

foodpro 2020

Logomark



Logo Print
Minimum Size: 30mm width

Logo Digital
Minimum Size: 75 pixels width

Colour palette



Leafy Green

PMS 3415C

C-100 M-42 Y-100 K-3

R-0 G-116 B-69

Hex #007445

Sage Green

PMS 5625C

C-62 M-28 Y-60 K-6

R-106 G-144 B-117

Hex # 6A9075

Gradient

Made from Leafy Green
and Sage Green

Angle set to 113°

Lime

PMS 7487C

C-42 M-0 Y-100 K-0

R-144 G-255 B-60

Hex #90FF3C

Typography

Headlines

Helvetica Neue Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Tag lines

Helvetica Neue Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Available here
<https://www.myfonts.com/fonts/linotype/neue-helvetica/>

Date, location, web address, CTA

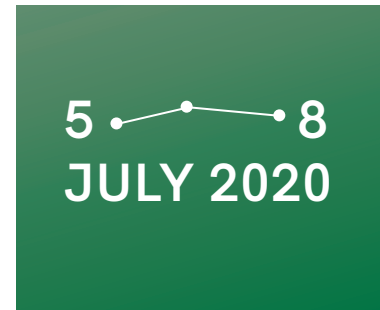
Hanken Grotesk Regular, SemiBold, Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body copy

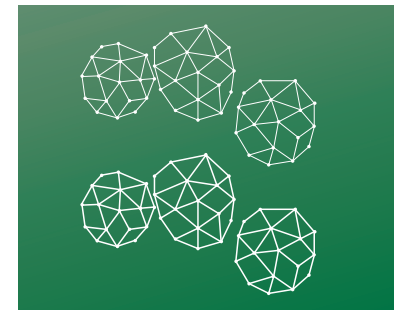
Hanken Grotesk Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Font License, available free here
<https://www.fontsquirrel.com/fonts/hk-grotesk>

Graphic Elements



Date with matrix linework



Matrix linework_ 1pt Stroke.ai
to be used on larger applications

Matrix linework_ 3pt Stroke.ai
to be used on smaller applications

Images



Tomatoes_iStock-1130498724_coloured
tomatoes ALL



Tomatoes_iStock-1130498724_green
tomatoes



Tomatoes_iStock-1130498724_single_
colour_WhiteRobot



Tomatoes_iStock-1130498724_single_
colour

foodpro 2020

Press Advert example



**Redefine
the future
of food**

What you do matters


5 — 8
JULY 2020
Melbourne Convention
& Exhibition Centre
foodproexh.com

We are in a time of transition where environmental awareness and future thinking is stepping up to lead consumer led solutions for the food and beverage manufacturing industry. foodpro is the leading food and manufacturing event that brings all the industry expertise to one place.

Showcasing design innovations, new technology, and the latest packaging and processing solutions, foodpro is where the food industry gathers to generate solutions towards a more sustainable world. It's about creating. Together. Because what you do, matters.

 foodpro

Web example



Redefine the future of food

5 — 8 JULY 2020
Melbourne Convention & Exhibition Centre