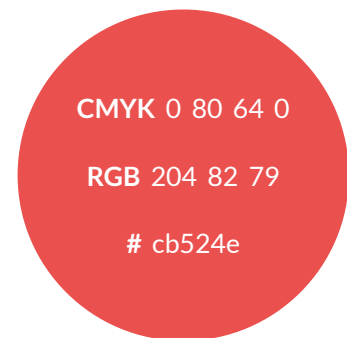
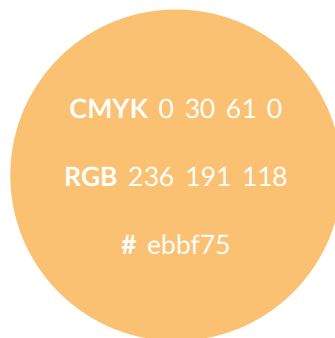
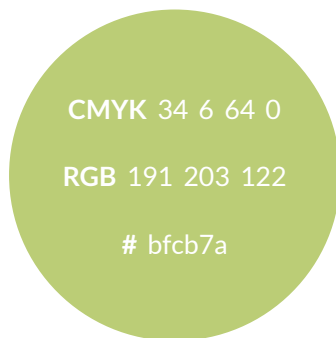




Branding Guidelines

Colours and Typefaces

Colours:



Typography:

Header (H1)

Rockwell
(Regular)

Sub Header (H2)

Rockwell (Regular)

Header (H3)

Lato (Regular)

Lato (Regular)

The colour of the text is 80% Black so that it is not too severe. Text can also be either the Erudus green, amber or red for some headers or text that needs to stand out. When the type is on the green background, as below, it should be white.

Lato (Semi Bold)

The colour of the text is 80% Black so that it is not too severe. Text can also be either the Erudus green, amber or red for some headers or text that needs to stand out. When the type is on the green background, such as this, it should be white.

Logo:

The logo can be used on a white background. Alternatively, the white version of the logo can be used to place over images. The logo should never be placed over the Erudus green, amber or red colour background.



The Icons:

The Erudus Food Allergy Icons are designed to help users easily identify whether a food product contains or may contain any of the major allergen ingredients.

- The icons must be presented in a legible fashion for the end user i.e they are easily readable and the end user can identify to which allergen ingredient the icon refers.
- The icons should be displayed at a minimum of 50 pixels wide by 50 pixels high.
- There should be a minimum of 10% white space between icons displayed together either horizontally or vertically or around an individual icon.
- Icons should always be scaled proportionally.
- We believe that the colour of the icon is an important visual cue for people, and that arbitrarily changing the colour could disrupt that cue and confuse users. No changes should be made to the icon itself or the colours, other than altering the size.



Red = Does contain



Amber = May contain



Grey = Does not contain

*Please note, we used the 'May Contain' Erudus Food Allergy Icon set for this illustration.



Wheat



Crustaceans



Eggs



Fish



Peanuts



Soya



Milk



Tree Nuts



Celery



Mustard



Sesame



Sulphur Dioxide



Lupin



Molluscs