



Brand Guide

Introduction

Welcome to the ReFED brand.

In this new decade, ReFED is advancing its mission, building off the momentum from the Roadmap to Reduce U.S. Food Waste. With a greater focus on advancing sustainable solutions, the ReFED brand aspires to be a catalyst for action, driving influence in the food ecosystem and increasing opportunities. It is our vision to contribute to a sustainable, resilient, and inclusive food system that optimizes environmental resources, minimizes climate impacts, and makes the best use of the food we grow.

This brand guide contains our new positioning, tone and visual identity. It is intended to educate and guide the ReFED team and partners as we build a unified brand to carry out our mission.



Mission

We're a national 501(c)(3) nonprofit dedicated to ending food loss and waste across the food system by advancing data-driven solutions.

With our holistic view of the food system, we are proud to play a central role in facilitating a reduction in food waste by providing the nation's most comprehensive insights on food waste solutions.

We're working to achieve a 50% food waste reduction in accordance with the United Nations' 2030 Sustainable Development Goals and we do it with purposeful action. Action that's driven by solutions to specific challenges. That's grounded in data. That's targeted to where it can benefit the most. That's coordinated across multiple stakeholders and evaluated to ensure success.

It's action that can solve the food waste crisis.

We believe it is possible. And purposeful action will get us there.

Vision

For us success is a sustainable, resilient, and inclusive food system that optimizes environmental resources, minimizes climate impacts and makes the best use of the food we grow.

Positioning

With a holistic view of the food system, ReFED serves as the principal source for data, insights, and innovation to highlight supply chain inefficiencies and economic opportunities to reduce food waste.

Purpose

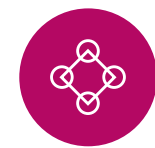
Advancing data-driven solutions to reduce food loss and waste

Our Values

We are committed to:



Collaborative Expertise | We believe we are stronger together, so we convene the food system and leverage the expertise and superpowers of individuals to collectively accelerate solutions.



Diverse Perspectives | We have a responsibility to advocate for and serve an inclusive network of voices that contribute to our mission.



Practical Ambition | We lead with an entrepreneurial spirit, and approach problems and solutions with an economic mindset.



Accessible Methods | We are accountable for delivering transparency and accessibility in our data, analyses and solutions for anyone to contribute to change.



Tangible Outcomes | Observable results will move us forward and measurable data will help us along the way.





Tone

This is ReFEDs brand tone. It should be reflected in all communications and visuals.

We are:

Strategic | We are experts in understanding food waste challenges and opportunities. The system looks to us for guidance and direction and we are effective at creating clear pathways to solutions. We are a resource for the food system, in providing education, data, insights and solutions.

Optimistic | We are solutions-oriented and look for the good in what we do and the people we work with. We work towards the best possible result in every situation. We believe in the power of positive thinking and approaching our work with sincere optimism, fun and pride.

Ambitious | We are guided by a commitment to creating a more sustainable world through our diverse talents, passion and hard work. A 50% reduction in food waste is a huge goal, and it requires big ideas and persistent action.

Voice

This is ReFED's brand voice. It should be heard throughout our communications.

We sound:

Informative | We inform through expertise and experience - of our own and of our network. We share focused messages and guidance that anyone can follow without using overly-complex language.

We are...

Experienced
Professional
Guiding

But not...

Mighty
Complicated
Directing

Guidelines:

- Brand copy should have a professional formatting and word choice. Write like you are presenting to a CEO.
- We get to the point quickly. Be sharp and direct in what you share.
- We use consistent language that is common vernacular among our stakeholders.
- We avoid jargon and words that people might have to look up.
- We share outside knowledge and cite our partners when bringing in their expertise.
- We are not too pushy to provide guidance to our audience. We provide recommendations that are supported by data.



Voice

This is ReFED's brand voice. It should be heard throughout our communications.

We sound:

Determined | We express drive and passion towards our mission and vision, but we keep things grounded in reality.

We are...

Hopeful
Courageous
Optimistic

But not...

Certain
Proud
Idealistic

Guidelines:

- We openly talk about our mission and vision, but do so in a way to incite action.
- We do not congratulate ourselves or self-promote. If we are sharing our work, it should be shared with a service-mindset rather than self-promotion.
- We present ideas that are grounded in reality and should be taken seriously by all audiences.
- We do not share messages that are naive or unbelievable.



Voice

This is ReFED's brand voice. It should be heard throughout our communications.

We sound:

Reassuring | Our voice is encouraging and pointing towards the positive signals of progress. We look to motivate others through celebrating real successes and tangible outcomes.

We are...

Eager
Encouraging
Empathetic

But not...

Assertive
Over-promising
Emotional

Guidelines:

- Use language and images that are engaging and create conversation starters.
- Encourage and uplift our audience without sounding too cheeky. For example: avoid bold words, all caps or multiple exclamation points.
- Avoid using emojis, gifs and memes in our brand communications.
- We can show more passion when messaging comes from an individual (e.g. personal emails or quotes), but the brand communication should avoid being too overly emotional.



The Logo

The ReFED logo is a strong visual representation of our mission, vision and purpose. It is the most immediate representation of ReFED most people will see. The logo is constructed with a series of unique elements that each serve an individual purpose in the brand's story.

Cyclical Arrows | Represents our approach to openly sharing data and insights around the food waste cycle to motivate action and nurture new solutions and opportunities.

Converging paths | The arrows come together to represent the growth and strength that is enabled through collaboration.

Abstract Food | A suggestive shape and color combination that could be viewed as a berry, a tomato, an apple, a red pepper, a peach; all connecting the organization visually to the topic of food.

Mission Driven Heart | A subtle heart sits at the center of the logo representing ReFED's pursuit to enrich our planet and livelihood.

Circle Stamp | The encompassing circle represents a seal or stamp that incorporates ReFED's mission, vision and values into a symbol for action. All of these elements working together speaks to ReFED's ambition and determination.

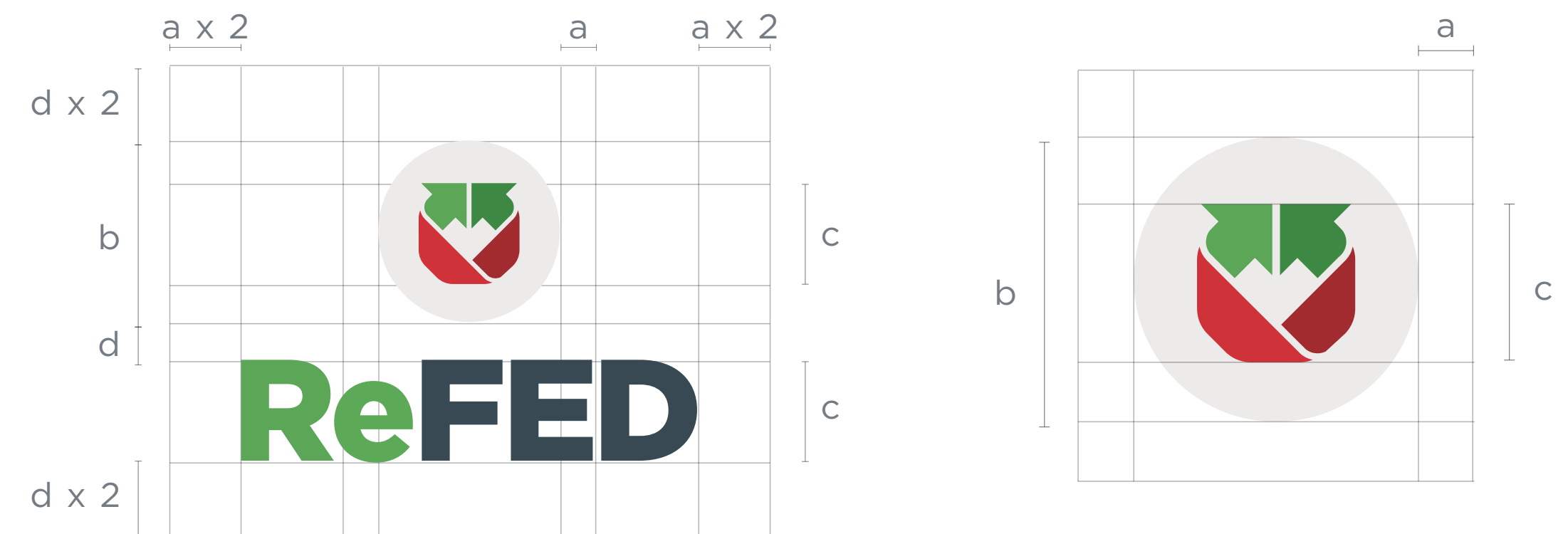


Construction & Clearance

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact.

It is important to keep branding clear of any other graphic elements. To regulate this, a clearance zone has been established around the logo variations.

Accurate reproduction and correct application of these graphic elements are necessary to protect the organizations' rights under trademark law as well as to project a consistent and cohesive image in the marketplace. Any use of these trademarks without expressed written permission from ReFED is not permitted. If you have any questions, please contact ReFED at info@refed.com



Horizontal Lockups

For design flexibility, the lockup has horizontal and vertical stacked options with a one-color version available for both. The key is making sure the lockup is distinguishable and legible.



FULL COLOR



ONE COLOR

Stacked Lockups

For design flexibility, the lockup has horizontal and vertical stacked options with a one-color version available for both. The key is making sure the lockup is distinguishable and legible.



FULL COLOR



ONE COLOR

Logomark

The circle seal logomark can be used on its own to represent ReFED using its full color or one color option. Please adhere to clearance suggestions on page 12.



Scale

Our logo is designed to scale to small sizes on print and screen.

Smallest size:

- 40 pixels wide
- 0.55 inch wide
- 1.4 centimeter wide.



Usage Guidelines

It is critical to always use approved logo lockups to maintain consistency and to retain the integrity of our branding.

DO NOT DO THE FOLLOWING:



✗ Do not reproduce using different weights



✗ Do not type out in any other fonts



✗ Do not change the colors



✗ Do not manipulate or stretch the mark



✗ Do not use all caps



✗ Do not change the angle in any way

Partnerships

Aligning partnership logos should follow clear space rules. Use the width of the logo mark as a guidepost for the distance between the ReFED logomark and partner logo.



Color

The brand identity utilizes colors that showcase the groundedness and modernism of the company itself. The palette carries an expert sophistication and intelligence as represented by the cool colors with warm accent colors of optimism and boldness. The neutral colors provide the canvas to let the color do the talking within icons, buttons, and data visualizations. Being sure that each color carries its own meaning and weight throughout the brand, we ask that it follows this visual balance between primary, secondary and neutral colors.



Logomark

Our brand uses an extensive color palette that reflects our personality and includes appropriate options for all communication efforts. The colors represent a fresh and modern approach to sustainability while maintaining the authority and sophistication of the scholarly side of our data. By using color wisely, you can help create a strong visual identity for the ReFED brand.



C 24%	R 72
M 95%	G 182
Y 86%	B 116
K 18%	#48B674

PMS 704



C 12%	R 0
M 94%	G 159
Y 83%	B 92
K 2%	#009F5C

PMS 1797



C 61%	R 230
M 32%	G 94
Y 96%	B 74
K 14%	#E65E4A

PMS 575



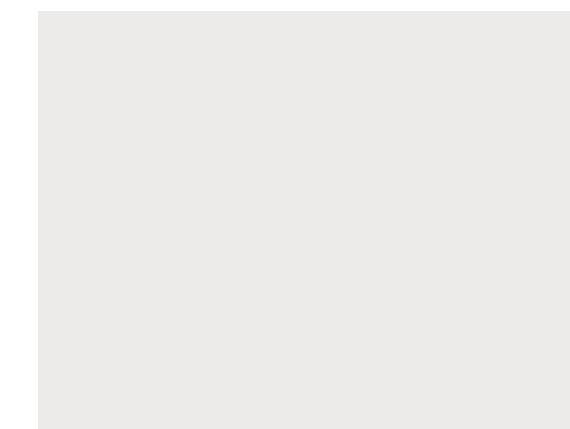
C 51%	R 194
M 19%	G 80
Y 81%	B 82
K 2%	#C25052

PMS 576 (90%)



C 65%	R 56
M 66%	G 73
Y 53%	B 84
K 29%	#384954

PMS 425



C 7%	R 239
M 6%	G 237
Y 13%	B 235
K 0%	#EFEDEB

PMS 453 (35%)

Primary

Our primary colors pull from the colors of leafy greens, clean waters, and a healthy planet. They should be used first throughout illustration, photography, and product in order to provide the overall look and feel.

5CA958	00B982	0092B7	00D1C3	168374	003950
3D8944	00B982	0092B7	00D1C3	168374	003950
5CA958	59C290	47A2C1	61D6CA	449989	275B71
75C46C	5ECD9F	50B4CE	65DCD2	4EAE9F	4D7E92
A3D097	77D8AF	59C5D9	6FE4DB	61C4B5	679EB1
BADEAB	92E4BF	7CD6E5	93EAE2	89D8CC	8CC1D2
D1ECC1	AFEECE	A6E8F1	B5F1EB	AFEEE3	B5E3F3

Secondary

Our secondary colors pull from the colors of fruits and vegetables. They should be used sparingly throughout illustration, photography, and product in order to maintain meaning and bringing in pops of color.

FFC432	FF7F12	DC354D	B40863	630A53
F2A83C	E05A00	A12B2F	B40863	630A53
F4B53F	EA6A00	CF3339	D53184	7F1876
FFC432	FF7F12	DC354D	EB57AA	A0479A
F7CC78	F6A065	F4697D	ED7DBD	BF71BA
F9D99B	FAB687	F28B97	F09DCE	DDA9DB
FAE4C0	FFCCA9	F9AAB6	F9BBE4	EBDOF4

Typography

Primary Fonts

Our typographic system holds the characteristics of both a bold, forward facing initiative with Open Sans and an academic, yet approachable feeling with our serif, Lora. Using various styles of our sans serif provides versatility across the platform. We accomplish even more versatility when paired with our serif.

Aa

Open Sans

Open Sans Bold

AaBbCcDdEeFfGgHhIijJkKlLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890#+-@=%&/>([?!])

Open Sans Semibold

AaBbCcDdEeFfGgHhIijJkKlLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890#+-@=%&/>([?!])

Open Sans Regular

AaBbCcDdEeFfGgHhIijJkKlLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890#+-@=%&/>([?!])

Open Sans Light

AaBbCcDdEeFfGgHhIijJkKlLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890#+-@=%&/>([?!])

Aa

Lora

Lora Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890#+-@=%&/>([?!])

Lora *Italic*

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890#+-@=%&/>([?!])

Pairings

It is important to maintain these type pairings. This allows for clarity, consistency, and a strong hierarchy for all communications. Follow the recommended combinations to the right.

DISPLAY 55pt

We're on a mission to end food waste through data-driven solutions.

SUBHEADING 30pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad

OVERLINE 40pt

Overline Headline

HEADLINE 1 50pt

General Headline

BODY 1 20pt

Lorem ipsum dolor sit amet, consectetur 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

SUBHEADING 30pt

This is a typical subheading

BODY 1 20pt

Lorem ipsum dolor sit amet, consectetur 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 dui dolore te feugait nulla facilisi.

HEADLINE 2 40pt

Headline

BODY 1 20pt

Lorem ipsum dolor sit amet, consectetur 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

Usage Guidelines

It is critical to always use proper typography to maintain consistency and to retain the integrity of our branding.

DO NOT DO THE FOLLOWING:

To advance data-driven solutions for food waste reduction.

✗ Do not adjust kerning or tracking

Header
Subheader

✗ Do not make headlines and subheads the same weight when using same font

To advance data-driven solutions for food waste reduction.

✗ Do not use colored typography for body copy

To advance data-driven solutions for food waste reduction.

✗ Do not manipulate or stretch typography

Header
Subheader

✗ Do not misalign type

To advance data-driven solutions for food waste reduction.

✗ Do not change the angle in any way

Iconography

Icons were designed to communicate quickly and effectively across all points of usage. Icons are to be simple and easy to understand, constructed using a consistent monoline stroke displaying the same thickness and balance of interior space. They are to be placed inside a circle for added impact and diversity of color.

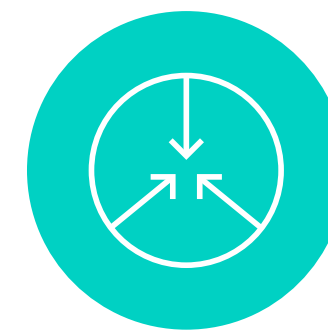
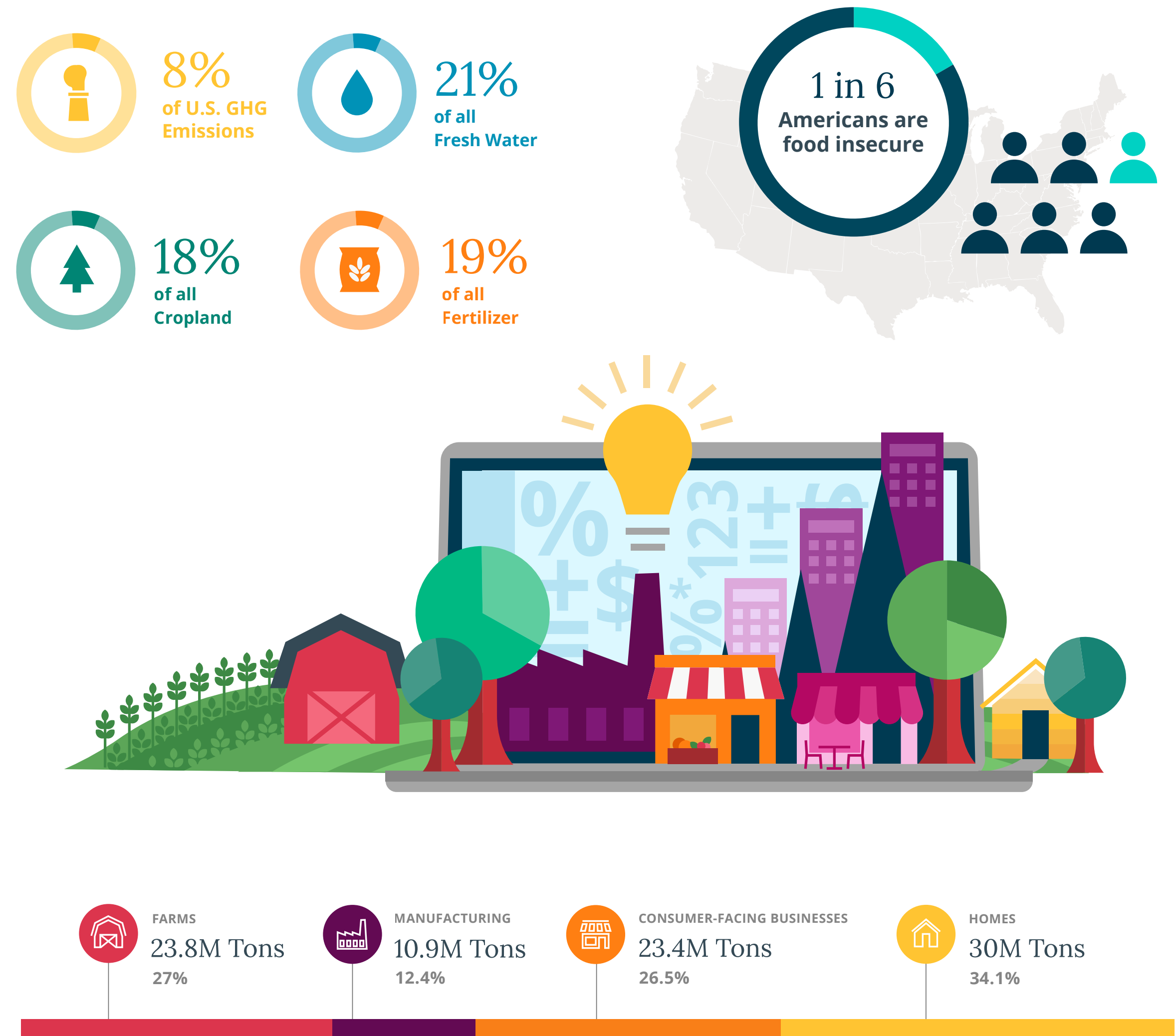


Illustration & Infographics

All data representations are constructed in bold, yet simple way using thin lines, primary shapes, and balance of negative space. Be discerning when using color - Use monotone schemes within one color for infographics that don't call for differentiated colors. Use secondary colors when appropriate as bold call outs or used for an expanded data set.





Photography

Our photography represents the work we do by showcasing people in action, whether our team or those interacting with food, the food waste system, and food waste solutions. Photography should have natural lighting and a clear focus.

Contact Us

If you have any questions about the ReFED Branding & Design Standards, or about how you are using ReFED logos, or other intellectual property, please email info@refed.com.

