



SLOW FOOD

Brand Guidelines

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Hello!

This is a compact guide to share our motivation and purpose with you; the basic elements that make up Slow Food Netherlands identity, and how to use them. Have a read, it will help you to get to know us a bit better. We hope it will all be clear, practical, inspiring & making you appreciate and support **Good, Clean, Fair food for all** even more enthusiastically.

FOREWORD

We hope you'll enjoy working with our brand assets.

To make sure our communications remain consistent we'd like to see what you've created before it is distributed. And we are always here to answer any questions. Please send everything to: **communicatie@slowfood.nl**

Warm regards, **Slow Food Netherlands**

SLOW FOOD

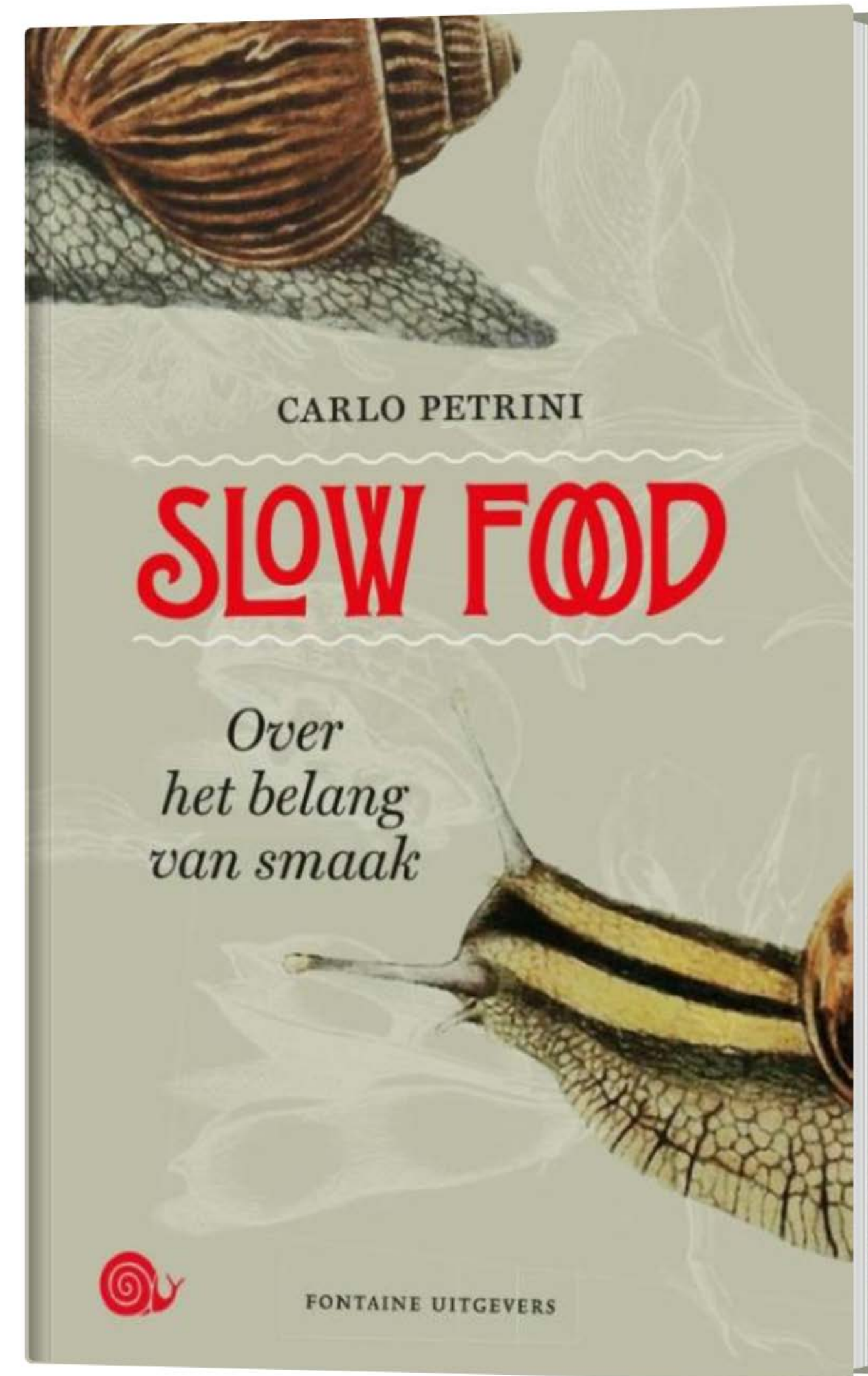
1986: Slow Food is created in Italy after a demonstration on the intended site of a McDonald's at the Spanish Steps in Rome.

Slow Food is a global grassroots organization, officially founded in 1989 by Carlo Petrini a.o. to prevent the disappearance of local food cultures and traditions, to counteract the rise of fast life and to combat people's dwindling interest in the food they eat, where it comes from, and how our food choices affect the world around us.

GLOBAL MOVEMENT

Since its beginnings, Slow Food has grown into a global movement involving millions of people in over 160 countries, working together to ensure everyone has access to good, clean and fair food.

Slow Food believes food is tied to many other aspects of life, including culture, politics, agriculture and the environment. Through our food choices we can collectively influence how food is cultivated, produced and distributed, and change the world as a result.



OUR PHILOSOPHY

Slow Food envisions a world in which all people can access and enjoy food that is good for them, good for those who grow it, and good for the planet.

Our approach is based on a concept of food that is defined by three interconnected principles:

1. **Quality, flavorsome and healthy food**
2. **Production that doesn't harm the environment**
3. **Accessible prices for consumers and fair conditions and pay for producers**

**GOOD
CLEAN
FAIR**



OUR STRUCTURE

INTERNATIONAL

The Slow Food international headquarters are located in Bra, Italy – the town in Piedmont where the movement was born. It is from here, that the association plans and promotes the development of the network and projects worldwide.

The association is coordinated by an International Council and steered by an Executive Committee. The Executive Committee is the highest institutional governing body, with all appointments held for a four-year term. Carlo Petrini, who founded the movement in the 1980s, is the President of Slow Food.



NATIONAL

In some countries Slow Food has an organizational structures at a national level. Some of them are older (Italy, Germany, Switzerland, United States, Japan, Great Britain and the Netherlands) and some more recent (Brazil, Kenya and South Korea).

They all have decisional autonomy but they follow the political guidelines decided by Slow Food International. They coordinate Slow Food activities, support communities, organize events and are a fundamental reference point for members.

LOCAL

At the local level, groups known as communities coordinate activities and organize events in cities, towns and communities around the world. There are over 1,500 Slow Food communities worldwide.

CHANGE



It's a constant: our world changes. Human needs & consumer behavior respond to large shifts in our political, societal, economic, technological and environmental landscapes. Each business, institute, or movement that tries to provide a solution to human needs will have to adapt. You want to stay relevant for your evolving audience. Slow Food too.

Through technological progress we created our “beloved” internet. Textual representations **needed an adapted look to be readable online**. Next to ‘Serif typography’ - designed for inscriptional lettering and well-suited for reading lengthy texts printed in books, newspapers and magazines - ‘Sans Serif’ fonts originated, designed to be clearly readable on pixel-oriented desktop and mobile phone screens.

Nowadays **80% of online content is being read on mobile phones**; small screens that need clear typography. This is one of the reasons why we have chosen for a **Sans serif** font for the identity update. A strong message = a clear message, and **Slow Food NL wants its evermore relevant ‘Good Clean Fair Food for all’ message to come across.**

As said, each global brand and the communications they bring across are constantly under development. As easily, and often, happens if not strictly managed, a **proliferation of identity variations** will come into being over time. People are creative! :) This happens to the Slow Food identity as well. Clear, consistent communication is not a given. Have a look at what we found on the **next page.**



Slow Food® Italia



Slow Food Scotland



Slow Food
Scotland



Slow Food
East Anglia



Slow Food®
COLUMBIA



Slow Food®
Hong Kong

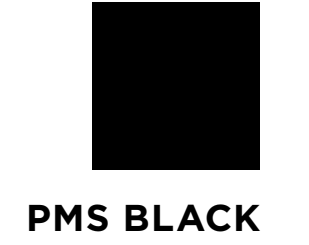


Slow Food®
CHICAGO



Slow Food® Canada

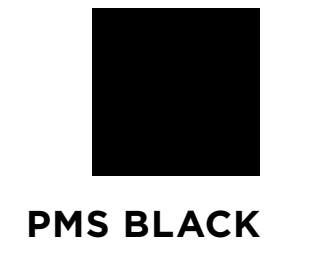
LOGO SF **IT**



LOGO SF **INT**



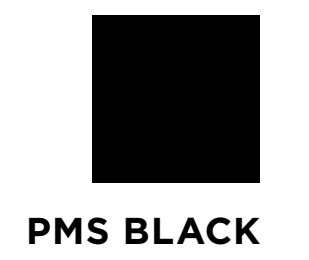
LOGO SF **USA**



LOGO SF **NL**



LOGO SF **UGANDA**



PROPORTIONS, TRACKING & COLOR VARIATIONS

SERIF / SANS SERIF TYPEFACES

In typography, a serif is a small line attached to the end of a stroke in a letter or symbol. A typeface with serifs (like the former Bauwer Bodoni Slow Food typeface) is called a serif typeface. A typeface without serifs is called sans serif, from the French ‘*sans*’, meaning “without”. Serifs originated in the Latin alphabet with inscriptional lettering—words carved into stone in Roman antiquity.

READABILITY & LEGIBILITY

Serifed fonts are widely used for body text because they are considered easier to read than sans-serif fonts *in print*. However, scientific study on this topic has been inconclusive.

Serifed fonts are overwhelmingly preferred for *lengthy text printed in books, newspapers and magazines*. For such purposes sans-serif fonts are more acceptable in Europe than in North America, but still less common than serifed typefaces.

NEWSPAPER VS. COMPUTER TYPE

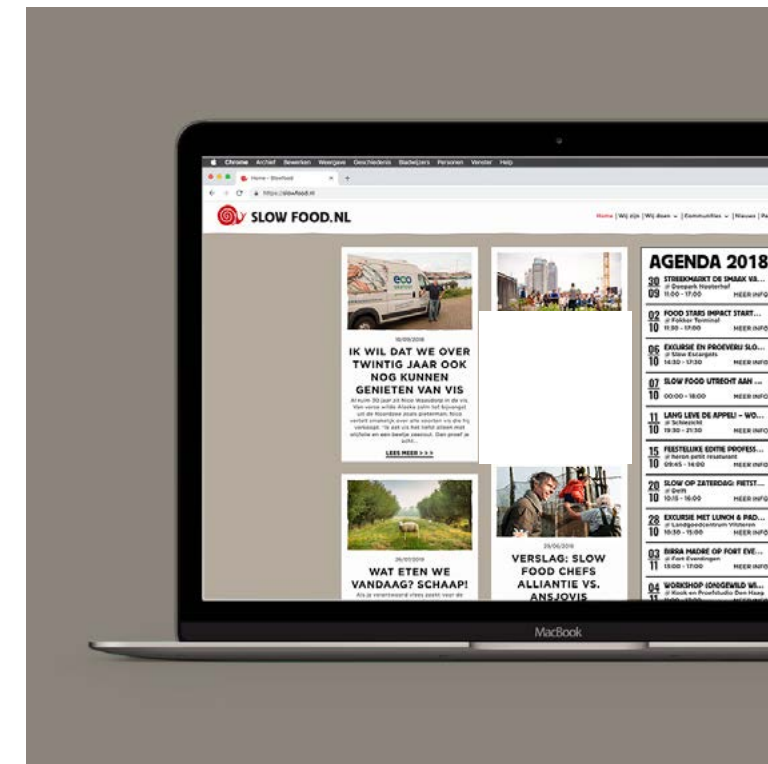
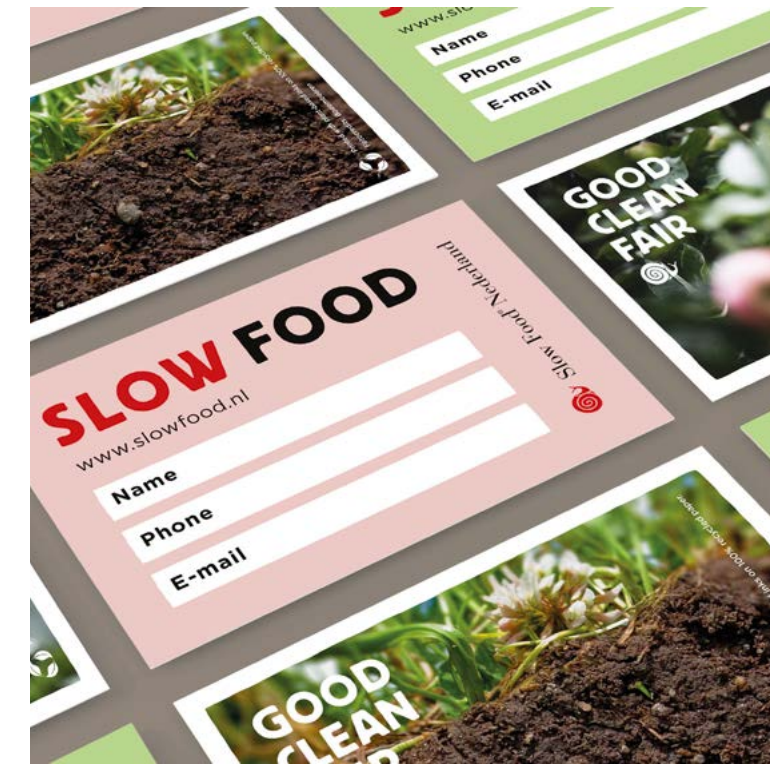
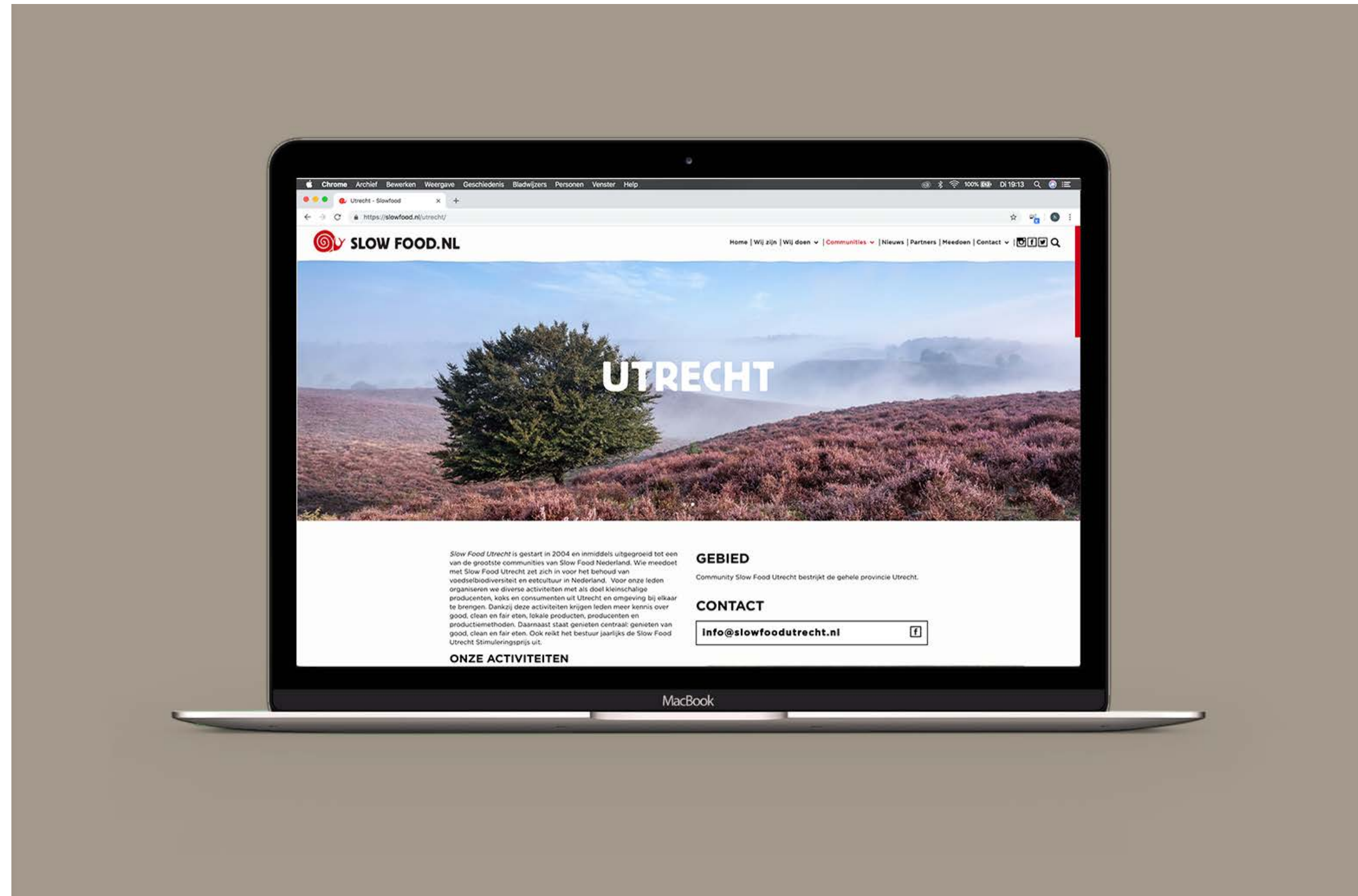
Sans-serif typefaces are considered to be legible *on computer screens*. A study indicated that comprehension times for individual words are slightly faster when written in a sans serif font versus a serif font.

When size of an individual glyph is 9-20 pixels, proportional serifs and *some lines of most glyphs of common vector fonts are smaller than individual pixels*. Hinting, spatial anti-aliasing, and subpixel rendering allow to render distinguishable serifs even in this case, but their *proportions and appearance are off and thickness is close to many lines of the main glyph, strongly altering appearance of the glyph*. Consequently, **it is sometimes advised to use sans serif fonts for content meant to be displayed on screens, as they scale better for low resolutions**. Indeed, most web pages employ sans serif type.

(source: Wikipedia.org)



IDENTITY UPDATE



IDENTITY RE-FRESH

Slow Food stands for pure, tasty and varied food - the opposite of fast food; made to be consumed hasty and mindless. Against uniformity, flavour standardisation and globalism, Slow Food contrasts with diversity, flavour richness & regionality. To underline Slow Food's connection with the Slow Food Youth Network, some of the SFYN graphic elements, colors and proportions have been integrated in a less sleek, more authentic SF style. The powerful black and red colors stay, softened by a contemporary, fresh pastel color palette. Rugged edges and font underline the non-standardised, authentic Slow Food message. Drone versus detail photography suggest zooming in & out on the bigger 'Local Dutch' and 'Global' food culture topics.



SLOW FOOD NEDERLAND (NETHERLANDS) IDENTITY

On the following pages you will find the elements that, together, determine the Slow Food Netherlands (Nederland) identity.

Warning:

The contents of this brand book, the data, images, texts and combinations of them may not be further distributed, publiced, or copied without prior permission of Slow Food Nederland.

Logos and snail brand mark

The Snail brand mark that represents our 'Slow' organization and everything that goes with it, in combination with the 'Slow Food' word mark is the logotype. The logo is set in two colors (red and black) - preferably on a white surface. If only one color is available, the logo must be shown in black. There is a positive and diapositive version for this.

Please make sure that the logo is not being applied that small, that it is no longer readable.

Graphic files:

- Slow Food Nederland logos
- Good Clean Fair word mark
- Word marks of the 12 Dutch communities
- Rugged line + border

TYPOGRAPHY

Typography is the combination of typefaces and the way in which the typefaces are applied in texts. Within Slow Food Nederland's identity, two different typefaces are being used:

Block Berthold

The Block Berthold typeface is being used for headlines and always applied in capital letters. Do not use this typeface for bodytext in an e-mail, presentation or word processing program, as it will not be well-readable, nor is it installed as standard on Windows or Mac computers. Therefore it will not always be displayed correctly.

FF Gotham

This typeface is being used for bodycopy. We mainly use the book and bold weights. Do not use it for headlines.

Montserrat

This typeface is being used in case we need an alternative (web)font instead of Gotham for online application.

1. Montserrat 2. The system standard sans-serif font

Available font files:

Block Berthold | FF Gotham | Montserrat



BLOCK BERTHOLD

Linotype Block® Berthold BQ Regular

We selected this typeface to underline the beauty of, respect for, and acceptance of transience and imperfection. This aesthetic is sometimes described as one of beauty that is “imperfect, impermanent, and incomplete.” Characteristics of this aesthetic include asymmetry, roughness, simplicity, modesty, intimacy, and appreciation of the ingenuous integrity of natural objects.

Designed by H. Hoffman, H. Berthold initially released Block in 1908. H. Berthold also released subsequent versions reworked by Hoffman through 1926. With its distinctive bold characters and very short descenders (part of the letters that extends below the baseline), Block was a staple for job printing in Germany for decades. In the late 1970s, H. Berthold added weights, including italics, to offer more flexibility. Block is a trademark of Berthold Types Limited.



< Example of descender



abcdefghijklmn

opqrstuvwxyz

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

0123456789



ABCDEFGHIJKLMN

OPQRSTUVWXYZ

0123456789

**THIS IS OUR
NEW HEADLINE
FONT ‘BLOCK
BERTHOLD’**

And this is the version we use for all other copy. You’re looking at HTF ‘Gotham book’, a typeface with the conscious, honest Slow Food brand at the heart of it.

It represents effective communication, gives us a good read and contemporary feel, making people think again about what Slow Food has to offer.

For more detail on how to use the fonts, see page 25 and 26.

HTF GOTHAM

What letters look like.

We have selected the Gotham typeface for its clarity, readability, modesty, and timelessness.

Every designer has admired the no-nonsense lettering of the American vernacular; those letters of paint, plaster, neon, glass and steel that figure so prominently in the urban landscape. From these humble beginnings comes Gotham, a hard-working typeface for the ages.

Gotham is a family of widely used geometric sans-serif digital typefaces, designed by American type designer Tobias Frere-Jones in 2000. Gotham's letterforms are inspired by a form of architectural signage that achieved popularity in the mid-twentieth century; handmade sans serifs that share a common underlying structure, an engineer's idea of "basic lettering". These letters are straightforward and non-negotiable, yet possessed of great personality, and often expertly made.

Gotham is that rarest of designs, the 'new' typeface that feels somehow familiar. From the lettering that inspired it, Gotham inherited an honest tone that's assertive but never imposing, friendly but never folksy, confident but never aloof.



abcdefghijklmn

opqrstuvwxyz

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

0123456789

abcdefghijklmn

opqrstuvwxyz

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

0123456789

ALTERNATIVE WEB FONT FOR ONLINE APPLICATION

MONTERRAT

This typeface is being used in case we need an alternative font instead of Gotham for online application.

1. Montserrat 2. The system standard sans-serif font

In case the selected fonts aren't installed on a computer, one gets whatever standard sans-serif font is installed on the system.

On a windows PC - if our preferred Gotham font doesn't load - mostly one gets the standard Helvetica, or even Window's fake Helvetica: Arial. Therefore we've selected an alternative Google webfont to match our HTF Gotham font best.

We are experiencing a moment of great creativity in the use of web typography. Google Fonts is without doubt one of the most valuable resources, mainly due to the open source nature of its fonts, which allows for both personal and commercial use. Additionally, the quality of the selection is very high as it takes into account essential aspects of web and mobile typography, such as legibility and readability, and of course the accessibility that its own platform dedicates itself to.



abcdefghijklmn

opqrstuvwxyz

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

0123456789

abcdefghijklmn

opqrstuvwxyz

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

0123456789

NICE HEADLINES

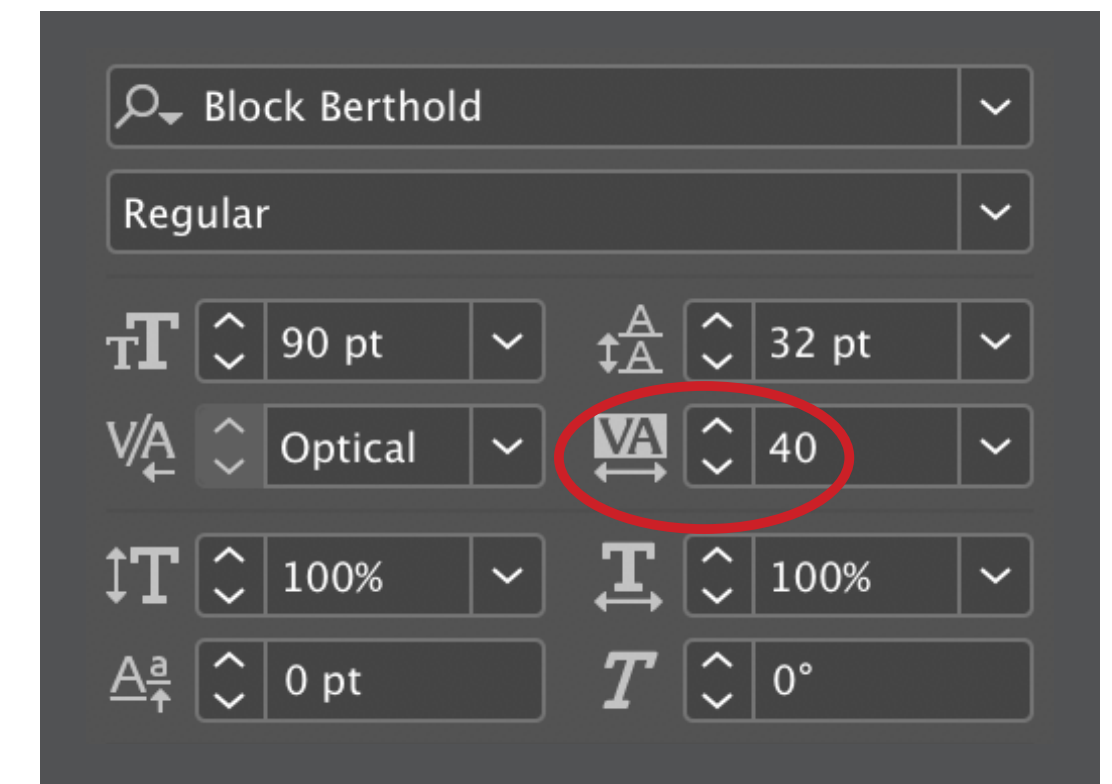
In typography, **kerning** is the process of adjusting the spacing between *characters* in a proportional font, usually to achieve a visually pleasing result. Kerning adjusts the space between individual letter forms, while **tracking** (letter-spacing) adjusts spacing uniformly over a range of characters. In a well-kerned font, the 2-dimensional blank spaces between each pair of characters all have a **visually similar area**.

When creating headlines in the Block Berthold type please mind the following in regards with spacing:

Letter spacing = 40

Inbetween words the spacing should be set to 0

This, to prevent having too large 'white gaps' inbetween the words. Note: after a Y, space -40.



Type menu in Indesign >



'OPEN STYLE' BODY TEXT BLOCKS

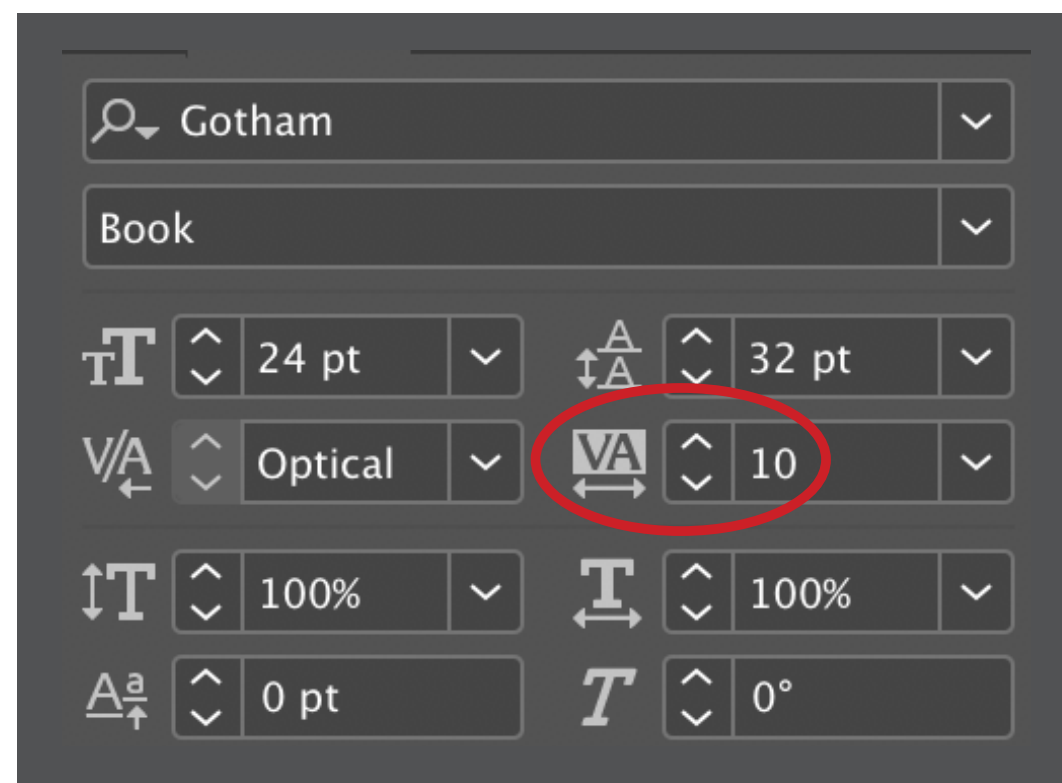
To create 'open style' line spacing, providing some 'air' inbetween the lines, try to apply a distance of (115 -) 133,3 %. If type is bigger / smaller, you can scale the line spacing proportionally.

Gotham body text we space 10 pt.
printing in Germany for decades

Type = 24 pt

Line spacing = 32 pt

= 133,3333333333 %



< Type menu in Indesign

We selected this typeface to underline the beauty of, respect for, and acceptance of transience and imperfection. This aesthetic is sometimes described as one of beauty that is “imperfect, impermanent, and incomplete.” Characteristics of this aesthetic include asymmetry, roughness, simplicity, modesty, intimacy, and appreciation of the ingenuous integrity of natural objects.

Designed by H. Hoffman, H. Berthold initially released Block in 1908. H. Berthold also released subsequent versions reworked by Hoffman through 1926. With its distinctive bold characters and very short descenders (part of the letters that extends below the baseline), Block was a staple for job printing in Germany for decades. In the late 1970s, H. Berthold added weights, including italics, to offer more flexibility. Block is a trademark of Berthold Types Limited.

BEFORE



AFTER





BEFORE

Slow Food® Nederland

AFTER



SLOW FOOD.NL



All logos have an exclusion zone around them equivalent to the height of the S in SLOW FOOD.

No other copy, images or colours must appear within this area.





SLOW FOOD

All logos have an exclusion zone around them, equivalent to the height of the S in SLOW FOOD. No other copy, images or colours must appear within this area.



SLOW FOOD

All logos have an exclusion zone around them, equivalent to the height of the S in SLOW FOOD. No other copy, images or colours must appear within this area.



SLOW
FOOD

All logos have an exclusion zone around them, equivalent to the height of the S in SLOW FOOD. No other copy, images or colours must appear within this area.





All logos have an exclusion zone around them equivalent to the height of the S in SLOW FOOD.

No other copy, images or colours must appear within this area.

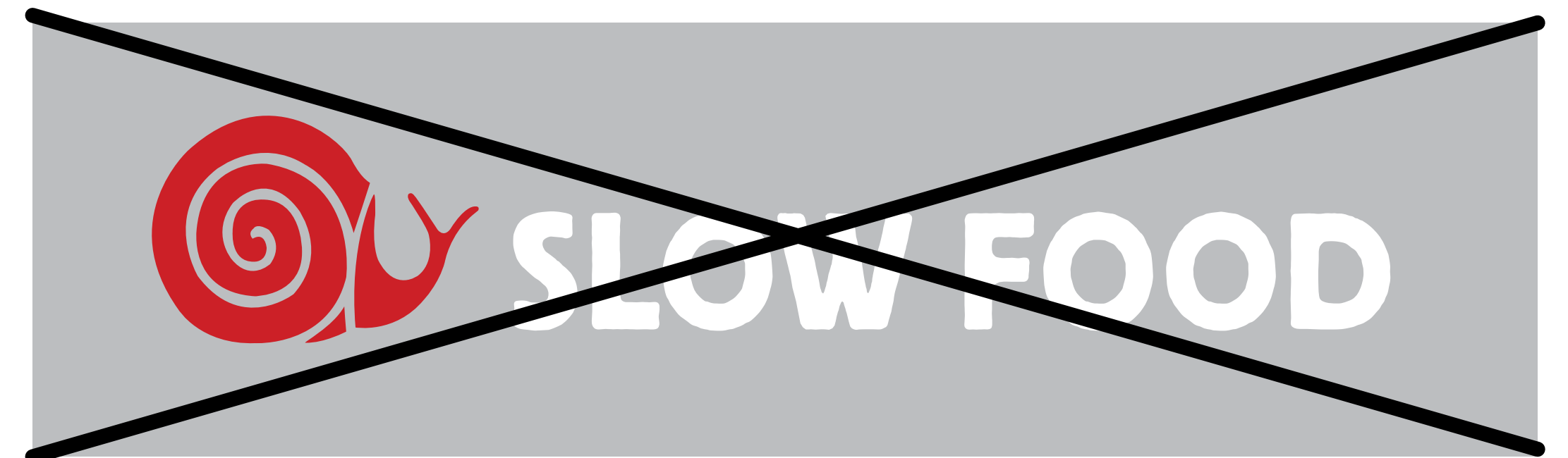
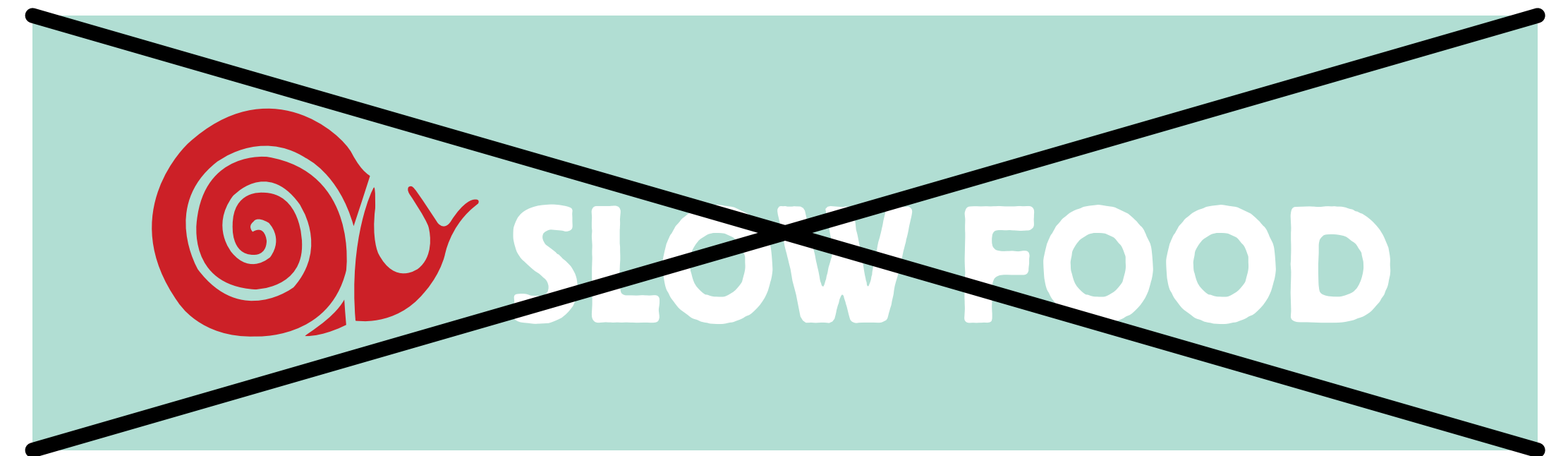




DIAPOSITIVE: USE LOGO IN WHITE ON BLACK BACKGROUND



USE LOGO IN BLACK ON SEMI-DARK BACKGROUNDS





Depending on the dark/lightness fo the background image used, one can choose either for the Slow Food words in white, or black. Black is preferred. Please check what's readable best.

Worst-case scenario, one could use a subtle (!) drop shadow of 15% - max 25% black (opacity), distance 1-2 mm, size 1.75 mostly.

On a white, or light background use the Good Clean Fair logo in black, with the Slow Food Snail icon in red.

**GOOD
CLEAN
FAIR**



On an image, use the Good Clean Fair logo in white + the Slow Food Snail icon in white as well, to maintain the overall calm and freshness. Possibly with a subtle dropshadow of 15% black to assure readability.

**GOOD
CLEAN
FAIR**



**GOOD
CLEAN
FAIR**



All logos have an exclusion zone around them equivalent to the height of the S in SLOW FOOD.

No other copy, images or colours must appear within this area.



IDENTITY | GRAPHIC ELEMENTS: RUGGED LINE

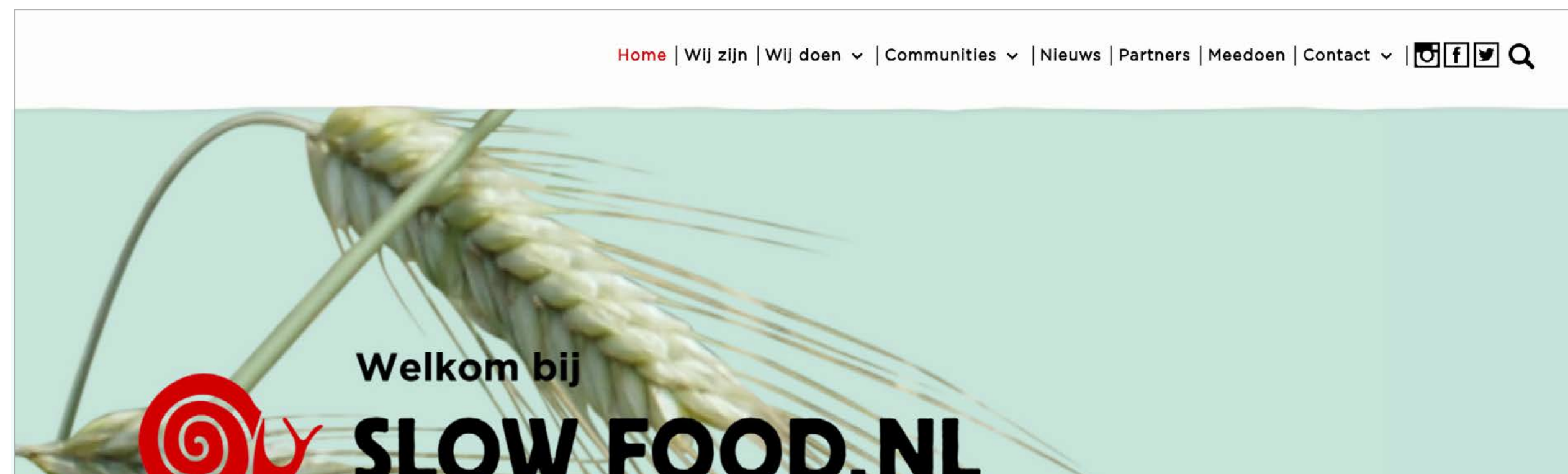
The minimum requirements when creating a publication in the Slow Food identity are: the right logo, colors & typography. Where it is complimentary, add the **rugged line** element. As an (image) border, always use it in white.

Artwork

The rugged line stands for our embracement and appreciation of the imperfect. We can emphasise parts of the expression with it, divide a layout into specific information areas / create a subtle border around your design.

It can appear in the background, bars to highlight information, or photography borders. If a rugged line is not technically possible, looks too messy in combination with the other graphic or textual content, or for whatever reason is undesirable, you can use bars with clean lines.

Graphic files: Vector **rugged line**



ADD SOME COLOR!

Life is colorful. (Food) cultures are colorful. We celebrate this richness in diversity and do our best to maintain it for future generations.

The international Slow food identity color palette consists of the colors red, black, white and light grey. Red and black are clear, strong 'activist' signal colors. Grey - like black - is a cold color. To 'ground' and soften this powerful palette a bit, we have added a warm, 'neutral' taupe.

Next to that, we created a secondary color palette of pastel yellow, green pink and mint to underline Slow Food's connection with the Slow Food Youth Network, and to add some 'freshness'.

COLOR

COLOR

COLOR

COLOR

SLOW FOOD NEDERLAND

In the Netherlands, Slow Food consists of Slow Food Nederland and Slow Food Youth Network. SFNL is the 'adult' brand, and SFYN is powered by & aimed at youngsters aged between 18-35 years old.

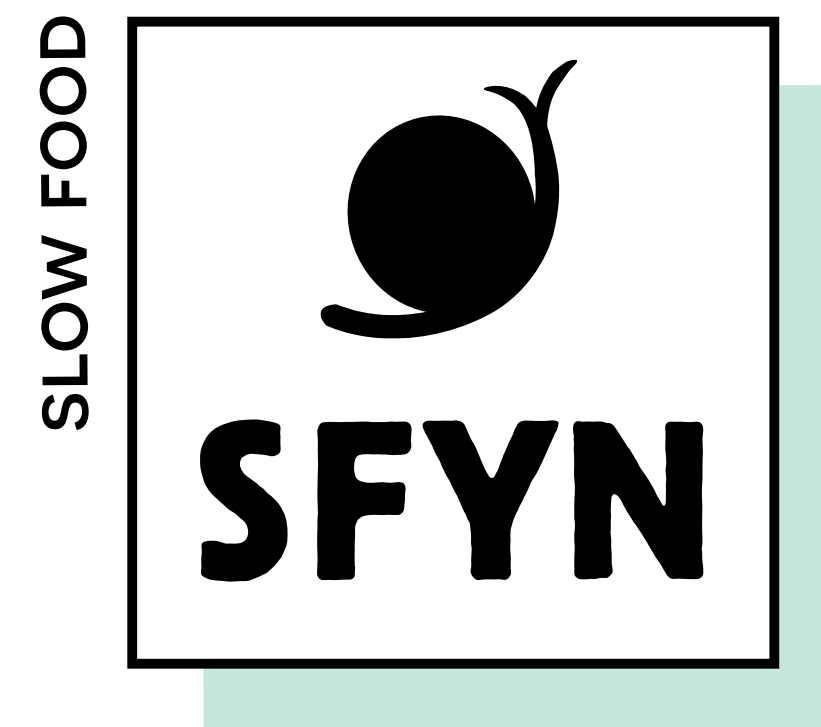
To underline we are both part of the same organization, Slow Food NL and SFYN are making use of the common Block Berthold typeface, a few shared colors, and certain graphic elements. Next to that, each Slow Food brand uses distinctive own elements like a secondary font, a unique color palette, graphic elements, the tone of voice matching the 'age group', and brand activation methods. SFYN uses their own interpretation of the Slow Food Snail icon.

The commonly shared colors are: black, white, and 2 tones of mint green. The shared typeface, Block Berthold, is meant to create visual alignment. Common graphic elements are the blog-style news frames, and elements of the website layout, f.i.

SFYN uses mint green plus black & white as primary brand colors.

Slow Food NL uses 'Slow Food international red', black & white - complemented by Mint Green and an additional secondary pastel color palette of pink, yellow, apple green + a warm, neutral taupe.

YOUTH NETWORK



SFYN

Black, white, and mint green are the main, primary colors of the Slow Food Youth Network identity. These colors are used both in the master logo, as well as in all graphic applications.

It is important to note that factors such as paper quality & color, and printing methods may affect the appearance of a printed color. To ensure correct reproduction, colours should always be matched to current PANTONE® swatches.

These guidelines are designed to be viewed on screen. Do not match colours to the screen, or to any type of digital colour run-outs.

SFYN Light mint

Not applicable
Not applicable

4-colour process Uncoated

C 22
M 0
Y 16
K 0

4-colour process Coated

C 17
M 0
Y 11
K 0

On-screen viewing

R 198
G 230
B 219

Hex #c6e6db

Slow Food Deep black

PANTONE® Black 6 Uncoated
PANTONE® Black 6 Coated

4-colour process Uncoated

C 100
M 100
Y 100
K 100

4-colour process Coated

C 30
M 30
Y 30
K 100

On-screen viewing

R 0
G 0
B 0

Hex #000000

Paint RAL 9005
(jet black/deep black)

SFYN White

Not applicable
Not applicable

4-colour process U + C

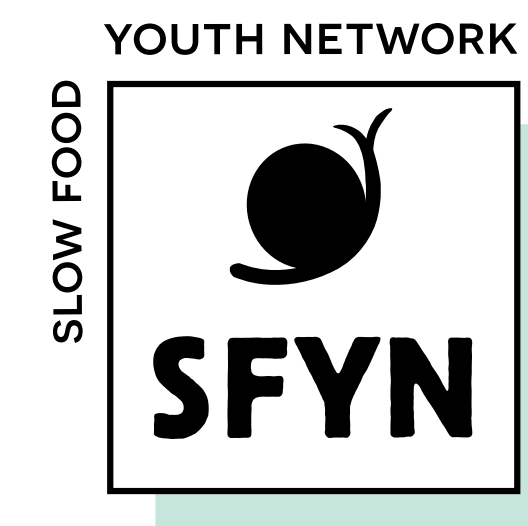
C 0
M 0
Y 0
K 0

On-screen viewing

R 225 (255 = wit-wit)
G 225 (255 = wit-wit)
B 225 (255 = wit-wit)

Hex #ffffff

Paint RAL 9003
(signal white)



SFYN Mint

PANTONE® 566 Uncoated
PANTONE® 7457 Coated

4-colour process Uncoated

C 30
M 0
Y 20
K 0

4-colour process Coated

C 29
M 0
Y 17
K 0

On-screen viewing

R 179
G 222
B 209

Hex #b3ded1

Slow Food Nederland’s primary brand colours are:

Deep red, deep black, taupe, and off-white. They are used both in the master logo, and as supporting colours for all graphic applications.

It is important to note that factors such as paper quality and printing methods may affect the appearance of a printed color. To ensure correct reproduction, colours should always be matched to current PANTONE® swatches.

These guidelines are designed to be viewed on screen. Do not match colours to the screen, or to any type of digital colour run-outs.

Slow Food Red	Slow Food Deep black	Slow Food Taupe	Slow Food Off-white
<p>PANTONE® 2347 Uncoated PANTONE® 485 Coated</p>	<p>PANTONE® Black 6 Uncoated PANTONE® Black 6 Coated</p>	<p>PANTONE® 7536 Uncoated PANTONE® 7536 Coated</p>	<p>Not applicable Not applicable</p>
<p>4-colour process Uncoated C 13 M 100 Y 100 K 4</p>	<p>4-colour process Uncoated C 100 M 100 Y 100 K 100</p>	<p>4-colour process Uncoated C 11 M 13 Y 30 K 32</p>	<p>4-colour process Uncoated C 1 M 3 Y 6 K 0</p>
<p>4-colour process Coated C 13 M 100 Y 100 K 4</p>	<p>4-colour process Coated C 30 M 30 Y 30 K 100</p>	<p>4-colour process Coated C 11 M 13 Y 30 K 32</p>	<p>4-colour process Coated C 1 M 2 Y 4 K 0</p>
<p>On-screen viewing R 202 G 21 B 24</p>	<p>On-screen viewing R 0 G 0 B 0</p>	<p>On-screen viewing R 166 G 159 B 136</p>	<p>On-screen viewing R 253 G 250 B 247</p>
<p>Hex #ca1518</p>	<p>Hex #000000</p>	<p>Hex #9b8e80/a69f88</p>	<p>Hex #fdfaf7</p>
	<p>Paint RAL 9005 (jet black/deep black)</p>		<p>Paint RAL 9010 (pure white)</p>

COLOR PALETTE SLOW FOOD NL

The Slow Food brand colours

Color gives a bright, inviting & contemporary visual sensibility to Slow Food's print, electronic, and dimensional applications.

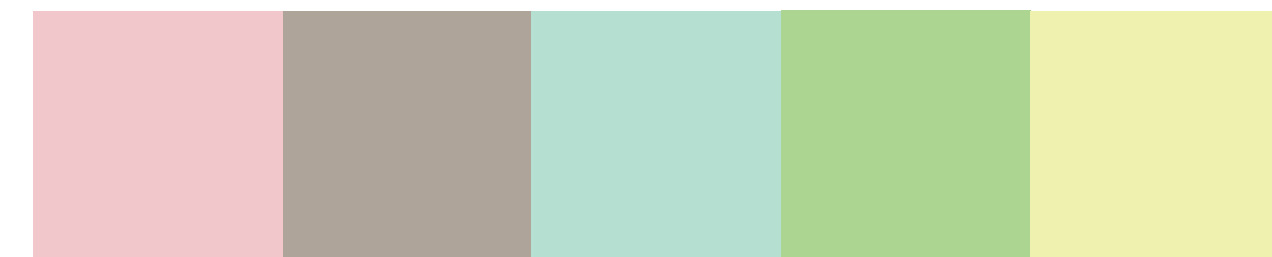
We encourage the consistent use of the Slow Food color palette throughout our visual communications to contribute to a cohesive & harmonious look of the brand identity across all relevant media.

Next to the primary colors, secondary and tertiary colors have been identified to highlight Slow Food's primary colors, and to provide visual depth.

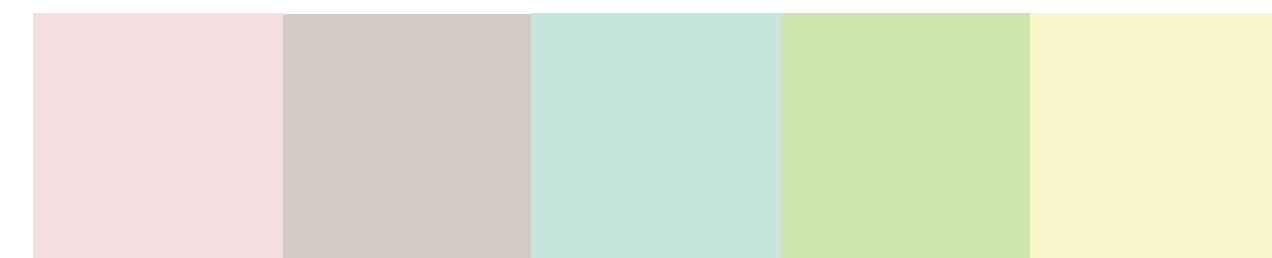
PRIMARY COLORS



SECONDARY COLORS



TERTIARY COLORS



Slow Food Soft Yellow

PANTONE® 9120 Uncoated
PANTONE® 9120 Coated

4-colour process Uncoated

C 7
M 0
Y 40
K 0

4-colour process Coated

C 0
M 0
Y 40
K 0

On-screen viewing

R 245
G 241
B 178

Hex #f5f1b2

Slow Food Soft Green

PANTONE® 365 Uncoated
PANTONE® 365 Coated

4-colour process Uncoated

C 35
M 0
Y 60
K 0

4-colour process Coated

C 28
M 0
Y 64
K 0

On-screen viewing

R 194
G 225
B 137

Hex #C2E189

SFYN Soft Mint

PANTONE® 566 Uncoated
PANTONE® 7457 Coated

4-colour process Uncoated

C 30
M 0
Y 20
K 0

4-colour process Coated

C 29
M 0
Y 17
K 0

On-screen viewing

R 179
G 222
B 209

Hex #b3ded1

Slow Food Soft Pink

PANTONE® 684 Uncoated
PANTONE® 670 Coated

4-colour process Uncoated

C 3
M 25
Y 10
K 0

4-colour process Coated

C 0
M 20
Y 6
K 1

On-screen viewing

R 244
G 207
B 213

Hex #f4cfd5

Slow Food Soft Taupe

PANTONE® 7535 Uncoated
PANTONE® 7535 Coated

4-colour process Uncoated

C 10
M 11
Y 24
K 21

4-colour process Coated

C 10
M 11
Y 27
K 19

On-screen viewing

R 183
G 176
B 156

Hex #b5aa9e/b7b09c

<p>Slow Food Light yellow</p> <p>PANTONE® 9600 Uncoated PANTONE® 9020 Coated</p> <p>4-colour process Uncoated C 3 M 0 Y 25 K 0</p> <p>4-colour process Coated C 1 M 0 Y 23 K 0</p> <p>On-screen viewing R 252 G 248 B 209</p> <p>Hex #fcf8d1</p>	<p>Slow Food Light green</p> <p>To be defined (PMS pastel) To be defined (PMS pastel)</p> <p>4-colour process Uncoated C 21 M 0 Y 40 K 0</p> <p>4-colour process Coated C 19 M 0 Y 37 K 0</p> <p>On-screen viewing R 201 G 255 B 153</p> <p>Hex #c9ff99</p>	<p>SFYN Light mint</p> <p>To be defined (PMS pastel) To be defined (PMS pastel)</p> <p>4-colour process Uncoated C 22 M 0 Y 16 K 0</p> <p>4-colour process Coated C 17 M 0 Y 11 K 0</p> <p>On-screen viewing R 198 G 230 B 219</p> <p>Hex #c6e6db</p>	<p>Slow Food Light pink</p> <p>To be defined (PMS pastel) To be defined (PMS pastel)</p> <p>4-colour process Uncoated C 2 M 13 Y 5 K 0</p> <p>4-colour process Coated C 1 M 12 Y 4 K 0</p> <p>On-screen viewing R 249 G 230 B 234</p> <p>Hex #f9e6ea</p>	<p>Slow Food Light taupe</p> <p>PANTONE® 7534 Uncoated PANTONE® 7534 Coated</p> <p>4-colour process Uncoated C 6 M 6 Y 18 K 9</p> <p>4-colour process Coated C 5 M 5 Y 17 K 8</p> <p>On-screen viewing R 209 G 204 B 189</p> <p>Hex #d1ccbd</p>
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A close-up photograph of several wheat stalks against a light teal background. The stalks are in various stages of ripeness, with some showing golden-brown heads and others appearing greener. The word "IMAGES" is written in a bold, black, sans-serif font across the center of the image, partially overlapping the wheat stalks.

IMAGES

USING IMAGES

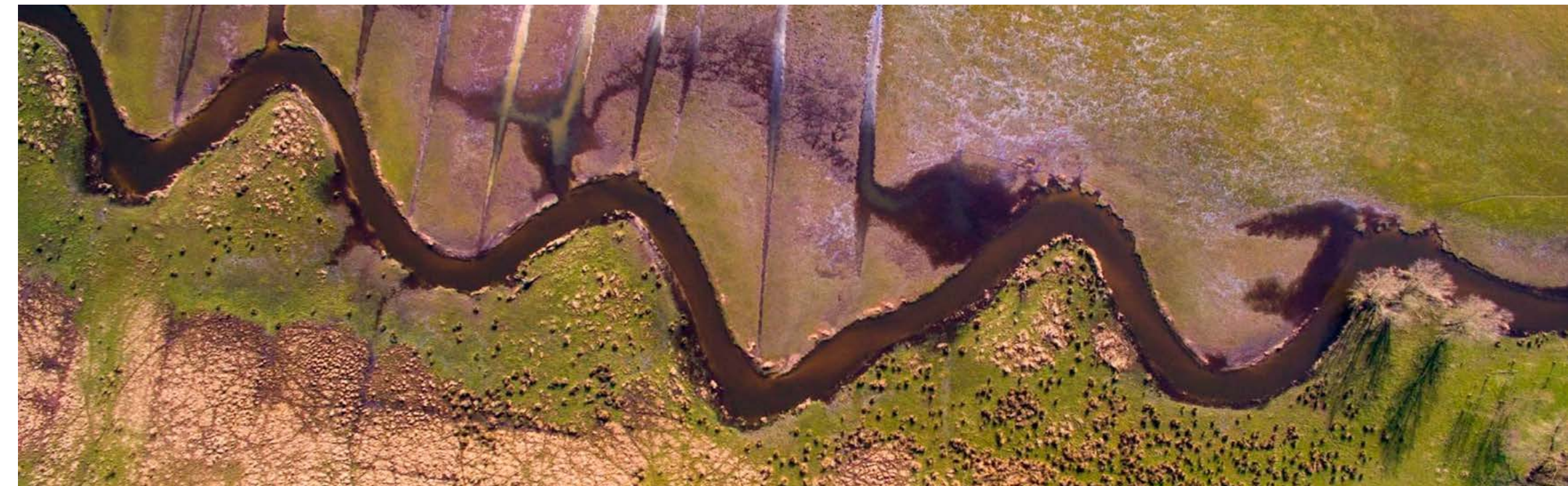
There are a couple of things to bear in mind when we are selecting, cropping, or applying images - especially when we have to use stock photography.

The first thing is to remember that the **production, distribution and consumption of quality, flavorsome, healthy food is the main, positive focus of the Slow Food campaign.** It's all about human needs, and feeding our world population without harming our environment. Therefore we depict people - consumers as well as farmers, producers, chefs a.o.; the nature, landscape or terroir in which we grow our food; plus the beautiful ingredients and tasty dishes we prepare out of it.

We want it all to look as **natural** as possible, so **daylight photography** and lighting is our best option. **We love color!** Try to use black and white photography as little as possible.

Drone versus detail photography suggests zooming in and out on the bigger 'Locally Dutch' and 'Global' food culture topics. Aerial (drone) or 'birds eye' photography can illustrate overview, while detail shots can illustrate a more personal or detailed story.

If you can, always **provide the photographer's credits.**



NATURAL PHOTOGRAPHY

These days we're awash with images of food. They are everywhere! Less visible is photography which focuses on the other, dynamic side of food: growing, harvesting, distributing, preparing, cooking and eating - the main focus of the **Slow Food** campaign.

We like our photography as natural as possible, with eye for detail. It is also about nature's dynamics and people; consumers and producers passionate about what they do - whether they're fishermen, bakers, or gardeners dealing with unpredictable weather, which can ruin crops. Or children f.i., learning how to grow their own salad.

People bring the world of food to life, their knowledge and passion is intriguing to watch. Our focus is on real people and real food, whether it's a bakery, vegetable garden, food stall, or local market; we capture images of people and food in their natural habitats.

We aim for a documentary and storytelling approach to photography.



NATURAL PHOTOGRAPHY



NATURAL PHOTOGRAPHY



LIVELY SNAPSHOTS

The images should look like they are spontaneous, lively snapshots. We don't make them look too perfect. For example: one person might have part of his/her face cropped out of the shot, or an image might be tilted slightly (-6 degrees counter clockwise), so the horizon isn't quite horizontal. This will add dynamics to the image.



CROPPING IMAGES

Scale the image to fill the whole of the space.

Can the focal point be improved, (A) the image may need to be flipped, rotated and scaled in size to achieve a clear focal point. Avoid the logo hiding an important part of the image. (B) Look out for awkward parts of the image appearing around the logo.

First consider where the Slow Food will go.

Final crop

Image flipped and rotated 6° ccw. Scaled up to improve the main focal point. There must be a clear main focal point.

Consider position of the orange box.

Awkward areas around the orange box have been avoided by rotating the image.



DEPTH OF FIELD

Take advantage of interesting textures and details, and compose (or select) shots in a way that draws in the eye.

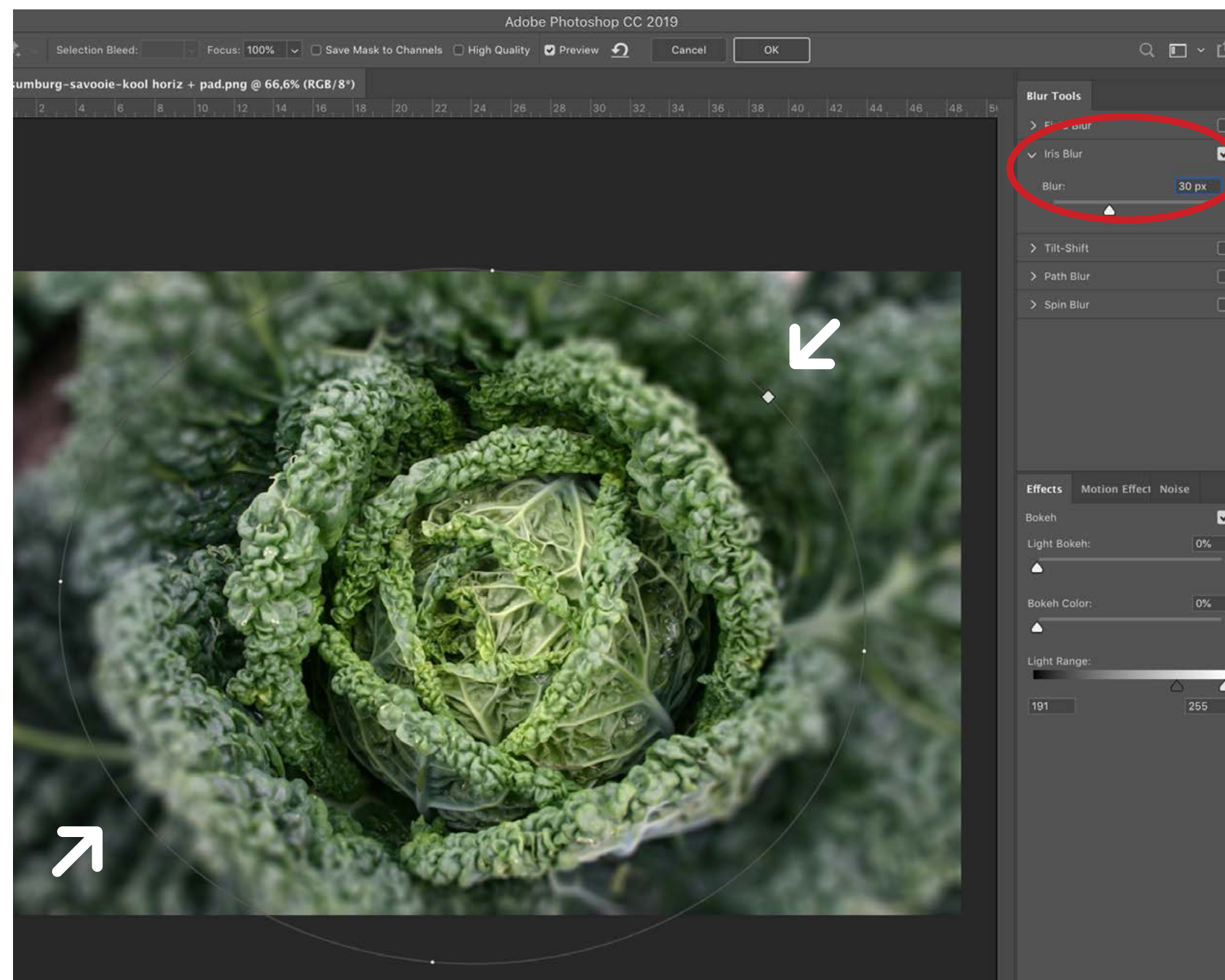
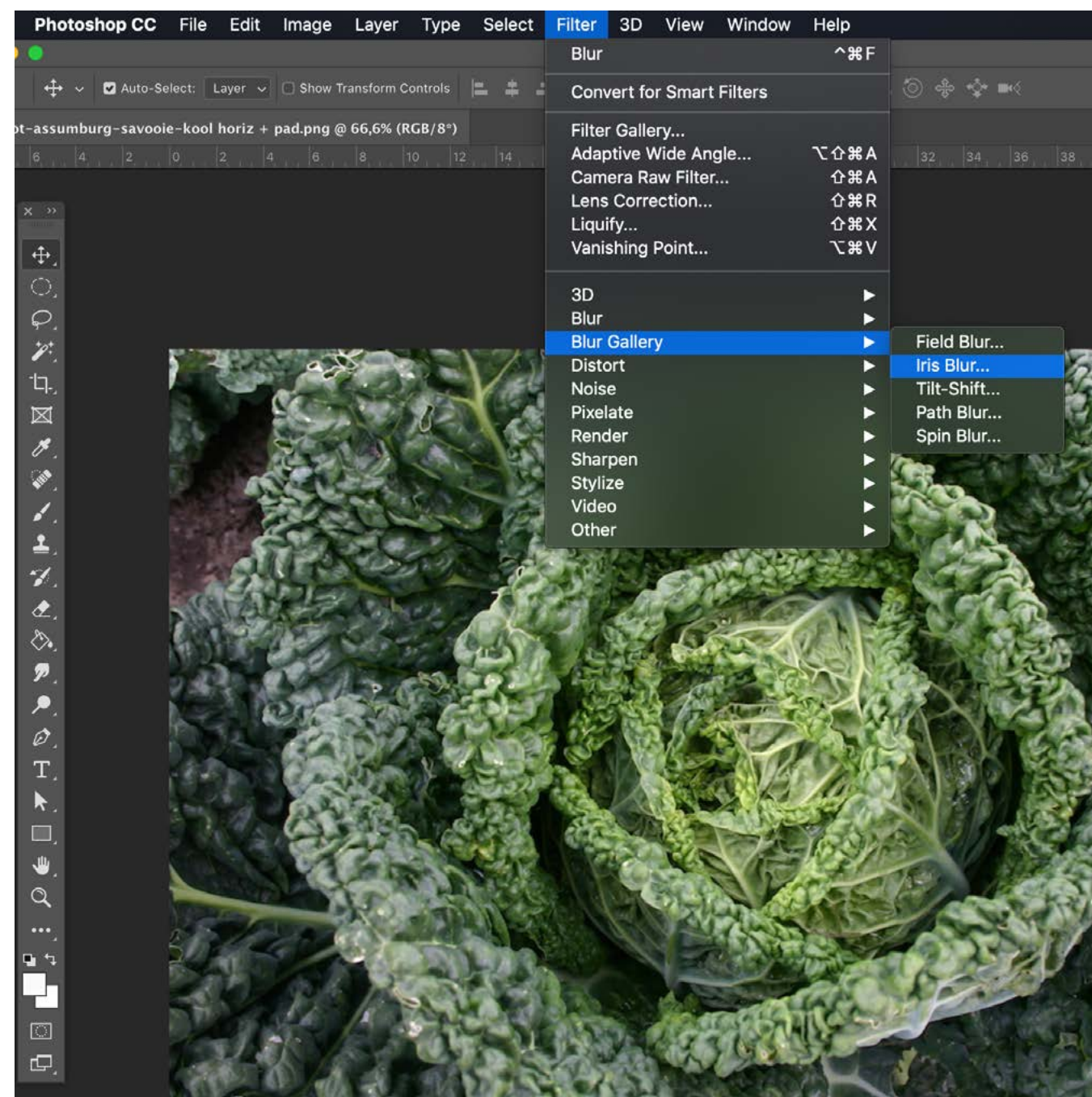
Using depth of field can help to underline the focus of a subject & to create more exciting, less “flat” images, containing some depth. In Dutch we call this: scherptediepte.

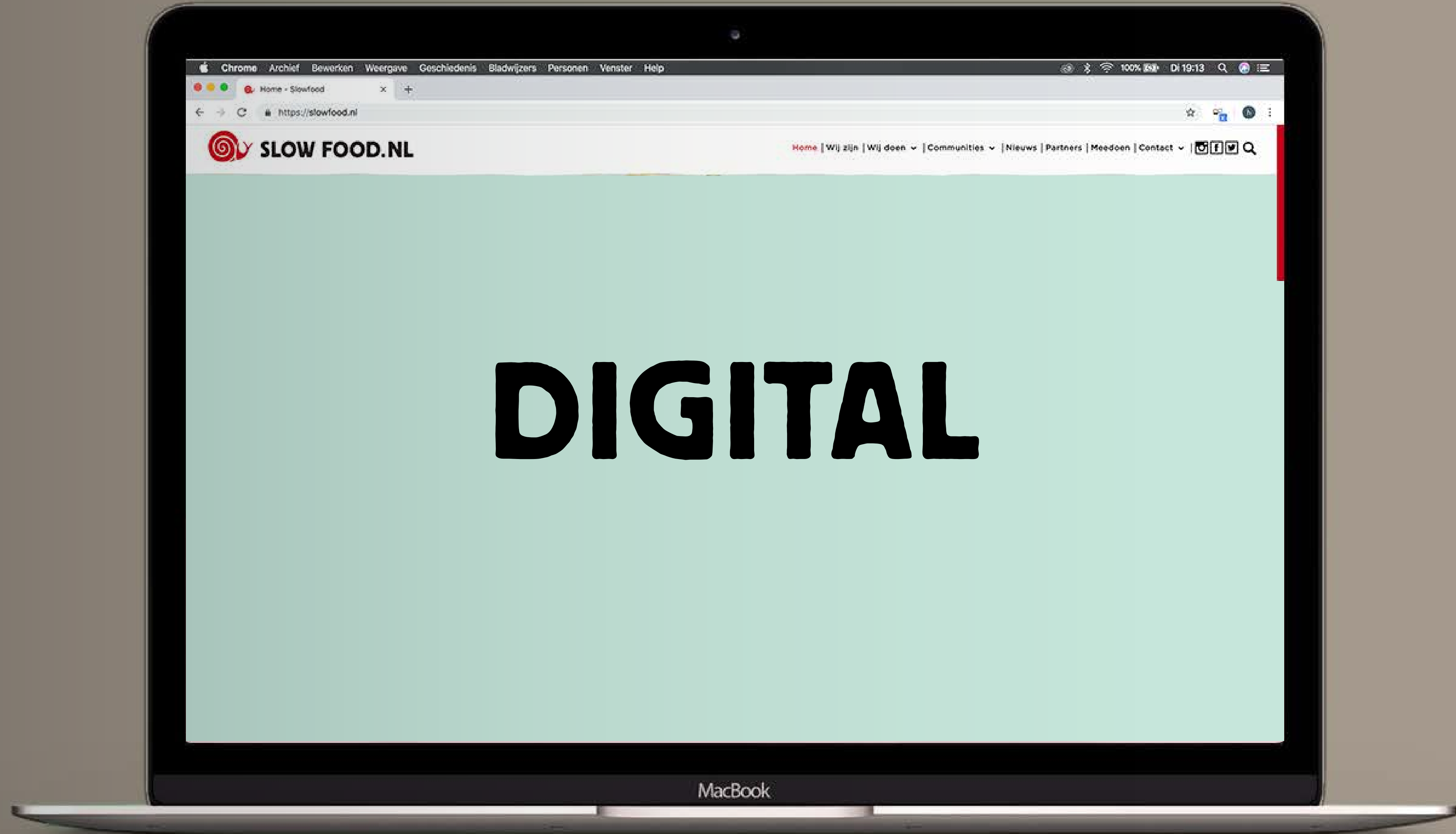


CREATING DEPTH OF FIELD IN PHOTOSHOP

Below, we explain how you can create depth of field (in Dutch: *scherpte-diepte*) in a picture with the 'Iris Blur' Photoshop filter.

With the iris field (see white arrows below) you select the part of the image that will not blur. Blur = 30 px





DIGITAL



Welkom bij
SLOW FOOD.NL

Wij zijn Slow Food Nederland! Slow Food is een wereldwijde voedselbeweging die zich inzet voor een good, clean en fair voedselsysteem.

- GOOD** Eten dat goed van kwaliteit is, vol van smaak, én gezond.
- CLEAN** Geproduceerd met respect voor de natuur.
- FAIR** En dat te koop is voor een eerlijke prijs, zowel voor consument als producent.

**GOOD
CLEAN
FAIR**

ALGEMEEN | GEPOST: 01/12/2017

ONTDEK SFYN BIJ JOU IN DE BUURT

[LEES MEER >>>](#)



ALGEMEEN | GEPOST: 01/11/2018

THANK A FARMER MONTH



ALGEMEEN | GEPOST: 18/11/2018

THANK A FARMER: DEN ELSHORST

TIJDENS DE THANK A FARMER MONTH WORDEN BOEREN DIE BIJDAGEN AAN EEN GOOD, CLEAN & FAIR VOEDSELSYSTEEM IN HET ZONNETJE GEZET. DEZE WEEK WILLEN WIJ BEN BRUURS EN THEA MOONEN VAN BOERDERIJ DEN ELSHORST IN BAARSCHOT BEDANKEN.

[LEES MEER >>>](#)



UTRECHT | GEPOST: 31/10/2018

FOOD&FILM // SFYN

AGENDA

24 **EXCURSIE: PROEF DE HERFST**
@ Ut Rooie Bietje, Tilburg
11 14:30u - 17:30u [MEER INFO >](#)



GEEN CATEGORIE | GEPOST: 17/11/2018

1 MINUUTJE IN UUTJE: ROZENBOTTELTUIN 'DE PUT'

IN DE RUBRIEK '1 MINUUTJE IN UUTJE' GAAN WE OP ZOEK NAAR VERHALEN UIT DE REGIO. HOE ZORGEN ZIJ VOOR LOKAAL KABAAL? DEZE KEER ZOCHT ONZE VOORZITTER LIANNE DE BIE CONTACT MET DE ROZENBOTTELTUIN 'DE PUT' IN WIJK BIJ DUURSTEDEN. HIER TELEN EMMELIE EN ERIC AL JAREN ROZENBOTTELS VOOR CONSUMPTIE.

[LEES MEER >>>](#)



22/11/2018

DE SOESTER KNOL: OOK LEKKER IN DE COUSCOUS

Stel we zien de zondvloed aankomen, welke groente en welk fruit moet Noach dan meenemen op zijn ark? Dat is ongeveer de vraag die de initiatiefnemers van de Ark van de Smaak zich stelden en blijven stellen. Eerder bespraken we in deze serie de 'Champagnerode...

[LEES MEER >>>](#)



18/11/2018

KIJKTIP: IDFA DOCUMENTAIRE 'SHEEP HERO'

Na 50 draaidagen in 4 seizoenen en na 2 jaar montage met vooral knippen, is de documentaire 'Sheep Hero' er eindelijk. Zaterdagavond was de wereldpremière tijdens het International Documentary Filmfestival Amsterdam (IDFA) in Eye Cinema in Amsterdam. De ruwe versie...

[LEES MEER >>>](#)



16/11/2018

OLIJFOLIE IS



05/11/2018

AAN DE

AGENDA 2018

22 KERSTCHUTNEYS MAKEN
@ Keuken van Hackfort
11 18:00 - 20:30 [MEER INFO>](#)

24 TOFFE PEREN IN HEETEN
@ Maathoeve
11 17:00 - 22:00 [MEER INFO>](#)

01 TEMPEH MAKEN
@ De Ulebelt
12 11:00 - 13:00 [MEER INFO>](#)

01 ZUURDESEMBROOD EN SOE...
@ Studio Idee
12 14:00 - 17:30 [MEER INFO>](#)

10 VIER TERRA MADRE IN AMST...
@ Terre Lente
12 19:00 - 21:00 [MEER INFO>](#)

15 SNERT WEER OP KOMST! - F...
@ Zorg Bakkerij / Theeschenkerij
12 10:00 - 16:00 [MEER INFO>](#)

10 ALGEMENE LEDEN VERGADE...
@ bioboerderij 't Schop
02 - [MEER INFO>](#)



brenge
voedselketen
en tuinders, chefs, vis
ondernemers
enschappers, onderne
consumenten. Met hen pakke
belangrijke voedselvraag
stukken aan. Vraagstukken die
nauw zijn verbonden met de
maatschappelijke en ecologische
uitdagingen van deze tijd.

De netwerk
Het Slow Food
uit miljoenen mense
actief in 160 landen met
lokale afdelingen (convivia) en
we hebben een sterk internatio
naal jongerenetwerk (SFYN).

Voor voedseldiversiteit.

Wereldwijd werken we aan de
bescherming van voedsel-
diversiteit, aan steviger banden
tussen producent en consument,
en proberen we mensen bewust
te maken van hun voedselkeuzes.

Slow Food biedt een podium aan veranderaars van ons voedselsysteem.

Mensen die het anders durven te
doen met aandacht voor mens,
dier én natuur. Dit doen we door
middel van onze Chefs Alliantie,
De Ark van de Smaak en diners.

Wil jij je ook inzetten voor een good, clean en fair voedselsysteem?

Sluit je dan aan bij ons netwerk.
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GOOD CLEAN FAIR



Fotocredits: Bodembieren

SLOW FOOD

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een good, clean en fair voedselsysteem. Iedereen heeft recht op
goed voedsel, duurzaam geproduceerd tegen een eerlijke prijs.

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de hele voedselketen samen:
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Fotocredits: The Good Life



**GOOD
CLEAN
FAIR**

Fotocredits: ENJOY! The Good Life.

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**GOOD
CLEAN
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Fotocredits: Bodembeoeren

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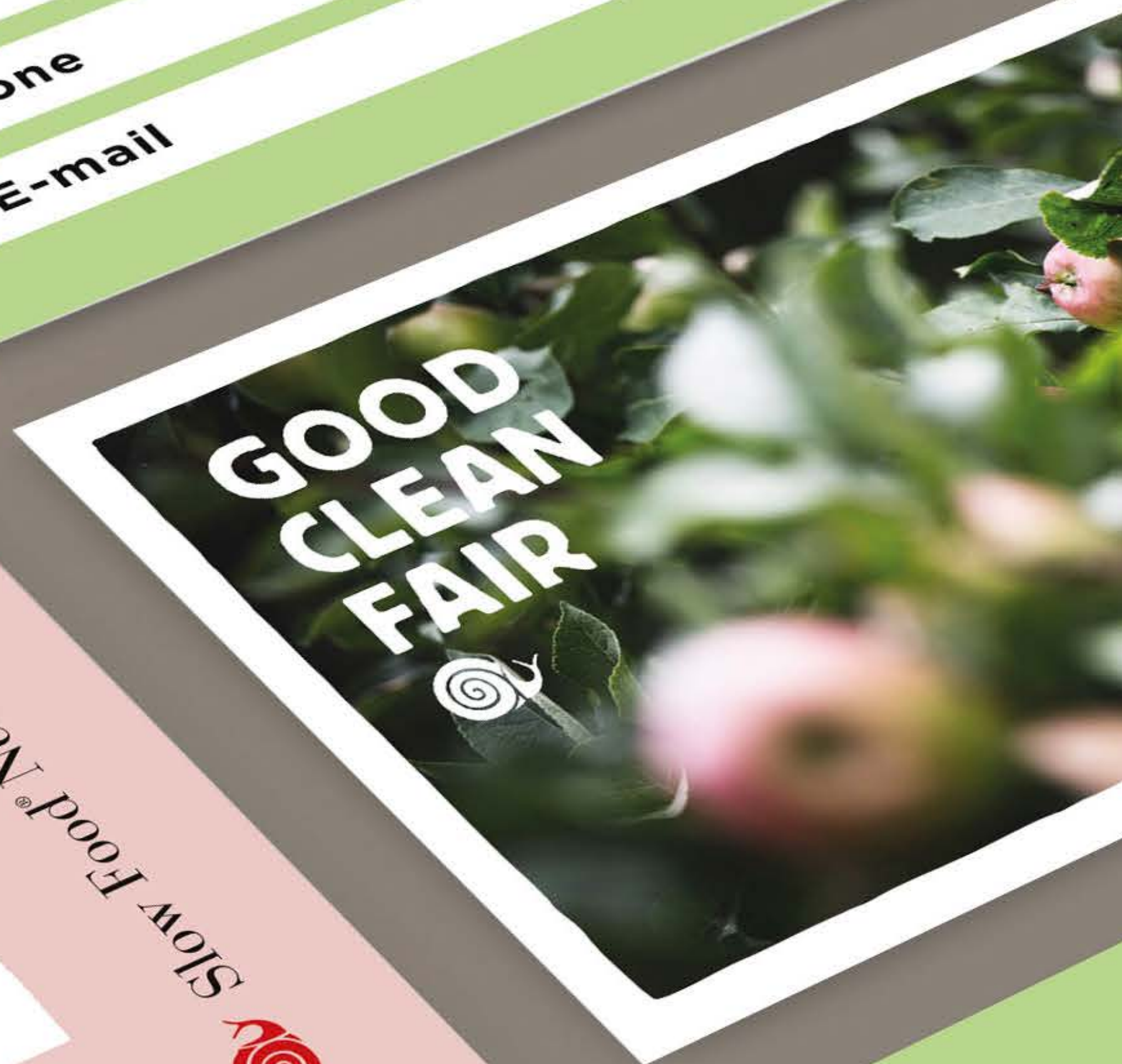
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SLOW FOOD 2019

Have a nice day.

Thank you for reading our styleguide!
We hope you'll enjoy working with our brand assets.

THANK YOU

To make sure our communications remain consistent we'd like to see what you have created before it is distributed. And we are always here to answer any questions. Please send everything to: communicatie@slowfood.nl

Warm regards, **Slow Food Netherlands**

**Vleutenseweg 382
3524 AA, Utrecht**

**www.slowfood.nl
info@slowfood.nl**

