



Slow Food USA®

**THIS IS SLOW FOOD:
COMMUNICATING THE SLOW FOOD MISSION**

Slow Food USA Brand Book

Updated April 2023

“

Visual identity is all of the imagery and graphical information that expresses who a brand is and differentiates it from all the others.

– Jamahl Johnson

”

MISSION

Slow Food USA unites the joy of food with the pursuit of justice. We **cultivate** nationwide programs and a network of local chapters, **host** educational events and advocacy campaigns, and **build** solidarity through partnerships. Together, we are dismantling oppressive food systems to achieve good, clean and fair food **for all**.

VISION

Slow Food USA strives to create a world where all people can eat food that is good for them, good for the people who grow it, and good for the planet.

BRAND IDENTITY + COPY



Specifically, the dos and don'ts in referring to Slow Food.

Slow Food is one unified worldwide organization (in spirit, if not in legal fact). The default voice is “Slow Food,” as in “Slow Food organizes, believes, etc.”

Avoid making “Slow Food” possessive (as in “Slow Food’s”).

Never, ever Slow Foods. *Please correct people and partners on this common mistake!*

Place-based entities within Slow Food (national association, local food communities, regional body, etc.) should be referred to as entities within Slow Food USA.

Key terms: movement, organization, values-based, community

Key themes: biodiversity, education, tradition, environment, justice, joy

TYPOGRAPHY



OSWALD

Uses: Titles, headlines, subheadings

NOTO SANS

Uses: Body text

HELVETICA NEUE

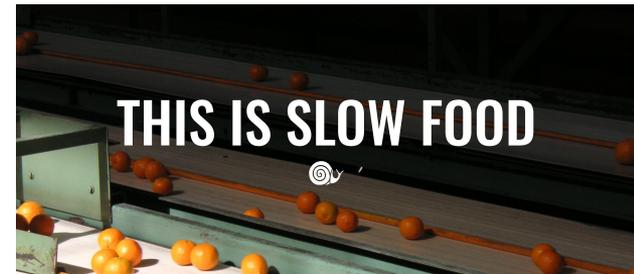
Uses: Body text

LORA

Uses: Body text; accent text



Good, clean and fair food for all.



THE LOGO



The symbol of the stylized snail and the name Slow Food is a registered trademark, and as such is subject to the laws of copyright and is protected by them. The Slow Food trademark cannot be used or reproduced without permission.

- The shape of the snail and the proportions between the script and the snail cannot be changed.
- The font of the "Slow Food" name is Roman Bauer Bodoni.
- The use of the international logo must be always be authorized by the International Board of Directors.
- The snail size does not change, and the snail remains centered over the script.
- The snail should remain unadorned with accessories. It cannot appear in colors other than Slow Food Red, black or white.
- There are only two primary configurations of the logo: a single line version and a “stacked” version. Both are shown below. No other configuration of the logo should be created.



THE LOGO (CONT.)



Incorrect Usage

The digital logo artwork should not be altered, recreated, or re-typeset in any way. No other configurations should be created. Some examples of what not to do are shown here. Always use the digital artwork logo files provided.



NEVER add elements to the logo



NEVER randomly change the color of the logo



NEVER reconfigure the logo



NEVER distort or warp the logo



NEVER place the logo over a busy photograph or graphic

CHAPTER LOGOS



Representing your local connection to Slow Food

Each Slow Food USA chapter is provided a set of standardized logos bearing the chapter name. Single color (mono) and color versions of the logo exist in “stacked” and single line configurations for chapter use. If your chapter is missing its logo files, contact comms@slowfoodusa.org for a new batch of files within one week.

- Please note that use of Slow Food USA or Slow Food International logos is distinct from chapter logos and requires permission.



COPYRIGHT INFORMATION



Legal permissions for Slow Food logos

The name “Slow Food USA” and “Slow Food” are both registered trademarks that derive protection from those laws. Your chapter is authorized to use the words “Slow Food” as part of your chapter name and in your printed and online materials to promote the Slow Food USA mission and programs.

Use of the name for personal or business purposes is strictly forbidden. The right to use the name — and the logo and name — is a revocable license and as such can be revoked by Slow Food USA at any time.

GRAPHICS

Clean, Clear and On-Brand



Graphics are a great way to communicate about campaigns, events, and partnerships. The golden rule is: keep it simple.

Importantly, the Slow Food logo and/or snail should be present on all graphics that do not exist on a branded page or platform.

If you are creating a promotional graphic with a partner, be sure your logo is included on the graphic and that it has some elements (color, type, imagery) that correspond to your visual identity.



COLOR PALETTE



Your color palette and imagery will provide a very strong thread in your visual identity and recognition. The most important component here is, once again, continuity. Keep your colors and images consistent, and your visual identity will hold together over time.

SLOW FOOD RED

HEX Code: #da2028

Pantone 485

The Slow Food red should be your primary and ever-present color.



PANTONE 1525 C
C 0 M 58 Y 100 K 10
R 222 G 121 B 0
#de7900



PANTONE 647 C
C 100 M 52 Y 26 K 0
R 0 G 102 B 148
#006694



PANTONE 7733 C
C 84 M29 Y78 K16
R 32 G120 B79
#20784f



PANTONE 7408 C
C 4 M 27 Y 94 K 0
R 245 G 190 B 11
#f5be0b



IMAGERY

Images should convey the central values, real world action and community orientation of Slow Food. Keep it simple here, too. Sometimes a bad image can do more harm than a good image will do good! Pay attention to representation and inclusion in imagery that includes people. *Always credit the photographer, unless you own the rights to a photo or unless otherwise noted!*



READ THE SLOW FOOD BRAND BOOK



Long and short versions now available

Questions? Let us know and we'll connect with the international team!



slowfood.com/brand-identity/