



# Brand Guidelines

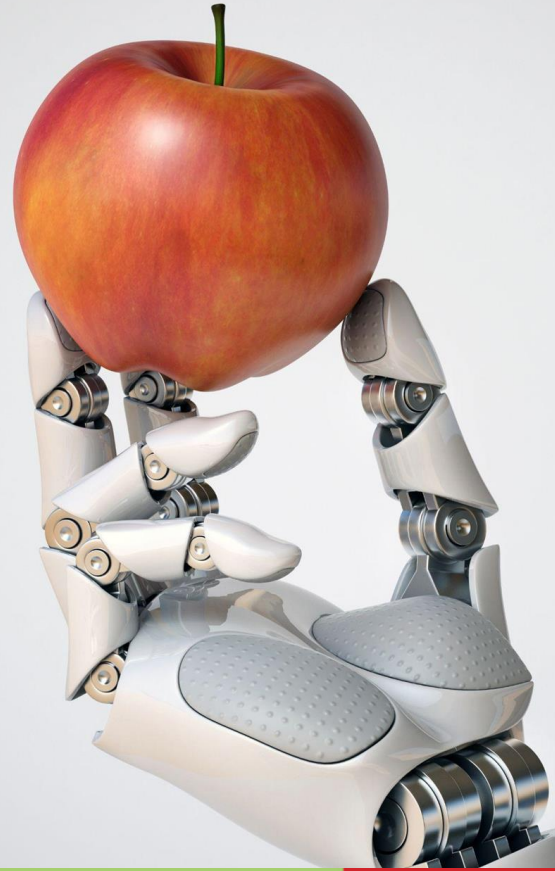
Spring 2024



# Who We Are

At CFIN, we fund transformative foodtech projects, stimulate collaboration, and foster a growing community of food and beverage professionals. We've built the fastest growing and most engaged food business community in the country and our members come from across the globe, representing all parts of the food value chain.

We connect the Canadian food and beverage ecosystem to new ideas, opportunities, and technologies to increase collaboration and position Canada as a global leader in food innovation.



## Brand Colours

Our brand colours reflect the Earth's elements and help associate the Canadian Food Innovation Network with the roots of our industry.



fdc36e

C0 M26 Y65 K0

R253 G194 B111



7ccbbb

C50 M0 Y33 K0

R125 G204 B186



a6d16f

C38 M0 Y74 K0

R167 G209 B111



936576

C42 M65 Y39 K9

R147 G101 B118



4a4a54

C70 M63 Y50 K34

R74 G74 B84



d2232a

C15 M100 Y100 K0

R210 G35 B42



# Brand Typography

Lato is the font of the Canadian Food Innovation Network.

Lato is a sans serif typeface family started in the summer of 2010 by Warsaw-based designer Łukasz Dziedzic (“Lato” means “Summer” in Polish). In December 2010 the Lato family was published under the Open Font License by his foundry tyPoland, with support from Google.

## **Lato Bold**

For use in both bold and small headlines

## *Lato italic*

For use in quotes

## **Lato Normal**

For use in large headlines and body copy

## **Lato Black**

For use in **ONLY** in program names



# Logo Usage

Our logo reflects the rich resources our food network is derived from and the forward movement that the Canadian Food Innovation Network provides for our industry.

Acceptable Uses:

- The logo is to be free floating and should never be confined to a box or used with a border around it
- The logo should always have a MINIMUM “COPY-FREE” ZONE around logo

