EXPORTS BRAND GUIDELINES

Version 200706

AHDB

Contents

Making AHDB collaboration work

Every event is a delicate and complicated balance between a wide variety of stakeholders with differing points of view and responsibilities. What unites us is our passion and shared objectives to increase the sale of our farmers' produce to overseas markets.

AHDB Corporate strategy

FOOD IS GREAT BRITAIN & NORTHERN IRELAND DIT & Defra

Devolveds (Scotland, Wales & NI)

Co-exhibitors (Exporters)

EVENTS TEAM

EXPORTS TEAM

THE EVENT

CREATIVE TEAM

The show

There are A LOT of stakeholders, complexity and differing objectives that have to be carefully balanced and aligned before the AHDB in-house teams can deliver an event.

It's essential that the three AHDB teams of Events, Exports and Creative work effectively and efficiently to plan, design and deliver an effective show. To this end, in March 2019, the three teams agreed and defined the roles and remit of each team.

The importance of measuring success

In addition to the process leading up to an event, it's important to reflect and measure the success of events. All teams should engage with the wrap-up process and share research and feedback.

The longer-term challenge is to develop useful and effective key performance indicators (KPIs) and carry out deeper background research.

AHDB roles

Exports Team

The Exports Team comprises our technical experts. The team works to develop the technical brief for all international events. The technical brief ensures that the key messages, imagery, purpose of the exhibition and understanding of the audience are clear. For each event, an early briefing meeting will be set up with the relevant event lead, creative lead and export lead to develop and agree the brief. Following this, the first point of contact for all matters relating to event delivery must be fed through the event lead. The technical lead is a key member of the working group to deliver international events and will participate in the approval of final sign-off stages.

Responsibility overview: To input on technical messaging of content (words and picture choice); provide clarity of purpose for the show and decide on relevant supporting material; sign off on these elements.

Events Team

The Events Team project-manages all international events. The event lead sets up the working group and collaborates with the export lead and creative lead to develop, agree and sign off a brief. Following this initial meeting, the event lead is responsible for procurement, tendering, contractor and supplier liaison, sign-off and approval of artwork with partners, co-exhibitors and DIT; event budgets, purchasing and financial reporting. The event lead is a key member of the working group to deliver international events and will participate in the approval of final sign-off stages.

Responsibility overview: To project-manage the delivery of events; acquire all relevant sign-offs and approvals.

Creative Team

The Creative Team comprises our experts in design and identity. The creative team's Event Design sub-team nominate a creative lead per event to ensure that the objectives of the brief are met and a consistent look and feel is developed and used across all events. The creative lead is an essential part of the project group and works directly with Exports and Events to transpose the technical brief into a stand design. The creative lead is a key member of the project group to deliver international events and will participate in the approval of final sign-off stages. They are also responsible for the development and design of the Export Identity, ensuring it adheres to, and works alongside, the multiple external stakeholders.

Responsibility overview: To orchestrate and design the Export Identity as AHDB 'Brand Guardians'; design stands that adhere to it; deliver high-quality stand designs that meet the technical and messaging requirements from Exports and the budgetary and practical requirements from Events; sign off on design and identity.

Although each team has a clear remit, it is important that opinions are heard and collaboration is optimal.

Our Export Identity

Our Export Identity is the look, feel and sound of all the touchpoints that our overseas audiences experience. To go further, it is their experience. It needs to be deliberate and reasoned if it has any chance of being successful in helping them on their journey to buy our farmers' produce.

The challenge of AHDB, GREAT and Export Identity

As the earlier diagram shows, there are multiple stakeholders and multiple brands behind any event. In particular, we are committed to partnering with the Food is GREAT campaign from DIT and Defra. This is a rigorously managed brand. For years, the requirements of AHDB to promote the source of our produce and the restrictions from the GREAT brand had been irreconcilable, therefore causing a lot of difficulties.

However, in August 2019, compromise and agreement was reached (see page 6), which has paved the way for the current identity. The challenge for our AHDB Export Identity is that it has to work alongside, and be fully sympathetic to, the GREAT campaign. In return, the GREAT campaign gives us the value of its reach and recognition as well as the ability to use the Union Jack flag more prominently than we otherwise could (due to state-aid restrictions).

Also in 2019, AHDB leadership acknowledged that, to our overseas audience, AHDB, as a brand, has no recognition, and no real top-level value. Therefore, it was decided that the AHDB brand should not be used, and the prominence of our logo should recede significantly, allowing us to prioritise more targeted messaging, our new Export Identity and the GREAT brand.

This paved the way for us to develop and evolve an identity that can work much harder for us.

Aims of the Export Identity

It is important that the Export ID is managed consistently and our output is never seen in isolation from the overall ID we are investing in.

Key aims
- To be unmistakably British
- To feature prominent farm photography that extols the virtues of our production system
- To use approved top-level messaging which complies with state-aid rules
- To visually communicate: quality; reliability; the contrast of classic/traditional with the modern and the future; to have energy and movement, showing that we are going places; and to draw our audience in
- To be obviously separate from, but also able to stand alongside and complement, the GREAT identity, using colours and shapes that tie in with the Union Jack
- To be applicable across stand design, brochures, video and web so that we can create a consistent and strong experience that over time can become immediately recognisable and trusted

Due to the fact that a fully resolved offline branding process is not within our means, we have had to start simply and balance the need to manage consistency with the need to evolve the ID over time. But this evolution also needs to be carefully managed and should not become a 'random trial and error' process.

Ideally, we should be investing time and money into research, analysis and gathering feedback and use such information as a means of directing the future course of our ID.

Agreement with GREAT

In order to simplify and lessen the burden on all teams, we have agreed the following overarching principles for AHDB's use of the GREAT brand at international trade shows:

- AHDB's 12-month event plan with key dates and design deadlines will be shared with DIT

- Overarching Food is GREAT (FiG) logo lampshade featuring one-line BNI logo with flag to create a hierarchy of brand use (grabbing attention with GREAT as the most-elevated element of the stand), with clearly separate AHDB and partner (levy-payer, devolved-body branded elements) beneath

- Where the stand design does not incorporate a lampshade, AHDB will design a column or back wall which mirrors the agreed logo and brand hierarchy with FiG as the primary brand. In this instance, the FiG header fascia must be clearly separated from the AHDB panels. Ideally, there should be a physical gap no less than the same dimension as the height of the header fascia. Where this is not achievable, the FiG-header fascia must be a definite different colour. So if the AHDB background colour is blue, then the FiG header must be white (or vice versa)*

- The use of the FiG Union Jack can be used within the AHDB stand design as a low-level wayfinder

- The use of live animal imagery is a key feature on AHDB stands. The use of this imagery is permitted, but any live animal imagery must not include a superimposed FiG logo or be close to a FiG logo

- QMS/INI/HCC/LMC-branded imagery is permissible, as long as it is not positioned alongside GREAT-branded imagery – logo placement on a right angle or adjacent wall/lampshade is permitted

- DIT and Defra will collate existing beef, lamb, pork and dairy imagery in multiple sizes, including design files, into an album on the GREAT brand library, to be shared with AHDB. Where applicable, these will be considered for use within the stand design

- Defra to invest in bespoke photography for China and Japanese markets following steer from both AHDB sector leads and in-market food and drink teams. These should be incorporated into stand designs

- Quarterly call/meeting to evaluate any unforeseen/other issues

- Any emails to be sent to Tom and Anita, cc'ing in Laura and Charlotte to ensure internal accountability

- Use of straplines is approved as per the examples overleaf, which also demonstrate best practice of the above guidelines

Useful contacts:

DIT

thomas.woods@trade.gov.uk
anita.burnett@trade.gov.uk
elsie.cunnew@trade.gov.uk

Defra

laura.jarman@defra.gov.uk
charlotte.rose@defra.gov.uk

*Amendment made on call with Anita Burnett and Laura Jarman on 11/03/2020 as a point-of-detail clarification

State aid restrictions

Due to state-aid restrictions, there are certain strict guidelines that need to be followed when referencing British produce. With this in mind, it is imperative that the following guidelines are adhered to.

What is state aid?

State aid is the term that describes an advantage provided to an economic sector using government funding. As AHDB is funded by a compulsory levy on UK farmers and growers (effectively a tax), we are constrained in what we can do or say that might give us an advantage over other countries. This is relevant to our agreements with the EU but affects us globally and may very well continue after the UK leaves the EU in 2021 as part of future trade deals.

Messaging

Due to state-aid guidelines, we are severely limited by what we can explicitly state when it comes to 'Britain and the UK'. We cannot promote the origin of the product as though it were an attribute of the product.

With this in mind, we can't say 'British Meat', but we can say 'Meat from Britain'. This very technical argument is that meat from Britain *could* be argued to come from elsewhere.

The most prominent and already established USP for our produce is 'Quality'. It is also our argument that the individual attributes of our produce, for example 'high welfare', are factors that contribute to the perception of quality by the end consumer.

Therefore, the only permissible messaging referencing British produce is as follows:

Quality [produce name] from Britain,
e.g. Quality Beef from Britain

It is possible to use implied messaging, particularly in images, where the prominence of 'Britain' and the provenance of the food is more 'loudly' stated.

Using the Union Jack on exhibition stands

Similarly to the messaging, we are very restrained with how we can use the Union Jack.

The Union Jack can only be used as a wayfinder, and we cannot use it on our actual stand panels.

The only exception to this rule is when a Food is GREAT poster uses a Union Jack. These posters are allowed on our panels as part of our agreement with GREAT.

Colour palette

The export colours can be found in the *'AHDB Exports Branding' CC library.*
(https://adobe.ly/30Y1tdM)

GREAT Blue	**GREAT Block Red** DO NOT TINT	**AHDB Text**	**GREAT Stone**
Main colour	Secondary colour	Body text (80% black)	

- The main colour is: GREAT Blue
- The secondary colour: GREAT Block Red
- Main body font (in brochures, etc.) should be AHDB Text (80% black) or white
- Do not use tints of the red

Typography

Fonts

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

What font and when?

Titles, main headings, top-level subheadings and stand-outs
Minerva Modern

Main body copy, footnotes and low-level subheading
Avenir

Fonts for translations

Chinese translations:
Headings: Heiti SC Light
Main body: Adobe Song Std

Arabic translations:
Headings: Arial regular
Main body: Arial regular

Print-based templates

InDesign templates have been created for use, which include a variety of paragraph and character styles. Font size, weight and colour are set within the styles created and should be used. If existing templates do not meet your needs, please contact the Creative Team to discuss.

Templates can be found in the following location:

AHDB Share/Communications & Market Development/Digital Services/Creative/ Branding and CorpID/CorpID Elements/Export/PublicationTemplates

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Main heading: Minerva Modern Regular (GREAT Blue)

Body text: Avenir Book 10 pt with 12.5 pt leading (80% black)

- Bulleted text based on body-text style (red bullets)
  - Sub-bullets (hyphen)
1. Numbered bullets based on body-text style (blue number in Avenir Heavy)

Subheading 1: Minerva Modern bold 12 pt (GREAT Block Red)

Subheading 2: Avenir Medium 11 pt (GREAT Blue)

Subheading 3:   Avenir Black 10 pt (80% black)

Example paragraph styles for A4 and A5 publications

CC library

The Exports brand toolkit (e.g. logos, colours, graphics and headings) is available upon request, or accessible via the AHDB Exports Branding CC library (https://adobe.ly/30Y1tdM).

External requests should be directed to creative@ahdb.org.uk

AHDB Exports Branding library

- Word Art
- Strapline
- Food is Great Logo
- Counter
- Flag
- AHDB Logo
- Colours
- Main Heads

Please view the CC library by **Group**
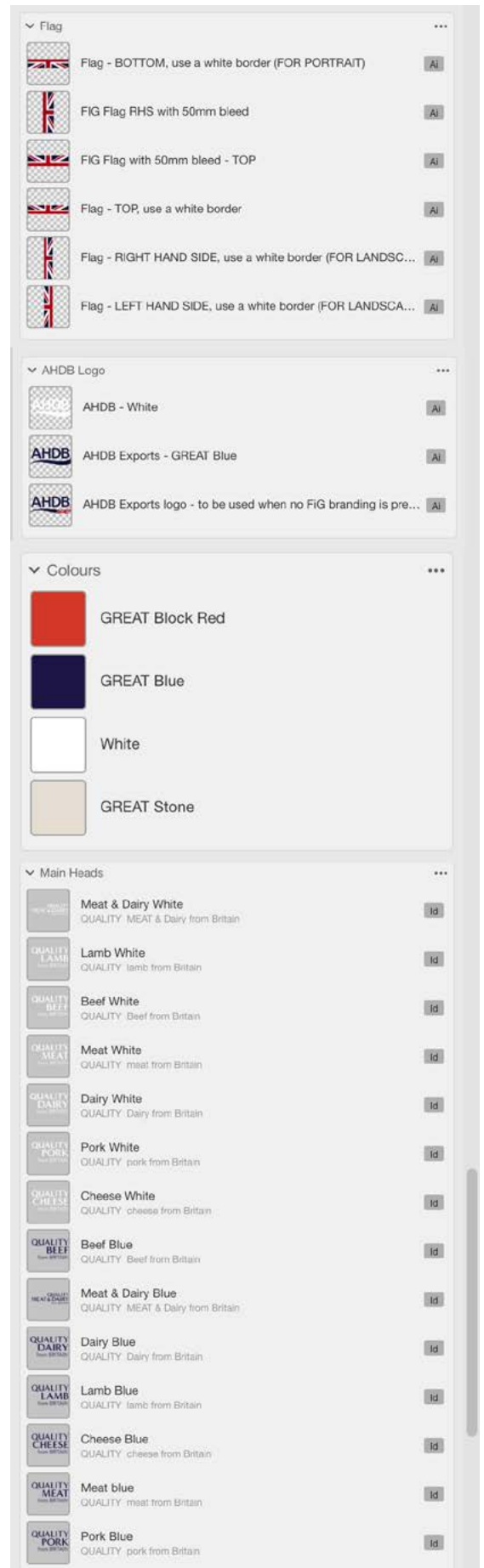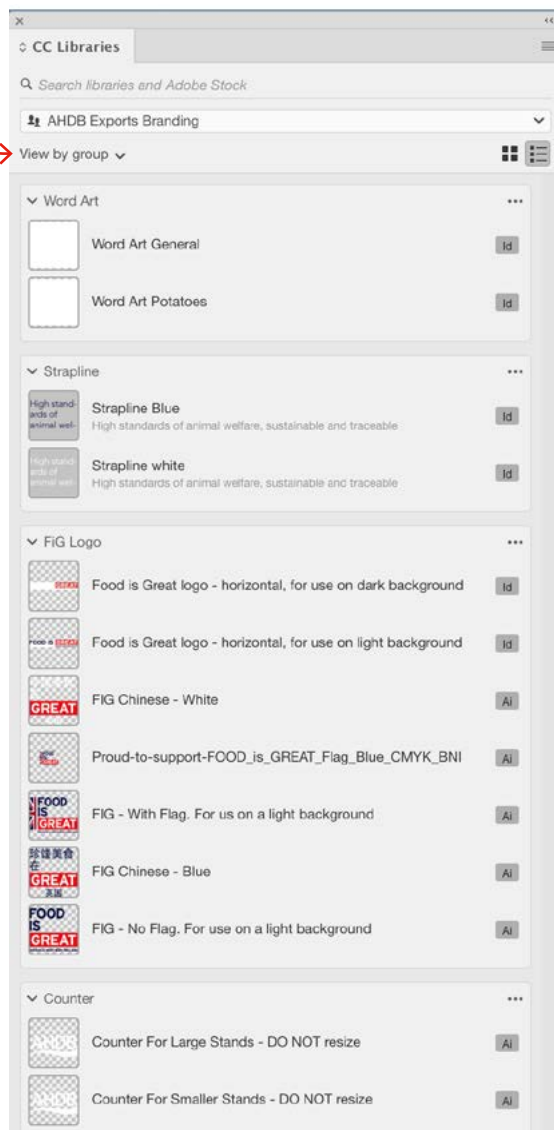
Publications

Templates for publications are available upon request, or can be found in the following location:

AHDB Share/Communications & Market Development/Digital Services/Creative/Branding and CorpID/CorpID Elements/Export/ PublicationTemplates

Templates

The following template options are available:

- A4 Portrait
- A4 Landscape
- A5 Portrait
- A6 Portrait

Examples of previously designed publications for reference can be found in the location below:

AHDB Share/Communications & Market Development/Digital Services/Creative/Branding and CorpID/CorpID Elements/Export/ PublicationTemplates/Export Example Projects

Brochure cover layout example

Proud to support FiG logo top right

UK EXPORTERS DIRECTORY
Cereals and Oilseeds
2019–2020
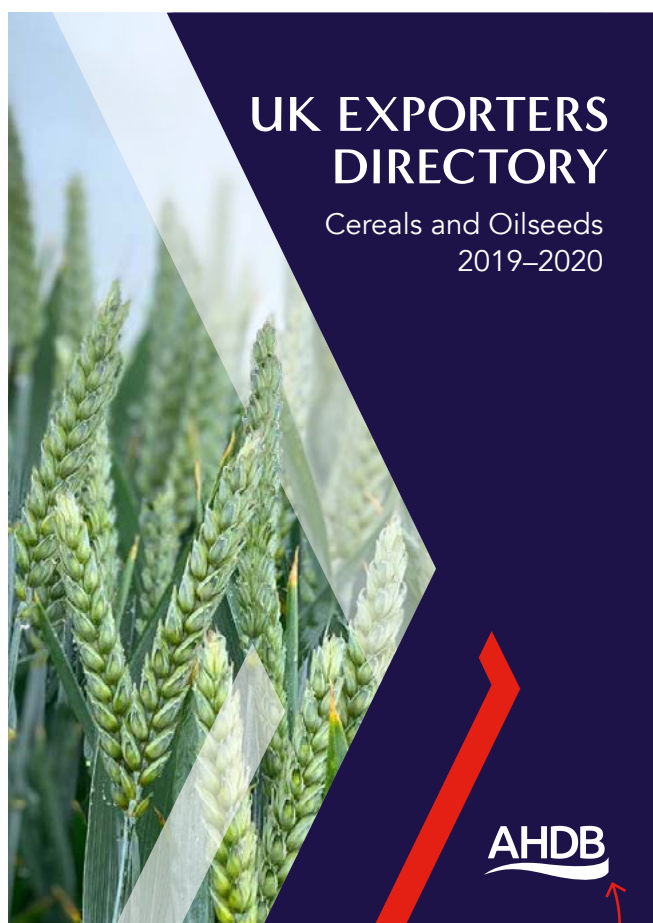
Brochure front cover

AHDB logo bottom right

Produced for you by:

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Stoneleigh Park
Kenilworth
Warwickshire
CV8 2TL

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E exports@ahdb.org.uk
W ahdb.org.uk
Y @AHDB_Pork

If you no longer wish to receive this information, please email us on **comms@ahdb.org.uk**

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Brochure back cover

AHDB logo bottom right

Brochure inside layout examples

We are pleased to visit the meat industry in Taiwan. Our team from the United Kingdom includes some of the best-known and largest producers of high-quality British pork and pork products. Our exporters are keen to establish strong and long-standing relationships throughout Taiwan which will be based on mutual understanding and shared benefits. The UK has a lot to offer: our unique and great livestock tradition has earned a deserved reputation for high standards of animal welfare and food safety. Our exporters have built a strong reputation for quality, presentation and service – delivering what local, discerning consumers want, priding themselves on flexibility and adjusting to customer requirements in terms of product presentation and packaging.

Jonathan Eckley – Head of Asia Pacific, Livestock
T   +44 (0)24 7647 8859
M   +44 (0)7788 916179
E   jonathan.eckley@ahdb.org.uk

Susan Stewart – Senior Export Manager, Livestock
M   +44 (0)7979 941514
E   susan.stewart@ahdb.org.uk

Red Tractor

The Red Tractor ensures you can trust the food you purchase and eat. It is the largest food standards scheme in the United Kingdom, covering all the areas consumers care about: animal welfare, food safety, traceability and environmental protection.

Our food and drink has been responsibly produced to some of the most comprehensive and respected standards in the world. All stages are regularly checked by independent experts. All the major UK supermarkets use the standards as the basis for their UK-sourced food.

Red Tractor pork standards

Animal welfare
- Staff need the appropriate skills to look after the health of their pigs
- Routine checks are made at least once a day
- Environmental protection
- Farms must be well maintained
- Any products applied to the land must have an agricultural benefit and be permitted for use

Bedding
- Floors must be safely constructed and maintained
- If they cannot be drained, then they must be maintained with dry bedding

Food and drink
- All pigs must be provided with access to sufficient and traceable feed to maintain full health
- Feed must be adequate and suitable for the age and body condition of the animal
- The feed and water delivery systems are checked daily for malfunctions and cleanliness
- Traceability

- All pigs must be born, reared and slaughtered in the UK to carry the Red Tractor logo
- All are traceable back to the farms where they were born

Housing
- All housing must be constructed and maintained to provide a safe and hygienic environment for the pigs to live
- Antibiotics/medication
- Red Tractor pig farms have quarterly vet visits where the health and welfare of the animals is reviewed
- Antibiotics are only given on prescription by a vet when the pig is ill
- The use of growth hormones is not allowed

Other
- Inspections: Red Tractor pig farms are inspected more frequently than any other UK standards scheme

Brochure inside layout examples

Animal Welfare

Historically, the UK has been the vanguard of animal welfare policy. Public interest in animal welfare has given us world-leading legislation in 1822, 1911 and 2006.

Provenance

Consumers want to know where the beef and lamb they are eating has come from. All QSM beef and lamb that carries the Union Jack flag on the Mark has been born, raised and slaughtered in Great Britain.

Abattoir

All abattoirs in the QSM Scheme are independently inspected to verify compliance with strict processing standards and specifications. The standards cover:

- Lairage
- Chilling
- Welfare
- Storage
- Dressing
- Slaughter
- Classification
- Food Safety
- Labelling
- Transport
- Cutting and packing
- Processing
- Meat hygiene
- Maturation
- Traceability

Dependent on consumer specifications, the animals are graded and matured to varying disciplines and carcases are hung again to individual specifications relating to maturation.

What makes QSM beef and lamb so special?

British cattle are world-renowned for their quality and suitability for sustainable livestock farming. They have been exported for more than two centuries over five continents and form the core of world beef production.

Modern production of beef and lamb requires carcase quality and farm-level production efficiency performance.

Report layout

THE BEEF MARKET IN CHINA

May 2020

AHDB

Market overview of China's beef market

China beef production

Meat consumption in China has increased rapidly in recent years, driven by improved living standards, higher disposable income and the rapid expansion of middle-income consumers. Beef is becoming more popular as people seek higher protein and low-fat alternatives for a healthier lifestyle and diet.

Despite efforts by the China Agricultural Department to produce more beef to meet domestic demand, production has failed to keep pace with rapid growth in consumption. Traditionally, cattle in China are used for draught (pulling carts or field work) and milk production; beef cattle farming is a relatively new sector for the country. Beef production has grown slowly and development of the sector faces many challenges, including:

- Low breeding cattle inventory
- Lack of quality bovine genetics
- Higher feed and land costs
- A highly fragmented industry
- A long farming cycle, which is less attractive to investors
- Epidemic diseases and natural disasters in western pastoral areas affecting production

Figure 1: China beef production
Source: National Bureau of Statistics of the People's Republic of China (stats.gov.cn/tjsj/ndsj/2019/indexch.htm)

Major beef production regions

The National Beef and Lamb Development Plan (2013–2020), produced by the Ministry of Agriculture and Rural Affairs (MARA), set out development objectives for the sector. These include regional distribution according to available feed resources, farming basis/foundations and processing facilities, as well as regional advantages. The objectives aim to accelerate the development of beef production in three provinces in central China (Hebei, Shandong, Henan) and the Northeast (Heilongjiang, Jilin and Liaoning), together with the steady development of beef production in eight provinces in the West (Inner Mongolia, Sichuan, Yunnan, Tibet, Gansu, Qinghai, Ningxia and Xinjiang).

Henan, Shandong, Inner Mongolia and Hebei provinces are the largest producers of beef by volume followed by Jilin and Heilongjiang Provinces.

Figure 2: Major Beef Production Regions

Table format

Table Title		
Table Subtitle		
Table text	01	
Table text	01	
Table text	01	

Main header row: 100% GREAT Blue

Subheader row: 50% GREAT Blue

First row: 8% GREAT Blue

Second row: 15% GREAT Blue

Alternate row tints from then on…

Rows and columns to be divided by white rules

PowerPoint

An Exports PowerPoint template has been created. This should be used on all Exports presentations.

This has been shared with the Exports and Events Teams, and has also been saved in a location where every person in the organisation can access it.
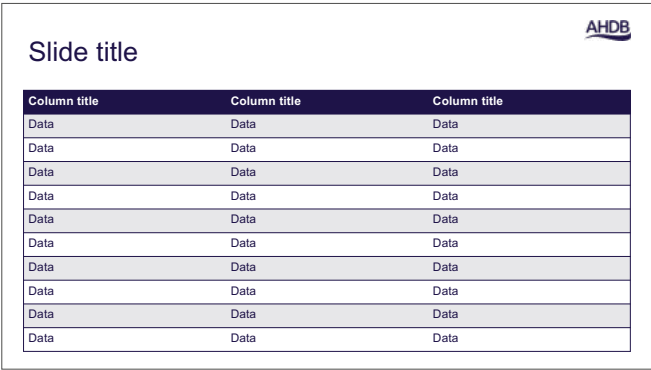
As not everybody in the organisation has access to the Export fonts, the PowerPoint uses Arial.

The master PowerPoint design template can be found in the following location:

AHDB Share/Communications & Market Development/Digital Services/Creative/Branding and CorpID/CorpID Elements/Export/ DigitalTemplates/PowerPoint

Cover slide

Example of a table

Section title slide
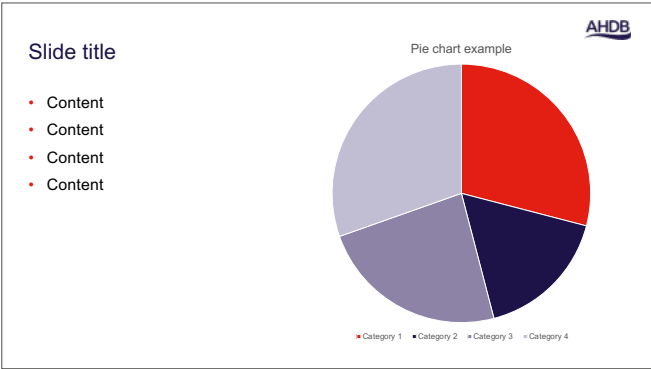
Example of a pie chart

Content slide
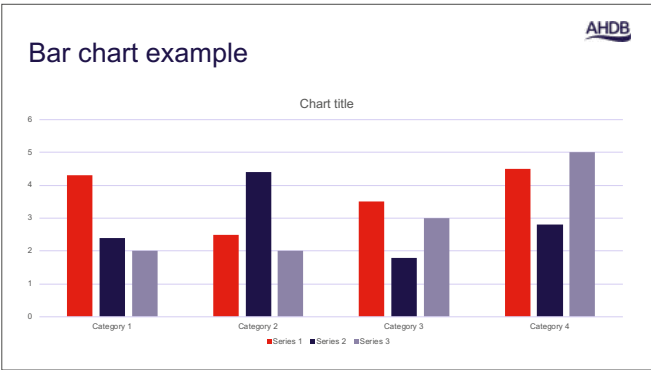
Example of a bar chart

Corporate lanyards

AHDB staff and the co-exhibitors on our stands will have their own GREAT-branded lanyard for their event pass. This will allow visitors to instantly recognise those who are representing the stand.

- The lanyard is GREAT Blue, with the Union Jack, FiG logo and AHDB logo
- Approved by GREAT

The lanyard artwork and print files can be found in the following location:

AHDB Share/Communications & Market Development/Digital Services/Creative/ Branding and CorpID/CorpID Elements/Export/EventAssets/Lanyards

Corporate name badges

AHDB staff on our stands will have their own branded name badge. This will allow visitors to easily approach and network the members of staff on our stands.

The badges are stainless steel with a magnetic fitting on the rear.

The badge template can be found in the following location:

AHDB Share/Communications & Market Development/Digital Services/Creative/Branding and CorpID/ CorpID Elements/Export/EventAssets/ExportEventsBadges/NameBadges75x35mm191016.indd

Food / product labels

- Designed to sit in chillers and be seated in a clear acrylic triangle holder
- Printed double-sided
- 70 mm x 70 mm
- The bottom 28 mm is hidden in a plastic mount
- Translations can be added under the English text

The label template can be found in the following location:

AHDB Share/Communications & Market Development/Digital Services/Creative/Branding and CorpID/ CorpID Elements/Export/EventAssets/Product Labels/Export – Product labels.indd

LAMB

Rump steaks

Pavés de rumsteck d'agneau

Hidden in the plastic mount

Pull-up banners

Only the flag wayfinder can be used outside of Europe.
Banners required for EU events must not include the Union Jack wayfinder flag.
Pull-ups should NOT be used at exhibition stands. They are for stand-alone use only (i.e. conferences, workshops, etc)

State aid restrictions

European events

The Union Jack **must not** appear on banners that will be used within Europe.

Non-European events

The Union Jack wayfinder can appear on banners that will be used outside of Europe (e.g. USA).

Please confirm with the Exports/Events Teams where these banners will be used when designing and choosing the relevant template.

Templates

Templates for pull-up banners are available for EU and non-EU events.

Each template (EU or Non-EU) has different layout options on the master pages. These include options for multiple images, etc. Please see below.

Templates are available upon request, or can be found in the following location:

AHDB Share/Communications & Market Development/Digital Services/Creative/Branding and CorpID/CorpID Elements/Export/EventAssets/ PullUP_Templates…

Layout options

European (NO FLAG)

One-image layout

Two-image layout

Three-image layout

Multiple-image layout

Word art layout

Non-European headings (FLAG)

Union Jack wayfinder can be included for non-EU events

NOTE
The same rules apply for posters that aren't GREAT-branded.

Invitations

AHDB

The British Meat Dinner Invitation
Monday 7 October 2019, Wolkenburg, Cologne

Sir Peter Kendall, Chairman of AHDB and
Mr Mike Sheldon, Chairman of AHDB Pork
request the pleasure of the company of

<<Name>>

Cocktail reception: 7:00pm   **Dinner:** 8:00pm
Dress code: Lounge suit

Buses will be available at Dorint An der Messe Köln, Deutz-Mülheimer Straße 22-24 50679 Köln (Messe) located opposite the Anuga main entrance East (Messe Eingang Ost). Departure times are: 18:25 – 18:35 – 18:45 to get to the Wolkenburg. Reservations not available, buses operate on a first-come, first-served basis.

AHDB

Confirmation
The 26th British Meat Dinner

Confirmation is required before Monday 16 September 2019
Please reply to Claudine Collin on fax: +32 2230 8620 or email: Claudine.collin@ahdb.org.uk

Name

Company

Fax

Email

Yes, I would like to accept the invitation
Yes, halal menu
No, I will not attend

Dietary requirements

Stoneleigh Park, Kenilworth, Warwickshire, CV8 2TL, England, United Kingdom
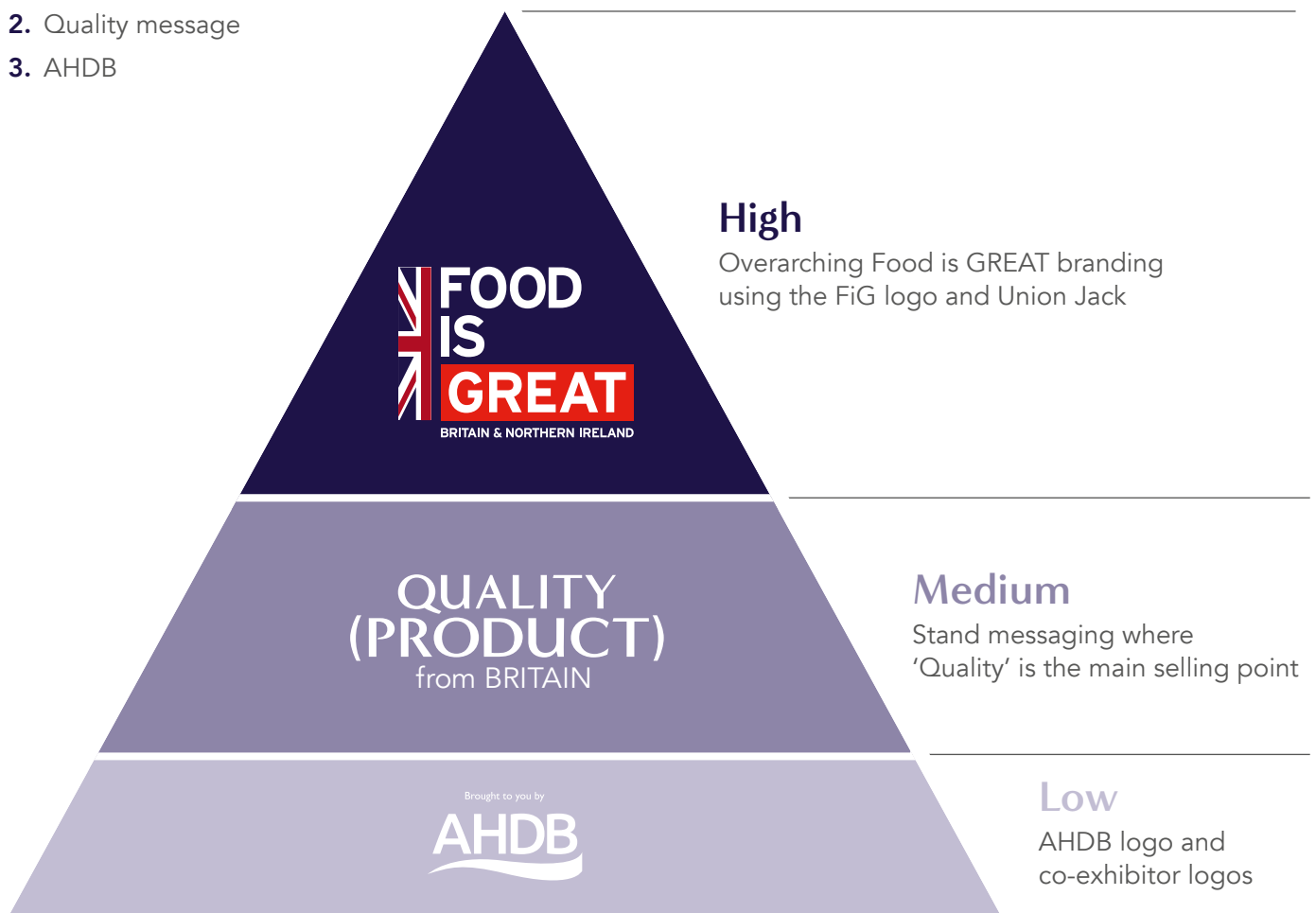
Exhibition stands

Branding hierarchy

Food is GREAT is **always** top-level branding for all our stands.
GREAT should be the most elevated element of our stand design.
Food is GREAT is the 'umbrella' brand.

Levels of hierarchy

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

1. Food is GREAT
2. Quality message
3. AHDB

High
Overarching Food is GREAT branding
using the FiG logo and Union Jack

Medium
Stand messaging where
'Quality' is the main selling point

Low
AHDB logo and
co-exhibitor logos

Using the Union Jack

All stands should use Food is GREAT as the top-level brand.
Food is GREAT is the only method of getting a Union Jack onto the stand.

Presence of the Union Jack

We can only use the Union Jack as follows (listed in order of preference), only one option per stand:

1. On a lampshade suspended above the stand, with the Food is GREAT logo.
2. On a header panel, with the Food is GREAT logo, with a clearly separate design to our panels.
3. A small bus-stop sign in an aisle (a separate panel) – for small events where neither options 1 or 2 are achievable.
4. On the front of the counter (worst-case scenario) – for small events where options 1, 2 or 3 are not achievable.

Large-scale events

OPTION 1: Lampshade (preferred)

Please see page 23 for guidelines referring to the lampshade design.

OPTION 2: Header panel (if option 1 is not available)

Please see page 24 for guidelines referring to the header panel option.

Small-scale events

Either of the following solutions could be used for wayfinding on small-scale events, but **only where a lampshade or header panel is not present.**

Bus-stop wayfinder sign

The artwork and print files can be found in the following location: *AHDB Share/Communications & Market Development/Digital Services/Creative/ Branding and CorpID/CorpID Elements/Export/ EventAssets/Bus Stop Wayfinder*

Counter (if no other option is available)

Please see page 27 for guidelines.

Stand lampshade

- The Food is GREAT logo should **always** be used on the lampshade (or header panel)
- No other logos should sit alongside the GREAT logo
- No images of animals can be used

Lampshade content

A typical lampshade should have the following:

External long side: Food is Great logo (horizontal with flag)
External short side: Flag (either bleeding off, or with a white border)
Internal long side: Landscape image (no animals), e.g. WFF landscape.jpg
Internal short side: Flag (either bleeding off, or with a white border)

OPTION 1: (Preferred)

The flag should only bleed off if the lampshade is of the same proportions.

External

Internal

Flag: FiG Flag with 50 mm bleed – TOP
GREAT logo: Food is GREAT logo – horizontal with flag, for use on a dark background

OPTION 2:

This flag should be used if the lampshade is **not** proportional to the flag dimensions.

External

Internal

Flag: Flag – TOP, use a white border
GREAT logo: Food is GREAT logo – horizontal with flag, for use on a light background

The elements required for the lampshade can be found in the following locations:
AHDB Exports Branding' CC library (https://adobe.ly/30Y1tdM)

Suggested image: WFF landscape.jpg
AHDB Share/Communications & Market Development/Digital Services/Projects/Export/Exports Branding/*NewBranding_2019*/Images/Landscapes

If the stand is not big enough for a lampshade, please ensure that there is a separate header panel on the stand featuring the GREAT logo (with the flag). See page 24.

Stand header panels

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

Header panel content

- The Food is GREAT logo should **always** be used on the header panel
- The Food is GREAT Union Jack may also feature in this header panel but must be present on a separate panel to the FiG logo
- No other logos should sit alongside the FiG logo in this header panel
- There must be a clear distinction between the FiG header panel and AHDB content

Header panel options

Adjoining header panel

For stands where the header panel is an integrated element of the stand, a white header panel must **always** be used.

Separate header panel

We can have the header as a physically separate structure above our panels.

The space between the header panel and main stand panels must be approximately the height of the FiG logo. In these instances, the colour of the header panel should be GREAT Blue.

AHDB Exports stand design.

Clearly defined header panel with the FiG logo. A white background must be used to show that it is clearly a separate design from our own blue panels.

Separate header panel with the FiG logo on a blue background.

Spacing between the header panel and main stand panel should be approximately the height of the FiG logo.
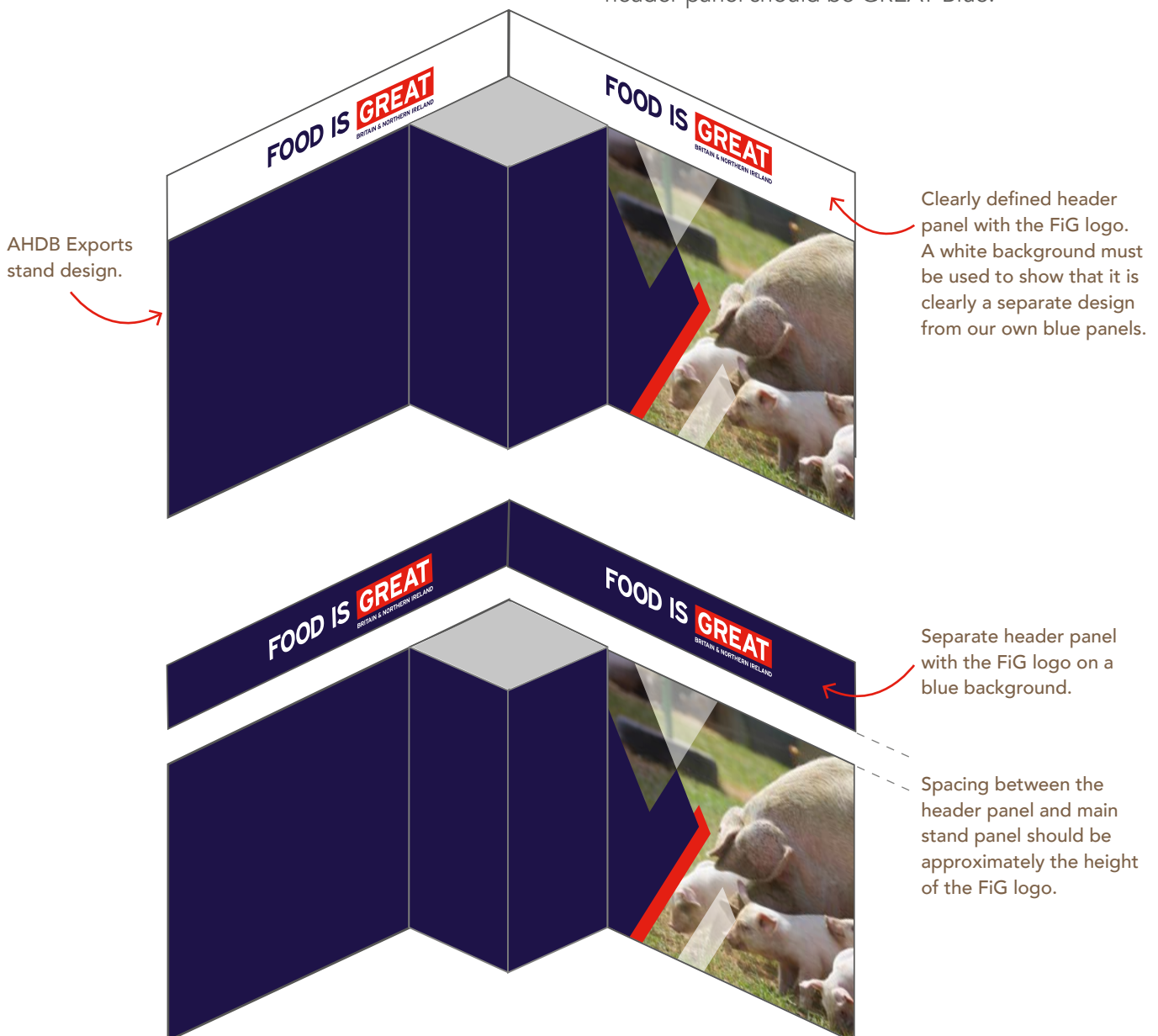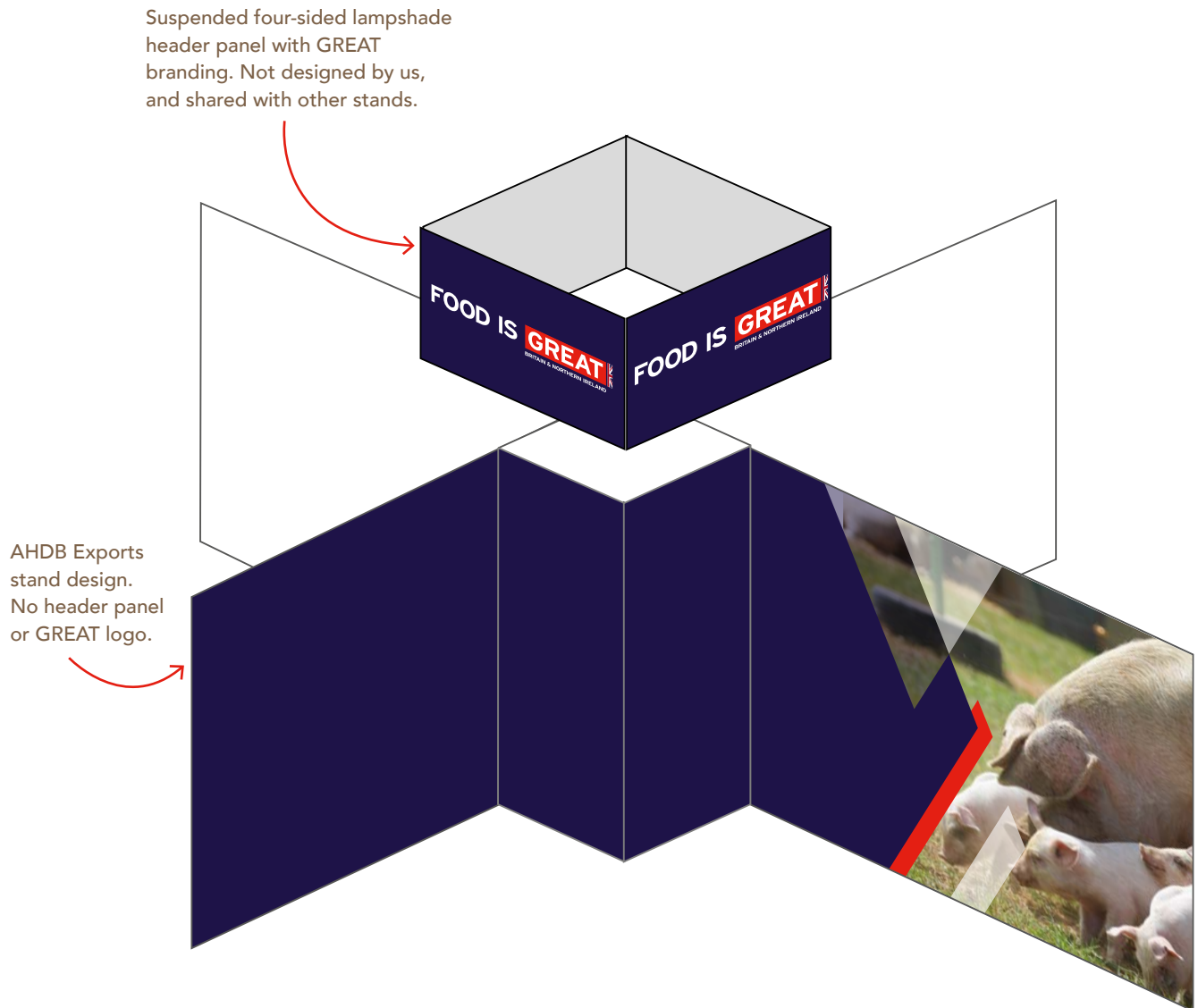
Pavilion stands

These are events where we sit with other stands, under GREAT branding.

When our stand is part of a GREAT pavilion, it will usually sit alongside other stands under a GREAT lampshade. **For pavilion stands, we do not design the lampshade.** We have no control over the GREAT branding on these types of stands.

When we sit under these lampshades, we do not need to include the FiG logo on our own header panels.

Suspended four-sided lampshade header panel with GREAT branding. Not designed by us, and shared with other stands.

AHDB Exports stand design. No header panel or GREAT logo.

Ring-fenced events

On some occasions, we share stands with HCC (Wales) and QMS (Scotland). These stands are funded by a shared budget (ring-fenced fund) and, for this reason, these stands have slightly different rules and restrictions.

Our ambition is for these stands to have a much more joined-up and open feel and, therefore, avoid walls/barriers between each region's zones, where possible.

Ring-fenced guidelines

- GREAT is still to sit at the highest level – either with a lampshade or header panel (HCC and QMS have agreed to this hierarchy)
- HCC/QMS logos will never appear at the same level as the GREAT branding/logo
- HCC/QMS panels can never sit next to (or adjacent to) GREAT posters
- HCC/QMS panels do not need to be sent to GREAT for approval, unless the panel is shared with AHDB, in which case it should be sent to GREAT, as per the agreement
- Shared panels should be based on imagery and should not include any strapline messaging or reference to Britain
- 'Quality Meat from Britain' should appear on the AHDB panels only
- Images on shared panels need to be approved by HCC, QMS and AHDB

Stand format

The proportions of the stand are equal to the budget proportions and this is managed by the event lead.

The Events Team also manages a rotational agreement with HCC and QMS to ensure that each partner has an opportunity to take the most prominent position on a stand when positions are not seen as equal value.
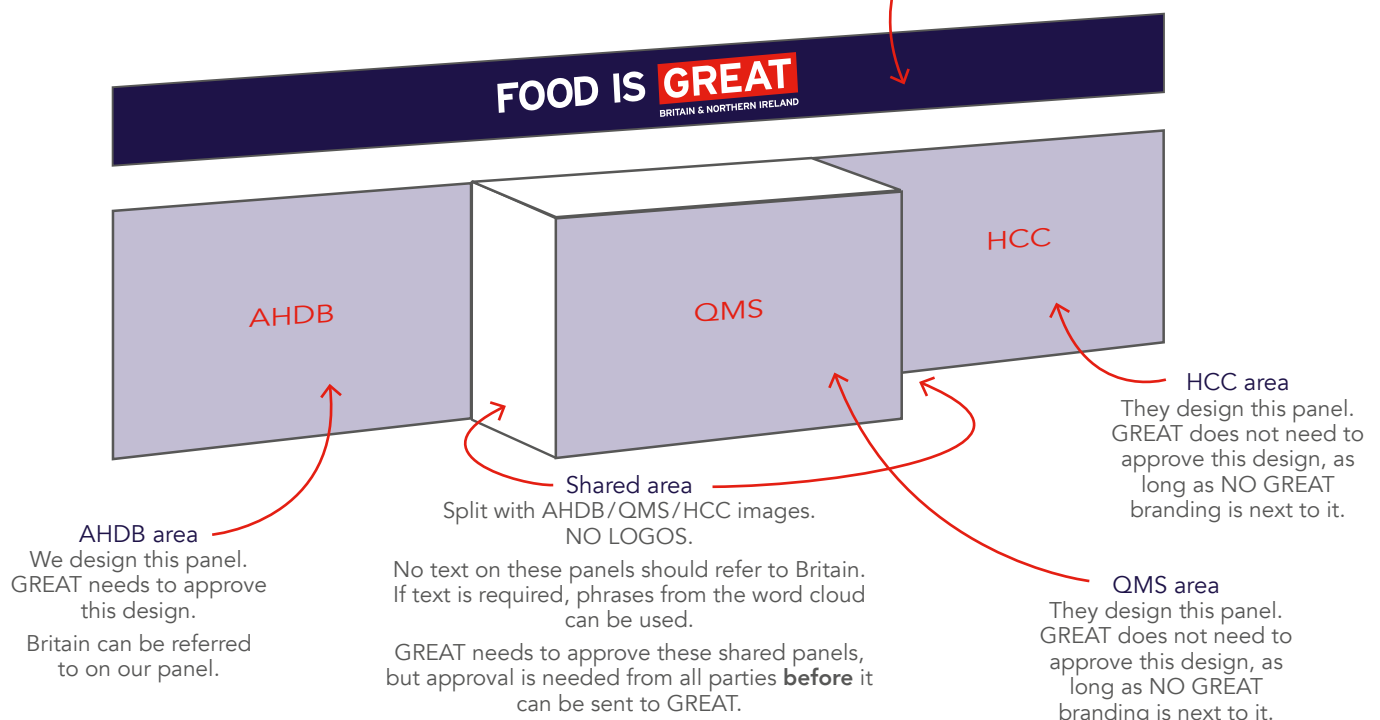
Counters

Each devolved can have their own counter with logo. If there is a cooking demo area or only one counter, then all three logos can sit side by side.

FOOD IS GREAT
The logo is the highest point of the stand, as per agreement. Either as a lampshade, or clearly separate header panel.

See page 24 for guidelines.

FOOD IS **GREAT**
BRITAIN & NORTHERN IRELAND

HCC

AHDB

QMS

AHDB area
We design this panel. GREAT needs to approve this design.
Britain can be referred to on our panel.

Shared area
Split with AHDB/QMS/HCC images. NO LOGOS.
No text on these panels should refer to Britain. If text is required, phrases from the word cloud can be used.
GREAT needs to approve these shared panels, but approval is needed from all parties **before** it can be sent to GREAT.

HCC area
They design this panel. GREAT does not need to approve this design, as long as NO GREAT branding is next to it.

QMS area
They design this panel. GREAT does not need to approve this design, as long as NO GREAT branding is next to it.

Counter

- The counter should always be GREAT Blue
- It needs to feature a white **Brought to you by AHDB** logo
- The lock-up for the logo can be found in the *'AHDB Exports Branding' CC library* (*https://adobe.ly/30Y1tdM*)

Large-scale events (such as Anuga)
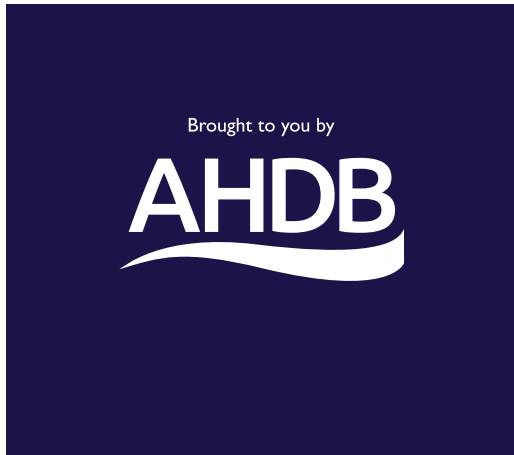
CC library asset:
Counter for large stands – DO NOT resize

- Always hang the logo 200 mm from the top of the panel
- Always centre the logo horizontally on the counter
- Always place from the CC library at 100% – never resize
- If there are adjacent counters at different heights, ensure that the logos are vertically aligned
- Avoid placing other logos on the counter

Small-scale events (such as a pavilion)

CC library asset:
Counter for smaller stands – DO NOT resize

- Always hang the logo 200 mm from the top of the panel
- Always centre the logo horizontally on the counter
- Always place from the CC library at 100% – never resize
- If there are adjacent counters at different heights, ensure that the logos are vertically aligned
- Avoid placing other logos on the counter

Wayfinder option

Only for small events where either a GREAT lampshade, header panel or bus-stop wayfinder is not achievable.

CC library assets:
Counter for smaller stands – DO NOT resize
Flag – TOP, use a white border

- Position the logo 200 mm from the bottom of the panel
- Always centre the logo horizontally on the counter
- Always place from the CC library at 100% – never resize
- Avoid placing other logos on the counter

Messaging

Due to state-aid guidelines, we are severely limited by what we can explicitly state when it comes to Britain. We cannot promote origin as our main message. **Quality** needs to be the main selling point.

Main headings

The only permissible messaging referencing British produce is as follows:
Quality [produce] from Britain

QUALITY MEAT ——— Minerva Modern Bold
from BRITAIN ——— Avenir Book

The wording of the main headings has been approved by the legal team, so please do not change it.

- Colour: white (preferred option) or GREAT Blue
- All headings should be directly copied from the *Headings* master page on the template (*Export_panels_new_MASTER_190920*) or AHDB Exports Branding CC library (https://adobe.ly/30Y1tdM)
- Avoid resizing the text

Drop shadow

Should the main heading need a drop shadow, please apply **Mainhead_dropshadow** object style.

QUALITY MEAT & DAIRY
from BRITAIN

QUALITY DAIRY
from BRITAIN

QUALITY MEAT
from BRITAIN

QUALITY CHEESE
from BRITAIN

QUALITY BEEF
from BRITAIN

QUALITY LAMB
from BRITAIN

QUALITY PORK
from BRITAIN

Translations

Chinese

QUALITY MEAT & DAIRY from Britain

英国优质肉类与乳品

QUALITY MEAT from Britain

英国优质肉类

QUALITY BEEF from Britain

英国优质牛肉

QUALITY LAMB from Britain

英国优质羊肉

QUALITY PORK from Britain

英国优质猪肉

QUALITY DAIRY from Britain

英国优质乳品

QUALITY CHEESE from Britain

英国优质奶酪

Stand images

Approved images

We are currently working with the Exports Team to build a library of approved images to use.

Only use approved images stored in the following location:

Digital Services/Projects/Export/Exports Branding/*NewBranding_2019*/Images…

(New cloud-based location coming soon.)

DO NOT use any images from previous events. Always use the approved images stored in the folder listed above.

If you require additional images to those that are in the folder, please get technical sign-off from the Exports Team before using the image.

Marcomms is also a good point of contact if you need clarification on any of the images.

Image requirements

Images need to adhere to the following:

- Animals must be tagged (with tagging information blurred). Ideally, cows should be tagged in both ears
- Pigs must be clean (for events that are in China)
- Grass must be correct and look healthy
- Animals must be in good condition – no bitten ears/tails, etc.
- Do not use images of food and animals together – they should be placed on separate panels, unless it cannot be avoided at all (i.e. there is only one panel)

Image specification

- Images should be of high quality
- If designing at 25%, the images need to be resized to 600 dpi so that they can be printed at 150 dpi

Word art

The word art below can be used on stands when more detail than just the strapline is required.

- This is to be used in addition to the strapline, and not instead of
- Avoid resizing where possible
- This should always appear on its own panel, as white text on a blue background
- The word cloud can be adapted for use on chiller wraps where necessary
- This is available on the Word Art master page in the template (*Export_panels_new_MASTER_190920*), or the AHDB Exports Branding CC library (https://adobe.ly/30Y1tdM)

Word art – general

General word art for stands (Meat, etc.)

CC library assets: Word Art General
(https://adobe.ly/30Y1tdM)

Tradition
Taste Grass-fed
Free-range ASSURED
Natural *Hormone-free*
HIGH STANDARDS
ANIMAL WELFARE
TRACEABLE *Heritage*
SUSTAINABLE **Safe**
HIGH QUALITY
Provenance

Word art – potatoes

Word art for potato stands

CC library assets: Word Art Potatoes
(https://adobe.ly/30Y1tdM)

Tradition
HIGH HEALTH
Classification Scheme
Regulated ASSURED
Natural *Expert scientists*
INNOVATIVE INDUSTRY
DEDICATED GROWERS
TRACEABLE *Heritage*
Sustainable SAFE HAVEN
HIGH QUALITY
Provenance

GREAT posters

A number of posters have been created for use on our stands, should they be required. All posters are generated by GREAT, supplied as finished artwork (PDF).

Guidelines for use

- GREAT posters should not appear on any panel with our own branding

- They should not sit next to any images of animals, or any devolveds (HCC or QMS)

- Where possible, the posters should be printed as separate pieces of artwork onto a canvas. This looks more professional than having the posters printed straight onto a panel

Location of poster artwork

- Posters can be downloaded from the GREAT brand asset library

- Posters that have been downloaded/translated can be found in the following location:

  AHDB Share/Communications & Market Development/Digital Services/Creative/Branding and CorpID/CorpID Elements/Export/Food Is GREAT Posters

Chinese events

- If the event is in China, the posters should be translated into Chinese – GREAT will do this for us

- All Chinese posters should be saved into the following folder for future use:

  AHDB Share/Communications & Market Development/Digital Services/Creative/Branding and CorpID/CorpID Elements/Export/Food Is GREAT Posters/Chinese

Panel design (25% actual size)

Optimum layout is max. two images per panel.
The panel template can be found in the following location:

AHDB Share/Communications & Market Development/Digital Services/
Creative/Branding and CorpID/CorpID Elements/Export/EventAssets/Export
Stand Panels/Event Stand Panels

Event stand panels template

Master pages

Six master pages are included on the template:

- Single image – Left (image left)
- Single image – Right (image right)
- Multiple – small top triangle
  (2–3-image layout with small *image 3*)
- Multiple – large top triangle
  (2–3-image layout with large *image 3*)
- Headings (main headings for all sectors and
  strapline to copy and paste as required)
- Word art

Document layers

Content is supplied on three layers:

- Guides/guidelines (non-printing layer)
- Export graphics (elements of the Export
  branding)
- Images + heading (content specific for event)
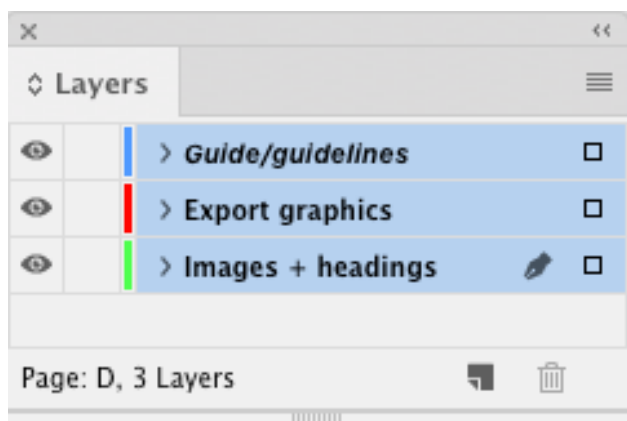
Using the template

- Guides and image frames directly correspond
  to the overlaying Export shapes on the
  Export graphics layer
- The composition can be placed anywhere within
  the panel. **Do not resize**
- Ensure you select content on *all* layers
  (using the black selection tool) before
  repositioning the collective elements so
  everything remains aligned
- All content is contained within a frame which
  can be dragged to fit

Multiple images

The multiple-image master pages provide
three-image layouts.

Elements of *image 2* or *image 3* (depending on
layout) can break into the adjacent white
opaque strip.

Two-image layouts
- Delete *image 3* from the *Images* layer (image,
  not frame)
- Including the coloured triangle that overlays
  image 3 on the *Export graphics* layer is optional.
  If not required, change the colour to white
  (multiply) to ensure that the triangle remains part
  of the composition, should you require it at a
  later stage

Three-image layouts
- Change the colour of the *image 3* overlaying
  triangle to white (multiply). This ensures that the
  image has no overlay, but the *Export* triangle
  remains part of the composition, should you
  require it at a later stage

Example panel layouts

Single-image layouts

Single image – Left

Single image – Right

Two-image layouts

- White triangle with low opacity breaks up the two images
- Both images are used within the upper triangle, but alternatively it can be used for either the cow or the pig images
- A cut-out of the cow's ear adds depth and draws the eye to the ear tag, showing the traceability of the animals

- No triangle option
- If there is not a GREAT Blue panel available for the text to appear on, it can be placed over the image (as long as the text is easily legible)

Three-image layout

This should be used as worst-case scenario.

- The triangle is used as a placeholder for the third image

Dos and don´ts of panel design

Do...

- Reposition the composition as required (using the black selection tool), ensuring you select content on *all layers* before dragging to fit

- Change the opacity of the opaque elements to suit the design/content

- Change the colour and opacity of the *image 3* triangle overlay to suit

- Be mindful of how the panels 'wrap', ensuring the full elements aren't overused

- Cut-outs help lift the design, but be selective in their use

Don´t...

- Change the proportions of the graphic elements

- Resize the elements

- Flip the graphic – the red arrow should always be facing forward

- Use red for any fills – the red is unique to the arrow

- Change the opacity or colour of the solid-colour elements on the Export graphics layer (see below)
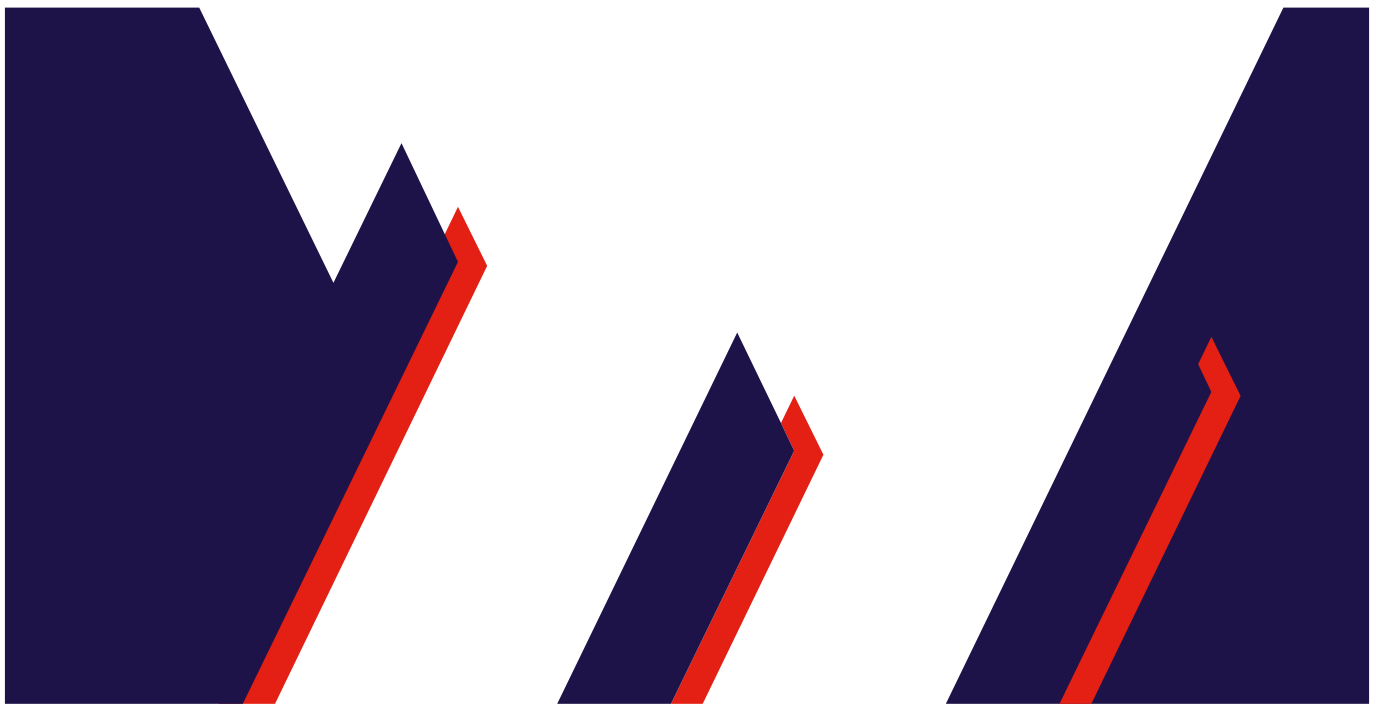
Solid-colour elements of the Export Identity. The opacity for these elements should always be 100%.

Approved stand designs

Photos of events are stored on the N-drive in the following location:

N:\Comms & Market Dev\Levy Payer Communications\Events\Calendar\[*year*]\Export...

CIMIE

Medium stand

- First stand with the new designs
- Counters were different heights, so we ensured the logos were level with each other instead of being 200 mm from the top of each counter

Anuga

October 2019 (#2722)

Large stand

- The blue lantern option was not approved in time for this event, so white was used instead
- GREAT approval: 06/08/2019 by Tom Woods

FHC – Dairy

November 2019 (#3231)

PS8 – part of a pavilion, under GREAT branding

- The stand build was not a great design – the panel at the front blocked the back wall
- GREAT resized a poster to fit the front panel for us
- GREAT approval: 21/10/2019 by Tom Woods

FHC – Meat

November 2019 (#3072)

Large stand

- GREAT posters were used on the back of columns so that they would not be seen with the animals
- GREAT approval: 08/10/2019 by Elsie Cunnew
- Feedback from Susan: "Overall, the stand looks really good and the landscape inside the panel works well. The only thing that looks a bit funny is the blue 'V' on the pig wall."

Winter Fancy Foods

January 2020 (#3336)

PS8 exhibition

- Standard Union Jack wayfinders were not an option
- Union Jack was included on the counter as a wayfinder
- GREAT approval: 05/12/19 by Tom Woods

Fruit Logistica

5 February 2020 (#3335)

Large stand

- Option-2 header panel used
- GREAT approval: 03/01/2020 by Tom Woods

NOT APPROVED

DIT did not approve the option where we wrapped the Union Jack around the panel.

Gulfood – Meat

February 2020 (#3233)

Exhibition

- Joint stand with HCC (Wales)
- GREAT approval: 27/01/2020 by Anita Burnett

Gulfood – Dairy

February 2020 (#3073)

Exhibition

- Bus-stop wayfinder used
- GREAT approval: 04/12/2019 by Anita Burnett

NOTE

Not sure who designed this header panel, but it was not done by AHDB design team and is not on GREAT branding. The blue is wrong, the logo does not have the correct clear spacing, and the full Union Jack should not be used.
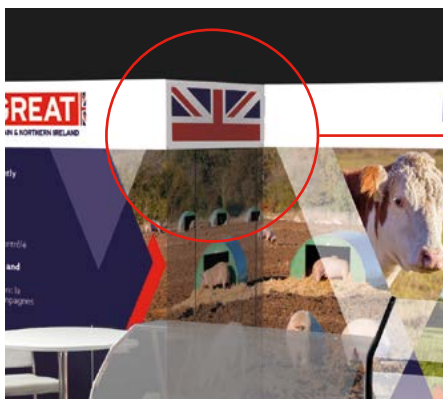
RC Show Toronto

March 2020 (#3301)

Exhibition

- GREAT approval: 07/02/2020 by Anita Burnett

- Feedback from Susana: "I am happy at how it looks. I will put together a short report; we can always improve. Pictures are key and I know we are working on it already. But I am very pleased with the stand"

NOTE

DIT would not approve the flag sitting so close to our panel, so we had to increase the white spacing (reduce flag in size).
This visual was approved.

NOTE -- COUNTER/FIG

DIT tried to insist that we added a FiG logo to the side of our counter. We pushed back, as we didn't feel this added to the stand and just blurred boundaries. DIT accepted this.

Tavola

March 2020 (#3456)

Exhibition

- Joint stand with HCC (Wales) and QMS (Scotland)
- GREAT approval: 04/02/2020 by Anita Burnett

Food Hotel Asia – Meat

March/April 2020 (#3071)

Exhibition

- Co-exhibitors
- GREAT approval: 12/02/20 by Anita Burnett

Food Hotel Asia – Dairy

March/April 2020 (#3071)

PS8 exhibition

- Co-exhibitors
- GREAT approval: 12/02/20 by Anita Burnett

NOTE

DIT did not approve the design of the high-level branding on the header panels or name boards.

These were produced by PS8 and out of our control.