Glanbia

Brand Guidelines

2022 Edition
Draft: 23 November 2022

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Introduction

Welcome to our brand guidelines. No matter your role, you play an important part in building and representing the Glanbia brand.

Please consult this document for both functional information and creative inspiration. The more consistent and thoughtful our communications, the stronger and more recognisable our brand becomes.

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Brand
identity

Brand assets

Our brand assets have been thoughtfully selected to help visually express who we are to the world. They have been curated to work in tandem with one another, to create the Glanbia brand expression.

When used together, we can visually communicate the personality and behaviour of the brand in any channel.

On the following pages, you'll find additional descriptions for our visual identity elements, along with direction on how to use them in communications.

Logo

Glanbia™

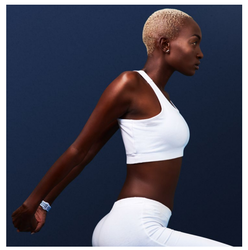
Typography

Aa
Mundial

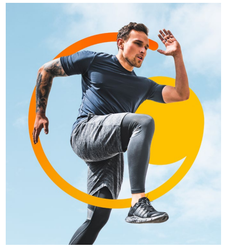
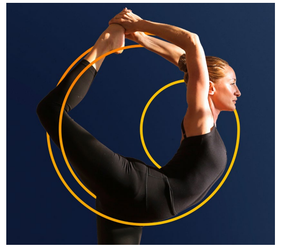
Icons

Colour

Photography



Energy Aura

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Logo

Logo versions

Our logo is composed of a device and a wordmark.

The device, called the Energy Aura, is not just a part of our logo. We also use it at an enlarged size as a graphic element.

Our wordmark represents our brand through a capital G which expresses confidence and credibility. The wordmark is based on our brand typeface, Mundial. Each letterform has been modified and crafted to express our circular geometry which relates to our device. The letterforms have been carefully spaced and kerned for the best impression at a wide range of sizes.

The logo has been provided in several colour versions, with and without a trademark. Our trademarked (TM) logo must appear at least once per touchpoint, generally in a relatively prominent location. Please use the appropriate version for your communication needs and contact corporatecomms@glanbia.com with any questions on trademark usage.

Primary positive
Preferred logo for use on light backgrounds

Secondary Glanbia Navy
Alternate logo for use on light backgrounds

Special use black
Logo for print applications where colour is not available. Provided in CMYK only.

Primary reverse
Preferred logo for use on dark backgrounds

Secondary white
Alternate logo for use on dark backgrounds

Special use stacked
Logo for social media profiles. Provided in RGB only.

Special use small
In small size digital use, the Energy Aura may appear without the wordmark on Navy.

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Clear space & minimum size

Maintaining an appropriate amount of space around our logo ensures that it is clear and legible. Always follow this spacing requirement and keep other graphic elements and text out of this area.

Print minimum size with TM mark is 30 mm wide. Digital minimum size with TM mark is 155 pixels wide. Below these sizes, the TM becomes illegible. If the logo needs to be used below these sizes, the TM should be removed. Print minimum size without TM is 15 mm wide. Digital minimum size without TM is 125 pixels wide.

We measure our logo by the width of the device and the wordmark, and we don't include service marks, e.g. the TM mark, in the measurement.

Note that our digital size is not shown to scale. Due to different screen resolutions and pixel densities, this on-screen minimum size should be considered a loose guide. Higher screen resolutions offer a better rendering of artwork but can result in a smaller than minimum size logo.

Clear space
Clear space around our logo is based on the height of the capital "G" in our wordmark. The clearspace ignores service marks in the logos.

Minimum Size Print

With TM: 30 mm

No TM: 15 mm

Minimum Size Digital

With TM: 155 px

No TM: 125 px

Minimum size
Our logo should not be reproduced below the minimum size. This will ensure clarity and legibility.

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Glanbia Nutritionals & Performance Nutrition

For specific business line usage, we have additional logos for Glanbia Nutritionals as well as Glanbia Performance Nutrition.

These lockups are created to be in balance with the device while giving proper clear space to the primary identity.

The leading or spacing between the wordmark and the business line name are equal for both lockups. However, you will notice the type size has been adjusted to give proper relationship between the primary brand and the business line. The adjustments are made optically and based on letter count of the business line name.

Glanbia™
Nutritionals

Glanbia Nutritionals logo
The "N "in Nutritionals left aligns to the centre of the stem of the "n" in Glanbia.

Glanbia™
Performance Nutrition

Glanbia Performance Nutrition logo
The "P" in Perfomance left aligns to the "l" in Glanbia.

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Things to avoid

The examples on this page demonstrate some incorrect ways of using our logo.

Please don't recreate the logo. Use the provided art.

Please don't change the colour of the logo. Use one of the provided versions.

Please don't place the logo over imagery that makes it hard to read.

Please don't use the wordmark without the device.

Please don't rotate the logo.

Please don't add effects to the logo.

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Energy
Aura

Versions

The Energy Aura is the device from the Glanbia logo. It may be used as a large graphic element.

The Energy Aura should be used as a main focal point of a design. It should be used to create high impact and strong brand recognition. However, in the case of a communication with multiple images—for example, a website or brochure—not every image should utilise this treatment.

- It should be used on a large scale.
- It should not be overused.
- It should not used as be an icon or pattern.

Two versions—solid and outline—are provided as vector art.

Solid

Outline

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Usage

The Energy Aura is designed to mirror the movements of the athletes in our photography. It is intended to layer dynamically with our photography and drive attention to their energetic movements.

Our athletes should always be looking forward and be making body movements that complement the devices's round nature. Through layering, we can achieve depth and interest by allowing some components to be in front of the energy aura: for example, a portion of an outstretched arm or a piece of activated resistance band. We must be mindful, however, to not obstruct too much of the device.

The outline Energy Aura is intended to pair only with our navy studio photography, while the solid is to be used only with simple, environmental athlete photography. The solid Energy Aura can also be used on solid navy or used tonally on the energy gradient. When used with photography, the Energy Aura and athlete should be optically centreed in the frame.

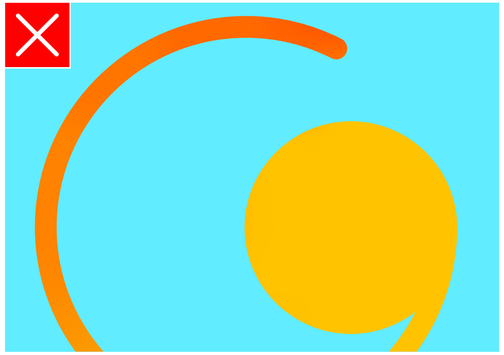
Examples of the Energy Aura used with photography and graphic elements.

For internal use only

Things to avoid

The examples on this page demonstrate some incorrect ways of using the Energy Aura.

Please don't crop the Energy Aura so tightly that it becomes unrecognizable.



Please don't place the Energy Aura on backgrounds outside of the system.

Please don't change the colour of the Energy Aura.

Please don't use the Energy Aura as a mask to crop images or patterns.

Please don't use the Energy Aura as a transparency.

Please don't use the Energy Aura in a way that obscures imagery. It may be layered to add depth and interest to an image.

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Colour

Colour palette

Our unique and distinctive colour palette differentiates us in our business space.

Always use the colour specifications as provided to ensure colour consistency across multiple channels and media.

Adobe Swatch Exchange (.ase) swatches are available to import our palette into graphics programs. Each colour mode (CMYK, PMS and RGB) contains the full colour palette with the values shown on this page.

Primary colours

Glanbia Navy
PMS: 3597
CMYK: 100/92/0/36
RGB: 40/58/89
HEX: #283A59

Sun
PMS: 151
CMYK: 0/56/94/0
RGB: 241/139/1
HEX: #F18B01

Gleam
PMS: 109
CMYK: 0/18/100/0
RGB: 255/200/45
HEX: #FFC82D

Gradients

Energy Gradient
Inspired by Sun and Gleam. See the Energy Gradient guidelines.

Navy Gradient
Inspired by Glanbia Navy. See the Navy Gradient guidelines.

Secondary colours

Sky
PMS: 4156
CMYK: 44/2/12/10
RGB: 152/186/195
HEX: 98BAC3

Emerald
PMS: 343
CMYK: 87/13/72/56
RGB: 0/71/50
HEX: #004732

Spring
PMS: 366
CMYK: 37/0/65/0
RGB: 179/214/128
HEX: #B3D680

Mist
PMS: Warm Gray 1
CMYK: 14/10/22/0
RGB: 213/209/203
HEX: #D5D1CB

Cloud
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #FFFFFF

Black
CMYK: 0/0/0/100
RGB: 0/0/0
HEX: #000000

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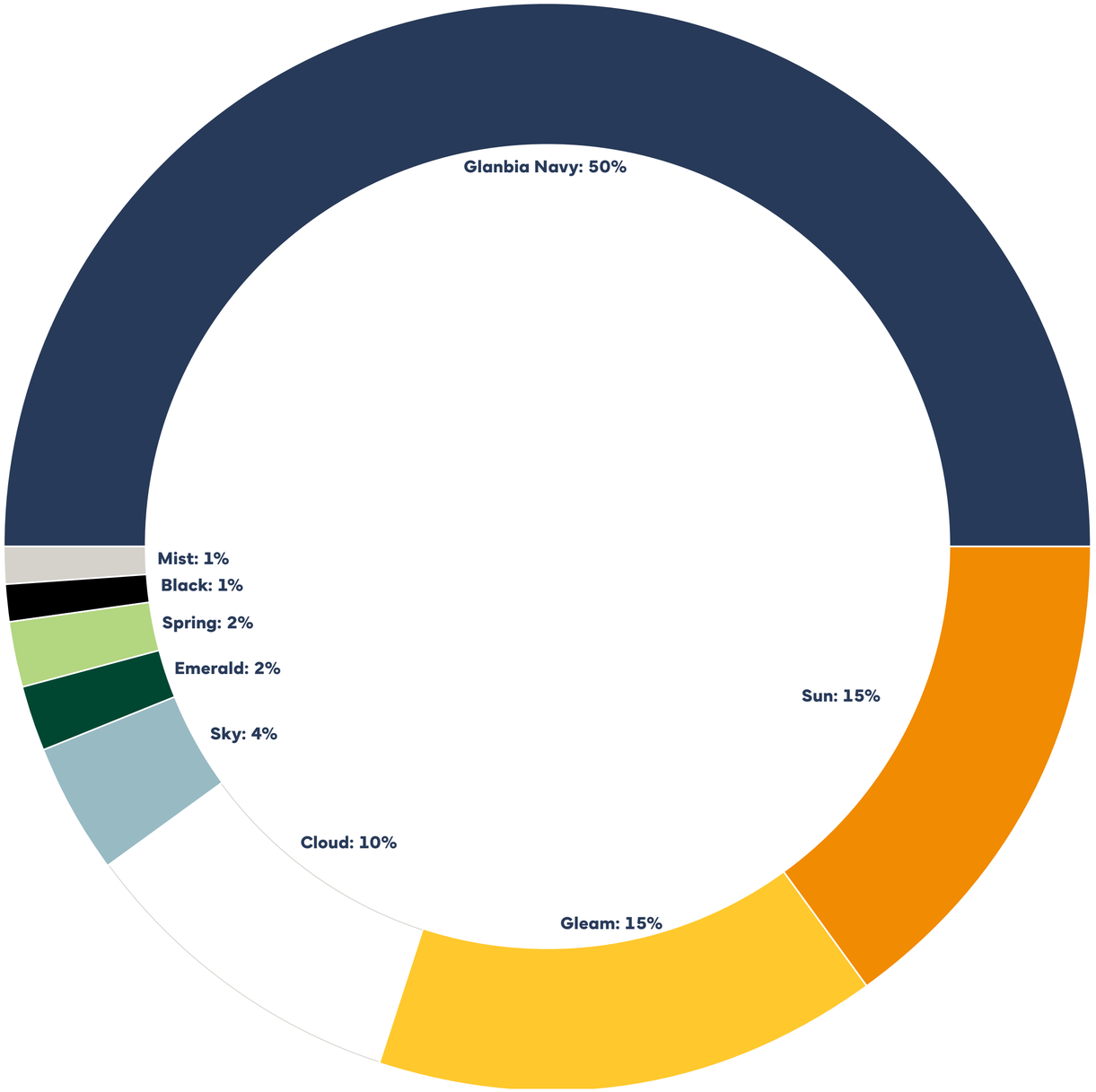
Colour proportions

This colour proportion applies when considering all our communications collectively. It is not guidance for creating a single layout or communication. Any single design does not have to include all brand colours.

By elevating our primary colours as unique brand assets, we maintain distinction in the market and allow our secondary colours to be used on occasion.



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Energy gradient

The Glanbia brand toolkit includes two gradients inspired by the brand colour palette. These gradients are available as loadable files for Adobe Creative Suite applications.

The Energy Gradient may be used in small graphic elements, or as a large background.

In graphic elements the gradient is typically used left to right at a flat zero degree angle. Some examples:

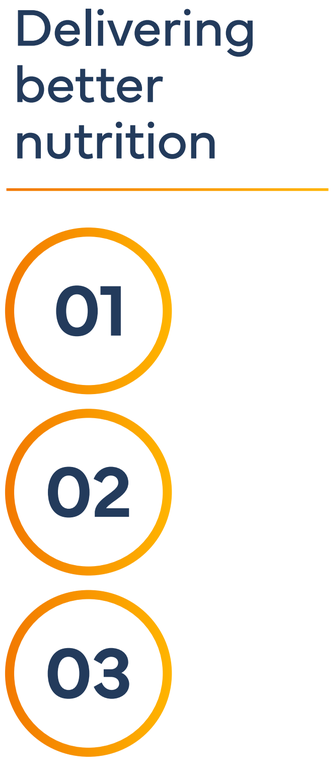
- rules and organisational elements
- infographics and data visualisation

In some cases the gradient may be used diagonally:

- icons
- the Energy Aura*
- background fills

The angle of the gradient is typically dark to light at a -60 degree angle, but the angle and direction may be adjusted for best appearance.

* The Energy Aura is provided as final art and should not be altered.



These graphic elements use the Energy Gradient at a flat zero degree angle.

These icons use the Energy Gradient at a diagonal -60 degree angle.

The Energy Gradient used as a background has been angled for the best appearance behind the cropped Energy Aura. The schematic illustrates the angle and dark/light points of the gradient.

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Navy gradient

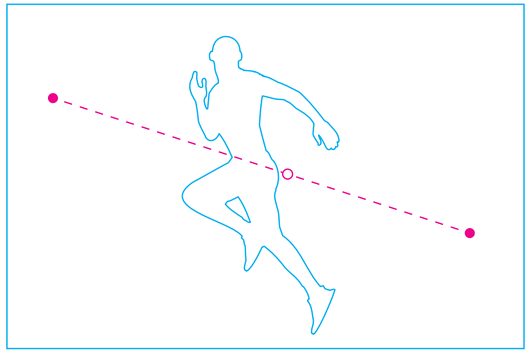
The Glanbia brand toolkit includes two gradients, inspired by the brand colour palette. These gradients are available as loadable files for Adobe Creative Suite applications.

When used as a graphic background, it is used at a flat zero degree angle. It usually appears light to dark left to right, but it may be reversed for best appearance.

When used as a background for images, the Navy Gradient should be adjusted so the lightest area appears behind the figure, highlighting the person. The angle may be adjusted to work with the lighting of the photo. This should be done by an experienced retoucher only.

When shooting in a studio, use a solid Glanbia Navy backdrop and studio lighting to achieve the appearance of the Navy Gradient.

The Navy Gradient used in a presentation. It appears light to dark, left to right, at a flat zero degree angle.



The Navy Gradient used behind a photo. The lightest area is used to highlight the human figure.

The schematic illustrates the angle and dark/light points of the gradient.

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Approved colour combinations

Visual accessibility is very important when designing for our brand. The examples on this page are approved type colours on backgrounds in our visual identity. Combinations not shown on this page should not be used.

All colour combinations shown here conform to the international WCAG AA standard for legibility. These approved colours meet accessibility standards world wide, such as the ADA standard in the United States.

Sun on Glanbia Navy	Glanbia Navy on Sun	Emerald on Gleam	Black on Sun
Gleam on Glanbia Navy	Glanbia Navy on Gleam	Emerald on Sky	Black on Gleam
Sky on Glanbia Navy	Glanbia Navy on Sky	Emerald on Spring	Black on Sky
Spring on Glanbia Navy	Glanbia Navy on Spring	Emerld on Mist	Black on Spring
Mist on Glanbia Navy	Glanbia Navy on Mist	Emerald on Cloud	Black on Mist
Cloud on Glanbia Navy	Glanbia Navy on Cloud		Black on Cloud

For internal use only

Things to avoid

The examples on this page demonstrate some incorrect ways of using our colours.

Please don't use colours outside the Glanbia palette.

Please don't use tints of brand colours.

Please don't create gradients of other colours in the palette. Use the approved gradients only.

Please don't use non-approved colour combinations. Make sure there is sufficient contrast for legibility.

Please don't use transparency with brand colours.

Please don't posterise images with brand colour.

For internal use only

Typography

Brand font

Our brand font is called Mundial, it is confident and modern while maintaining a high degree of legibility. The letterforms have strong geometry that relates back to the circular geometries of our device.

We use Mundial across all digital and print branded touchpoints. There are a variety of weights that help aid in establishing typographic hierarchy in applications.

Always use title case in headlines and subheads: all major words are capitalise.

Use optical kerning settings and -10 tracking.

Mundial has support for all languages using the Latin alphabet. For text in Chinese, Greek, Cyrillic or non-latin fonts not supported by Mundial, use the system font.

Mundial can be licensed by visiting Adobe fonts.

Mundial

AaBbCcDdEeFfGg
0123456789
{[(!@#$%^&*)]}

Éire Résumé Àpropos
Tête-à-tête Jalapeño
Daïs Façade

Bold
Bold italic
DemiBold
DemiBold italic
Regular
Italic
Light
Light italic

For internal use only

Single story “a”

The default lowercase “a” in Mundial is a two-story design. Mundial has an alternate single story “a”, which should be used in all Glanbia brand communications.

The single story “a” is critical to maintaining consistency with the Glania wordmark in our logo. It brings in the circular shape language for our brand which visually ties back to our device.

The alternate “a” is available in Mundial’s OpenType Stylistic Set 1 within the Adobe Creative Suite. This makes it easy to turn on for an entire document. It is also simple to set up style sheets that automatically use the correct character.

It may also be accessed via the Glyphs palette in design software, but this approach leaves opportunity for error.

healthy

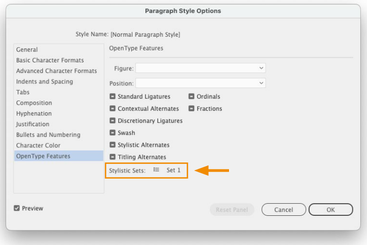
Lorem ipsum dolor sit amet. Ipit quidit fugia sitem et inctis vendis eaquia aut eum, omnis pro que nos sandisc itatatemque vellab illecul luptatur, id modi dolorum eum

Default character
Mundial uses a two-story “a” as a default. Please do not use this character.

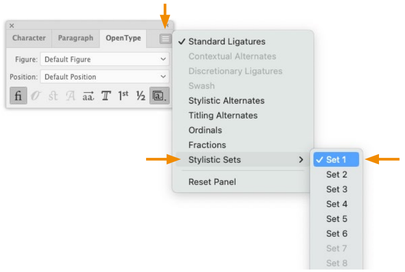
healthy

Lorem ipsum dolor sit amet. Ipit quidit fugia sitem et inctis vendis eaquia aut eum, omnis pro que nos sandisc itatatemque vellab illecul luptatur, id modi dolorum eum

Alternate character
Our brand uses the alternate single-story “a” in all brand communications. This character is easily accessed via the Mundial OpenType Stylistic Set 1.



Adobe Creative Suite style sheets
Set up style sheets for all text with OpenType Stylistic Set 1 turned on. The correct “a” will appear in all type with the style sheets applied. This is the preferred method because it leaves the least room for error.



Adobe Creative Suite OpenType palette
You can use the OpenType palette to turn on Stylistic Set 1. This works on selected text boxes. If using this method, be sure it is applied to all text in a document.

Adobe Creative Suite glyphs palette
The alternate “a” can be accessed directly in the Glyphs palette, but this time-intensive approach creates opportunity for error.

a

Copy and paste
You can copy the character above and paste it into text, but this time-intensive approach creates opportunity for error.

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Glanbia™

System font

We always use our brand font for any brand or marketing communications.

However, for business communications—including PowerPoint, Word documents and email signatures—please use our system font, Arial.

Arial provides support for many non-Latin alphabets and writing systems. It should be used for any languages that are not supported by Mundial. Arial is included with Windows and Mac operating systems. If a user does not have this font, they should contract their organisation's IT department.

Asian languages that are not supported by Arial may be typeset in Noto Sans. Noto is a font family that supports more than 1000 languages and 150 writing systems. It is available under an open font license, free for any use.

Noto Sans Traditional Chinese
Noto Sans Simplified Chinese
Noto Sans Japanese
Noto Sans Korean

Arial

AaBbCcDdEeFfGg
0123456789
{[(!@#$%^&*)]}

Éire Résumé Àpropos Tête-à-tête
Jalapeño Daïs Façade
早上好 ありがとう

Bold
Bold italic
Regular
Italic

For internal use only

Strapline

Our single line expression is our primary layout for our strapline. This can be centred or aligned to the left or right of a composition.

Our stacked expression is our secondary layout for our strapline. This can be aligned to the left or right of a composition. The letterforms must always be left justified and stacked in three lines.

Primary

Delivering better nutrition.

Secondary

Delivering
better
nutrition.

For internal use only

Things to avoid

The examples on this page demonstrate some incorrect ways of using type.

healthy
all day

Please don't use Mundial's default lowercase "a." Use the single-story "a" available in OpenType Stylistic Set 1.

healthy

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam

Please don't mix the brand font and system font in the same document.

healthy
all day

Please don't use fonts outside the brand toolkit.

healthy
all day

Please don't use type in weights or colour combinations that hinder legibility.

healthy
all day

Please don't scale type disproportionately.

healthy
all day

Please don't artificially bold or slant type. Use the weights and italic styles provided.

For internal use only

Photography

In studio

Our studio photography places our athletes at the centre, always featured in action poses with dynamic movement. These images should be captured with a Glanbia blue background and strong studio lighting. The blues should naturally shift based on the lighting to get a deep range of shadows to highlights.

The highlights and shadows should always match the figure's lighting if recreating in post.

Shooting against a Glanbia Navy backdrop is ideal. If this has to be composited digitally, please follow the information on the gradients page.

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Environmental

Our environmental photography places the human figure outside or in realistic environments. Lighting should appear natural. To keep focus on the figure in action, backgrounds should be kept simple.

Our subjects should be:

- diverse in age, gender expression, skin tone, hair colour, body type, etc.
- dressed in primarily monochrome activewear that is within our navy, sky, cloud, mist or black colour palette
- photographed in the midst of movement
- against simple backgrounds (blue skies encouraged)

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Product photography

Our product photography should always feature us at our best. With our purpose of delivering better nutrition, our ingredients should shine.

Our ingredients should be captured from a top-down or flat-lay perspective with natural lighting. We want to ensure our shadows are rich and our highlights are bright. Authenticity is key with these images—whenever, possible, use our products and ingredients on set.

Fresh and natural supportive ingredients help tell the ingredient story and are a great way to bring in colour.

Small and subtle propping of measuring cups, glassware, etc. should be minimal and modern. They should always carry the same circular shape language as our brand.

For internal use only

Things to avoid

The examples on this page demonstrate some incorrect ways of using photography.

Please don't use obviously posed photography. Subjects should look like everyday people focused on their health goals.

Please don't use subjects in distracting clothing or shoot against a busy background.

Please don't use images with severe or stylised lighting.

Please don't superimpose subjects on colours other than Glanbia Navy or the Glanbia Navy Gradient.

Please don't photograph products in overly stylised arrangements or at extreme angles.

Please don't photograph products in action poses, such as floating, falling or pouring.

For internal use only

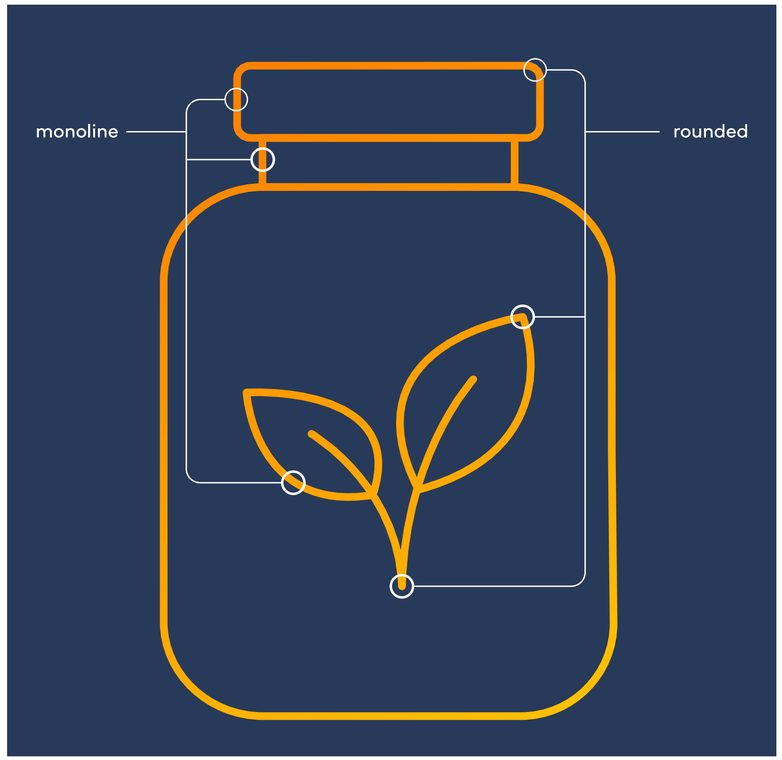
Icons

Our icon style

Monoline
Single line weight icons are crafted consistently across the organisation.

Rounded
Connecting back to our brand device we use rounded caps and corners for all icons.

Straightforward
Bring simplicity to each icon through restrained use of extra details to ensure scalability and clarity.



Style
Glanbia icons should be monoline, rounded and straightforward.

Colour
Icons may appear in the Energy Gradient or Cloud on a dark background. They may appear in Glanbia Navy on a white or light background. Always ensure sufficient colour contrast for legibility.

Size
Icons may be used at a wide range of sizes. The lines should scale proportionally with the size of the icon. Please don't use icons below a legible size.

For internal use only

Brand in action

Business cards

These notionals are for illustrative purposes only.

For internal use only

Letterhead

4 Waterside,
Citywest Business Campus
Dublin 24, Ireland

Thomas Clairmore,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

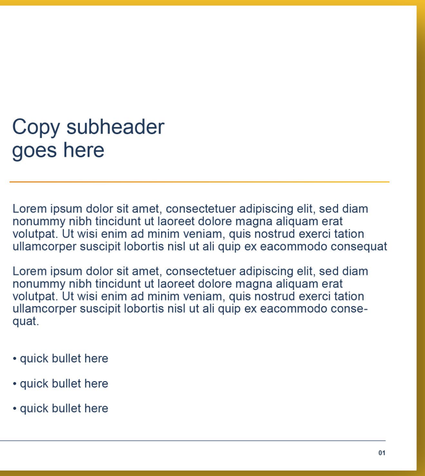
Sincerly,

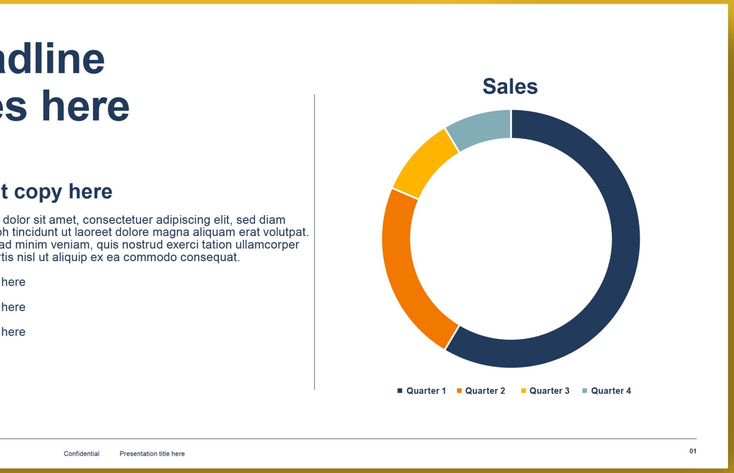
Anthony Slevin
Digital+ Creative Director

These notionals are for illustrative purposes only.

For internal use only

Presentation template





These notionals are for illustrative purposes only.

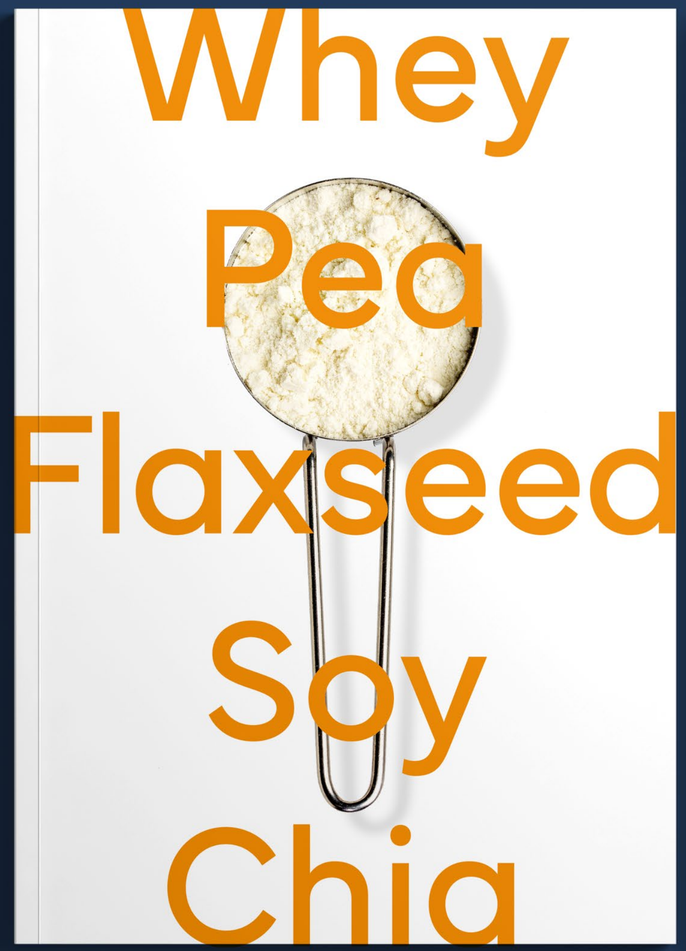
For internal use only

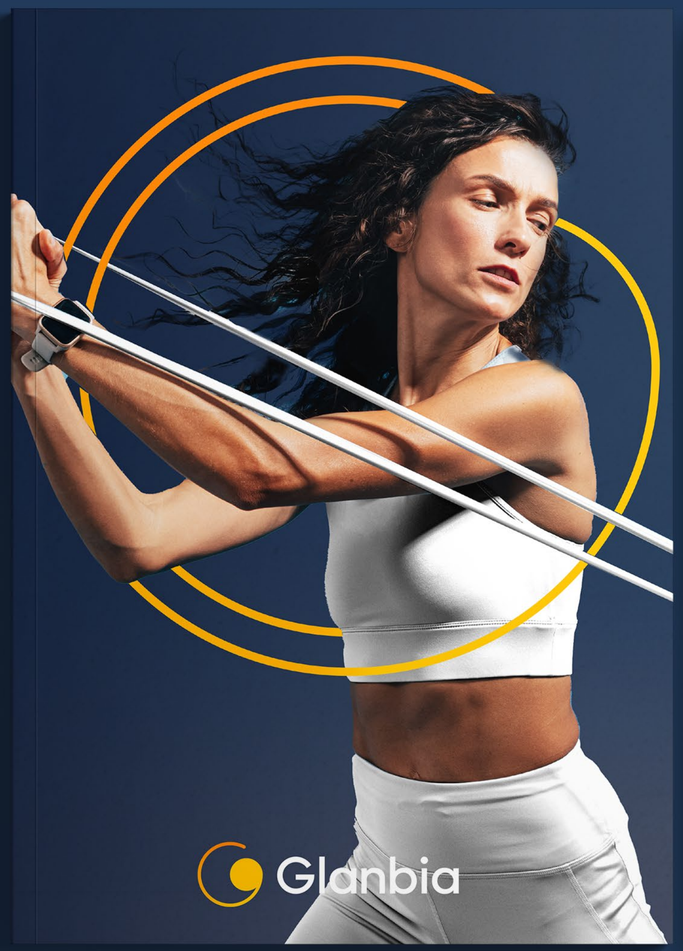
Kiosk

These notionals are for illustrative purposes only.

For internal use only

Brochures





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Website

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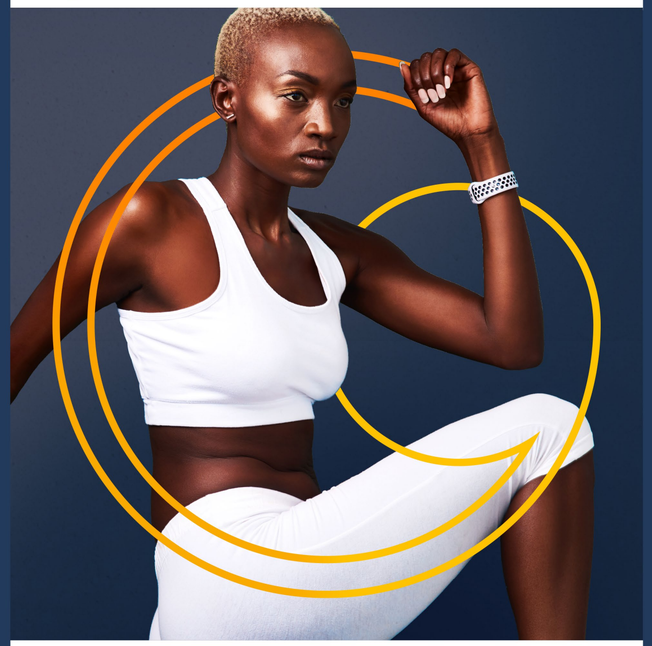
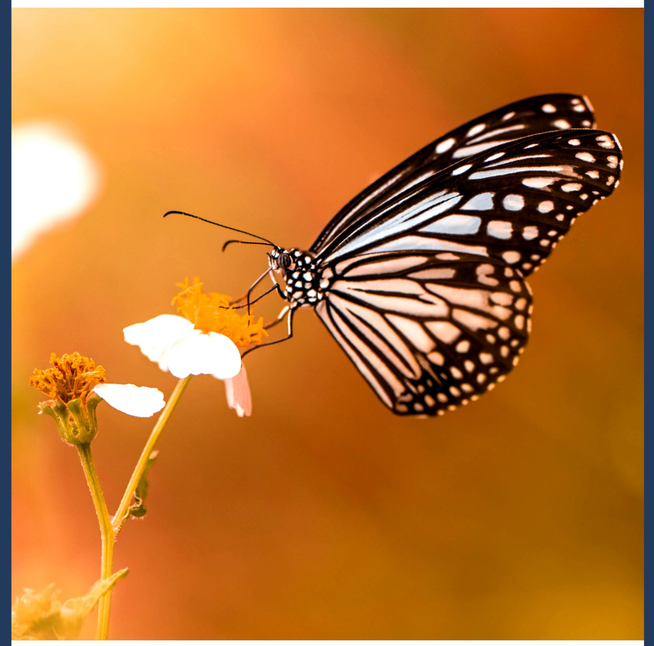
Instagram

glanbia The future of food is personal: Our companies provide the fuel your body needs to thrive and excel.



glanbia Better living is fed by optimal nutrition—that's what we're here for.



glanbia What we care about most is doing the right thing, for people and the planet.

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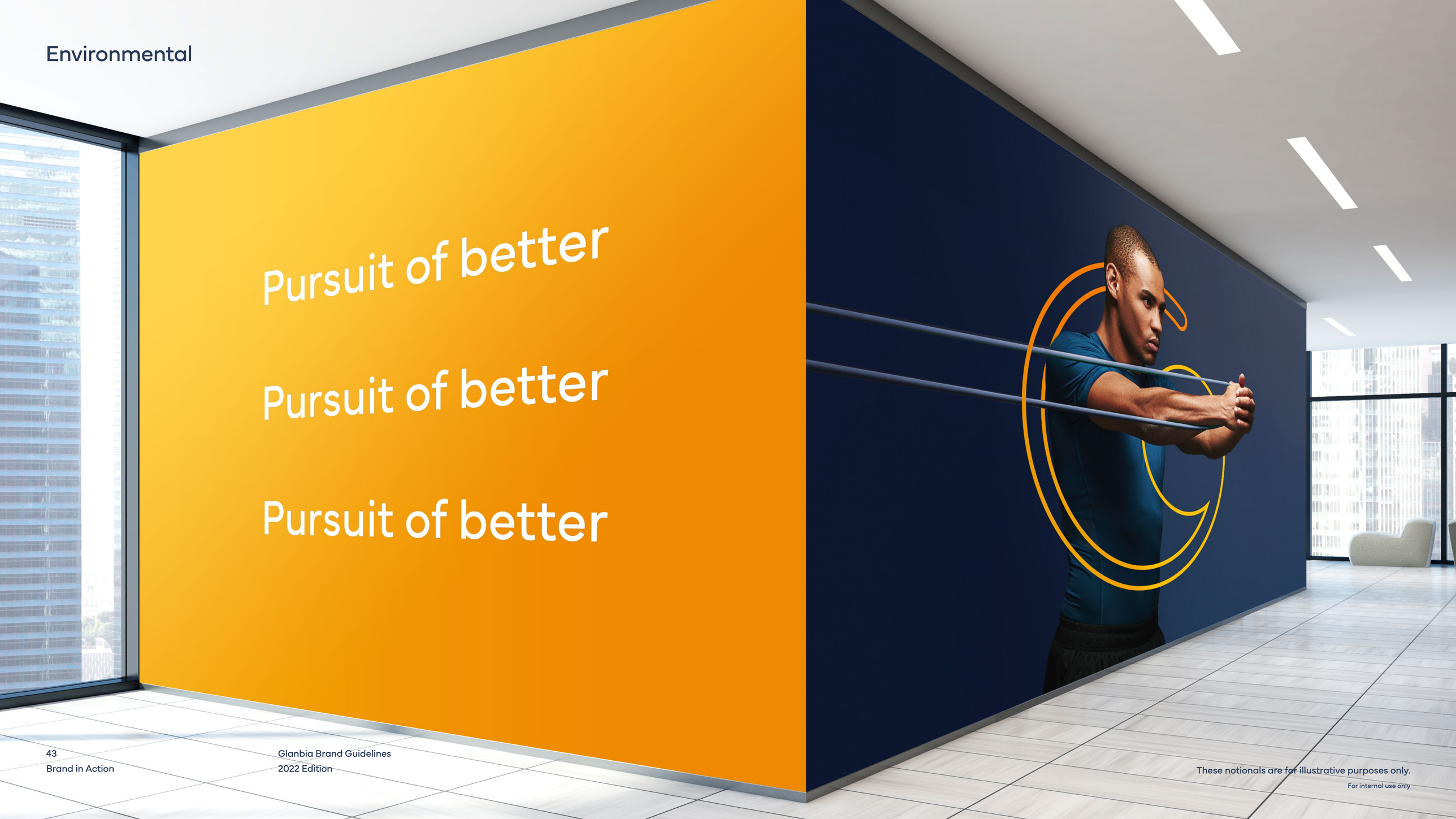

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