

> 2017 Campaign Style Guide



Adelle - Regular



Adelle - Bold

To the right are the specified fonts for use across the FoodPro 2017 campaign. There are three standard fonts for use across both headlines and body copy as illustrated.

FatFrank Heavy

Used for headlines and important information.

Available from typekit.com

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Google font equivalent:
Rubik One

<https://fonts.google.com/specimen/Rubik+One>

**A
CLOSER
LOOK**

Adelle

Used for sub-headlines and body copy.

Available from typekit.com

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Google font equivalent:
Roboto Slab

<https://fonts.google.com/specimen/Roboto+Slab>

at the food industry

16-19 JULY 2017

Proxima Nova

Used for CTA lockup and additional information.

Available from typekit.com

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Google font equivalent:
Montserrat

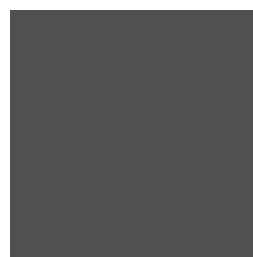
<https://fonts.google.com/specimen/Montserrat>

foodpro 2017, 16 -19 July
International Convention Centre
Sydney, Darling Harbour

Primary Colours

The FoodPro grey can be used in any of the shards in a multitude of transparencies and percentages.

Colours specific to industry segments are only to be used for their specific industry. These colours are to be used sparingly as a highlight and are to be used in conjunction with the FoodPro Grey.



FoodPro Grey

C 0 / M 0 / Y 0 / K 82
R 84 / G 84 / B 86
#535456



FoodPro Green

C 80 / M 0 / Y 100 / K 0
R 13 / G 177 / B 75
#0db14b



Food Science & Tech

C 0 / M 35 / Y 100 / K 0
R 252 / G 175 / B 23
#fbaf17



Meat Industry

C 15 / M 94 / Y 70 / K 28
R 160 / G 37 / B 55
#a02537



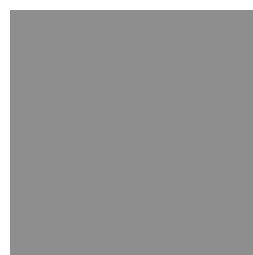
Packaging Industry

C 100 / M 15 / Y 100 / K 15
R 0 / G 131 / B 67
#008243

Secondary Colours

This colour series is to be used when further highlight is required e.g. web buttons and call out devices.

Note colours specific to industry segments are only to be used for their specific industry.



FoodPro Grey

C 0 / M 0 / Y 0 / K 57
R 134 / G 136 / B 138
#85878a



FoodPro Green

C 80 / M 0 / Y 100 / K 30
R 0 / G 135 / B 57
#008638



Food Science & Tech

C 0 / M 35 / Y 100 / K 40
R 165 / G 116 / B 6
#a57406



Meat Industry

C 15 / M 94 / Y 70 / K 58
R 110 / G 14 / B 30
#6e0e1d



Packaging Industry

C 100 / M 15 / Y 100 / K 45
R 0 / G 96 / B 46
#005f2e