

AHDB Cereals Nutrition Style Guide

November 2015

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1. Logos

1.1. Wholegrain Goodness

The Wholegrain Goodness logo is the primary representation for the Wholegrain Goodness brand. It must appear clearly and consistently on all materials produced.

Main logo



Main logo with web address



Colour logo on black



Whiteout logo on green and black



Gray scale logo



1.2. All About Oats

The All About Oats logo is the primary representation for the All About Oats brand. It must appear clearly and consistently on all materials produced.

Main logo



Main logo with web address



Colour logo on black



Whiteout logo on orange and black



Gray scale logo



1.3. Rapeseed Oil Benefits

The Rapeseed Oil Benefits logo is the primary representation for the Rapeseed Oil Benefits brand. It must appear clearly and consistently on all materials produced.

Main logo



Main logo with web address



Colour logo on black



Whiteout logo on yellow and black



Gray scale logo



1.4. Spacing & sizes

Clear spacing

All versions of the logo have a minimum clear space rule. No other elements must be positioned within this area. The minimum clear space is defined using the cap height, around all four sides of the logo.



Minimum sizes

All versions of the logo should never be used smaller than 8mm high for all print publications.



Suggested logo heights for specific materials sizes

A6 = 8mm

A5 = 10mm

A4 = 12mm

A3 = 18mm

A2 = 22mm

A1 = 28mm

A0 = 36mm

1.5. Preferred position

The preferred position for the logos is for them to be anchored to the left hand side of materials. Whether the logos sit at the top or bottom of the layout depends on the function of the material. In general, margins on materials to be set at a minimum of 5mm

Printed materials

Preferred logo position is in the bottom left hand corner of the page.

Digital materials

Preferred logo position is in the top left hand corner.

2. Colour palette

2.1. Wholegrain Goodness

The Wholegrain Goodness logo consists of three main colours:



Pantone: 583c
(85% tint)
RGB: 176/188/34
CMYK: 23/0/100/17
Hex: B0BC22



Pantone: 5767c
RGB: 148/155/80
CMYK: 15/0/68/39
Hex: 949B50



Pantone: 449c
RGB: 89/88/43
CMYK: 65/55/100/28
Hex: 59582B

Supporting tint colour:



Pantone: 5767c (30% tint)
RGB: 217/220/191
CMYK: 15/0/27/0
Hex: D9DCBF

2.2. All About Oats

The All About Oats logo consists of three main colours:



Pantone: 1375c
RGB: 250/166/52
CMYK: 0/40/90/0
Hex: FAA634



Pantone: 158c
RGB: 245/128/37
CMYK: 0/61/97/0
Hex: F58025



Pantone: 449c
RGB: 89/88/43
CMYK: 65/55/100/28
Hex: 59582B

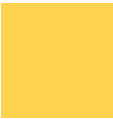
Supporting tint colour:



Pantone: 158c (30% tint)
RGB: 254/213/179
CMYK: 0/18/29/0
Hex: FED5B3

2.3. Rapeseed Oil Benefits

The Rapeseed Oil Benefits logo consists of three main colours.



Pantone: 122c
RGB: 255/210/79
CMYK: 0/17/80/0
Hex: FFD24F



Pantone: 136c
RGB: 254/192/87
CMYK: 0/27/76/0
Hex: FEC057



Pantone: 449c
RGB: 89/88/43
CMYK: 65/55/100/28
Hex: 59582B

Supporting tint colour:



Pantone: 122c (30% tint)
RGB: 255/239/200
CMYK: 0/4/24/0
Hex: FFEFC8

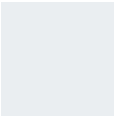
2.4. Supporting colour palette (including the primary font colour)

There are two supporting greys that can be used alongside all of the sub-brands.

Usage of these colours includes text, text underlines and web content boxes.



Pantone: 424c
RGB: 126/128/131
CMYK: 0/0/0/61
Hex: 7E8083



Pantone: 7541c
RGB: 234/239/242
CMYK: 2/0/0/5
Hex: EAEFF2

3. Typeface

Asap is the recommended typeface for use across all three of these brands. Although Asap is not a standard system font for either PC's or Macintosh's it is available to download for free from the Google fonts website: <http://www.google.com/webfonts/specimen/Asap>

Asap typeface

Asap regular (24pt)

Asap regular italic (24 pt)

Asap bold (24pt)

Asap bold italic (24 pt)

Asap is available in four styles; regular, *regular italic*, **bold** and ***bold italic***. In most cases Asap bold should be used for all headers and Asap regular for body copy.

These rules apply for both printed materials and digital work. In any case that a secondary body font is required (such as in a style sheet) **Arial** can be used.

Digital usage

When using Asap on a website you will need to install the web font generated by Font Squirrel (<http://www.fontsquirrel.com/fontface>). This will guarantee that the font is consistent across all browsers. To do this:

1. Download the font files from: <http://oneltd.co.uk/hgca/css/asap.zip>
2. Unzip this folder and place the files in a sub-directory of the css folder named 'fonts'.
So: <http://www.newwebsite.com/css/fonts/>
 - If that has worked you should be able to view this in your web browser:
<http://www.newwebsite.com/css/fonts/styleSheet.css>
 - If you cannot host the files at this location feel free to put them somewhere else in the file system.
3. Add a new <link> in the <head> of the HTML to include this new stylesheet.
4. Add the appropriate styles to the CSS (font-family: 'AsapRegular'; font-family: 'AsapBold';)

Digital mail outs

Unfortunately Asap cannot be used when creating e-newsletters or any other type of digital mail out so in these instances Arial should be used throughout.

4. Typography

The typographic rules for all three brands should be followed as closely as possible.

Font colour

Use grey font (see section 2.4) on white space.

Alignment

All text should always be aligned left and non-justified (ragged-right edge), with no extra indentation.

Headings

Capital letters should be used at the beginning of every header and sub header but not in the rest of the text unless it is used to start a new sentence or for a name, recipe name or location.

Recommended font sizes

Heading and display

Asap bold | size: 30pt | leading 30pt

Heading and display

Asap bold | size: 20pt | leading 22pt

Heading and display

Asap bold | size: 18pt | leading 20pt

Heading and display

Asap regular | size: 17pt | leading 19pt

Heading and display

Asap regular | size: 12pt | leading 16pt

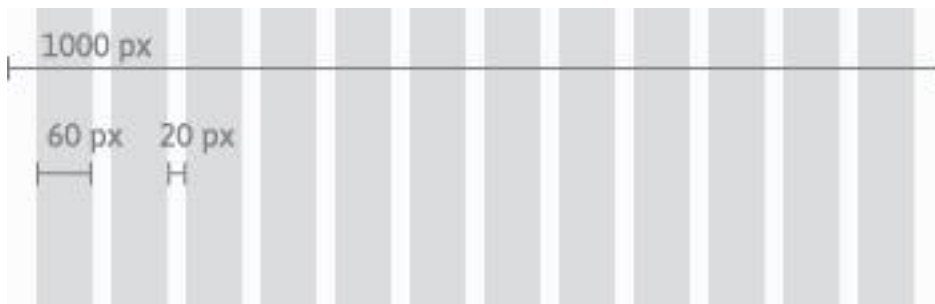
Paragraph heading

Asap bold | size: 10pt | leading 14pt

5. Digital grid

All related websites should be designed and built using the grid below. This is a simple 12-column grid, which creates a clear structured layout.


The width of all websites should remain constant no matter what the screen size is, centered within the browser window.



6. Collateral examples


WholegrainGoodness.com homepage:


[Wholegrain Goodness](#)[All About Oats](#)[Rapeseed Oil Benefits](#)


**Wholegrain Goodness**
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**Do your children cook enough?**
What happens when you let kids loose in the kitchen and ask them to follow a healthy recipe? Watch our video to find out! ▶


**Top 5 embarrassing ailments** ◀


**Stefan Gates joins the team** ◀


**Do the Wholegrain Challenge** ◀

Latest News NEW! Follow @WhyWholegrain on Twitter for news, recipes, competitions and more

8 surprising wholegrain facts

Discover surprising things you might not know about wholegrains...
[Learn facts...](#) ▶

Surprisingly good recipes

Do you think healthy eating = boring? Then think again.
This selection of brand new recipes will liven up any meal time.
[Get new recipes](#) ▶

What are whole grains?

Are you confused about what is a whole grain (or wholegrain) and what isn't? Here we explain as simply as we can.
[Find out more](#) ▶

FAQs - wholegrain

Here's answers to frequently asked questions about wholegrain.
We'll keep adding to this as your questions roll in.
[Get answers here](#) ▶

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HGCA & AHDB

HGCA is the UK-wide cereals and oilseeds division of AHDB (Agriculture and Horticulture Development Board)




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Wholegrain Goodness

All About Oats

Rapeseed Oil Benefits



All About Oats

Natural vitality

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GREAT
BRITISH
CHEFS



Tasty way to a healthy heart

Stefan Gates joins the team

Follow us on Twitter


How to cook with oats

Celeb chef Stefan Gates has teamed up with us on GreatBritishChefs.com to show just how tasty oats can be

Latest News

Check out what's in the news about oats

Surprisingly good recipes




Do you think healthy eating = boring? Then think again.

This selection of brand new recipes will liven up any meal time.

Get new recipes

The different types of oats




Do you know your pinhead from your jumbo, or your oatmeal from your rolled?

Here's an explanation of the different types of oats to ensure you're oat-savvy next time you hit the shops.

From steel cut oats to oatmeal


Eating for a healthy heart



It's National Heart Month and we polled 2,000 adults about nutrition, diet and health and found that despite heart health being a top concern, most are unsure what that actually means when it comes to diet.

Get heart healthy recipes/tips

Cholesterol lowering foods



Cholesterol lowering foods such as oats and rapeseed oil can be beneficial as part of a healthy balanced diet.

Get info and recipes

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What are oats?

The different types of oats

Oats health benefits

Oats nutrients

Oats from field to plate

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RapeseedOilBenefits.com homepage:

Wholegrain Goodness

All About Oats

Rapeseed Oil Benefits



Rapeseed Oil Benefits

A healthy choice

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The popularity of rapeseed oil >



Confused about cooking oils? >



Surprisingly good recipes >




Stefan Gates joins the team

Eating healthily doesn't have to be dull! Food adventurer Stefan Gates, the Gastronomist and author of the 'Incredible Edibles' cookbook, has teamed up with Wholegrain Goodness to show us just how tasty it can be! >

Latest News

For delicious breakfast recipes go to sister campaign...


Time to change your oil?



If you want the cooking oil that's the lowest in saturated fat, tastes great and is really versatile, then make the switch to rapeseed oil.

Why change to rapeseed oil? >

FAQs - rapeseed oil




Here 1 answers to frequently asked questions about rapeseed oil.

We'll keep adding to this as your questions roll in.

Get answers here >


Eating for a healthy heart



It's National Heart Month and we polled 2,000 adults about nutrition, diet and health and found that despite heart health being a top concern, most are unsure what that actually means when it comes to diet.

Get heart healthy recipes/tips >

Tasty way to a healthy heart



Here we show you how to make a few simple changes to eat more healthily and still enjoy favourites like pizza, cheese cake and pie.

Get recipes and tips >

Quick links

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Live healthier



All About Oats
Natural vitality



Rapeseed Oil Benefits
A healthy choice

The tasty way to a healthy heart

Welcome to our latest news alert. These are independent, not-for-profit campaigns that aim to raise awareness of the benefits of wholegrains, oats and rapeseed oil as part of a healthy balanced diet.

February is National Heart Month



Coronary heart disease is the UK's biggest killer - eating to keep the heart healthy is something we should all be doing.

The good news is, by making a few simple changes you can still enjoy favourite foods like pizza, cheesecake and pie.

Click on any of the images to see our tasty way to a healthy heart feature with recipes and tips.



You're receiving this because you signed up for our news alerts.

While every reasonable effort is made to ensure information provided is accurate, no guarantees are given.

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Stoneleigh Park
Kenilworth
Warwickshire
CV8 2TL





Surprisingly good healthy recipes

Delicious recipes for the whole family

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WholegrainGoodness.com

**All About Oats**
Healthy lifestyle
AllAboutOats.com

**Rapeseed Oil Benefits**
A healthy choice
RapeseedOilBenefits.com

**Wholegrain Goodness**
Live healthier



Queen of Puddings

This royal dessert looks and tastes amazing and is a great way of using up leftover wholemeal bread. Guaranteed to impress!

Prep time: 10 minutes **Cook time:** 1 hour **Serves:** 6

Ingredients:

- 400g semi-skimmed milk
- 25g unsalted butter
- Zest of 1 lemon
- 25g caster sugar
- 120g of the meringue
- 2 medium eggs, separated
- 250g wholemeal breadcrumbs
- 100g eating quality summer berry compote

Method:

- Preheat the oven to 150°C gas mark 3. Gently warm the milk in a saucepan, then add the butter, lemon zest and 75g caster sugar and stir until the sugar is dissolved.
- Lightly whisk the egg yolks in a bowl and then slowly add the warm milk mixture into the egg yolks.
- Pour the custard mixture into the base of a deep rectangular 1.5 litre rectangular dish and sprinkle with the breadcrumbs. Leave to stand for about 15 minutes, until the breadcrumbs have absorbed all the liquid.
- Place the dish into a large deep roasting tin. Fill the roasting tin halfway with water then carefully place in the oven for 20-25 minutes or until custard is set. Then remove from oven and prepare the topping.
- Whisk the egg whites until they form stiff peaks, gradually add the remaining caster sugar, whisking until the mixture is stiff and glossy.
- Spoon the compote over the custard then top with the meringue mixture.
- Return to the oven for a further 20-30 minutes, until the meringue is pale golden all over and crisp. Serve immediately with vanilla cream.

Cook's tip:

Use fresh summer berries or apple puree instead of the fruit compote. This is also delicious cold the next day!

**All About Oats**
Healthy lifestyle



Honey Oat Chicken Couscous

This innovative and colourful dish is low in fat but packed with a delicious combination of flavours to excite the senses.

Prep time: 15 minutes **Cook time:** 20 minutes **Serves:** 4

Ingredients:

- 200g wholemeal couscous
- 20g fresh wholemeal breadcrumbs
- 40g walnuts, chopped
- 40g red pepper paste
- 1 tsp fresh turmeric powder
- 2 tsp and juice of 1 lemon
- 4 tbsp clear honey
- 2 tbsp refined oil
- 2 tbsp chopped dill
- 1 medium cooked chicken breast, sliced
- 100g oats
- 4 medium chicken breasts, cut in halves (or 2 large ones)

Method:

- Cook the couscous according to pack instructions, set aside to cool then fluff up with a fork.
- Next, make the Mahammasa dip. Mix the breadcrumbs, half the walnuts, garlic, turmeric and just enough water to make a smooth paste. Add 1 tbsp walnuts and season to taste.
- Make a dressing by whisking together 1 tbsp each of the lemon juice, honey and oil and pour over the chicken with the remaining walnuts, onion and the dill and sweetest onion and so on.
- Mix the oats with the lemon zest and a pinch of salt and spread out on a flat plate or the chicken fry coat each piece in the remaining honey then roll in the oats, making sure all the oats are well coated.
- Heat the remaining oil in a frying pan and fry the chicken in 3 batches for 3-4 minutes on each side until golden and cooked throughout.
- Serve on a bed of the couscous with a generous drizzle of the dip.

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with Wholegrain Goodness



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