

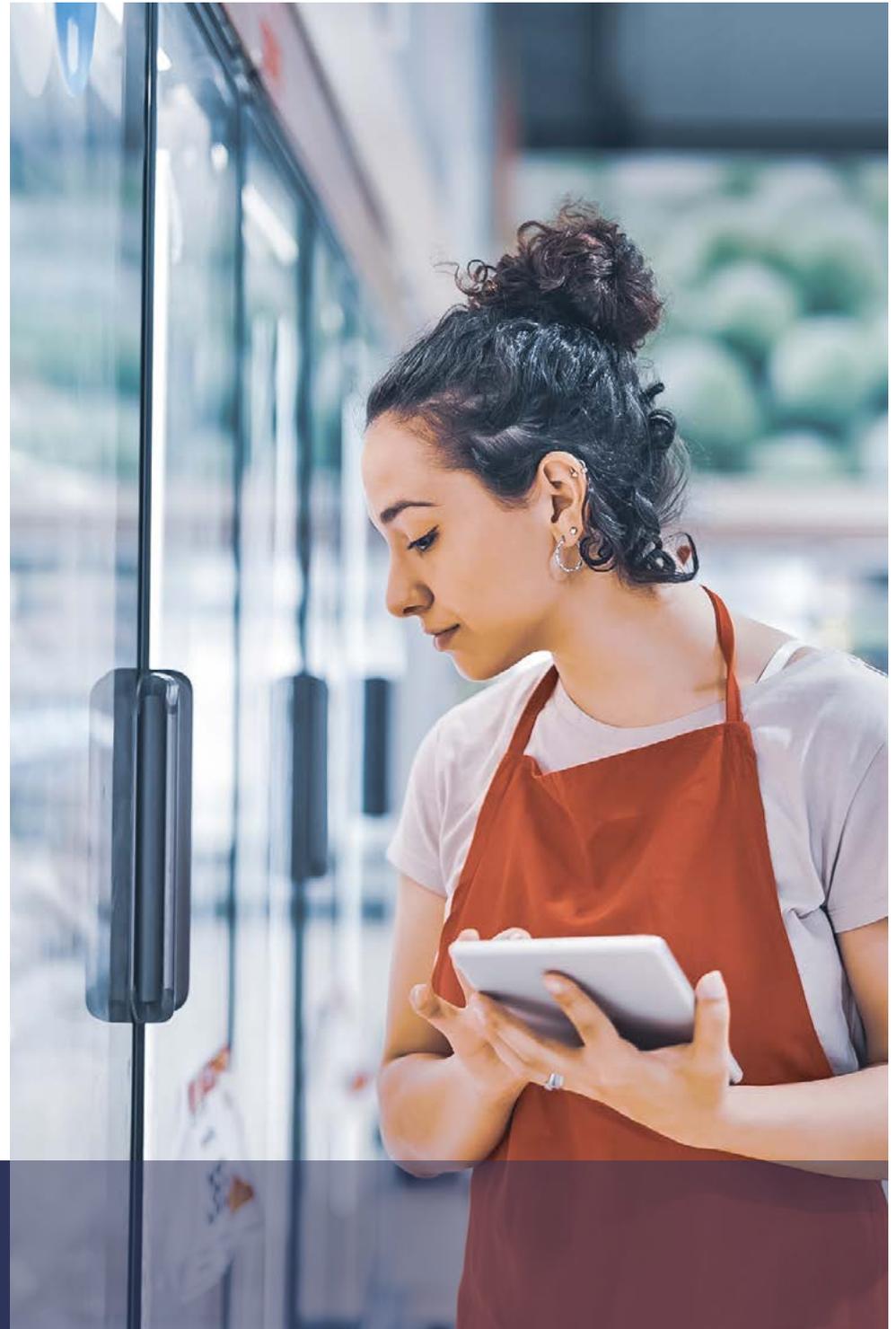
# Ratio Institute Brand Guidelines

07.2022



## 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.



## Our Brand Values

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# Integrity

We're committed to transparency in all aspects of our work to advance sustainability in food retail and strive to provide a fair and data-driven perspective on all matters in the food retail industry. We hold ourselves to the highest standard of accountability in our evaluation of and reporting on the industry.

# Innovation

We explore every angle to get a glimpse of the next big idea. We aren't afraid to break the system to fix the system. We find inspiration and opportunity within in the smallest of margins.

# Partnership

We understand that it takes collective impact to transform an industry. Our partnerships are built on trust and mutual understanding. We treat our partners with respect and value the deep expertise they bring to our collaboration.

# Progress

Change isn't easy, but we rise to the challenge because the future is worth it. Our approach to advance sustainability in food retail is backed by measurable key performance indicators.

# Our 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”



## Do

Always, in all copy, in every context, for the first mention use “Sustainable Food Retail Certification.”

For second mention, use “Sustainable Food Retail Certification program” or “Certification” .

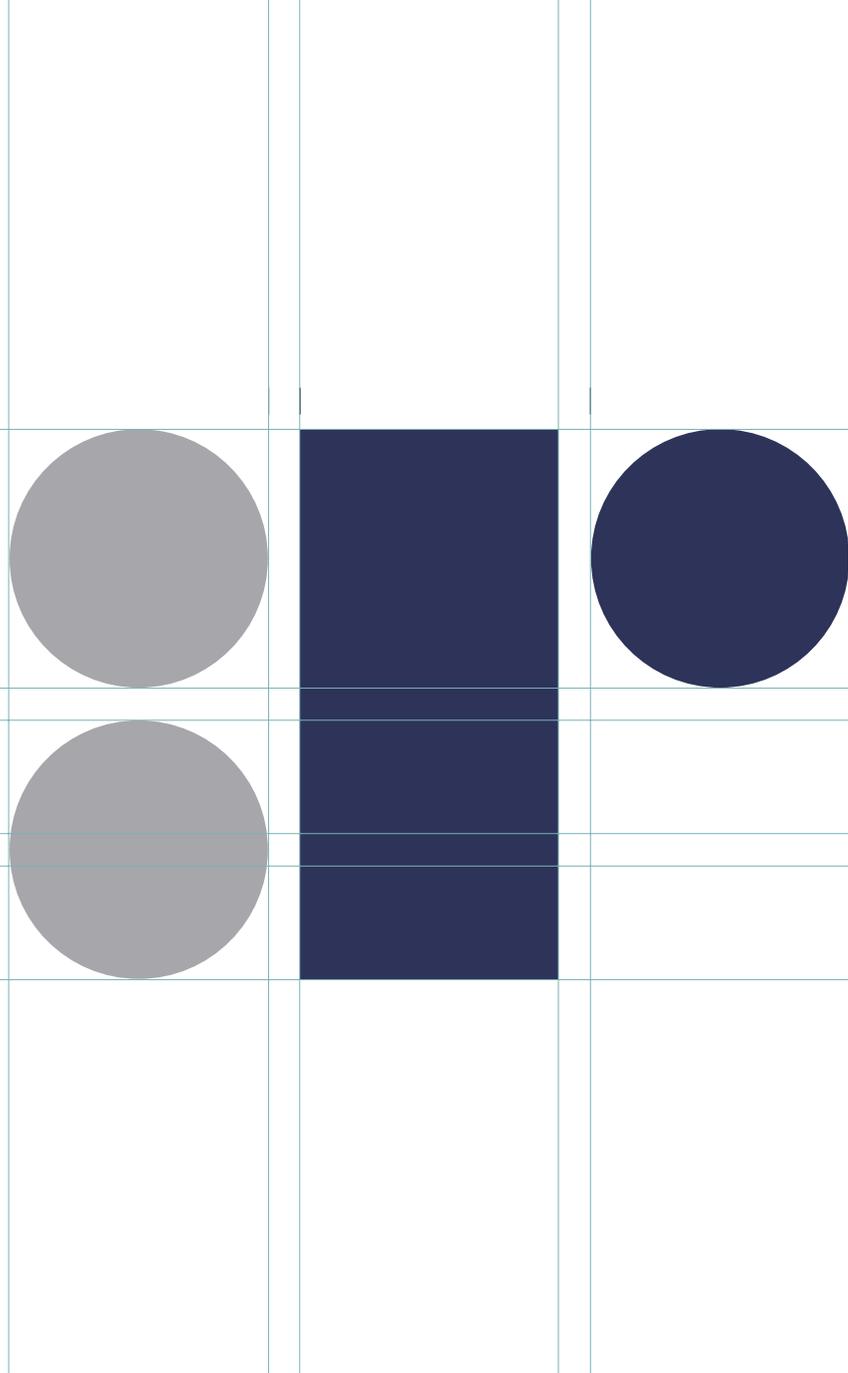
For every subsequent mention, “Certification” or “program” is generally acceptable.

## Don't

- “Ratio Institute Certification”
- “Ratio Certification”
- “SFR Certification”
- “SFRC”

# Visual Identity





## R Monogram

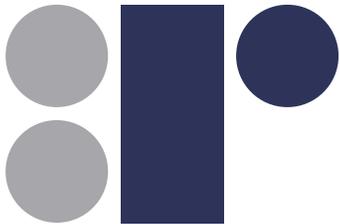
The Ratio Institute R monogram is a custom design and must be reproduced in exactly the same proportions and spacing as the master shown above. The monogram should only be used in a multi-page web or collateral piece in which the Primary Lockup appears on the first page/top of web page.

# Ratio Institute Logo

Primary Lockup



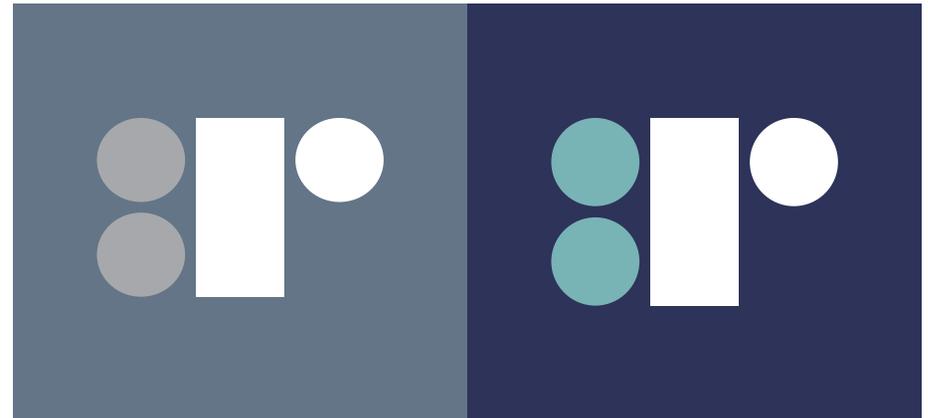
Secondary Mark:  
For Ratio Institute use only.



## 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 Limited Lockup without the tagline should only be used in scenarios where the logo is too small for the tagline to be legible. **The mark is not appropriate to represent the brand in partner communications alone.** Full logo should be provided for all partner communications,

Dark Backgrounds: Reverse Marks



## Reverse Logo & Marks

Reverse logos are provided to ensure proper contrast on dark backgrounds. Two color variants are provided and can be used interchangeably. The mark with the celedon contrast should be used on darkest backgrounds, while the pewter is more appropriate on mid-tones.

# Sustainable Food Retail Certification Logo Usage

## Certification Lockup

The Certification lockup is the main program identity and may be used in combination with the Ratio Institute logo as appropriate.



For use on dark backgrounds



Example of partner logo placement

The logo may appear to right, left or below partner logo, but must maintain proper padding.





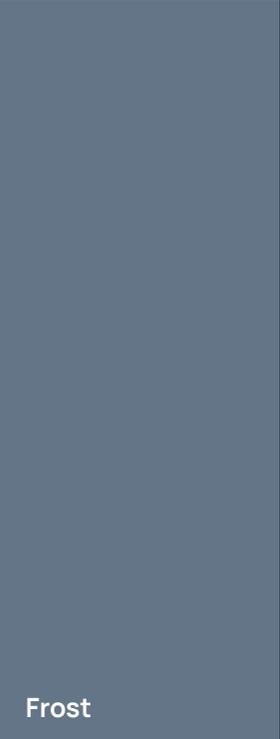
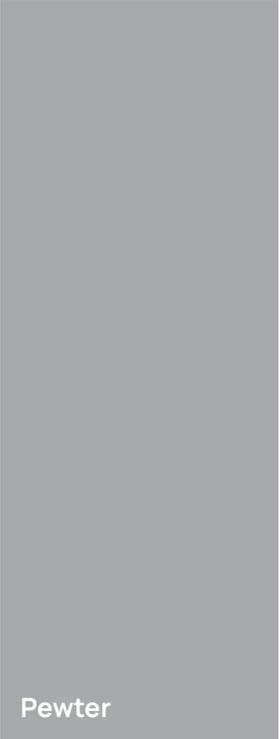
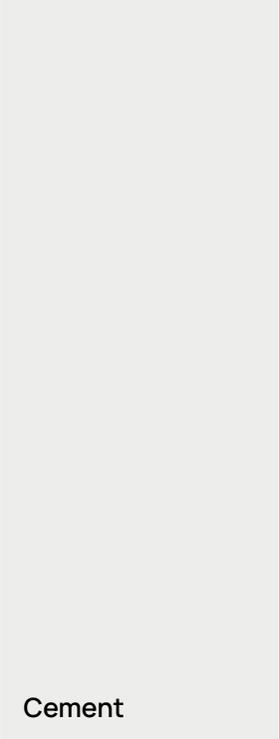
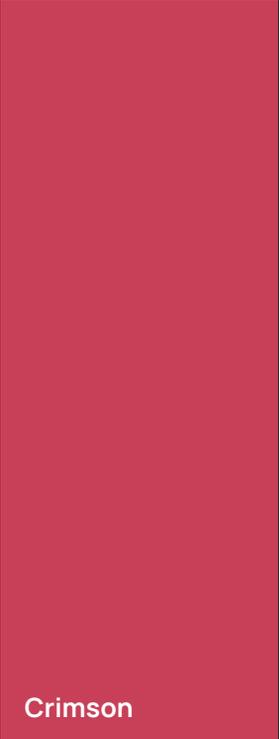
For the Ratio Institute logo, use the letter “O” in “Ratio” as a guideline for minimum clearspace



For the Ratio Institute logo, use the height of the vertical bar in the R Monogram as a guideline for minimum clearspace

## Minimum Clear Spacing

An area of clear space should be maintained around our logos in order to maximize their presence and brand recognizability. We must ensure our logos can be read clearly by making sure that no other graphic elements interfere too closely.

						
<b>Celadon</b>	<b>Frost</b>	<b>Beryl</b>	<b>Pewter</b>	<b>Cement</b>	<b>Crimson</b>	<b>Carbon</b>
7ab2b5 PMS 5493 C C53 M15 Y28 K00	637587 PMS 5415 C C65 M47 Y35 K08	2e3359 PMS 2755 C C90 M84 Y38 K31	a7a9ab PMS Cool Gray 6 C C36 M28 Y27 K00	ededeb PMS 7541 C C06 M04 Y05 K00	c74057 PMS 703 C C17 M89 Y59 K03	2d2d2d PMS 447 C C70 M64 Y64 K64

## 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



Do not modify logo colors.



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

# Logo Guidelines

## Maintaining proper contrast

Choose a brand-provided logo that provides the most contrast between the background plane and the logo for legibility. If logos may be overlaid on image but only if the images are not overly complex and provide enough contrast for logo legibility.

### DO:



### DON'T



# Thank you

For additional resources or questions contact [info@ratioinstitute.org](mailto:info@ratioinstitute.org)

