



FUTURE  
**50**  
FOODS

LOGO  
GUIDELINE

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09.02.2019







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## CREATIVE EQUITIES – FUTURE 50 FOODS



The Future 50 Foods logo is locked up with the Knorr wordmark. The logo is available as a download from [this link](#) and the relationship of each element must not be altered.

### PRIMARY LOGO



### SINGLE COLOUR LOGO



### SINGLE COLOUR LOGO



The primary logo is full colour and should always sit on Knorr green.

When print restrictions apply please use the single colour versions. The green single colour logo is the preferred option.

## CREATIVE EQUITIES – FUTURE 50 FOODS

The Future 50 Foods logo is locked up with the Knorr brandmark. The logo is available as a download from [this link](#) and the relationship of each element must not be altered.



### PRIMARY LOGO

**FUTURE**  
**50**  
**FOODS**



### SINGLE COLOUR LOGO

**FUTURE**  
**50**  
**FOODS**



The primary logo is full colour and should always sit on Knorr green.

### SINGLE COLOUR LOGO

**FUTURE**  
**50**  
**FOODS**



**FUTURE**  
**50**  
**FOODS**



When print restrictions apply please use the single colour versions. The green single colour logo is the preferred option.



## CREATIVE EQUITIES – FUTURE 50 FOODS



The Future 50 Foods logo could be locked up with the Knorr brandmark and the WWF logo, and **approval from local WWF is mandatory**.

The logo is available as a download from the [this link](#) and the relationship of each element must not be altered.

### PRIMARY LOGO

FUTURE  
50  
FOODS



The primary logo is full colour and should always sit on Knorr green.

### SINGLE COLOUR LOGO

FUTURE  
50  
FOODS



When print restrictions apply please use the single colour versions.

### LOGO ON WHITE OR ON LIGHT BACKGROUND

FUTURE  
50  
FOODS



When print restrictions apply please use the single colour versions. The green single colour logo is the preferred option.

### SINGLE COLOUR LOGO

FUTURE  
50  
FOODS



## CREATIVE EQUITIES - USING THE MASTER PANDA LOGO

The Future 50 Foods logo could be locked up with the Knorr brandmark and the WWF logo, and **approval from local WWF is mandatory**.

### USING THE MASTER PANDA LOGO

The master Panda logo has two elements – the Panda and our initials WWF. The logo should always be used with the correct white area of isolation around it.

The two elements are locked up together and should never be separated. These elements are also protected by internationally registered copyright and trademark, which must be used once on all communications.

Whenever the copyright and trademark are used they should be accompanied by the following text. This can be placed discretely on the back of a publication. It does not need to sit adjacent to the master Panda logo.

© 1986 Panda Symbol WWF – World Wide Fund For Nature (also known as World Wildlife Fund)  
® “WWF” is a WWF Registered Trademark



#### Isolation area

For dark backgrounds use the logo on a white isolation area with a keyline around it as shown here below.



Mandatory WWF lock up on the report itself and any reference to it. Reference to the content or the concept should not have WWF lock up unless agreed with the local team.

Mandatory WWF branding on launch of the report itself, in any global or local context.

WWF branding beyond report itself and reference to the report needs to be agreed with the local WWF team. Contact **Dorothy Shaver** to connect.

More information on the WWF partnership can be found at **this link**.



## CREATIVE EQUITIES - FUTURE 50 FOODS WITH BRANDMARK AND WWF LOGO

SINCE 1838  
*Knorr*

### Incorrect usage

This shows examples of incorrect versions and usage of Future 50 Foods logo while displayed together with Knorr Brandmark and the WWF logo.

FUTURE  
50  
FOODS



FUTURE  
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FUTURE  
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FOODS



### REMINDER

#### Isolation area

For dark backgrounds use the logo on a white isolation area with a keyline around it as shown here below.



FUTURE  
50  
FOODS



## LOCALIZATION - FUTURE 50 FOODS



- Future 50 Foods is a global entity. Logo element must not be translated or altered across markets.
- Localization can be done for the use of the Future 50 Foods in landscape format with additional text or articles in the local language as displayed in the examples below.
- The Future 50 Foods logo is to be used across all PR, web and social assets.
- Add Knorr Brandmark or WWF logo when applicable and markets may include a body text beneath the Knorr Brandmark to aid in comprehension.

### PRIMARY LOGO

**FUTURE**  
**50**  
**FOODS**



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### SINGLE COLOUR LOGO

**FUTURE**  
**50**  
**FOODS**



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### SINGLE COLOUR LOGO

**FUTURE**  
**50**  
**FOODS**



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3.0

## CREATIVE EQUITIES – FUTURE 50 FOODS

### Usage

When used in a Knorr branded environment (e.g. website, on pack, or in the Knorr Greenhouse), the Future 50 Foods logo can be used without the Knorr logo and WWF icon.



#### KNORR BRANDED ENVIRONMENT





3.0

## CREATIVE EQUITIES – FUTURE 50 FOODS Usage

A tab device is added when the Future 50 Foods logo is shown on photography. This should feel secondary in size to the Knorr brandmark and tab off either the top or the bottom of the image. The shape of the tab is fixed.



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**Knorr**

Only in a Future 50 Foods environment can the Future 50 assets be cropped.

### FUTURE 50 FOODS ENVIRONMENT





## CONTACTS



### Knorr Global Brand team:

#### **April Redmond**

Global Knorr Brand Vice President  
[april.redmond@unilever.com](mailto:april.redmond@unilever.com)

#### **Irda A Tahir**

Global Knorr Head of Design  
[irda.tahir@unilever.com](mailto:irda.tahir@unilever.com)

### Key agency contacts:

#### **Jones Knowles Ritchie**

[www.jkrglobal.com](http://www.jkrglobal.com)

Imagery used in this logo guideline is available on The Asset Bank.