Branding Guideline for No Food Waste – Chennai Division Logo

Introduction & Purpose

Introduction

NFW-Chennai logo is the cornerstone of our brand identity. It represents our values and mission. Consistent use of NFW-Chennai Division logo across all platforms ensures a unified brand presence, builds trust, and fosters recognition.

Purpose of This Guideline

This document serves as a reference to maintain consistency in logo usage, ensuring the integrity and visual impact of the logo across all mediums. It provides clear instructions on how to use the logo effectively while protecting its design elements from being misrepresented or altered.

Logo Specifications

Logo Elements

- **Primary Logo**:

  Full-color logo for standard use. Sample above

  Note: Raw file (.CDR, .AI, .PDF, .PNG, .JPG) will be available with Marketing and Communications Department, NFW

- **Secondary Logo**:

  Black-and-white and single-color version. Sample above

Logo Anatomy

- **Typography**: Font Used: Aharoni

- **Colors**: brand colors:

    o   Primary Color:

    CMYK Values: C-0, M-75, Y-93, K-0 [#EA5E2B]
    RGB Values: R-234, G-94, B-43 [#EA5E2B]

    o   Secondary Color:

    C-100, M-93, Y-10, K-43 [#2B2D5C]
    R-43, G-45, B-92 [#2B2D5C]

    o   Accent Color:

    C-0, M-0, Y-0, K-20 [#D9DADA]
    R-217, G-218, B-218 [#D9DADA]

Proportions & Spacing

- **Clear Space**: Ensure a clear area around the logo for proper visibility.
  The clear space must equal the height of the logo text

Logo Sizes

- Minimum size:
  150px width for web.
- Recommended sizes:
  According to design use specific sizes for common use cases, e.g., social media profile
  pictures, website headers.

Do's and Don'ts

Do's

1. Always use the logo in its approved formats (primary or secondary).
2. Ensure proper contrast between the logo and its background for clear visibility.
3. Follow the color palette and maintain the correct proportions.
4. Use the vector format (CDR/AI) for scaling to prevent pixelation.

Don'ts

1. Do not stretch, compress, or distort the logo.
2. Avoid changing the logo's colors outside the approved palette.
3. Do not add shadows, gradients, or effects unless specified.
4. Never place the logo on busy or patterned backgrounds that compromise its clarity.
5. Do not rotate or flip the logo.

Additional Notes

- If third-party partners or vendors require logo usage, ensure they follow this guideline.
- For any doubts or special design requirements, contact – Marketing and Communications, NFW Chennai Division.