



Use Food Well Brand Guide

Prepared by PRR, Inc. for

Washington State Department of Ecology

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This document is available on the Department of Ecology's website at:
<https://apps.ecology.wa.gov/publications/summarypages/2407003.html>

Related Publications

Food Waste Prevention - Meal Planning Guide (ECY 24-07-015)
Food Waste Prevention - Shop Smart Guide (ECY 24-07-016)
Food Waste Prevention - Food Storage Guide (ECY 24-07-017)
Food Waste Prevention - Toolkit (ECY 24-07-018)
Use Food Well Washington Plan (ECY 21-07-027)

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About Use Food Well

Introduction

Background

The *Use Food Well* campaign, a collaborative effort by the Washington State Department of Ecology (Ecology) and PRR, targets a significant environmental concern in Washington State—food waste. With the ambitious goal of cutting food waste in half by 2030, this statewide social marketing campaign recognizes the critical need for both education and a cultural shift. It aims to fundamentally reshape the attitudes and behaviors of consumers and businesses toward food waste and food supply chain management. This initiative is crucial not only for environmental sustainability, but also for enhancing economic well-being and focusing on food waste prevention strategies that can transform our relationship with food supply.

The social marketing interventions proposed in this campaign address the most common barriers to food waste prevention, highlight the benefits of food waste prevention, and provide motivations to help audiences overcome barriers to reducing household food waste. Our proposed strategies are validated by market research and focus on the importance of knowing the cost of food waste and encouraging individuals to associate reducing food waste with saving money and being more financially savvy.

Campaign name

Ecology and PRR utilized the research results to help define and test a campaign identity. The chosen umbrella campaign name, *Use Food Well*, was selected to tie into the larger food waste reduction initiative. The campaign identity was designed to encourage Washington residents to feel empowered with a bright, welcoming and approachable brand look and feel.

In addition to the umbrella campaign, *Know the Cost* was selected as the foundational campaign message. This messaging aligned with research findings showing that the financial impacts of wasting food was overwhelmingly the strongest motivator for people to change behaviors. The campaign will be designed with messaging and imagery that helps make the connection of the impacts of buying smarter, buying less, properly storing food, and using up the food you buy in new and creative ways.

Brand elements

Logo

The Use Food Well campaign logo is designed to empower Washington State residents to think about their food usage in an intentional way. The bright, approachable colors and dynamic foods will inspire people to dive deeper into their planning, shopping, cooking, and food storage habits.



Minimum size

To maintain legibility, do not represent the logo smaller than the recommended minimum size listed below.



1" (Print)

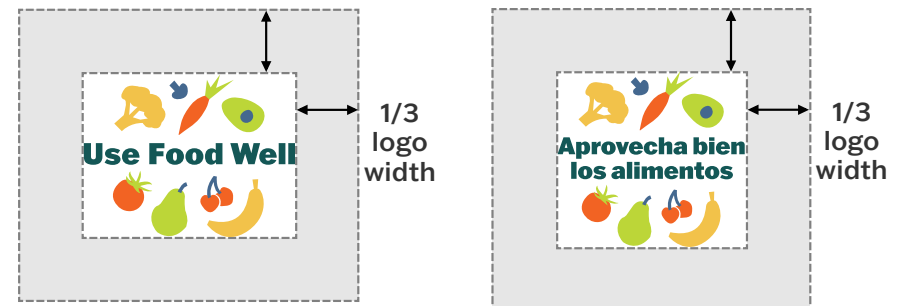


100px (Digital)

Digital pieces include websites, social media graphics, digital ads, and Powerpoint presentations.

Clear space

The gray area shown below indicates the clear space area. Both vertical and horizontal clear space around our logo must be equivalent to, or greater than, a third of the width of the logo as defined by the dotted gray lines.



Brand elements

Color logo versions

The *Use Food Well* logo should primarily appear on a white or light background. When the logo must be used on a dark colored background, it should only appear in white.

Standard color logo

Used on white or Cream background.



One-color logo

Use on white or Cream background.



White logo

Used on dark background. The white logo is ADA-compliant when shown on Ebb Blue, Evergreen, or Jetty Gray.



Brand elements

How not to use the logo

The logo has a certain amount of adaptability. But to maintain the integrity of the brand, we don't recommend some uses. Below are examples of incorrect treatments. Always use approved logo files.

Below are some examples of what not to do.

Don't place the logo over a brand color or photo that obscures any portion of the logo in any way.



 Don't scale the logo disproportionately.



 Don't create other versions of the logo.



Brand elements

Color palettes—specifications

All colors were selected from the existing Department of Ecology brand guide, with the addition of cream.

Primary colors

Ebb Blue

CMYK-60, 30, 0, 40
RGB-68, 104, 143
#44688F

Evergreen

CMYK-89, 47, 59, 31
RGB-19, 87, 86
#135756

Jetty Gray

CMYK-0, 0, 0, 80
RGB-51, 51, 51
#333333

Cream

CMYK-2, 3, 11, 0
RGB-248, 241, 224
#F8F1E0

Secondary colors

Used mostly in illustrations and as accents

Terra Green

CMYK-43, 0, 76, 24
RGB-122, 164, 86
#7AA456

Lemongrass

CMYK-31, 0, 98, 0
RGB-188, 214, 55
#BCD637

Gale Blue

CMYK-50, 24, 7, 0
RGB-128, 168, 205
#80A8CD

Solar Yellow

CMYK-0, 15, 68, 0
RGB-255, 215, 109
#FFD76D

Pumpkin Orange

CMYK-0, 76, 98, 0
RGB-242, 99, 35
#F26323

CMYK: use for offset printing like full-color brochures, flyers, etc.

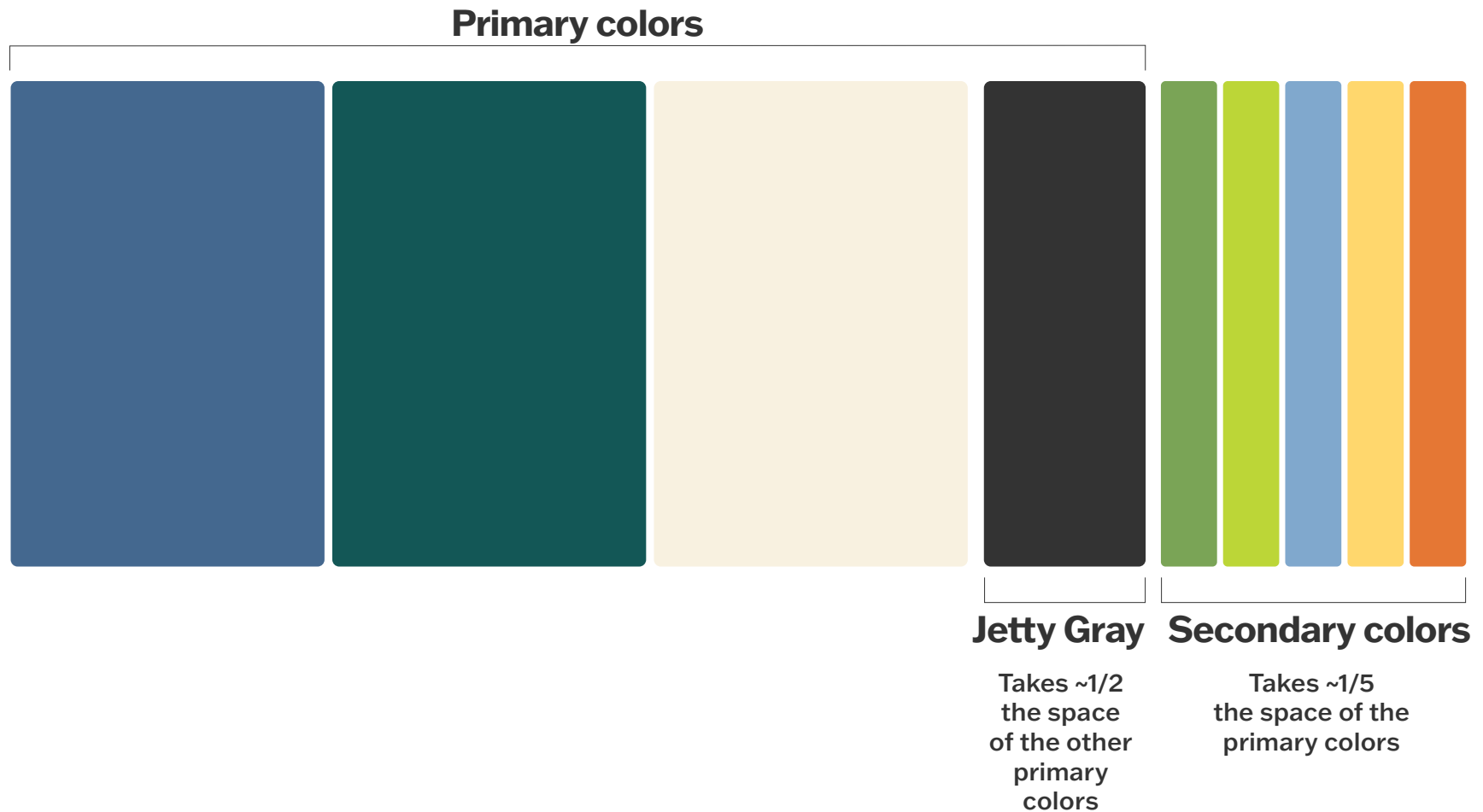
RGB: use for digital applications, including email, MS Word, PowerPoint, website, etc.

Hex color (a pound sign (#) followed by six-digit combination of numbers and letters): use for digital applications, mainly on HTML website.

Brand elements

Color palettes—color balance

Use the primary brand colors in the recommended ratio below with the secondary colors to add emphasis. Jetty Gray should comprise about half the space of the other primary colors, while the secondary colors should comprise a fifth the space of the primary colors.



Brand elements

Font families

You can use fonts consistently to create familiarity and reinforce the Use Food Well brand. This also ensures maximum legibility and message unity. Below are the Use Food Well font families.

Materials produced using creative software

Headline—Franklin Gothic ATF
Heavy/Bold

A B C D E F G 1 2 3 4 5 6 7
a b c d e f g

A B C D E F G 1 2 3 4 5 6 7
a b c d e f g

Body copy—Franklin Gothic ATF
Regular

A B C D E F G 1 2 3 4 5 6 7
a b c d e f g

Materials produced on Microsoft platforms

Calibri
Bold/Regular

A B C D E F G 1 2 3 4 5 6 7
a b c d e f g

A B C D E F G 1 2 3 4 5 6 7
a b c d e f g

Font license

All fonts listed on the left are accessible via an Adobe Creative Cloud account. You may need to purchase a separate font license from the font creator in order to use them outside the Adobe Creative Cloud platform.

Brand elements

Fonts—headlines

Below are some options for how you can use type in headlines.

H1

Franklin Gothic ATF Heavy, Ebb Blue

A B C D E F G
a b c d e f g
1 2 3 4 5 6 7

H2

Franklin Gothic ATF Heavy, Evergreen

A B C D E F G
a b c d e f g
1 2 3 4 5 6 7

H3

Franklin Gothic ATF Bold (all caps), Evergreen

A B C D E F G
1 2 3 4 5 6 7

Pull quotes

Franklin Gothic ATF Bold, Ebb Blue

**“Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.”**

Accessibility

Accessibility must be top of mind when using both the primary and secondary color palette. Please allow for sufficient contrast between background and text colors to increase readability.

Color contrast checkers

helpx.adobe.com/creative-cloud/adobe-color-accessibility-tools.html

webaim.org/resources/contrastchecker/

Brand elements

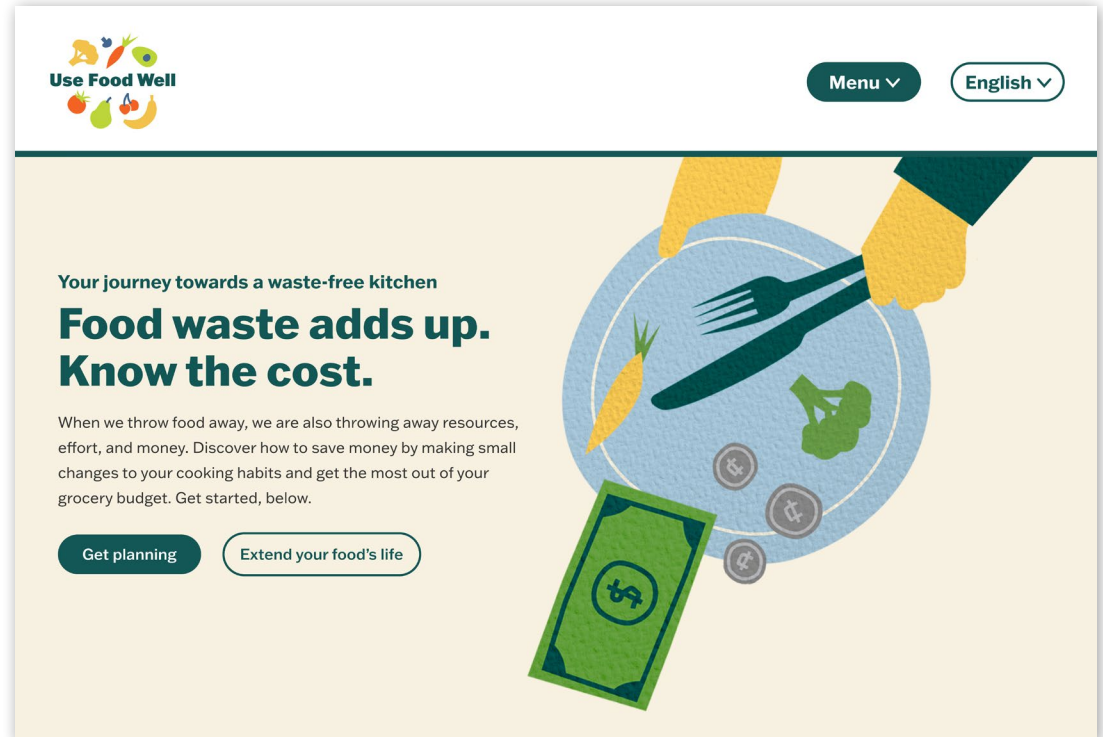
Sample pages—graphic elements

You can use the brand in different ways to support your story. Used together, the graphic elements convey an approachable, bright, and welcoming brand. Below are examples showing how you can use graphic elements together (typography, color, and photography) to create cohesive branded materials.

Print example



Web example



Thank you.

