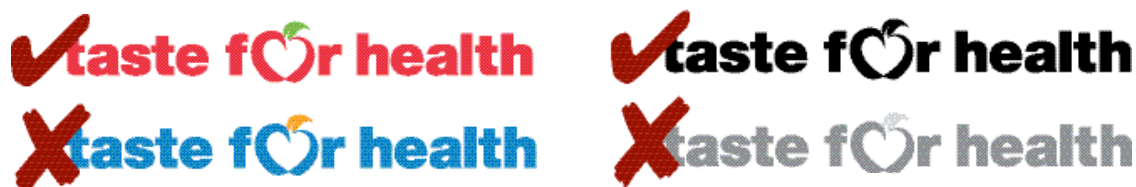


taste fOr health

brand guidance

The Taste for Health logo should be used wherever possible in its two colour variant: **Green - Pantone 369** and **Red - Pantone 186**

If these colours are not available a reversed out version is permissible but the specific colours should never be replaced with alternative spot colours. A black version of the logo is acceptable but the logo or parts of it should not be tinted.



The key colours, green and red should be used prominently on materials. These are particularly effective when used in combination with the apple icon from the logotype, see the van image opposite as an example.

The Taste for Health logo is often used with the national 5-a-day logo. If you wish to use supporting imagery, good quality photography of fruit and veg works well for both campaigns. see the poster image opposite as an example. Dynamic images of people reflecting the diverse communities of Liverpool can also be visually effective. It is rarely acceptable to use clip art.

The font to be used for Taste for Health is called 'Frutiger' and is used in three weights:

Frutiger Regular Frutiger Medium Frutiger Bold

Taste for Health is a multi-agency initiative so it isn't necessary to include any additional logos for the NHS or Liverpool City Council etc. If the project has received Neighbourhood Renewal Funding (NRF) this credit must be included along with the NRF logo.

