A5).

It is preferable that body text is left aligned.

At the designer's discretion, other weights of museo can be used.

Please follow the table below for more guidance.

Museo Slab 100

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp QqRrSsTtUuVvWwXxYyZz 0123456789

Museo Slab 300

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp QqRrSsTtUuVvWwXxYyZz 0123456789

Museo Slab 500

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp QqRrSsTtUuVvWwXxYyZz 0123456789

Museo Slab 700

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp QqRrSsTtUuVvWwXxYyZz 0123456789

Museo Slab 900

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp QqRrSsTtUuVvWwXxYyZz 0123456789

# The quick brown fox jumps over the lazy dog

### Subheadline goes here

Luptatus tiatis in res autemposam, odi berrum aut pos et apel es doluptibus. Gendaer natintis volupta tempel is nonseque molorepere voluptiis qui dolorep lestrum endic temporro et acerror rorent autemporibus natiur sam excerore one volor sus. Alibus mi, occabor ehenis et vid qui volorent parupta volestibus dolo cus digeniet exero quis idem quam, sed quas accusci ligenes

Style	Weight	Size	Leading	
Headline	700	47	51	
Subhead	700	11	14	
Body	300	8.5	14	

# Alternate Font Trebuchet

When Museo is not available, we use **Trebuchet**. This is a standard font for email communications and Microsoft Office software, such as PowerPoint and Word.

### Trebuchet Regular

A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o P p Q q R r S s T t U u V v W w X x Y y Z z 0123456789

**Trebuchet Bold** 

A a B b C c D d E e F f G g H h l i J j K k L l M m N n O o P p Q q R r S s T t U u V v W w X x Y y Z z 0 1 2 3 4 5 6 7 8 9

**Remember!** Only use this font when Museo Sans is unavailable

# The quick brown fox jumps over the lazy dog

### Subheadline goes here

Luptatus tiatis in res autemposam, odi berrum aut pos et apel es doluptibus. Gendaer natintis volupta tempel is nonseque molorepere voluptiis qui dolorep lestrum endic temporro et acerror rorent autemporibus natiur sam excerore one volor sus. Alibus mi, occabor ehenis et vid qui volorent parupta volestibus dolo cus digeniet exero quis idem quam, sed quas accusci ligenes.

Style	9	Weight	Size	Leading
Head	dline	Bold	46	51
Subh	nead	Bold	11	14
Body	/	Reg	8.5	15



### ILLUSTRATIONS

BRAND GUIDELINES

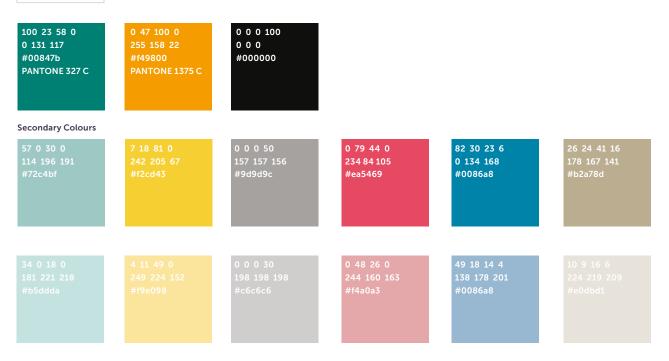
### Colour palette

Expanding on our current colour palette, we selected additional accent colours. This bright and bold colour palette is designed to enhance current colour schemes and allow creative flexibility, while maintaining a strong link to the original brand colours.

A clever use of colour helps to achieve a more compelling, modern and approachable look to our comms.

#### **Primary Colours**

0 0 0 0
255 255 255
#ffffff



HEX #85764f

Primary Colours				
	CMYK       100 23 58 0         RGB       0 131 117         HEX       #008275         PANTONE       327 C	CMYK       0       47       100       0         RGB       255       158       22         HEX       #ff9e17         PANTONE       1375       C	CMYK 0 0 0 100 RGB 0 0 0	CMYK 0 0 0 0 RGB 255 255 255
Secondary Colour		PANTOINE 13/3 C	HEX #000000	HEX #ffffff
	CMYK 71 22 67 5	CMYK 7 19 81 0	СМҮК 0 79 44 0	СМҮК 26 100 50 11
	RGB 80 148 108	RGB 241 203 69	RGB 236 84 105	RGB 171 0 78 HEX #ab004f
	HEX #50946c	HEX #f1cb45	HEX #ec5469	PANTONE 220
	СМҮК 100 23 30 1	СМҮК 56 0 29 0	СМҮК 82 79 40 40	
	RGB 0 138 171	RGB 113 202 195	RGB 58 51 79	
	HEX #008aab PANTONE 3135	HEX #71cac3	HEX #3a334f	
	CMYK 42 40 67 28	CMYK 15 7 23 0		
	RGB 133 117 78	RGB 225 227 206		

HEX #zz

# Our illustrations

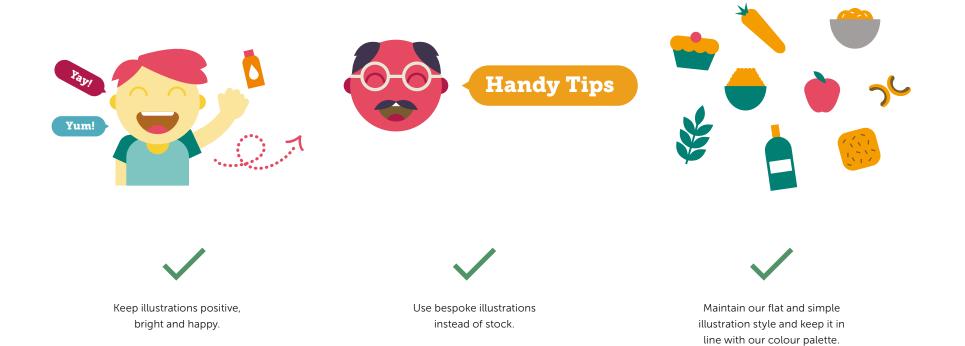
Our illustration style is **flat and simple**. Illustrations are eye catching, and bold thanks to the clever use of colour and simple lines. We avoid using overcomplicated, sketchy looking illustrations.

To maintain consistency, our illustrations are **carefully crafted** and bespoke to create a more personal, recognisable and unique brand feel.

We allow the use both outline and no-outline styles as long as the consistency is maintained.

It is vital to keep our illustrations **positive and happy.** Avoid portraying sad, negative characters that could affect the way our brand is perceived.











X

Do not use outdated stock illustrations or dull colours.

X

Avoid using overcomplicated, sketchy looking illustrations.

X

Keep illustrations engaging, bold and eye catching.





X

Current illustration: The illustration lacks colour, and does not relate back to our guidelines. New illustration: Our new illustration maintains our simple style and colour palette.

### Use of illustration within a campaign:

We should keep our illustration style consistent across all aspects of our brand, including campaigns. Our style utilises a flat style and bold colours, complementing our brand aesthetic, and therefore remains relevant to each topic.

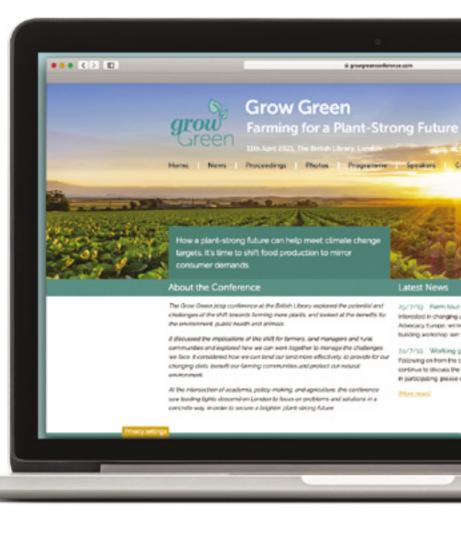
Where possible, illustrative elements can be used within the logo, however, further development can be introduced across other collateral.



#### Old Grow Green branding:

We must avoid introducing alternate illustration styles, colours and typography across any aspect of the brand.

New Grow Green branding:



17



PHOTOGRAPHY

### Photography style



Our photography is **authentic**, **inclusive** and **emotive**. In order to achieve this, the images focus on series of moments, which speak volumes about who we are and what we stand for.

In general, our imagery should inspire a feeling of **connection to nature**. Photographs should show a **celebration of the continuation of life and a respect for the environment**.

Animal, food and nature photography can be used to highlight veganism's connection to nature.

Our photography should focus on capturing the **real moments rather than an over-stylised, perfect world.** For instance, animals should be portrayed in a natural environment, food should be shown in a real home, and people should feel authentic.

When using people photography, different age ranges and cultural backgrounds should be represented to convey that a **vegan diet is accessible for all.** 

In general, our photography should feel **modern**, **lively, authentic and warm.** Good lighting, composition and colour vibrancy should be considered to achieve the biggest impact.

### General photography

In general, our photography should feel **modern, lively,** authentic and warm.

Our imagery should feel natural, should capture a moment and never feel like a stock shot. Good lighting, composition and colour vibrancy should be considered to achieve the biggest impact. We should show a diverse range of cultures, religions, age ranges and a spectrum of gender identities.























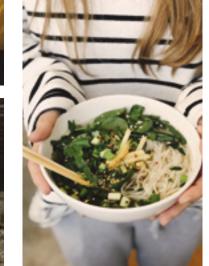


### Food, plants and nature photography

Images should highlight veganism's connection to nature. Photographs show a celebration of the continuation of life and a respect for the environment. Food should be shot in a real home environment and look appetising and colourful.

























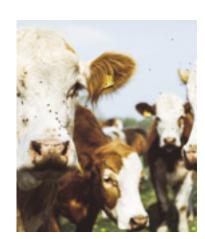




### Animal photography

The images used should enable the viewer to connect with the animal and highlight the value of all life. Images that can be used include wildlife photographs of animals taken in their natural habitat, animals with people in approved situations and close-up images. No images of animals in distress are to be used in publications.

Photographs of animals in farms should be avoided. However, farmed animals in animal sanctuaries can be shown. Care should be taken with stock photography of animals to find out where the image was taken to confirm that she/he is not a farmed animal. Where people and animals are pictured together the relationship shown should be respectful and animal should not be constrained by the person such as having their arms encircling him/ her but should be comfortable approaching the person.



























### Campaign logos

When creating a new logo for a campaign, it is crucial to utilise **brand colours, fonts** and **follow our illustration guides.** 



Old logo: Avoid using **overcomplicated** illustrations, fonts and graphics.



New logo: Use brand colours, typography and simple illustration.

#### Existing campaign logos:



Simple illustrations can feature within logo.



Use visually attractive, **bold** typography and vibrant colours to grab attention.





**Simple** graphic elements can enhance the design.

**Utilising our typography** adds to brand awareness and salience.

### Campaign guides

Our brand guides can be fairly flexible when applied to campaigns, especially since some of our campaigns are directed to an audience that may be put off by mention of veganism. In instances where The Vegan Society logo will be displayed as part of the campaign, the two elements **must always work together**.

It is essential that The Vegan Society logo and campaign brands work in harmony. Any communications must feature the masterbrand logo, placed on the left of the campaign logo. Please observe logo exclusion zones and minimum size rules.

To maintain the link between campaign brands and The Vegan Society brand, it is advisable to use **brand colours** and **follow illustration guides** when designing icons or illustrative elements.





The **Content** Th









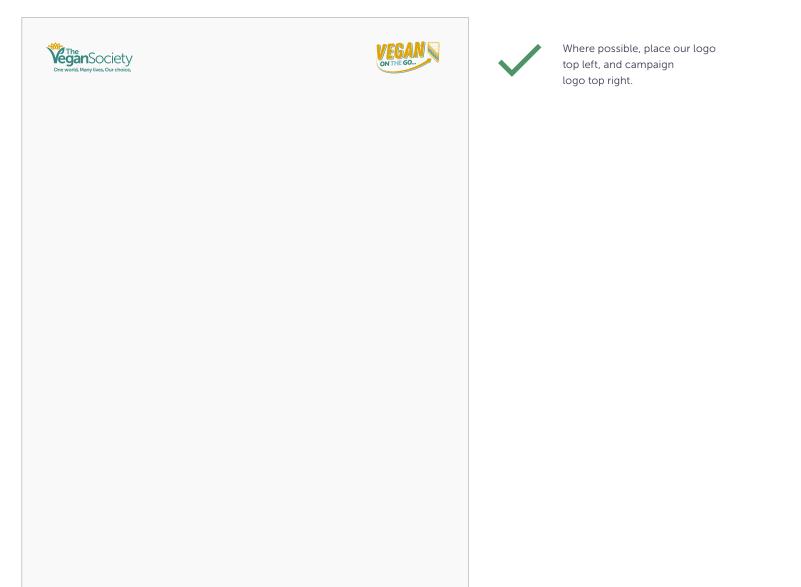


Our logo can be placed side by side with the campaign logo. In that instance it should always feature on the left side of the campaign logo.

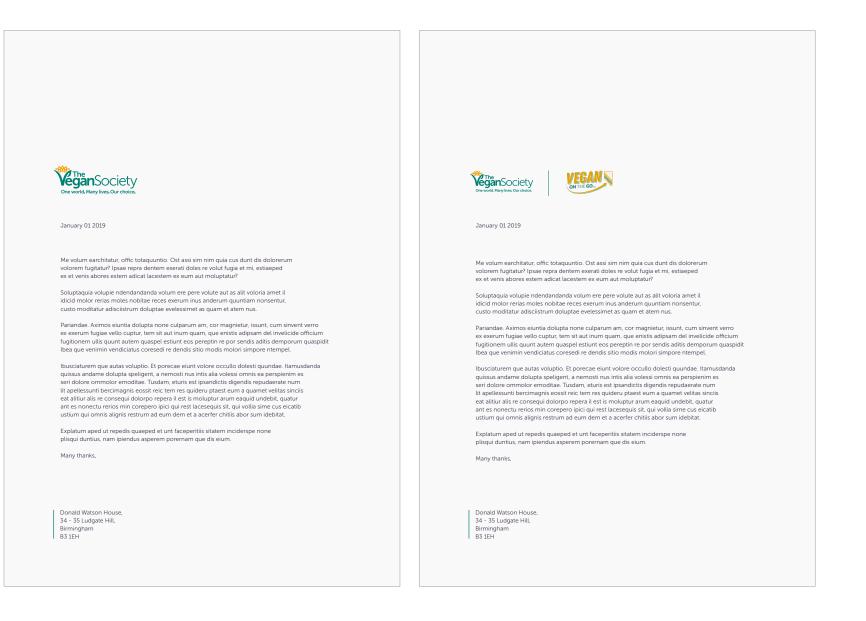


Please avoid big size differences. Logos should work in harmony and balance between them is to be maintained.

### Stationery



#### Letterhead





### **INFORMATIONAL IMAGERY**

theoriginalvegansociety

### **Style guides**

### Online advertising

Our online communication varies from simple banner ads and social media feeds to emails. Since online advertising space differs in size, we understand the need to have flexibility. The context of the ad is also incredibly important. To keep the consistency of the brand, it is vital to use our correct digital colour values. Call to action and any buttons are to be prominent within the design.

Online space is an incredibly busy environment, hence it's crucial to ensure as much visibility as possible. We can achieve this by using vibrant, not too busy, beautiful images, to attract as much attention as possible.

Try keeping the logo as visible as possible, especially on small digital formats. On rotating ads, keep the last frame for the logo and call to action. There is no need to repeat the logo on every frame before it.

For social media ads, word count quota is to be observed. Copy is to be clear and concise. Avoid overlaying text over images.





theoriginalvegansociety Katy Beskow takes us through a week's

worth of healthy habits to help reduce our food-related carbon

### $\square$



#### 500 likes

theoriginalvegansociety Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididun

Add a comment...

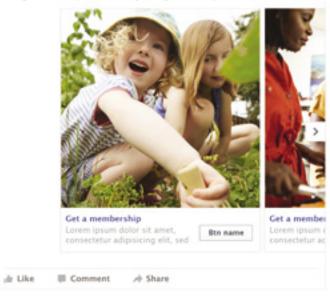
500 likes

Example Instagram ad

Add a comment...



#### A vegan wolrd is possible if we join together. #veganmonth



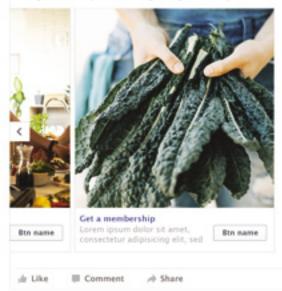


A vegan wolrd is possible if we join together. eveganmonth





A vegan wolrd is possible if we join together. #veganmonth



Example Facebook carousel

Static ad

Optatem excerrore deriore.

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Optatem excerrore deriore.

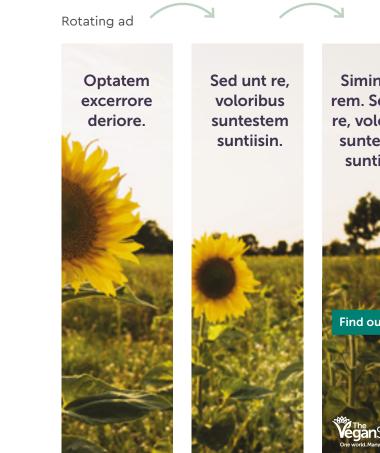
Rotating ad

voloribus

Sed unt re, suntestem suntiisin.

Simin non rem unt suntestem suntiisin.





Static ad

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eganSociety



VIDEOS



Video style guides

### Design for video

Our films and videos should reflect our values and inspire a feeling of **connection to nature**.

The tone of the video should be considered, and the footage should feel contemporary, lively and authentic. It's important to maintain good lighting, composition and colour vibrancy throughout the film.

Our videos should feature the appropriate **outro and name plates**, where applicable. Title safe area should be observed.

Outro should include our **logo**, in accordance to our logo guides and sizes.

If using **titles**, please refer to our typography guides and colour guides.



### MERCHANDISE

### **Best practice**

### Merchandise guides

Our merchandise should be carefully considered for their relevance to The Vegan Society. We should avoid items that are corporate and have no connection to vegan lifestyle.

Our brand should be associated with **practical** and useful items that have a positive impact on environment. It's important to consider relevance of the item to the target audience and how it will be used.

To ensure that our merchandise is **engaging and creates a positive impression** of our brand, we steer away from simply placing logos over blank items. We use our band assets in a creative way to achieve the most **visually attractive and engaging products**.

Ideally our t-shirts and jumpers should feel considered, cool and contemporary. We should avoid illustration, utilise a minimal colour palette and focus on typography.





Avoid illustration, keeping our designs cool and contemporary.

Avoid simply applying our logo onto corporate materials in an uncreative way.



Use minimal, complementary colour palettes.

Keep design visually attractive, with a focus on simple typography,



Avoid using oversized logos on blank items. Logo should always be **used in proportion and complement the design.** 



Some good examples of **practical and useful items** that carry relevance to The Vegan Society and our values. Both of the products are **considered and relevant** to our audience.



## PROFESSIONALS

## Professionals Introduction

When talking internally and to professionals, we often use copy-heavy documents. It isn't appropriate to use a lot of photography, so our flowing illustration style and use of colour become the focus. The illustration style has been tailored to be more sophisticated and appropriate for this audience.

When necessary, photography can be used if talking about something specific that requires visual support. All of the previous guidelines for our brand elements remain the same. The only other thing that changes is the hierarchy of visual elements.







# IN PRACTICE



### CLIMATE EMERGENCY POLICY BRIEFING

What individual and collective actions relating to food and farming can we take, to hit our crucial climate targets?

#### KEY FACTS

 The UN IPCC says that the world needs to reach net zero CO2 emissions by 2059, and net zero other GHG emissions (such as methane and nitrous oxide) by 2070.1

 GHG emissions are "beked into" global systems: many people cannot avoid generating significant emissions at present.

 Co-ordinated and substantive actions by Government - and the largest institutions, corporations, and land managers - are utilit for net area emissions.

 The Joseph Rewriters Foundation found that the rights1120 of households in England are responsible for three times more CO2 emissions from transport, tower and boushold energy use than the most deprived 15% of UR neuroscholds.2

 People living below a Real Living Income have less freedom to make GHG cuts.

• If you are able to commit to a plant-based diet, you make a major contribution.

#### Climate emergency

We are facing a climate emergency. Tool holds one of the lengt to a solution. Our food system accounts for a large portion of our emissions. Any effective exections to the climate emergency involves removing the university emission's holds.

We must achieve net zero emissions, as set out by the UN intergovernmental Panet on Comate Change (IPCC). According to the IPPC, this means that all sectors must make "Step emissions reductions" 3.

Offsetting is required in addition to strong action in every sector, rather than in place of it.4 Collectively, we need to make radical changes.

Exhibit Nationa Intergover Internation Print Charge (IPC) 2008 Special Report Good Remming of (17%) 395 Summary for Policy Makets Impo 2 annuages, introductionates Summary for policy makets' accessed 285555008

2 Joseph Teachaine Non-Kennen 1995 Standmann of Carlier Environment in the UK Institution, For Sciences Strange Fabley "High Stream on explorition-fitted" Biotherin Standman, J., and carlier, annual and an application, for James Annual, Jack Sciences 2015;12(1): 3 July 2015;2016.

Startionagh P. Againty P.K. Nadata A. et al. 2018 Terrary prentinaar yalemataria of mail takes, Mr. sales, segmataria and especie in He VK. Cones. Ouropa 13: 175 Heye, Teles any 10:1015/02184 404 1380 / accessed 30/0218.

4-hors. J. & Namicoli, T. (2018). Reducing food's environmental impacts through produces and comunities. Science. 36(3):367–366. Increased 30(3):328

## VeganSociety

#### CRYNODEB O'R POLISI:

Galw am opsiynau sy'n seiliedig ar blanhigion sy'n addas i Feganiaid ar fwydlenni'r sector gyhoeddus pob dydd.

l legenieid: Mae legeniaeth yn cael ei gydnabod fel cred warchodedig ac mae g feganiaid yr hawl i gael mynediad i fwyd gweddus, maethlon.

I'r Amgylchedel: Gall opslynau sy'n selledig ar blanhigion haneri'r CO2 a ddaw o fwyd

 Er mwyn ein heichydl Bydd adeladu cydnabyddiaeth o brydau iach yn annog mw ddefnydd o fwyd sy'n uchel mewn ffibr ac isel mewn brasterau dirlawn.

I bewilt: Mae bwydydd sy'n selledig ar blanhigion yn gynhwysol ac yn bleserus i bawb.

#### PWY YDYM NI A BETH RYDYM YN EI WNEUD

Mae fegantaeth yn Rondd o fyw sy'n celsio eithnio, cyn bellad a phosib ac yn ymarfenid, unrhyw falh o greutondeb llwig al amfellaid am fwyd, dillad neu unrhyw fwrgas anall.

Web1's setydlu yn (344, mae'r Cymdeithes, fegan yn eiusen addrysadol, ymgyrchel ac einolaethol, Rydym yn cymryd ymagweidt sy'n tarliedig ar dystolaeth i annog polisiau sy'n anelu al tyd mwy fegan.

Maie dros 605.000 o teganiaid yn y DU ac mae'r nilwr tynny yn dybu piob dwy flynedd. Fodd bynnag, mae'r maernen, fynny mae'r Feganiad yn ou plotus andlannyn yn falenion y'n efferthio ar bob dinesydd, fel y dehydd a'r gandinniaeth o anlolaid, newid yn y hinnawdd, a'r hynwyddiad a darganiaeth o diolaiu Regen i echyd o'roeddur.

#### ARLWYO I BAWB

Has'r gyndeithas tegar wedi tod yn gwetthio an iawer o flynyddoedd i wetty'r dargarlaeth i teganiaid mewn gwotanol iafytfacedd:

Mari angastebili o opcynau tegan teenni archfarchnadoebil a bwylai wedi cynyddu'n ddiwetoloir Nodd byrnag, mee llawer obod yn ei chen i'n'n modd dod o hyd i opsynau fegan yn y safloedd sector gynoeddus tynny ty'n darparu beyd i rai o'n dhragyddion mwyd begau.

Mae hyn yn golygu bod llawer o bobl, gan gynnwys plant, yn codi'r cyfe i gael grydau ain ddin, ac yn codi'r cyfe i gael, mynediael hwyd addas mewn adeg pan maent yn obynnu ar y wladwriaeth fw ddas ar.

vegansociety.com/cateringforeveryone

#### CYDRADDOLDEB AC IAWNDERAU DYNOL

CATERING

EVERYONE

Han fegariaeth yn angeloaddiad dogal o dan ddeddfau lawhdinna dynel a chydradoloideb. Felly, mae gan feganiaid yr anion hawlau i rhywun sydd yn dal credoau crefyddol.

Cadamhaodd antiwg o ddarpariaeth legan yn y sector gyhoeddus bod ilawer o ysgolion, ysbytai a chyrff eraill o'r wladaniaeth yn methu darpanu

ar gyfer feganwell. Mae glaet ysgol yn colli mus ar brydiw'n ami e dywedolae glenfon ysbyda eu lood yn ditynnu ar deulo - dod a bwyd iddynt, ac yn rhyddhau eu hunan yn gymar i ddychiedyd aderl i lwyta.

#### AMGYLCHEDD

Mae's cu well dadlau an ymgyrch fyd eang'i cynud lueg al ddel sy'n rhydd o go a llaeth, er budd en planed, a gall cymru gymryd yr awenau.

Gall der tegen leihau golyngedeu carbon ty'n gynylfredig 8 beyd i tyny at 505. Mae annant antietiad weid tod yn gyfrifol ann i tyny at 1823 o difwirar yr Arnason Mae'r coehargoedd yn Cad eu direthro er rhwyn tyfu bwyd i'r antietiaell ac



## A4 Info sheets

Copy-heavy communications can be lifted by using colour to pull out information.

Small illustrative elements can be used to support messaging where possible.

This keeps the piece of communication professional, while stopping it from feeling too dry.



Mean CHC employs

How can we respond?

produces a large climate impact.

planet.6

Moving toward plant-based farming and food systems is

essential for good, low carbon food. Part-based dets tend to have lower CHG emissions than low meat, pescatarian, or vegetarian dets, and half the emissions of typical British meat.

dairy and egg based dets. Adopting plant based dets could be one of the 'single biggest things' individuals can do for the

Second, British farmers often very upon imported food such as size for the animals which they farm, and this cenerates.

considerable quantities of extra protein in the form of soya.

Chicken and pigs cannot digest grass at all, so are fed solya-

and other food crops. Cirily a small portion of crops fed to animats in tarming, 32 percent on average, is retained in

meat, milk, and eggs.7 This means more land use, water use,

fertiliser use, and emissions per calorie of animal source food. Plant-based food production - eating crops finst-hand

ourselves - is usually more efficient, and therefore produces

a climate impact. Cows farmed for their milk may be fed

Why? First, numinant animals buch as cattle and sheepi release large amounts of methane, a powerful greenhouse gas. With so many cattle and sheep being familes, this

## A5 Report

Copy-heavy reports can be helped by employing the use of our colour palette to add visual interest and break up large passages.

#### FINAL REPORT

### PATHWAYS TO VEGANISM

**Exploring Effective Messages** in Vegan Transition

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the HE University

Even a small amount of colour can aid navigation and liven up a document. Having copy in two columns shortens line lengths and makes it easier to read.

#### 1. Executive Summary

Veganism as a practice is growing in the UK. In the last decade veganism has had increased visibility in mainstream media and there has been a rapid expansion of vegan-friendly products in the marketplace. 'Celebrity vegans', media coverage and public information about the relationship between animal agriculture and climate change. health issues linked to meat and dairy consumption, food scares and the treatment of animals in the animal agriculture system have all contributed to changing attitudes towards veganism. in a move welcomed by some vegan advocacy organisations, Public Health England advice on eating healthily changed in 2016 to highlight non-meat sources of protein and to emphasise food products that are considered more environmentally sustainable. NHS public guidance states that a well-planned vegan diet can meet the nutritional needs at all life stages, a position echoed by the British Dietetic Association (BDA) in 2017. Recent polls suggest that the number of people in the UK who identify as vegan continues to grow although there is a marked difference in terms of gender, with women accounting for around two thirds of the vegan population in the UK.

Despite the increase in media coverage and greater public information on meat and dairy consumption and its. impacts on climate change, human health and animal welfare, knowledge about these issues remains low inthe peneral population. Coupled with this, outparal and social norms. established in the post-war period of

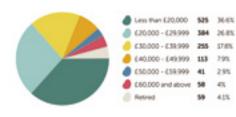
the twentieth century have reinforced meat and dairy consumption patterns. in the UK. Cheap food and particularly cheap meat products, a result of the intensification of the animal agriculture industries, have further normalised meat. consumption. Veganism continues to be misunderstood, vegan stereotypes remain evident in popular culture and despite its growth, veganism remains a minority practice.

This research project was developed with funding from The Vegan Society and Edge Hill University. The research aimed to gain insights into how nonvegans perceive and understand veganism and vegans, with a focus on vegan eating practices. Adopting a mixed methods approach, the research involved a guestionnaire, household interviews and focus groups. In academic terms this is a small-scale study but has produced a rich and broad dataset.

The findings from this project tell us. that the perceived barriers to veganism include cost, concerns about nutrient and calorie deficiencies, convenience, the time it takes to read labels to identify animal ingredients, the time it takes to cook from scratch, perceptions of veganism being restrictive, that vegans are unhealthy, and that meat and dairy consumption is natural. Of these, convenience and health concerns predominate in discussions about difficulties associated with veganism. Concerns over nutritional deficiencies and concerns related to a pre-existing health condition were significant. 31% of guestionnaire

Use our softer shapes and colour palette to house headers, tables and page numbers. This relieves the possible fatigue of reading pages of black copy.





The median annual income in the UK, according to the most recent Annual survey of Hours and Earnings, is £29,669 IONS 2038: Although it is not possible to calculate an accurate

median for our sample due to the use of wage band categories, 63.4% of the sample earned under E30k perannum. This means that the median of our sample was lower than the UK

median. The guestionnaire also asked participants to name their occupation.

59 4.1%

4%

These results were coded using the categories of the Office for National Statistics, known as the Standard Occupation Cassification. These results are presented below including. a comparison with the national average sizes of these occupational. classifications.

Administrative (# Decretarial	149	34.7	10.4	
Carling, Latisure & Other Services	78	8.6	8.2	
Process, Plant & Machine Operative	-	1.0	6.4	
lates & Californian Services	64	2.6	2.6	
805	11254	189	99.8	
Rudert Phil Student	24			
Product and Arment	~			
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the codeches war				
Tetal				
Total	5435			



\$23.87 A.L.M.

COLOUR

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# Colour palette

Our professional colour palette expands on the palette outlined in section 1 by using tints of the primary and secondary colours. This keeps the illustrations within the brand style, whilst simultaneously allowing them to have a distinct and sophisticated feel.

### Primary Colours





# PHOTOGRAPHY

Sauce Barth



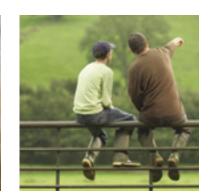
## General photography

The photography for the professional audience should follow the same rules as the main imagery. The images should feel **modern, lively, authentic and warm**. Whilst the subject matter might change, we should always showcase a diverse range of people. Here we are talking to industry professionals, so the imagery should be selected to reflect this.





















# Food, plants and nature photography

The photography should always support the message, whether that is celebrating the continuation of life, respecting the environment or showcasing a specific crop or food. Crops should be shot in a farm environment and look appetising and colourful, they should never be cut-outs.

It is also our policy not to use images of animals where we cannot identify their location. We should know that the animal is being cared for in a named animal sanctuary or know something of its circumstances so we can be confident that the animal is not a victim of exploitation. Animals with ear tags are permissible as it is a legal requirement in the UK that animals are tagged, even if they are cared for in a sanctuary.





















# ILLUSTRATION

# Our illustrations

Much like the consumer-facing illustration style, our professional illustrations are **flat**, **simple and sophisticated**. Examples shown are from our Grow Green campaign and consist of interpretations of farming vistas, crops and equipment. All the illustrations are made from block shapes and are tied together with a consistent flowing line, influenced by our logo. The flowing line brings detail as well as a softness that speaks to cycles and growth.

To maintain consistency, our illustrations are carefully crafted and bespoke to create a more personal, recognisable and unique brand feel.

As the most distinctive element of our look and feel, the illustrations are the heroes and should feature in the most prominent place of any piece of communication, whether that be a poster, website header or leaflet cover. That way people will always recognise that it's us. Where appropriate, individual illustrations can be used to highlight a point. An example of where these might be used is on a page of a leaflet or booklet.







EN P



Use minimal colours from our palette in an illustration, making sure the green line stands out.

Maintain our flat and simple illustration style with a flowing line.

Use bespoke illustrations instead of stock.

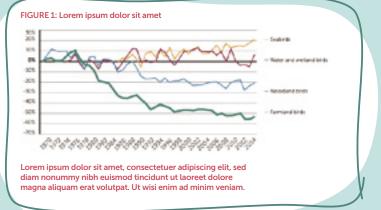


# GRAPHIC DEVICES

NP

When information needs to be held or highlighted on a piece of communication, it may require a holding device. On this page are a few examples that have been created to give an idea of how our flowing line and flat colours can be used to create devices. These devices can pull out a piece of copy, house a supporting photograph or create a stand out space for a graph to sit within.





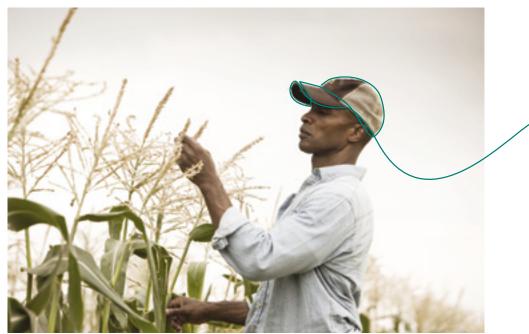
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Make sure that the flowing line and shape doesn't obscure any information in the item being held.

# Photography and illustration working together

To help the photography work with the illustrations, we can run our illustrative line over an element of the image. This line might run from a holding device or simply come in off the side of the image as in the examples below.







IN PRACTICE

## Website header

Here we use photography as the hero. The information that needs highlighting is pulled out in a holding device with a contrasting colour to help it stand out.



## Leaflet

Here we use photography as the hero on the front cover. Inside, holding devices pull out tables and graphs. The imagery can be full bleed or held in a device. These spreads show how the look and feel can be flexed to suit any content.

# grow Green Solutions for the farm of the future

#### THE DIAGNOSIS: A BROKEN FOOD SYSTEM IN NEED OF FIXING

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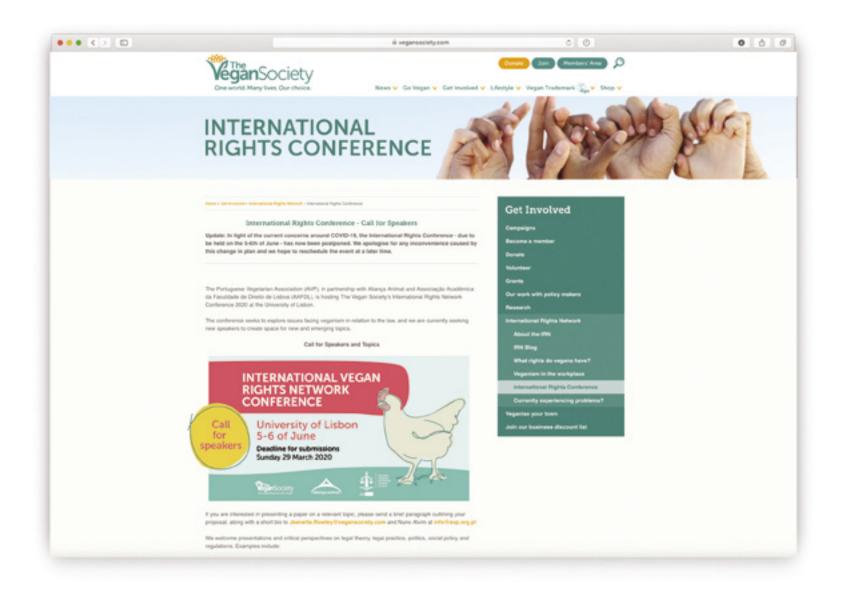
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## Website banner

Small illustrative elements can be used to support messaging where possible, to make it look more interesting. The call to action is pulled out in a holding device with a contrasting colour to help it stand out.



# Thank you