Ratio Institute
Brand Guidelines

02.10.2021

Our Mission

To accelerate viability and measurable sustainability in food retail through expert collaboration, industry resources, and practical tools.

Our Vision

To build a successful and sustainable food retail industry that will help lead the way to a more viable future for everyone.

Integrity
Innovation
Partnership
Progress

Ratio Institute Naming Conventions

DO:
Always, in all copy, in every context, use "Ratio Institute." This applies to first mention, second mention, and every subsequent mention.

DON'T:
"The Ratio Institute"
"Ratio"
"The Institute"
"RI"

Visual Identity

Primary Lockup

Secondary Mark

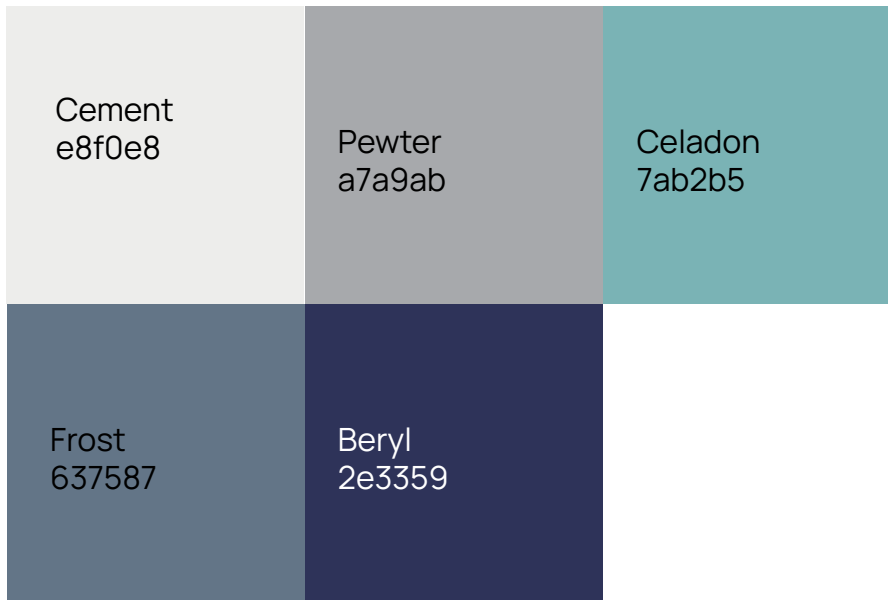**Limited Lockup: Sans Tagline**

Logo Variations and Usage

The Primary lockup is our main identity and must be used on the first page/top of web page, and if it is the only logo usage on a web or collateral piece. The Secondary Mark should only be used in a multi-page web or collateral piece in which the Primary Lockup appears on the first page/top of web page.The Limited Lockup without the tagline should only be used in scenarios where the logo is too small for the tagline to be legibile.

Spacing

An area of clear space around the logo should be maintained in order to maximize its presence and brand recognizability. We must ensure our logo can be read clearly by making sure that no other graphic elements interfere too closely. Use the letter "O" in "Ratio" as a guideline.

| Cement
e8f0e8 | Pewter
a7a9ab | Celadon
7ab2b5 |
| Frost
637587 | Beryl
2e3359 | |

| White
ffffff | Crimson
c74057 |
| Carbon
2d2d2d | |

Colors

The Ratio Institute color palette consists of eight colors (including black and white) that combine to create complimenting and contrasting pairings.

The five primary colors are formulated to work well with each other while promoting interesting and often unusual combinations. Do not use colors that are not found in this grouping.

Logo Do's and Don'ts

Do not mix shapes

Cement cannot be the dominant color.

The only approved monochrome is black or white

Do not create new color combinations

Do not mix black / white logos with color logos

Do not add effects

Do not outline or stroke elements

Do not customize logo in any way.

Do not use type as separate element

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Thank You