



## **Brand Guidelines** DECEMBER 2022

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This brand guidelines document should be forwarded to any designer or creative when using the logo for reference and to ensure continuity of the brand identity.



PRIMARY  
ON BLUE BACKGROUND



VERTICAL  
ON BLUE BACKGROUND



ICON/S  
ON BLUE/OTHER BACKGROUND



## INTENDED USAGE GUIDE

The primary logo on a blue background should be used in instances where the typeface is large enough to be legible (Gourmet & Co.). Should the use of the logo need to be reduced, it may be substituted for the icon as required ensuring that its use in this instance is "second touch" (eg it is used in instances where the Primary logo will have already been viewed by the audience).

In situations where the logo cannot be used on a blue background, substitute for the version/s shown below which use Navy in lieu of white. For collateral where you wish to use as a watermark, the logo and its derivatives can be used in opaque white over the top of the designed background or photo. See examples at the base of the Branding Elements page in this guide.

If the logo is to be used on a background which is not predominantly Navy but you wish to retain Navy in its use for brand recognition, the logo can be used with a Navy container such as the example shown in Figure a. The container should at minimum, retain the exclusion zone as detailed on the following page.

When placing the logo onto a photo background, place the logo in an area which has sufficient negative space for the logo to remain legible. Choose the logo colour which provides adequate contrast. (See Figure d. on page 5)



figure a.

PRIMARY  
ON WHITE/LIGHT BACKGROUND



VERTICAL  
ON WHITE/LIGHT BACKGROUND



The tail of the "F" can be stretched to suit the intended usage. Take care when increasing the length that the **Direct** Selection Tool is used (Figure b.) and the end path is selected (Figure c.).

This will ensure that the "Co." element retains scale.

If the software being used does not allow this freedom, create a rectangle matching the height and colour and scale accordingly.

### Adobe Illustrator Tool Panel



figure b.

Selection Tool

Direct Selection Tool

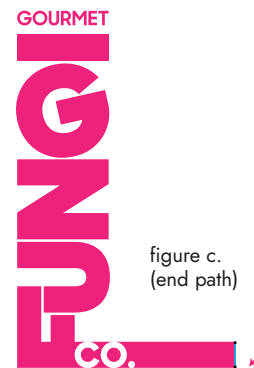


figure c.  
(end path)



## COLOURS - CMYK/PRINT

C 0	C 100	C 0
M 42	M 75	M 0
Y 100	Y 41	Y 0
K 0	K 32	K 0

FUNGI OCHRE

NAVY

WHITE

## COLOURS - RGB/DIGITAL

R 242	R 3	R 255
G 160	G 59	G 255
B 31	B 90	B 255
f2a01f	033b5a	ffffff

FUNGI OCHRE

NAVY

WHITE

## EXCLUSION ZONE / POSITIONING

The exclusion zone can be obtained by using the height of the G on all sides as shown. The exclusion zone takes "Gourmet" and "Co" into account when applying.

When the simplified logo is used (eg without "Gourmet" and "Co"), the exclusion zone rule applies to the simplified shape and is measured from the external bounding box.



In the event that the logo is placed in a corner position, ensure the space on the bottom and side closest to edge is kept equal. This can occur on both left and right as long as it consistent throughout the document.



CAUTION • CAUTION • CAUTION • CAUTION • CAUTION • CAUTION • CAUTION

**DO NOT CROSS SAMPLE  
USING EYEDROPPER,  
USE COLOUR CODES  
FOR RGB/CMYK APPLICATIONS AS  
THIS ORIGINAL DOCUMENT WAS  
PRODUCED IN RGB**

CAUTION • CAUTION • CAUTION • CAUTION • CAUTION • CAUTION • CAUTION



LOGOMARK  
Sharp Sans Display No1  
Black Weight  
Neutral Tracking

**FUNGI**

**FUNGi**

CUSTOMISED VERSION USED

NOTE

All characters with the exception of the "N" have been customised. The "G" has been rotated 12.5 degrees.

COPY FONT  
Jost  
Regular Weight  
Neutral Tracking  
130% Leading Minimum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore

NOTE

Jost is available from Google Fonts for no charge.

TITLE FONT/HEADING

Jost  
Medium Weight  
Neutral Tracking  
Sentence/Title Case

**Heading**

logomark type.

general type.



BRANDING ELEMENTS



ELEMENT (THIS VECTOR CAN BE REARRANGED & RECOLOURED)

ELEMENT EXAMPLES



PLEASE NOTE THE ABOVE HAS BEEN RASTERISED TO MINIMISE CPU PROCESSING TIME DUE TO ITS COMPLEXITY



EXAMPLE OF WATERMARK USE - VARY OPACITY TO SUIT CONTRAST DESIRED



EXAMPLE OF LOGO USE IN NEGATIVE SPACE

figure d.





Note that the above concept shows placement of the logo and logo elements in many positions. This allows you to select the most appropriate placement/s for final use and the intention is not to have all placements printed/embroidered. The polo shirt is from the AS Colour range.





GOURMET  
**FUNGi**  
CO.





GOURMET  
**FUNGI**  
CO.





GOURMET  
**FUNGI**  
CO.







## DIY Mushroom Grow Kit

Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit, sed  
diam nonummy nibh  
euismod tincidunt ut  
laoreesum dolor sit  
amet, coniscing  
elit, sed diam  
nonummy.

Onsectetue nibh  
euismod tincidunt ut  
laoreet dolore Lorem  
ipsum dolor sit amet.

Nibh euism orem  
ipsum dolor sit amet,  
consectetuer  
adipiscing elit, sed  
diam no ipsum dolor  
sit amet, coniscing  
elit, sed diam  
nonummy.

Nibh euismod  
tincidunt ut laoreet  
dolore Lorem ipsum  
dolor sit amet.

GOURMET  
**FUNGi**  
CO.











BOX DESIGN V2 WITH WRAP-AROUND MUSHROOM FILL COLLAGE LOGO



DIY  
Mushroom  
Grow Kit

GOURMET  
**FUNGI**  
CO.





#### EMAIL SIGNATURES

Can be placed into your email application and hyperlinked to your website or other URL.











## Brand Guidelines

**Notes:** Many branding elements within this document won't be supplied as individual files upon completion of your project. All are vector images which generally require professional software to open and use but can be separated if you require a specific element! Any design professional will be able to open the MASTER document and select any element and use as required.

If you can supply the following information, we will be able to separate the element required and email as an individual file for your use. Answering the below questions allows us to select the appropriate file type for your requirements and supply;

**Preferred File Type** - eps, ai, svg, pdf, jpg, png etc

**Use** - digital or print

**Colour Choice** - be specific on colourway required (eg white or reverse as shown in the guidelines)

**Software Type Being Used** - eg. MS Word, Canva, Adobe Creative Suite

**Preferred Size** - non vector files (jpg, png etc) are only able to be used up to the file size supplied before suffering loss of quality.

If you don't know all the answers, no problem! Just answer as many as you can and we will send the most appropriate file type.

Thanks!

