



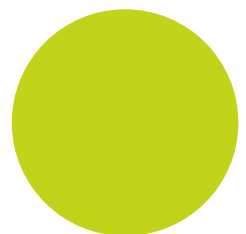
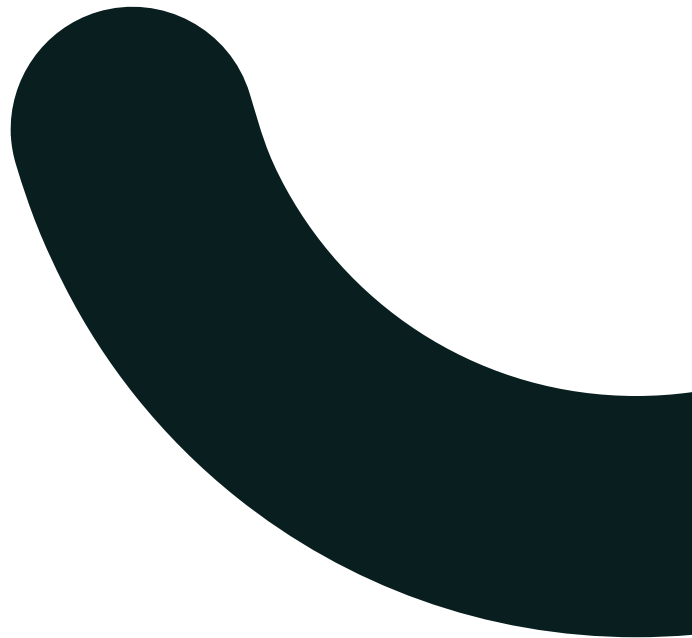
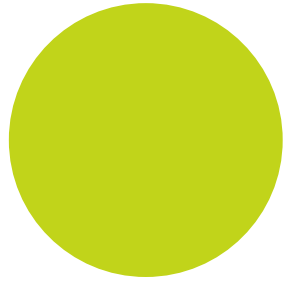
A guide to
Forage Stores'
Brand Identity System

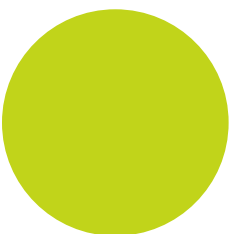
Visual
Identity

Contents

- Logo
- Colour
- Type

Logo





The **Forage Stores** logo serves as a regular reminder of our commitment to domesticate food by eliminating price hikes throughout the food supply chain and passing huge savings onto our consumer network.

In order to ensure our identity remains consistent across all touch points or materials, please follow these rules to help you use our logo right.

Logo

Rules



Never change the logo position



Never create an outline around the logo.



Never distort or adjust the size from the sides



Never change the official brand colour except for approved monochromes and sub brands.

Logo

Mark



Logo

Orientations



Primary



Alternative



Visual Identity

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Logo

Orientations + Tagline



Food and more.

We are Nigeria's first digital food network and online community providing ethical pricing and ground access to quality food.

We are on a mission to domesticate food by eliminating price hikes throughout the food supply chain and passing huge savings onto our consumer network by simply leveraging on community, strategic networks and flexible payment plans all laced with user-friendliness.

As part of our founding philosophy, we believe that our society cannot advance without food security and a strong agricultural sector. Food security is primarily a

problem of distribution and access which if and when put in place can reduce post-harvest loss and waste which would greatly increase food supply with cost effectiveness.

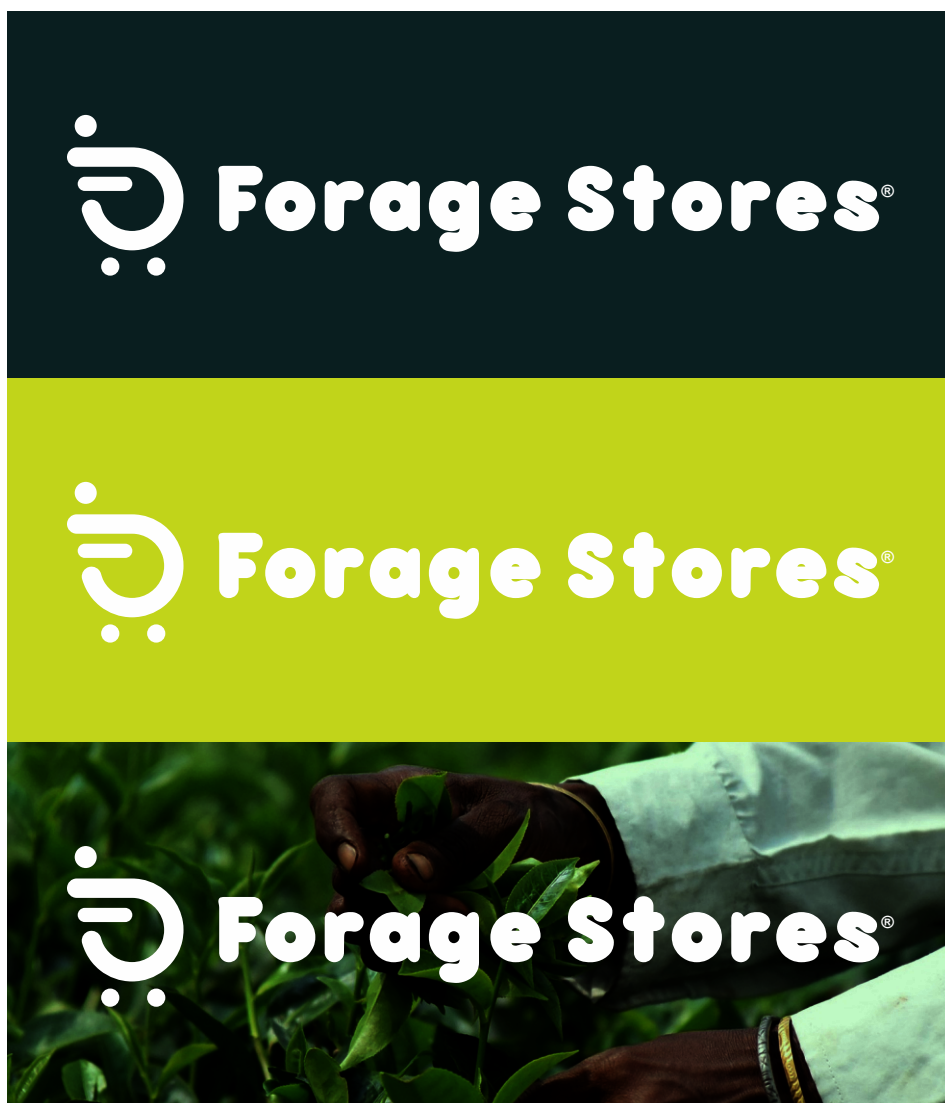
Norman Borlaug, the father of Green Revolution Once said...

“Food is a moral right of all who are born on earth” and so whatever can be done should be done to ensure that good food is cost effective and accessible to everyone.”

This has inspired us to build a shared-value food network and community for a better world.

Logo

Contrast Variations



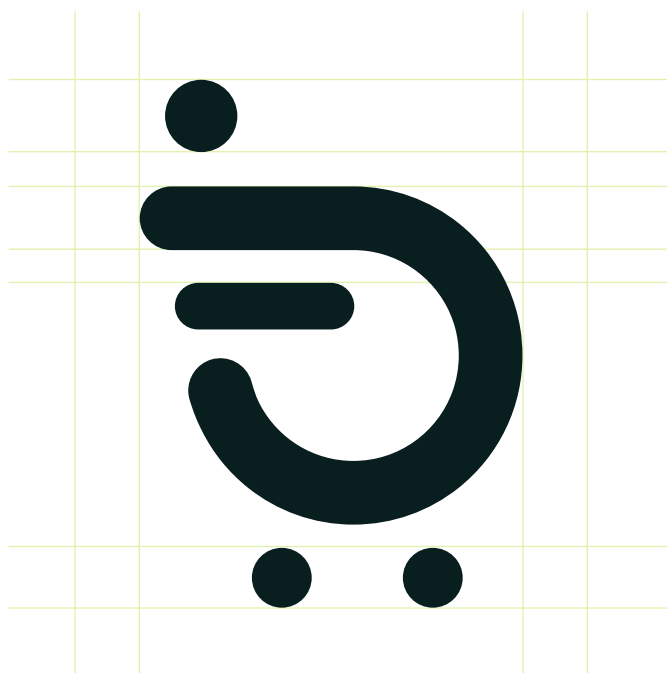
Logo

Contrast Variations



Logo

Safe Area & Exclusion Zone



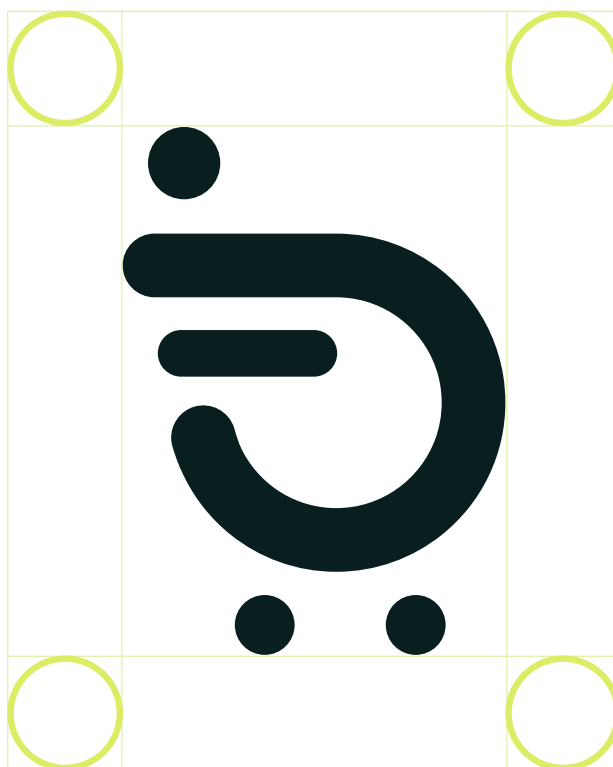
Logo

Safe Area & Exclusion Zone



Logo

Safe Area & Exclusion Zone



Colour



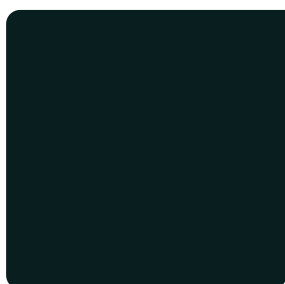
Our colour serves as a distinguishing visual element and reminder of our personality which plays a key role in the way we communicate.

As caregivers, we understand that our duty and impact lies more in the lives we affect positively through the solutions and benefits our brand offer. We've expressed this very essence in our choice of colour which reflects our commitment to make life better and more fulfilling for people.

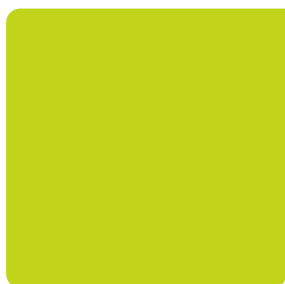
Visual Identity

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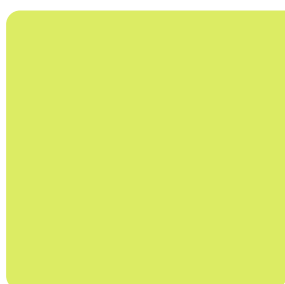
Colour



HEX #091e1f
RGB 9 30 31
HSV 183 71 12
CMYK 71 3 0 88



HEX #c1d41a
RGB 193 212 26
HSV 66 88 83
CMYK 9 0 88 17

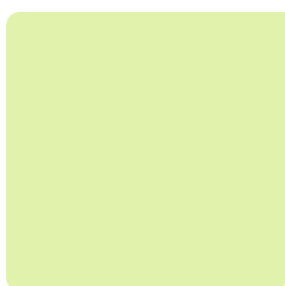


HEX #dcec65
RGB 220 236 101
HSV 67 57 93
CMYK 7 0 57 7

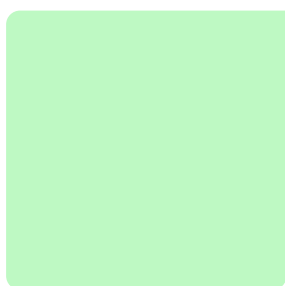
Base



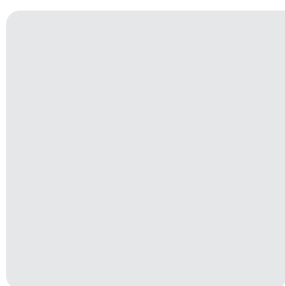
Colour



HEX #e1f2ac
RGB 225 242 172
HSV 75 29 95
CMYK 7 0 29 5



HEX #bef9c3
RGB 190 249 195
HSV 125 24 98
CMYK 24 0 22 2



HEX #e6e7e9
RGB 230 231 233
HSV 220 1 91
CMYK 1 1 0 9

Ascent



Type

Our type is a critical visual element that was carefully chosen to help us maintain a consistent and uncluttered look across all our brand materials and channels.

Our typeface **Goldplay** which embodies serif and sans serif typefaces was considered because it reflects who we are and what we do in a very unique way that helps to distinguish us. It's legible and friendly with various typeface weights and styles.

Type

Goldplay

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmno pqrstuvwxyz

1234567890 ~%\$#@



A **Forage Stores'** Brand Tool Kit.