

# AHDB EXPORTS

Brand guidelines for  
external agencies



AHDB

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# The essentials

These guidelines have been created to establish a consistent use of the AHDB Export brand across all assets produced by our external partners and agencies. It is important that the guidelines are adhered to at all times.

## Designs for social media and video

Most of the branded assets produced by our external partners/agencies will be social media assets. Templates and branded elements for these assets can be accessed via a toolkit or via AHDB's online digital media library (see page 12).

To gain access to these resources, please email [creative@ahdb.org.uk](mailto:creative@ahdb.org.uk)

AHDB technical video specifications and helpful hints for video production and editing are outlined on page 9 of this guide.

## Stand designs

The designs for our exhibition stands are produced by external specialist suppliers. A separate document to support the tender process with regard to AHDB Export branding, called 'Stand Tender Information Pack\_Feb2024.pdf', is available.

The graphics panels for these stands, and any publications that are needed at the shows, are designed by the AHDB Creative team.

## Event assets

Event assets, such as pull-up displays, photo walls, aprons, menus and give-away merchandise, etc., can be briefed into agencies in the markets, but only if design templates or off-the-shelf print PDFs are not available for download. Check on AHDB's online digital media library, PhotoShelter, for the availability of such artwork.

## Asset approval

**All design artwork must be signed off by the AHDB Creative team before being published or sent to print.** Please read the section about the creative process on page 7.

## Copyright and licensing

AHDB cannot make use of artistic material which belongs to others without permission. This includes, but is not limited to, stock footage and photography, as well as music tracks or sound beds.

The creator of the any content used is contractually obliged to ensure that full written consents are obtained to use any such material.

These licences must cover length of time and rights of use and should be submitted to your AHDB representative for safe keeping.

## Accessibility

AHDB strives to ensure its digital output is accessible at all times.

As a statutory levy board we have a duty to provide accessible content whether that is online, through social media or video.

For example, subtitles should be used at all times with video media, and colour contrast ratios must be checked with all text content. Ratios above 3:1 are needed for large text and 4.5:1 for normal text sizes (see below).

NB: Large text is defined as minimum 18 pt (typically 24px) or 14 pt bold (typically 18.66px). Normal text is defined as minimum 12pt (typically 16px).

Colour contrast ratios can be checked using online resources such as [webaim.org/resources/contrastchecker](https://webaim.org/resources/contrastchecker)

As an organisation, we have signed up to WCAG 2.2 international accessibility standard (AA-compliance). For information about these standards, please visit [www.gov.uk/service-manual/helping-people-to-use-your-service/understanding-wcag](https://www.gov.uk/service-manual/helping-people-to-use-your-service/understanding-wcag)

For more information on AHDB's commitment to accessibility, please email [creative@ahdb.org.uk](mailto:creative@ahdb.org.uk)

# AHDB's Export identity

AHDB's Export identity is the look, feel and sound of all the touchpoints that our overseas audiences encounter. It forms the basis of our audience's experience of the work we do in the international markets.

## Aims of our identity

It is important that the Export identity is managed consistently and follows these key criteria:

- To be unmistakably British
- To prominently feature photography that extols the virtues of our production systems and food quality
- To use approved top-level messaging which complies with state-aid rules (if required)
- To communicate the six principles of AHDB Exports: high animal welfare, environment, sustainability, nutrition, heritage and food safety





# Tone of voice

## What is tone of voice?

Our voice represents our brand's character and the values AHDB stands for.

We express our brand every time we communicate with people, whether we're talking to them at events, sending them direct marketing or interacting with them online.

Our brand must be reflected in our tone of voice, particularly when it comes to written content.

## Our voice

AHDB's voice is:

- **Clear** – using plain English and avoiding jargon
- **Trustworthy** – providing accurate, impartial information
- **Informative** – telling the reader what they need to know or do
- **Engaging** – speaking directly to the reader

## Our tone of voice

When communicating with potential exporters and clients our tone should be:

- **Confident** – use your words to show we are proud of our products and what we do. But don't be jingoistic, arrogant or boastful. Balance confidence with humility
- **Welcoming** – we want to develop partnerships with our export work, so it is important we are seen as warm and open to collaboration. Use positive, inclusive language that invites people in. Don't assume familiarity with, or knowledge of our products. Also be aware of cultural and regional sensitivities in the market you are working in
- **Energetic** – use vibrant language to show the passion and commitment behind our messages and ideas. Don't be over the top or use exclamation marks for emphasis

This helps give our brand personality and speaks to people as friends, not customers.

You can dial your tone up or down depending on the channel of communication you are using:

- Press release – direct, impartial
- Social media – warm, friendly, enthusiastic
- Email enquiries – supportive, helpful
- Website – direct, impartial, helpful
- Marketing collateral – enthusiastic, friendly, confident

## Examples

### Not good

X The Agriculture and Horticulture Development Board invites you to meet British meat importers during Gulfood 2024. You can locate us at stand ABC.

Come and speak to one of our exporters about British beef and lamb. We will also be showcasing some high-quality products, and you can taste our delicious products too.

### Better

✓ Join us at Gulfood 2024, where AHDB invites you to meet British meat importers and speak to our exporters about British beef and lamb. We will also be showcasing some high-quality products, and you can even sample our delicious offerings. Find us at stand ABC.

## Need help?

If you need any help or advice to choose the right wording and language for your messaging, please contact the AHDB Content team ([content@ahdb.org.uk](mailto:content@ahdb.org.uk)).

# Brand elements

Like all brands, the AHDB Export identity has brand symbols, e.g. logos and lock-ups, as well as brand typography and colours. These elements need to be used consistently and within the rules set out in these guidelines.

## The lock-ups

The **Quality lock-up** is the main brand element for the AHDB Export identity. There are lots of variants, including 'Quality Meat from Britain' and 'Quality Dairy from Britain', and combined versions, such as 'Quality Meat & Dairy from Britain'.

This lock-up is made up of a 'Quality' message and the UK flag tab.



The 'Proud to support GREAT' graphic also features as one of the brand elements. Together with the AHDB logo, these elements are collectively known as the **AHDB logo lock-up**.



Sometimes, the Quality lock-up is used with the 'Brought to you by AHDB' logo without the 'Proud to support GREAT' graphic, e.g. merchandise.



## European partner brands

In Europe, other brands exist alongside the AHDB Export identity. How these work with the Quality lock-up and the AHDB logo lock-up is outlined in a separate document (available on request).

## Key messages

Key messages will be different depending on which market is the focus. A separate document outlining this messaging is available on request.

## Typography

The main fonts for the Export identity are Minerva Modern and Avenir. Minerva Modern is an Adobe font available on Typekit.

### Minerva Modern

Regular Bold

### Avenir

Book Medium Heavy

Arial is used for Word documents, PowerPoint presentations and some digital outputs where access to the core fonts may not be possible.

For information about fonts used for languages other than English, please see page 11.

## Brand colours

GREAT Blue is the predominant colour in any AHDB Exports design.

White and GREAT Red are used more sparingly and are reserved for visual contrast with the GREAT Blue.

AHDB uses 80% black for text, not 100% black.

AHDB Export colours can be found in the Adobe CC libraries. For access to these resources, email [creative@ahdb.org.uk](mailto:creative@ahdb.org.uk)

## Hierarchy of the Export brand colours

### GREAT Blue

C 100 M 76 Y 0 K 64  
R 4 G 4 B 63  
Pantone 2768C  
# 04043F

### GREAT Red

M 92 Y 100 K 0  
R 235 G 0 B 0  
Pantone 485  
# EB0000

### White

R 255  
G 255  
B 255  
# FFFFFFFF

### AHDB Text

K 80  
R 87 G 87 B 86  
# 575756

# Briefing assets

If time allows, any creative project should be briefed into the AHDB Creative team by a member of the AHDB Export team. However, it is recognised that, on occasion, it may be necessary to look for external agency resource.

External agencies may need to provide assets when there is insufficient time or resource for the AHDB Creative team to meet an event deadline or non-event opportunity.

If this route is required, the steps below need to be followed. At the end of the process, the AHDB Creative team will play a quality-control role to ensure the assets adhere to the brand guidelines.

## The creative process

### Initial checks

- The AHDB Export team will check to make sure internal resource is not available within the timescales
- If no in-house resource is available, checks will be made to see if the assets required have been produced before – approved print artwork and design templates can be found in AHDB's digital media library, PhotoShelter, and video assets can be downloaded from Vimeo (see page 8)
- If no existing assets are available, and no internal resource can be booked, a member of the AHDB Export team may brief an agency

### Getting started

- Before a design is started, the guidelines contained in this document should be understood
- Access to the latest brand libraries and the Toolkit should be requested
- Start creating!

### Getting designs approved

- Once an asset has been created by an agency, a proof must be emailed to your AHDB representative to be forwarded to the AHDB Creative team for feedback
- A Creative team member will either sign off the artwork or feedback with any amendments required
- The agency will need to make any amendments highlighted and resubmit a proof for sign-off before a project can go to print or be published online
- Once the asset is approved, the artwork files can be delivered to the Export team member or printed as agreed

### Archiving designs

- New designs will need to be archived for future use. Once a design is approved, please send the packaged files, including any layered Photoshop files, to the AHDB Creative team
- The print file will be archived on PhotoShelter
- Other files may be adapted to form new template resources on PhotoShelter

### Need help?

If you need any help with brand styles or require access to the brand elements/libraries, please email the AHDB Creative team ([creative@ahdb.org.uk](mailto:creative@ahdb.org.uk)). If you need to get a design approved, send proofs to your AHDB Export representative, who will liaise with their AHDB Creative team colleagues.

# Asset libraries

To help external agencies to produce on-brand assets, there are a number of asset libraries where imagery, design templates, print artwork, videos and brand assets can be found. These fall into two main types: Adobe Creative Cloud libraries and the digital media libraries, which includes PhotoShelter.

## Adobe CC libraries

These are online libraries that store branded elements for use with the Adobe Creative Suite, including apps such as InDesign and Photoshop. There are two such libraries:

- AHDB Export Elements (print)
- AHDB Export Toolkit (social media)

## PhotoShelter

This is a digital media library where AHDB stores all its photographs and the AHDB Export print files, templates and brand elements.

PhotoShelter can be accessed online at **[ahdb.photoshelter.com](http://ahdb.photoshelter.com)**

Speak to your AHDB Export representative or email the AHDB Creative team to gain access to this resource.

## Vimeo

All AHDB Export videos will be archived on this platform and can be downloaded by your AHDB Export representative.

## Types of asset

### Imagery

Our image strategy is to use photography. This allows us to show real stories and be honest about our products. We use single, full-bleed imagery. Multiple images or montage should be avoided. Where tiled images or other design solutions are required, please liaise with AHDB Creative team.

The criteria for our imagery reflect the same set of values that outline the Export identity itself:

- To be unmistakably British
- To champion our production systems and food quality
- To communicate the six principles of AHDB Exports: high animal welfare, environment, sustainability, nutrition, heritage and food safety

A selection of approved images for use with the AHDB Export identity is available on PhotoShelter.

### Print artwork

Print artwork (PDFs) are available for all pre-existing designs and can be downloaded from PhotoShelter. These assets include:

- Pull-ups banners
- Brochures and booklets
- Event assets, such as napkin designs, lanyards and food flags
- Merchandise, such as stress toys and tote bags

### Design templates

Templates can be downloaded from PhotoShelter. These will help keep bespoke assets on brand. Templated assets include:

- Pull-up banners
- Menus
- Name badges
- Food stabbers
- Email invitations

### Brand elements

All brand elements needed to design assets that adhere to the AHDB Export identity can be found in the Adobe CC libraries. These include:

- Social media elements
- Print design elements
- 'Quality' graphics
- Logos
- Brand colours
- Text styles

For non-Adobe apps, such as Canva, a range of AHDB Export elements can be downloaded from PhotoShelter.

### Need help?

If you need help accessing branded assets, brand elements and libraries, please email the AHDB Creative team (**[creative@ahdb.org.uk](mailto:creative@ahdb.org.uk)**) or speak to your AHDB Export representative.



# Video

The following specifications are recommended by the AHDB Creative team to ensure consistency and quality through all our video content.

## Technical specifications

### Frame size

FHD (minimum requirement):  
1920 x 1080 pixels

4K (all 4K media to be saved as DCI 4K):  
4096 x 2160 pixels

### Rendered file

.mp4

### Final outputs

On final approval of the content, please provide the following output files to your AHDB representative:

- 1 x subtitled file
- 1 x non-subtitled file
- 1 x .srt file
- All raw footage
- All project files

### Camera profiles

Content should be captured as PAL at 50hz and not NTSC 60hz.

Picture profiles should be supplied as: Cine/S-Log3 (ISO640 Base) or C-Log 3 (ISO800 Base).

Standard filming should have a shutter speed of 25p, standard frame rate of 25 fps and standard shutter angle 180°.

HFR filming needs a shutter speed of 50p, enhanced frame rate of 100 fps, enhanced shutter angle 180°. Max HFR filming should not exceed 50 fps.

## Lower thirds

Lower thirds are used to identify the interviewee or narrator of the content. Whenever feasible, the AHDB Creative team will supply a '.mogrt file' or an Adobe Premiere Pro template for use by external editors. For additional details regarding this resource, please email [creative@ahdb.org.uk](mailto:creative@ahdb.org.uk)

In cases where this resource is unavailable, use the following guidelines for lower thirds:

- Essential Graphics 'Basic Lower Third' in Adobe Premiere Pro
- Name of person on screen:  
All caps / Size: 75 / Font: Minerva Regular
- Their title / company details –  
Sentence case / Size: 48 / Font: Avenir Book

### Positioning

Avoid positioning lower thirds along the bottom of the frame, as this space will be occupied by subtitles (see page 11).

### Colour

Either GREAT Blue or white should be used for lower thirds.

### Drop shadows

When necessary, enhance the legibility of lower thirds by utilizing a drop-shadow effect. Drop shadows should only be applied to white text and should be as subtle as possible.



### GREAT Blue

C 100 M 76 Y 0 K 64  
R 4 G 4 B 63  
Pantone 2768C  
# 04043F

### White

C 0 M 0 Y 0 K 0  
R 100 G 100 B 100  
# FFFFFFFF

## End frames

Uniform formatting is crucial for all our Export-branded videos. Therefore, all video content should feature a branded end frame, which provides the viewer with a lasting impression about messaging and reinforces brand recognition.

Branded end frames can be downloaded from the Adobe CC library called 'AHDB Export Toolkit (Social Media)'. They can also be downloaded from PhotoShelter (see page 8). There are three variants available:

- Quality Meat from Britain
- Quality Meat and Dairy from Britain
- Quality Dairy from Britain

They are available in English for international events/markets, with dual language versions available for specific overseas markets, e.g. Chinese and Vietnamese. If you need a dual-language version that isn't in the library, email [creative@ahdb.org.uk](mailto:creative@ahdb.org.uk)



## Subtitles

All subtitle styling can be found in the Adobe Premiere Pro template file available from the AHDB Creative team.



### Standard requirements

All subtitles need to adhere to the following guidelines:

- 2 lines maximum – aim for 1 line
- Maximum 100 characters
- Top line should always be longer than the bottom line, if not the same length
- Spell out numbers 1–9; 10 and above as numerals
- Do not separate first names from surnames
- Break to lines or to next subtitles at natural pauses or breaks in speech
- Do not simplify wording; subtitles must match speech
- Do not exceed 70% of the width of a 16:9 frame
- Punctuate as per the transcription/script
- Use numbers to signify metrics such as 75 kg or 7,000 ha (including commas in any 4 digit or larger numbers)

### Multiple contributors

To distinguish between multiple speakers during on-screen conversations, use the following colours for subtitles::

Main contributor: white #FFFFFF

Contributor 2: Yellow #FFD800

Contributor 3: Cyan #00FFFF

Contributor 4: Green #00FF00

### Specifications

Text size: 48

Background opacity: Standard 65–80%

In exceptional cases, 85% black may be required to aid readability.

Placement: All subtitles should be centred along the bottom of the frame – avoid placing lower thirds and graphics in this area.

### Fonts

English/American – Avenir Book

Spanish/Mexican – Avenir Book

French/Canadian-French – Avenir Book

Simplified Chinese (China) – Source Han Sans SC Normal

Traditional Chinese (Taiwan) – Source Han Sans TW Normal

Korean – Source Han Sans KR Normal

Japanese – Source Han Sans JP Normal

Arabic – Arial Regular

Vietnamese – Arial Regular

# Social media designs

To enable agencies to produce social media assets in the AHDB Export branding, a series of templates, a toolkit of elements and a suite of overlay graphics are available for the two most popular formats: 1920 x 1080px and 1080 x 1080px.

Please adhere to the following guidelines when using these resources.

## The templates

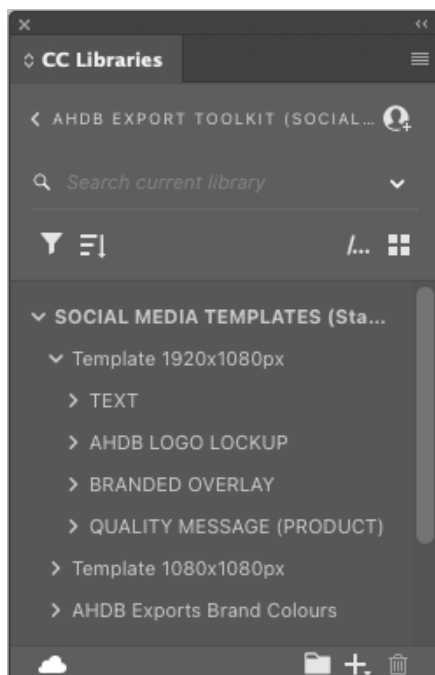
The templates are supplied as layered InDesign files, one template for 1920 x 1080px graphics and one for 1080 x 1080px graphics.

When using an Export social media template, position a single image behind the branded overlay, insert the required Quality lock-up and input text using the text frames available in the Toolkit (see below).

InDesign is the preferred application for creating assets, but the Toolkit can be used with other Adobe applications. Alternatively, a suite of graphics can be downloaded from PhotoShelter for use with other applications, such as Canva.

## The Toolkit

An Adobe CC library called 'AHDB Export Toolkit (Social Media)' contains all the individual elements needed to create on-brand designs. The elements are organised into two folders: one for graphics to be used with the 1920 x 1080px template and a folder for the 1080 x 1080px template. It's important that elements from the correct folder are used with the respective template as they are slightly different.



## Maintaining brand integrity

As with any branded asset, there are some general rules to follow to maintain brand integrity. Failure to adhere to these rules might mean that assets are not approved for use.

- Use white text whenever possible, preferably on the Great Blue part of the branded overlay
- If white text is used over an image, ensure that there is adequate colour contrast between the text and the background, for accessibility
- Text legibility can be improved using a drop-shadow effect, which should be as subtle as possible
- GREAT Blue text is only permitted if used on a plain, light, photographic background. Never use a drop shadow with blue text
- GREAT Red text is not permitted
- Only use single images in a design. This is our image strategy (see page 8). Multiple images and montage are not permitted
- Only use brand elements supplied in the Toolkit
- Do not redraw or break apart any of the brand elements contained in the Toolkit
- Do not reduce the opacity of any of the brand elements or brand colours. Tints are not permitted as they affect accessibility
- Only use Quality lock-ups from the Toolkit
- Only use the AHDB logo lock-up as supplied in the Toolkit
- All brand elements must be used at 100% size to ensure consistency. Do not resize
- No additional graphic elements or fonts can be used
- Do not flip any of the AHDB brand elements, including the branded overlays. The arrow device should always point from left to right



## Bespoke designs

If a change to the templates is necessary, please contact the AHDB Creative team, who will be happy to supply bespoke designs or adapt the templates to suit your requirements.

## Using the templates and the Toolkit

Which template you use as your starting point will depend on the finished graphic size you need.

- X (formerly Twitter), Facebook and LinkedIn  
1920 x 1080px template is preferred
- Instagram  
1080 x 1080px template is preferred

### 1920 x 1080px template

This template has three types, the choice of which will depend on the type of message and the image being used. Each template has left- and right-hand versions.

The 1920 x 1080 px template options are as follows:

#### Key message – Option 1 (Preferred)

Text is positioned on the blue part of the branded overlay. This is the preferred option for reasons of legibility and accessibility. The message is given priority in this design, with a smaller area for the image.



#### Key message – Option 2

In this template, the image takes priority and the text sits over the image. Branded overlays can be positioned to accommodate the Quality lock-up being used and give the image area maximum space.



### Titled message (e.g. recipes)

This template has centred messaging on the blue part of the branded overlay, with smaller body text beneath and highlighted (bold) text for emphasis, if required. The Quality lock-up and AHDB logo lock-up are centre aligned.



### 1080 x 1080px template

Due to the square format of this template, a simpler approach is required as space is more limited. The image and the Quality lock-up are the main focus, with the AHDB logo lock-up at the bottom.

To help with legibility, a black gradient shadow can be introduced behind the Quality graphic. This can be accessed via the Toolkit.



Simple messages can be added to the square template. The blue gradient overlay from the Toolkit can be used to improve legibility and help the Quality lock-up to stand out.





## Template layers

Some layers in the template are locked to avoid key elements being moved accidentally. It also allows easier access to the elements that can be changed, such as the background image or the Quality lock-up. All layers in the templates are named so they can be easily located.

## Branded overlays

The branded overlay graphics have been designed so they extend beyond the artboard. This allows some flexibility when positioning elements within the layout.

Two types of branded overlay graphics are provided in the templates. One for use with 'standard' images and one for 'high contrast' images with extreme dark and light areas. The levels of transparency in some segments of the branded overlay have been set accordingly. Choose the one that works best for the layout. See the example below (showing transparent triangular sections).



## Quality lock-ups

The Toolkit contains a large variety of Quality lock-ups, reflecting the range of products we market overseas. These are used against the edge of the artboard, with a clear zone above and below.



As with all graphics taken from the Toolkit, they must be used at 100% size. Scaling or redrawing is not permitted.

## AHDB logo lock-up

In social media assets, the AHDB logo should always be paired with the 'Proud to Support Great' logo. In the Toolkit, they have been grouped as one graphic with clear zones to aid placement.

There are three options available:

- Side by side (for centre alignment)
- Stacked left
- Stacked right

Align the lock-up's clear zone with the edges of the artboard.



## Text boxes

Text boxes are already set up in the templates, with appropriate margins and paragraph styles. They are also available in the Toolkit. Left-aligned, right-aligned and centre-aligned options are available.

For improved legibility, a subtle drop shadow can be added to text boxes, imagery behind the text can be retouched, or a combination of the two can be used.

Drop shadows can only be used with white text when positioned over an image.

## Text styles

Paragraph styles are included within the templates, and pre-styled text boxes can be accessed via the Toolkit. Check you are using the right styles as they differ between the 1920 x 1080px and 1080 x 1080px formats.

To keep things simple and consistent there are just three styles to use within each template:

- **KEY MESSAGE (OPTION 1)**  
For short messages that sit on the blue part of the branded overlay graphic
- **KEY MESSAGE (OPTION 2)**  
For short messages that are positioned on the photographic element (a drop shadow may help legibility)
- **TITLE & BODY**  
For artwork which requires a title and body text, such as a recipe or event promotion

For the text style 'Body', the font 'Avenir Black' can be used for emphasis, if required

## Resizing text

Resizing text shouldn't be necessary. However, if you do need to resize text, please ensure the leading is increased proportionally.

Safe zone margins will need to be maintained. These margins are set at:

- 65px for the 1920x1080px template
- 52px for the 1080x1080px template

## Minimum text size

With any of the social media templates, the minimum font size is set at 32pt.

## 1920 x 1080px template text styles

### Key Message

Avenir Heavy

70pt (80pt leading)

### Title

Avenir Heavy

112pt (118pt leading)

### Body

Avenir Medium

55pt (65pt leading)

## 1080 x 1080px template text styles

### Key Message

Avenir Heavy

52pt (63pt leading)

### Title

Avenir Heavy

84pt (89pt leading)

### Body

Avenir Medium

41pt (49pt leading)

# Print designs

If time allows, all print designs should be briefed into the AHDB Creative team. However, where AHDB resource is not available, it may be necessary to look for external agency resource. If so, the following guidelines should be followed.

## Pre-existing print files and templates

Firstly, check that the assets required have not been produced before or that a template is not available for download on PhotoShelter.

Then, follow the creative process set out on page 7.

## Resource libraries

There are library resources available to help design on-brand print assets.

An Adobe CC library of print-resolution brand elements is available, called 'AHDB Export Elements (print)'. An access link for this resource is available from the AHDB Creative team.

There is also a folder of approved photographs available for download from PhotoShelter (see page 8).

## Using the Quality lock-up

For most print designs required, the centre-aligned Quality lock-ups will be most appropriate. However, left-aligned and right-aligned Quality lock-ups are also available.

In most cases, the Quality lock-up will align with the edge of the artwork. Remember to extend the red part of the flag to add a bleed area. Do not stretch or resize the flag graphic as this will affect its relationship to the Quality message.



Sometimes, the Quality lock-up will sit away from the edge of the artwork, e.g. merchandise items. Here, the tab can be left as it is and the lock-up can be positioned as required.

## The AHDB logo lock-up

Print-quality versions of the AHDB logo lock-up are available in the Adobe CC library 'AHDB Export Elements (print)'. Three versions are available: left-aligned, right-aligned and centre-aligned.

## Text styles

Most of the time, only the Quality message (in the Quality lock-up) will be required on print designs. However, if secondary messaging is required, Avenir Heavy should be used for headings and Avenir Medium/Book for body text.

Simple text styles have been added to the library 'AHDB Export Elements (print)'. Scale these text boxes proportionally to the size required, rather than changing the text size and leading independently.

## Maintaining brand integrity

As with any branded asset, there are some general rules to follow to maintain brand integrity. Failure to adhere to these rules might mean that assets are not approved for use.

- Use white text on Great Blue backgrounds
- If white text is used over an image, ensure that there is adequate colour contrast between the text and the background and/or use a drop shadow to help readability
- GREAT Blue text is only permitted if overlaid on a plain, light, photographic background or white background (and always without the drop shadow)
- GREAT Red text is not permitted
- Only use single images in a design. This is our image strategy (see page 8). Multiple images and montage are not permitted
- Only use Quality lock-ups from the library
- Do not redraw or break apart any of the brand elements contained in the library
- Tints of brand colours are not permitted as they affect accessibility
- Only use the AHDB logo lock-up as supplied
- No additional graphic elements or fonts can be used
- Do not flip any of the AHDB brand elements, including the branded overlays. The arrow device should always point from left to right

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TO SUPPORT**



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