

EXPORTS BRANDING

Stand tender
information pack



AHDB

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Branding hierarchy

There are three brands included on our exhibition stands:

- The GREAT campaign branding
- AHDB Export identity branding (QUALITY message)
- AHDB branding

GREAT is the 'umbrella' brand and as such takes the highest level position on the stand. GREAT is **always** top-level branding for our stands and should be the most elevated element of the stand design.

Levels of hierarchy

There is an explicit order of brand elements on our stands. All exhibition stand designs need to reflect the following order of hierarchy (high to low):



GREAT branding

AHDB has agreed the following overarching principles when using the GREAT brand:

- GREAT is the most-elevated element of the stand, with clear separation from any AHDB content
- Where the stand design does not have a lampshade, the GREAT header fascia should (preferably) be separate from the AHDB panels and there should be a gap of no less than the height of the header fascia itself
- For smaller stands where a separate header fascia is not achievable, the GREAT header fascia should run along the top of the graphics panel
- No other logos should sit alongside the GREAT logo. Hierarchy of the brands should always be adhered to (see page 5)

Lampshade

External panels



GREAT logo aligned according to stand locations and sight lines

Internal panels



Landscape image

Header fascias

For stands that do not have any overarching GREAT branding from a pavilion or suspended lampshade, a header fascia panel featuring the GREAT logo must be present.

Example of a separate header fascia with the GREAT logo on a red background. The spacing between the header fascia and main graphics panel should be no less than the height of the header fascia.



Example of a small stand where the use of a lantern or separate fascia is not an option. Here, the GREAT header fascia should run along the top of the AHDB graphics panels.



Use in stand designs

Examples of actual stand designs showing how these rules work in practice can be found on pages 9–15.

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 their experience of the work we do in the international markets.

Aims of our Export identity

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

- To be unmistakably British
- To be clearly separate from the GREAT identity (see page 4), while standing alongside it and complementing its brand styles by using colours and shapes that tie in with the Union Flag
- 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 (see below)



Typography

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

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

Minerva Modern
Avenir

Brand colours

The main colour in the Export identity is the GREAT Blue. This will be the predominant colour brought into the stand design through the graphics produced by AHDB's Creative team.

White is very often used for counters, monolith panels and in the structural fabric of the stand (pillars, frames, etc.).

GREAT Red is reserved for the arrow graphic within the Export identity and for finishing touches, such as planters and pendant lighting. Its use is limited as clear separation from the GREAT branding needs to be maintained (see page 4).

Examples of the use of colour in our recent stand designs can be found on page 9 onwards.

Hierarchy of the colours

GREAT Blue

Primary

C 100 M 76 Y 0 K 64
R 4 G 4 B 63
Pantone 2768C
04043F
RAL 5022

GREAT Red

Secondary

C 0 M 92 Y 100 K 0
R 235 G 0 B 0
Pantone 485
EB0000
RAL 3024

White

C 0 M 0 Y 0 K 0
R 255 G 255 B 255
FFFFFFFF

AHDB Text

C 0 M 0 Y 0 K 80
R 87 G 87 B 86
575756

Elements within the Export brand identity

The basis of the AHDB Export graphics panels is the QUALITY messaging and angular brand identity. This combined graphic treatment is generally only used once on a stand.



Left-aligned messaging



Right-aligned messaging

The following should always be considered:

- The forward-facing red arrow is a key element of the graphic content
- The graphic is never flipped – the red arrow should always be facing the right

The angles

The angle of the diagonals in the brand styles is taken from the angles within the Union Flag of the GREAT logo. This 64° angle (see above) can be used creatively for elements within the stand design.

When designing the layout of a stand, please explore options of how we can utilise the diagonal shapes and angles within the brand identity to produce a creative stand design and a more engaging user experience, e.g. the shape of counters, layered back wall panels, etc.

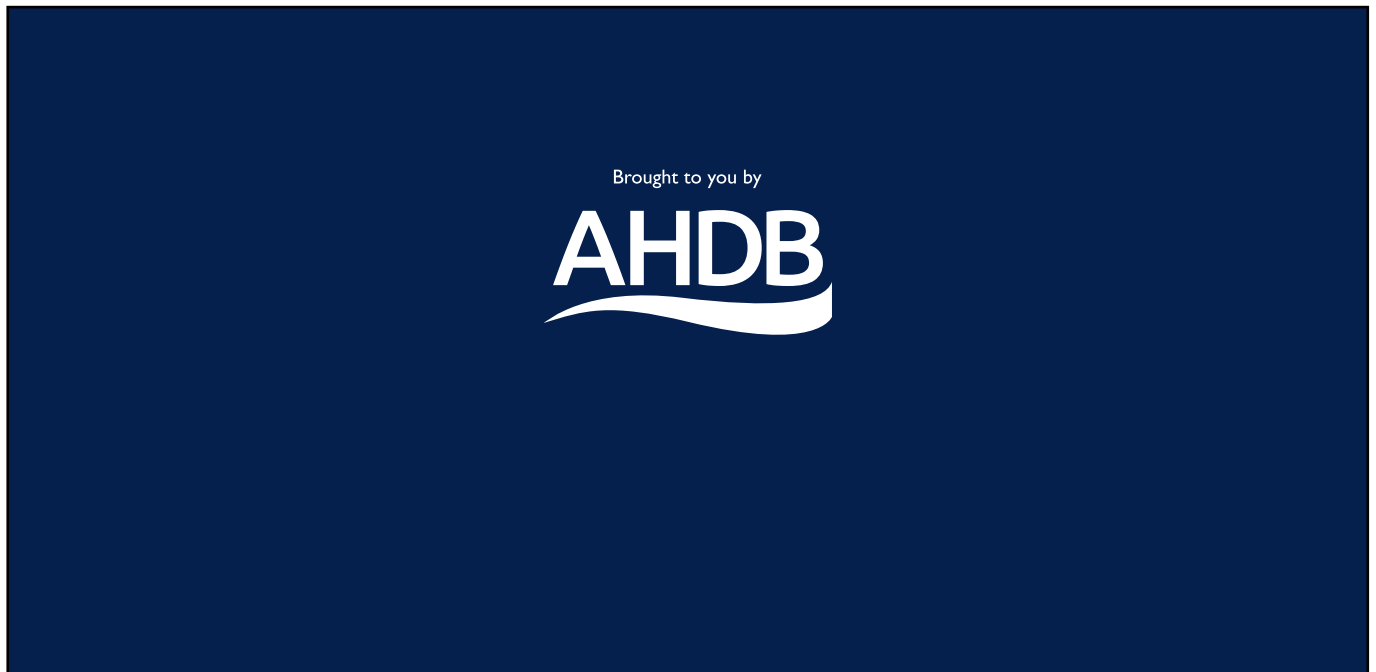
Examples of actual stand designs showing how these rules work in practice can be found on pages 9–15.

The AHDB brand

Within the AHDB Export identity, the AHDB logo features less prominently. This is because our Export activity has its own look and feel, as discussed on page 5.

The AHDB logo only features once on a regular stand design, and this is on the main reception counter front.

A typical AHDB counter front



Providing visuals

As part of the tender process, stand builders provide visuals of the proposed stand design, usually from a variety of angles and viewpoints. This is a vital part of the process as it allows the working group at AHDB to score the proposal based on the criteria set out in the tender document.

Stand visuals that feature branded graphics allow the working group to see:

- How the stand might look after it has been through the design process
- What are fully branded graphics panels (and what are not)

‘White panel’ view

For some members of the working group, having branded graphics *in situ* can be distracting, and there is a tendency for the visual to be seen as the finished design.

For this reason, it would be preferable to have at least one of the viewpoints supplied as a blank ‘white panel’ view of the stand so that the working group can see the shapes of the panels without getting distracted by the graphics.

The best-case scenario for the AHDB Design team would be to have the ‘white panel’ version of the stand design as a Photoshop file, with each element of the stand on a separate layer. This way, the AHDB Design team can add the final branded graphics more easily when producing a design visual for sign off.



Examples of large-scale events

SIAL Paris





Examples of medium-scale events

FHA Singapore





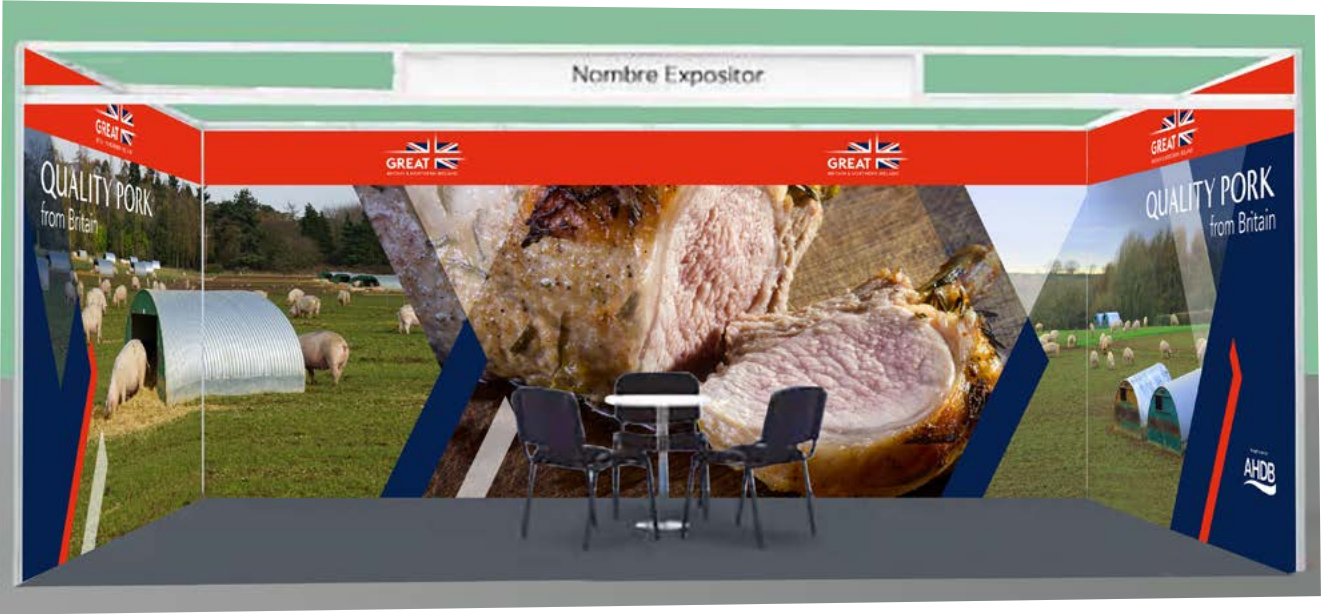


Examples of small-scale events

CIMMIE



Espacio



**PROUD
TO SUPPORT**



Produced for you by:

AHDB

Middlemarch Business Park
Siskin Parkway East
Coventry
CV3 4PE

T +44 (0)24 7669 2051
E exports@ahdb.org.uk
W ahdb.org.uk/exports

