The Book full of (Choices)

Welcome to the Book Full Of (Choices)

This is your roadmap to everything you need to know about the Choice brand. You will find plenty of info in here to help you bring our brand to life.

Design System Guidelines

(Logotype)

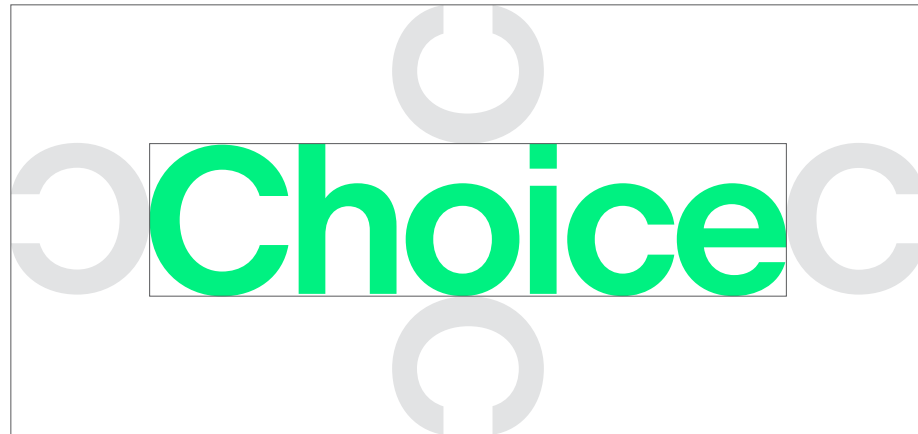We use our logo prouldy and fill it with the creative ideas we developed.

Intro

The Choice logo is the primary visual icon of
our identity. The stylized, mono-weight
lower-case letter forms should never be
altered or compromised.

Choice

Safe Zone   The logo's safe zone is equivalent to
the height of the 'c' on all sides.

Logo Colorway
Matrix

• Over imagery

• Over gradient

• Over gradient

• Over black

• Green Logo

Choice

Choice

Choice

Choice

• Logo with Icon

Choice

Choice

Choice

Choice

• White Logo

Choice

Choice

Choice

Choice

**Primary Logo
Lockups**

The Choice logo is the primary visual icon of our identity, but it is also paired with other elements depending on the placement. Below are the most common ways in which our logo shows up

• Choice Logotype

• Choice Icon

• Logotype with icon

• Logotype with icon & Des.

Choice

Choice

Choice
Mainstream mitigation pathways for a climate-conscious change in the food chain

Choice

Choice

Choice
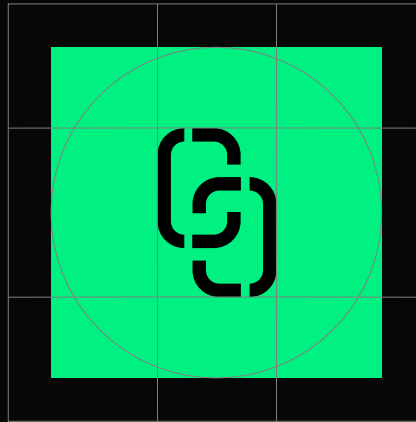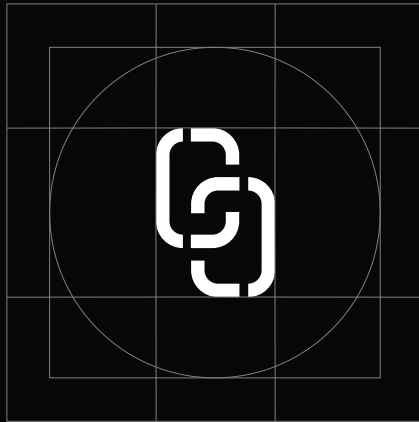Mainstream mitigation pathways for a climate-conscious change in the food chain

(Logotype)

Favicons

Favicons are individually designed,
based on specifications, but we mainly use
the black background with the white icon.

The following schematic provides
guidance on the logo sizing.

Colour is how we tell stories and shape decisions. Our green is strong enough to change the world.

Intro

Green is good. Green is nature, technology and positivity. It is the first thing you think when you think of environment.

Choice Green

Primary Colours

Our primary colors form the base
of our design system.

Choice Green

Our primary brand color represents
the fresh distinctiveness of our
brand and stands out from more
traditional environmental palettes.

Hex	RGB	CMYK	PMS
#00F181	0 241 129	82 0 89 0	7480C/U

Choice Black

Our secondary color is used only in
combination with green.

Hex	RGB	CMYK	PMS
#070707	7 7 7	74 68 67 87	Black 3C

Secondary Green

Secondary Green is used sparingly. It is to be
used in combination with white or mid-tone
colors. Unlike our hero green, this meets color
contrast accessibility standards when
combined with lighter colors.

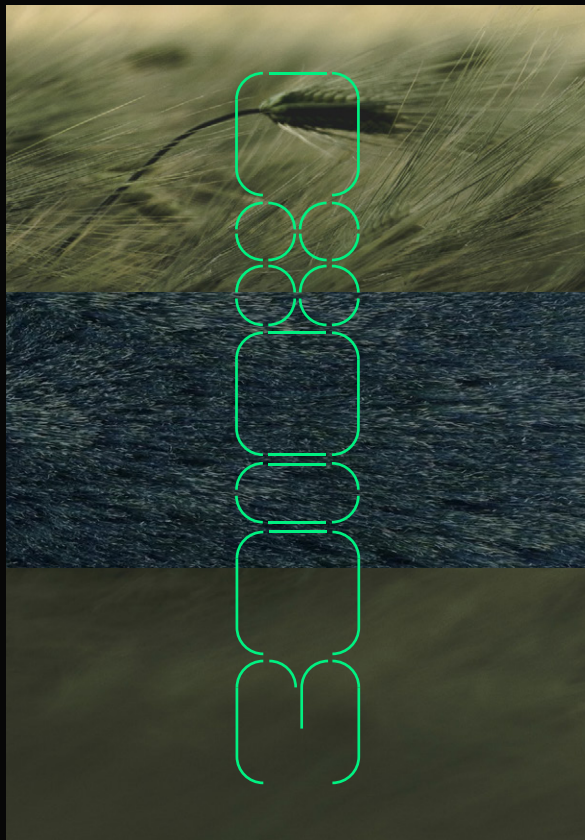| Hex	RGB	CMYK	PMS
#3DC17B	61 193 123	81 0 77 0	7480C/U

But there's more than green. Three unique color worlds let us discover the entire span of the chain.

Colour Worlds

● The chain unleashed

The chain unleashed is bold, atmospheric and immersive. We use strong imagery to prove our points and take advantage of our vast design system.

● Clean Green

Green is good. Green is nature, technology and positivity. It is the first thing you think when you think of environment.
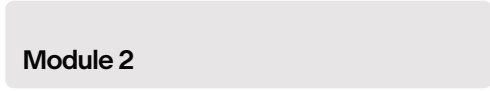
● Institutional

When we want to be clear and inviting. Use it when we talk about our program, our culture and our actions.
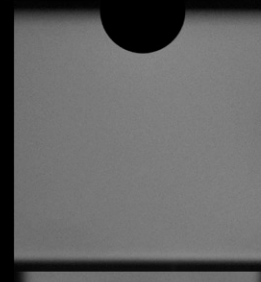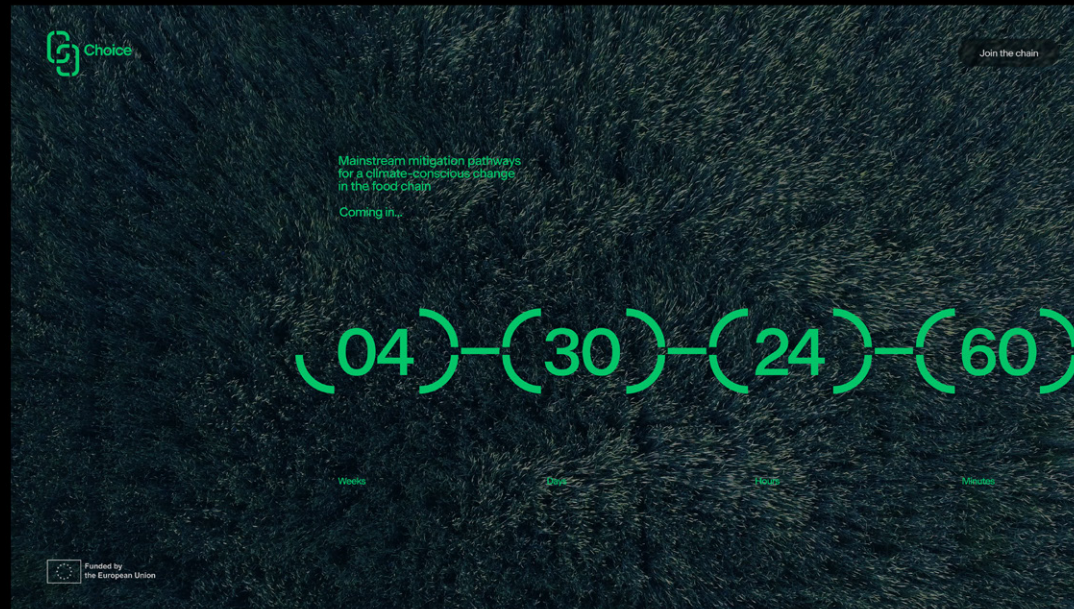

Program Schedule

This is the initial meeting for the EU program called choice which explores mainstream mitigation pathways for a climate-conscious change in the food chain

Module 1

Module 2

Module 3

Choice
Mainstream mitigation pathways
for a climate-conscious change
in the food chain

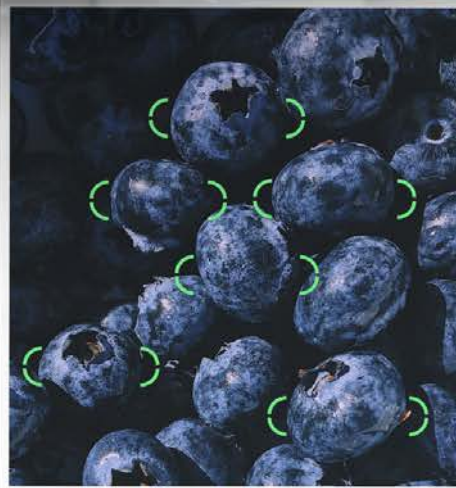**The chain unleashed overview**

Use this color world for showing off our wide range of actions.

(Colour)

The chain unleashed overview

Use this color world for showing off our wide range of actions.

18

The chain unleashed overview

Use this color world for showing off our wide range of actions.

The right (choices) can be so delicious.

Clean Green

Green is good. Green is nature, technology and positivity. It is the first thing you think when you think of environment.

Clean Green

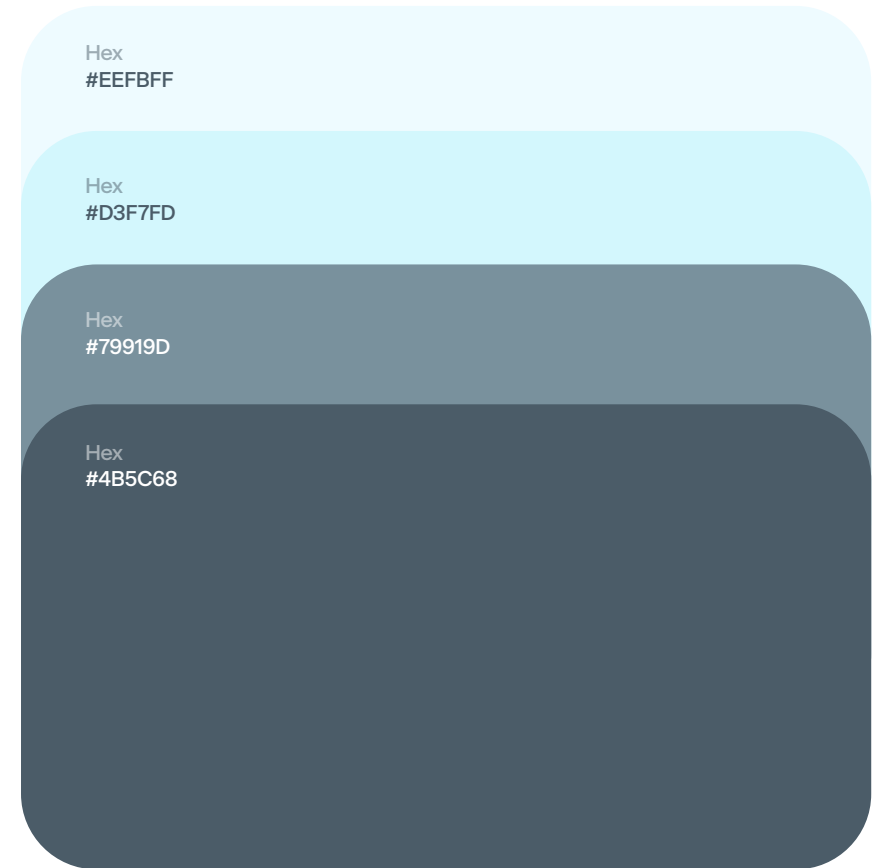Green is good. Green is nature, technology and positivity. It is the first thing you think when you think of environment.

Since each link has its own meaning, and all of them together create a dedicated chain, this is exactly what we want to communicate

The sequence of these small or large choices creates a larger wave of change and environmental awareness. We have a choice!

Be a part of the chain.

(Colour)

Full Colour Span

For Complete Analysis see
page 14

For Complete Analysis see
page 14

Hex
#3A4229

Hex
#272F14

Hex
#EEFBFF

Hex
#D3F7FD

Hex
#79919D

Hex
#4B5C68
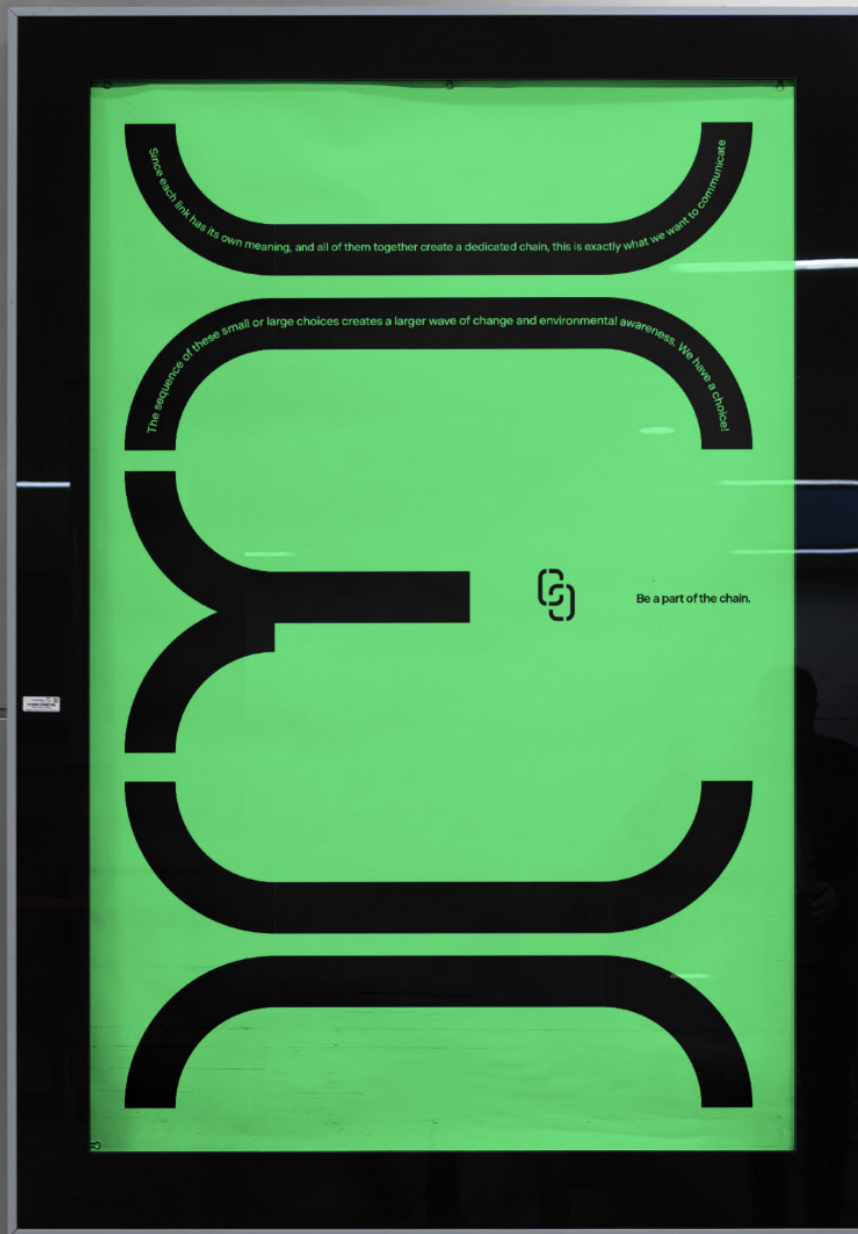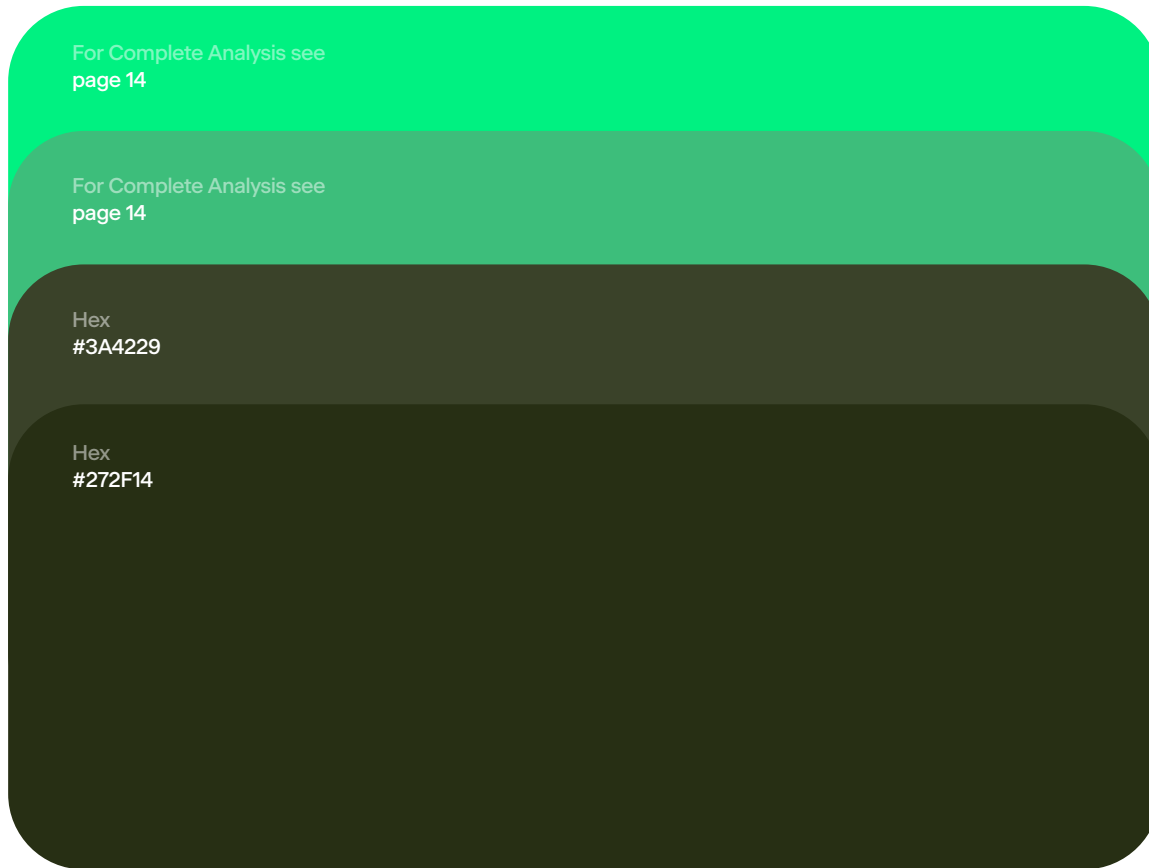
(Typography)

Typography is our visual voice. Bringing range, nuance and attitude to what we have to say.

Typeface

Choice uses the Beausite type family in all applications.

Beausite Reg
Beausite Med
Beausite Semi

Alt. Typeface

The system font that best matches Beausite is Helvetica. This font is to be used in email, Word, PowerPoint, etc.

Helvetica (Headings)
Helvetica Neue (Text)

Core Overview

This is our everyday expression. Clear hierarchy of information ensures ease of use for more functional moments in our brand.

● Weight   ● Tracking

Conversational Headline

.... Semibold

Ems
-50

Section header

.... Medium

Ems
-50

Subhead

.... Regular

Ems
-50

Body .... Regular

Ems
-20

Core
Examples

Be a part of the chain.

Time to change.
Time to make a choice.
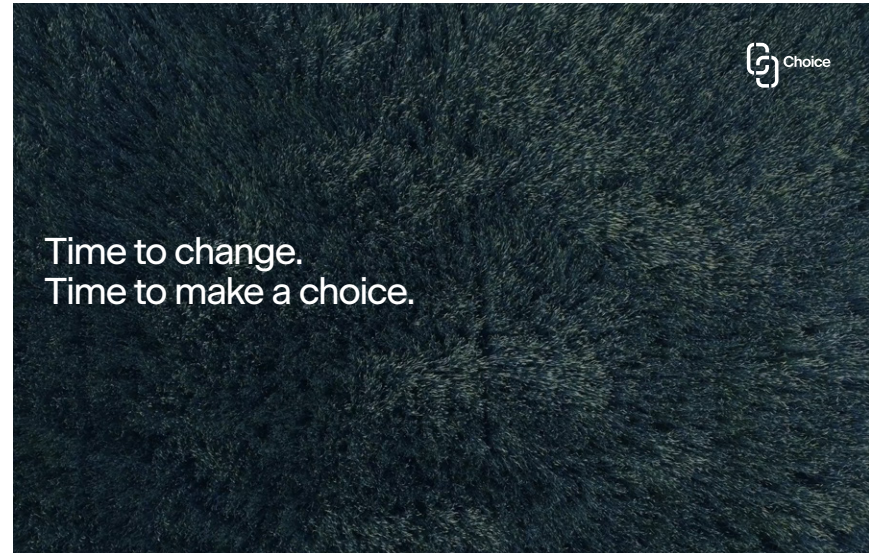
● Conversational Headline

Use to convey Choice's voice in longer
headlines which are full sentences. Sentence
case should be used here.

● Section Header

Use in instances where there are multiple
headers (i.e on a landing page). These usually
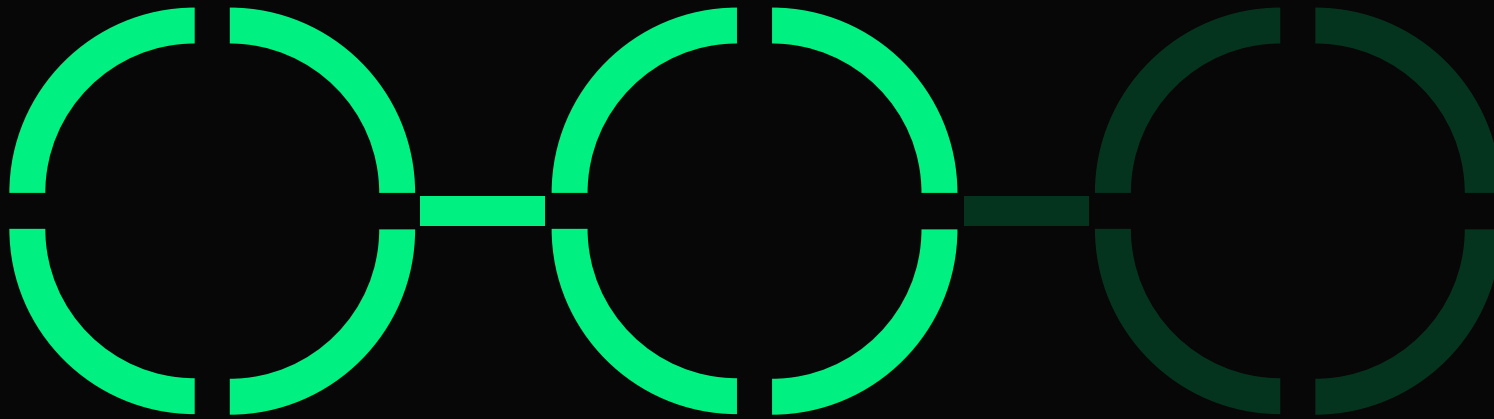come after / below a semibold headline.

The Chain.
Bringing our key motif to life and using it to celebrate our choices.

Concept
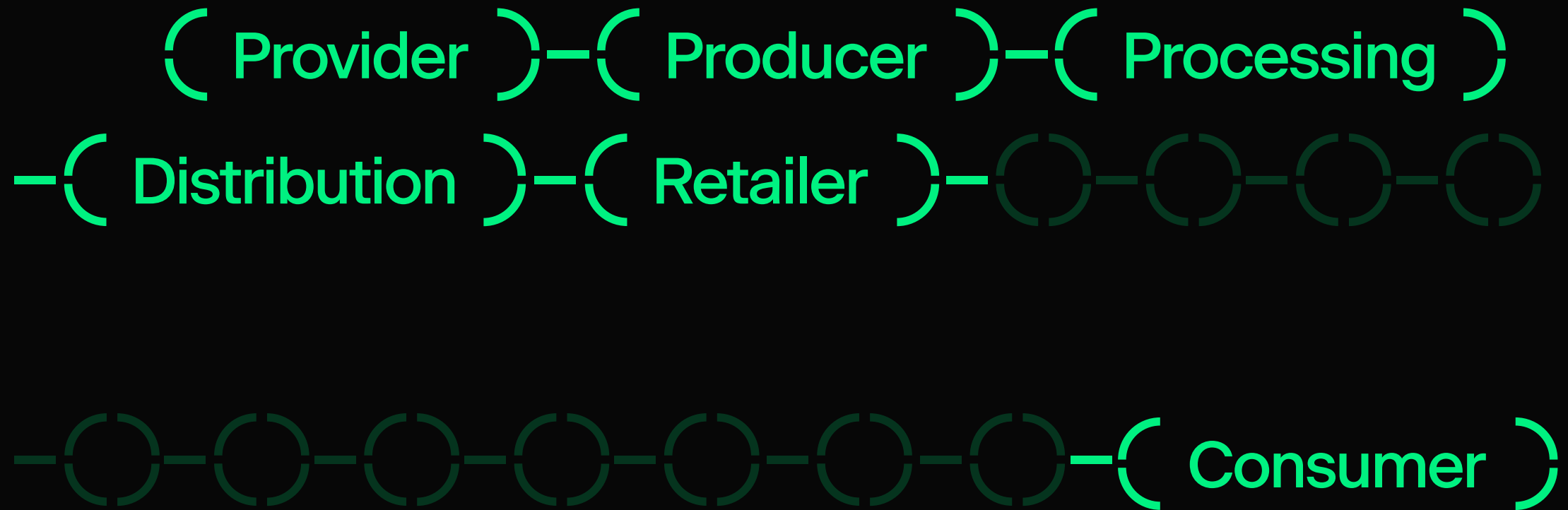
Every actor in the food chain is an
important and impactful link.

Concept   Every small or big decision each link
          makes, exerts a minor or major impact
          on the climate.

(Provider)-(Producer)-(Processing)

-(Distribution)-(Retailer)-O-O-O-O

-O-O-O-O-O-O-O-(Consumer)

Concept

A sequence of big or small choices, a chain of climate-aware consumers and actors, contributing to the Zero Emission Goal in Agriculture, Food and Land Use Sectors.

● Link 1

The letter "C" from "Choice" plays a key-role in unfolding the chain sequence

● Link 2

A flipped C, acts as an interconnected link, as a continuation of the never-ending sequence of choices and actors.

Concept Everyone can be part of the Choice chain.
We can achieve more together.
Everyone's Choice matters for the climate.

• Never-ending

An endless sequence of choices and actions
contributing to a climate-conscious change
in the food chain