

FINE FOODS NORTH

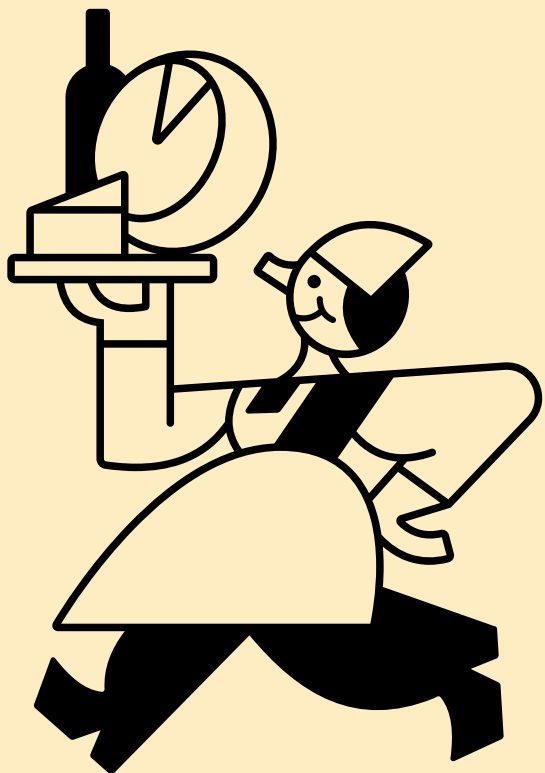
LOGO

Logo

Primary logo

The primary logo consists of the “Fine Foods North” wordmark, the symbol and the tagline “Adventure for gourmands”.

Use the primary logo when no other graphic elements, such as illustrations, are present. It should also be used when there is enough space for both the logo and tagline to remain clear and legible.



FINE FOODS
NORTH

*Adventure for
gourmands*

Logo

Logo Versions

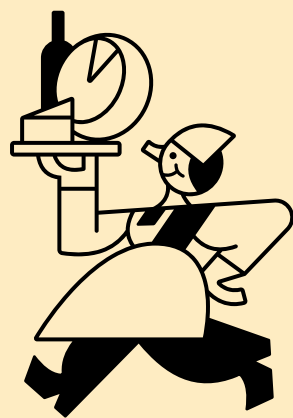
Choose the logo version according to the size and purpose of the material.

Where there is enough space and the logo appears on its own, such as on the main side of a business card, use the full logo.

For smaller formats, use one of the secondary logo versions.

For social media icons and other applications where “Fine Foods North” appears alongside the symbol, use the symbol-only version.

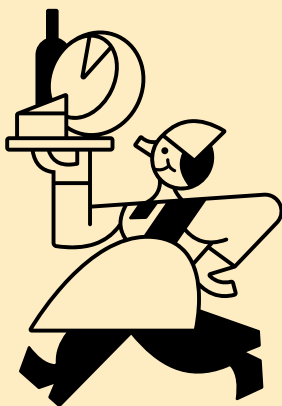
Fine Foods North



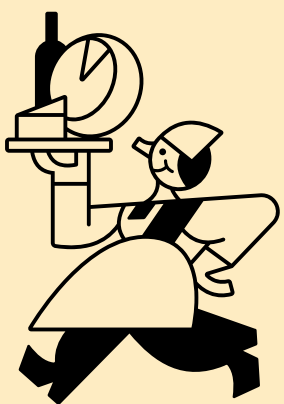
FINE FOODS
NORTH

*Adventure for
gourmands*

Normal size

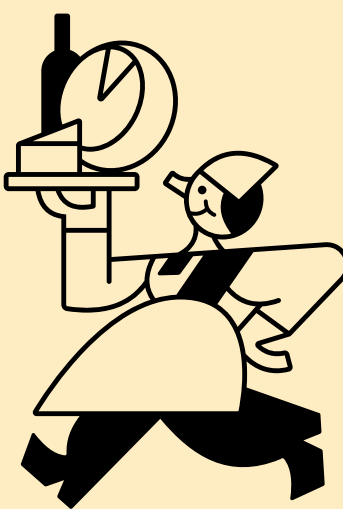


FINE FOODS
NORTH



FINE
FOODS
NORTH

Medium size



FINE FOODS
NORTH

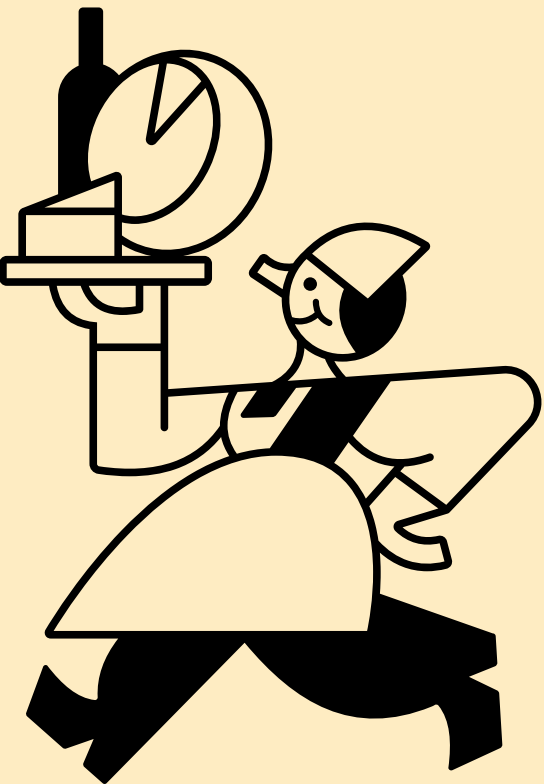
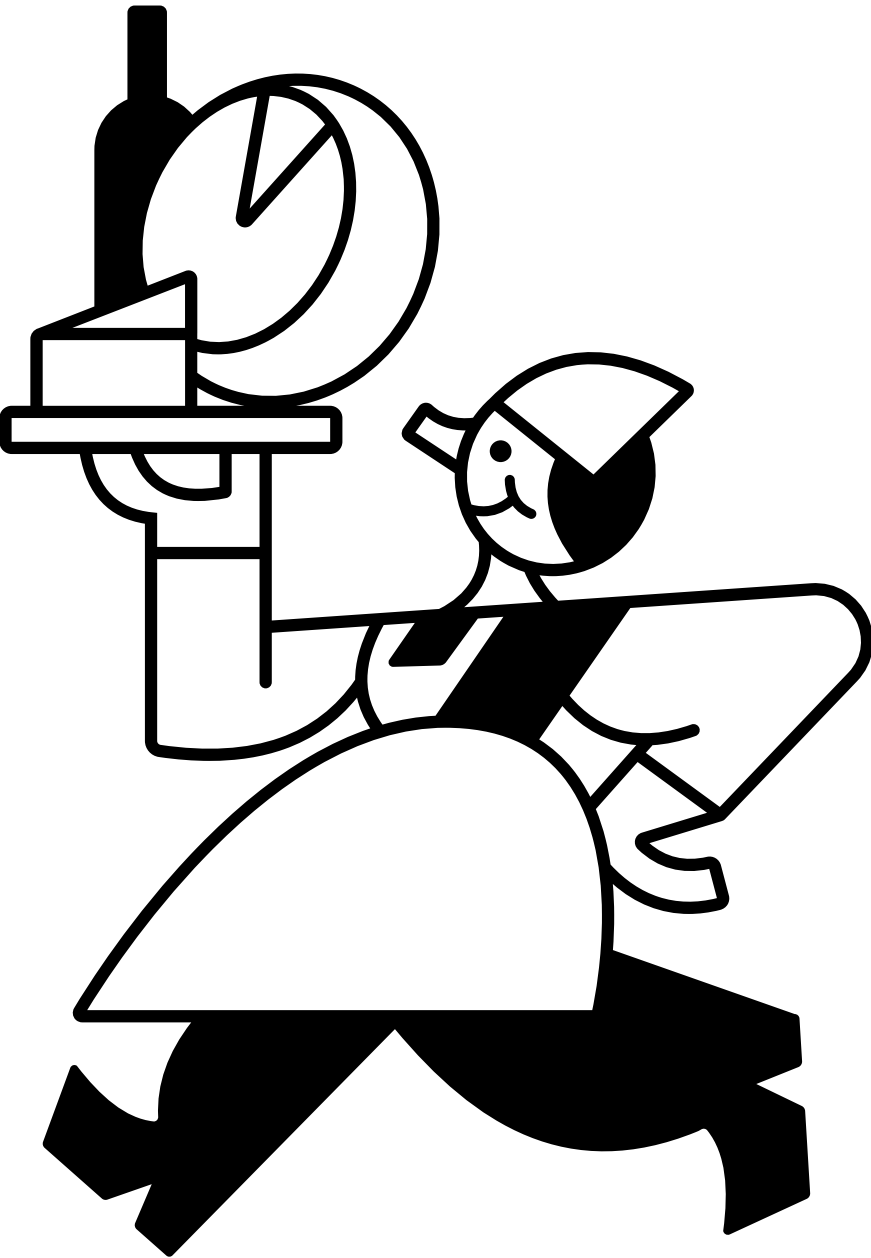
Small size

Logo

Logo and Colour

The black logo on a white background is the primary version.

When working with coloured backgrounds, choose the logo version that provides the strongest contrast and remains clear and legible.



Logo

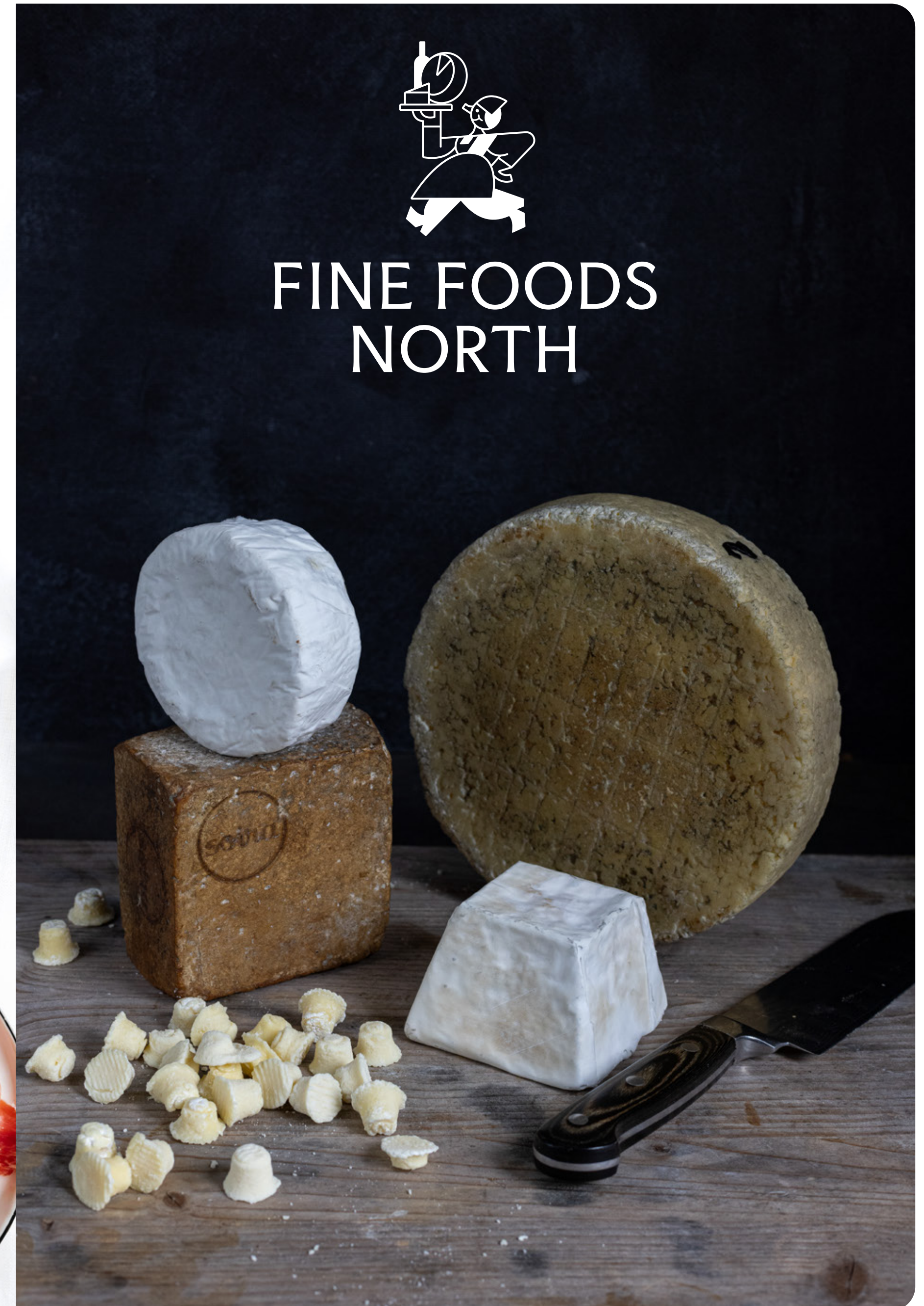
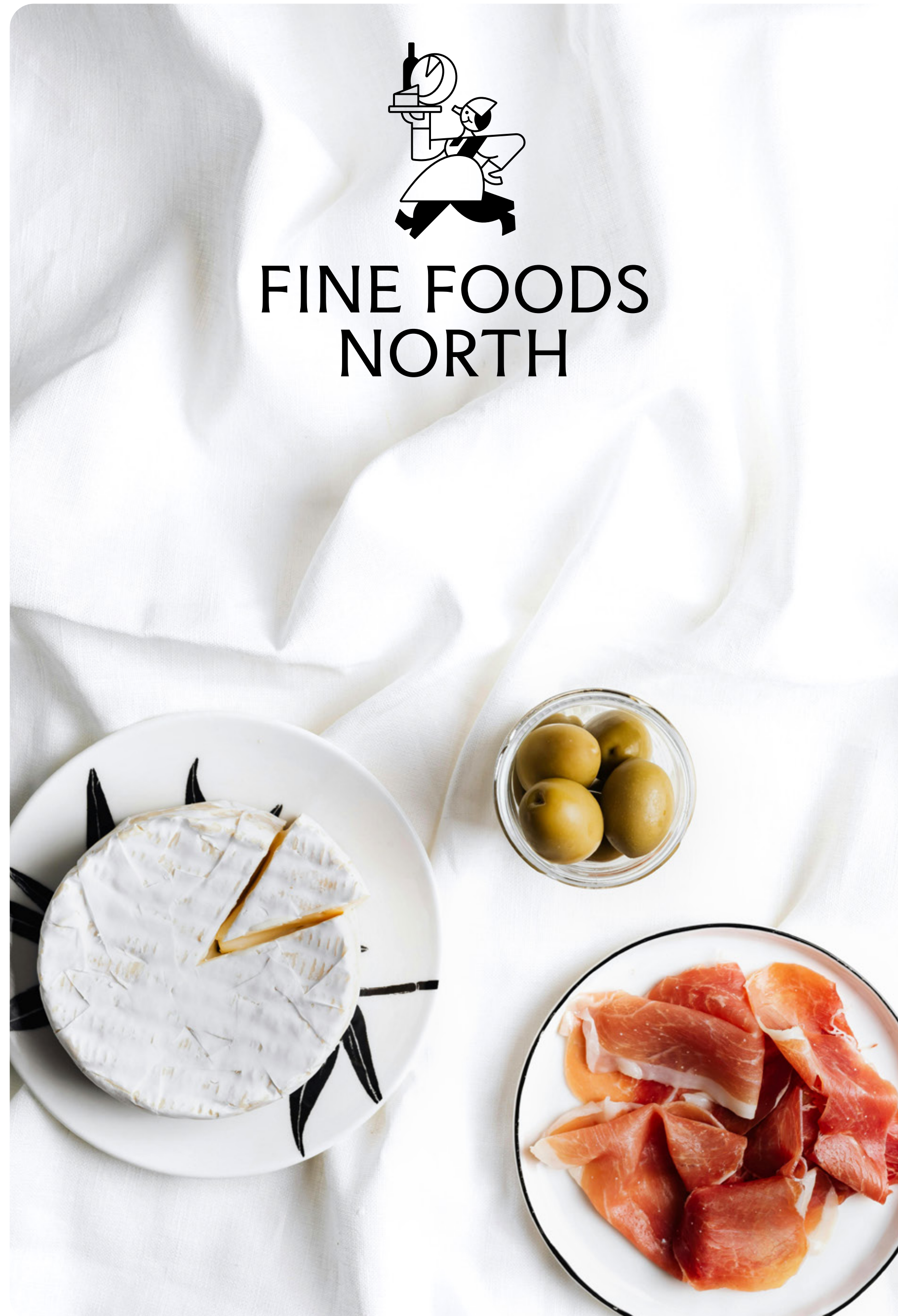
Logo Usage on Images

When placing the logo over an image, always ensure there is enough contrast between the logo and the background.

Choose a calm, uncluttered area of the image where the logo can remain clearly visible.

Use the black logo on light images and the white logo on dark images.

Fine Foods North



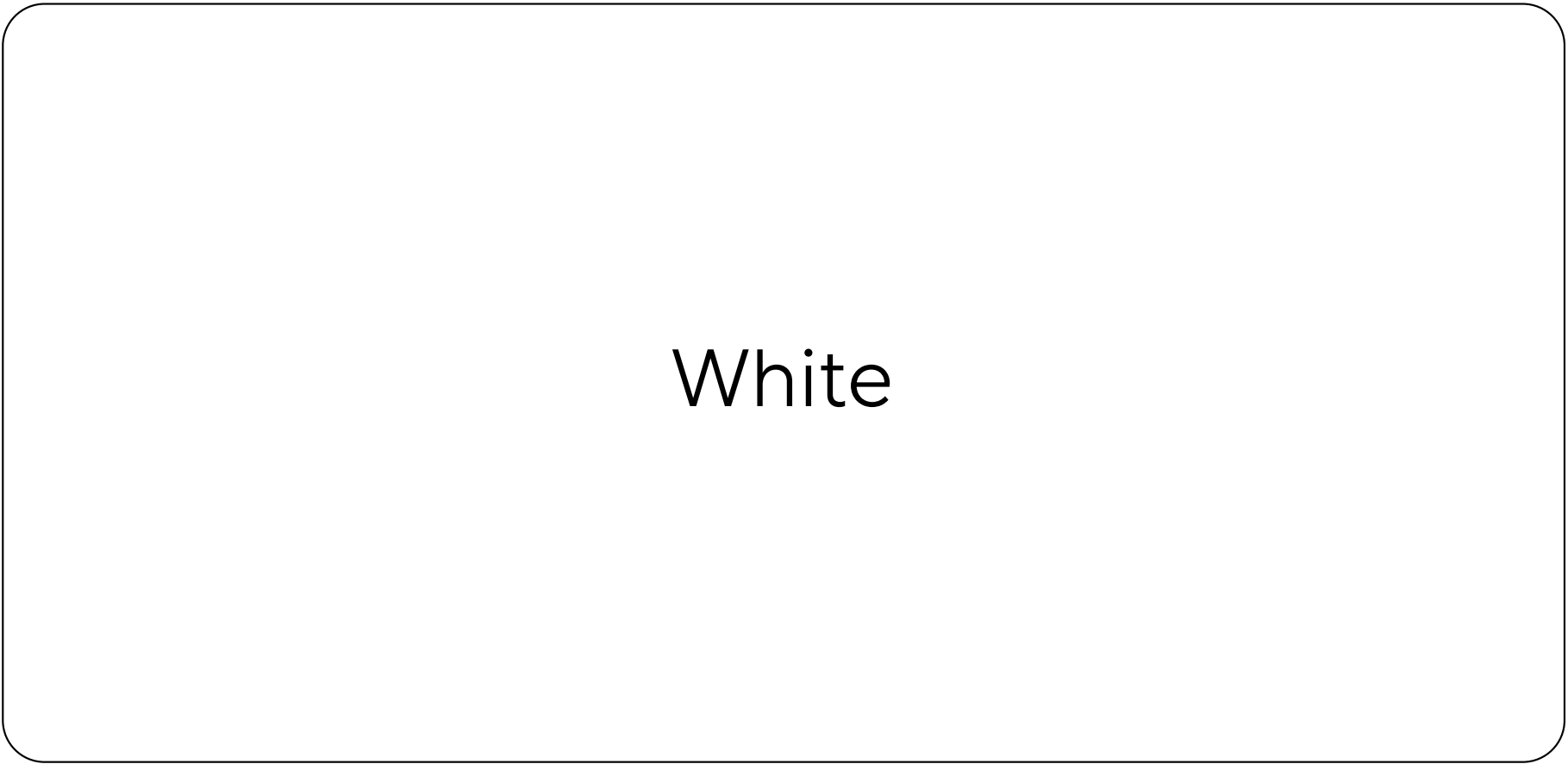
COLOUR

Colour

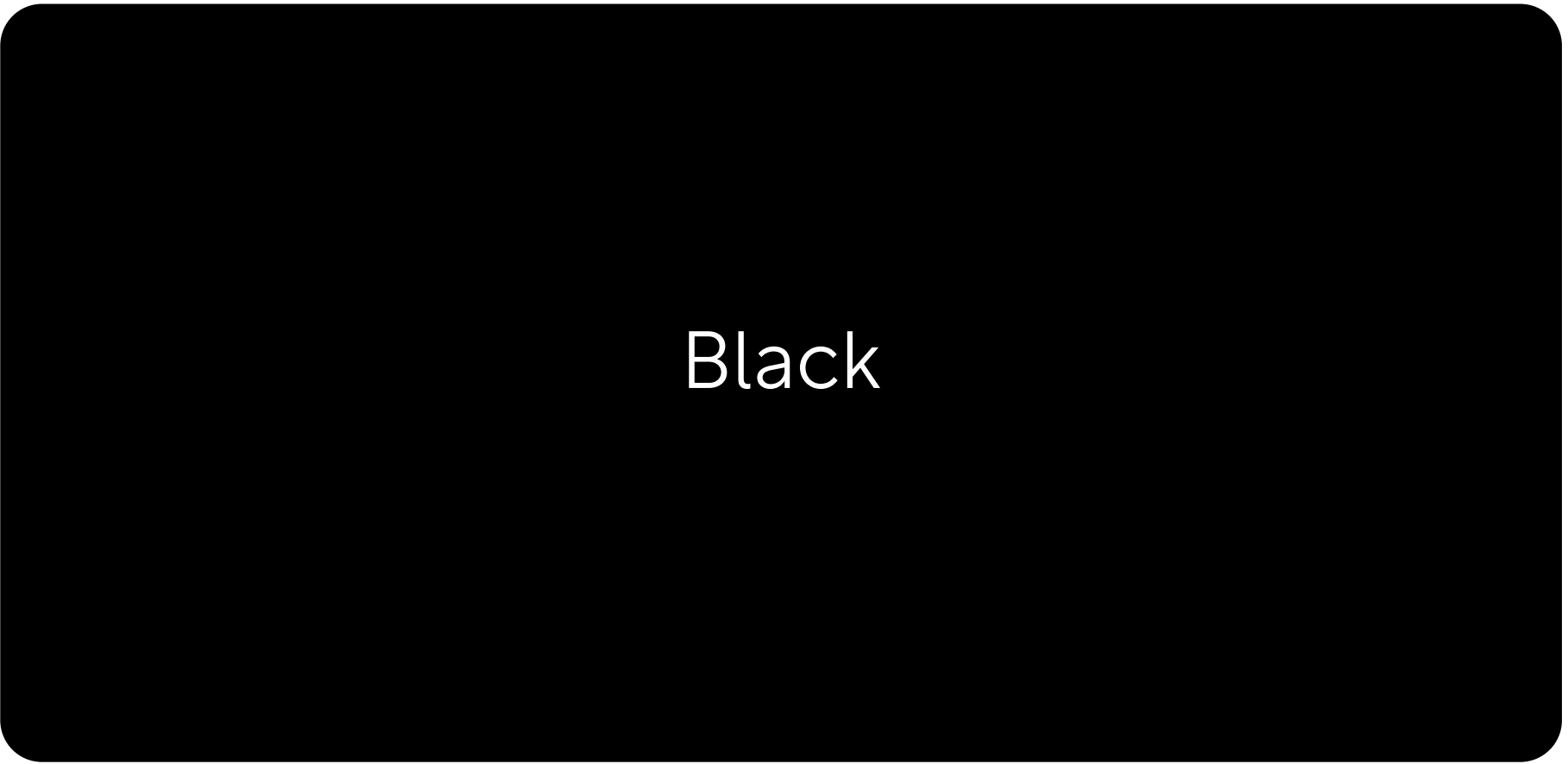
Colour Palette

The colour palette consists of a black and white combination alongside four additional colours inspired by cheese, evoking the character and craftsmanship of artisanal cheese.

The palette is designed to convey a sense of classic values while combining them with a modern and contemporary feel.



White



Black



Cheese
Yellow



Haystack
Beige



Meadow
Green



Gourmet
Burgundy

Colour

Colour Palette

The colour palette consists of a black and white combination alongside four additional colours inspired by cheese, evoking the character and craftsmanship of artisanal cheese.

The palette is designed to convey a sense of classic values while combining them with a modern and contemporary feel.

CMYK0 / 0 / 0 / 0

RGB255 / 255 / 255

HEX#FFFFFF

PMSWhite

CMYK0 / 0 / 0 / 100

RGB0 / 0 / 0

HEX#000000

PMSBlack C

CMYK0 / 7 / 30 / 0

RGB255 / 235 / 195

HEX#FEECC2

PMS7499 C

CMYK10 / 17 / 35 / 0

RGB235 / 210 / 170

HEX#EAD2AC

PMS4685 C

CMYK0 / 10 / 27 / 8

RGB170 / 167 / 125

HEX#ADA87F

PMS7494 C

CMYK40 / 80 / 55 / 70

RGB75 / 30 / 33

HEX#4A1E21

PMS229 C

Colour

Colour Combinations

When combining colours, it is recommended to use one of the lighter shades as the main background colour, paired with black text and illustrations.

The dark burgundy colour, on the other hand, is best paired with a light pastel shade to maintain a cohesive visual style and ensure sufficient legibility.

Primary Combination

CHEESE
SELECTION

*Adventure for
gourmands*

Maasdamer-style cheese
Swiss-style Emmental cheese
Blue cheese
Semi-hard cheese with clover
Premium semi-hard cheese
Camembert with mould

+

Secondary Combination

CHEESE
SELECTION

*Adventure for
gourmands*

Maasdamer-style cheese
Swiss-style Emmental cheese
Blue cheese
Semi-hard cheese with clover
Premium semi-hard cheese
Camembert with mould

+

CHEESE
SELECTION

*Adventure for
gourmands*

Maasdamer-style cheese
Swiss-style Emmental cheese
Blue cheese
Semi-hard cheese with clover
Premium semi-hard cheese
Camembert with mould

+

CHEESE
SELECTION

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Maasdamer-style cheese
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Camembert with mould

+

TYPEFACE

Typeface

Typeface Combination

Typography is a key part of the visual identity. The combination of typefaces creates a refined, modern and functional look.

The following slides show how the typefaces should be used together.



Elegant
DISTINCTIVE
Simple &
Modern

Typeface

Typeface Combination

Typography is a key part of the visual identity. The combination of typefaces creates a refined, modern and functional look.

The following slides show how the typefaces should be used together.

Headlines

Cheese

ROOTED IN
TRADITION

Main
Headlines

Body Text

Preparation Time:
3–4 Hours

Cheese Hardness
●○○○

Typeface

Main Headings

Use Faculty Glyphic primarily for headings.

Headings should always be set in ALL CAPS. Keep them short and clear, with no more than seven words, to maintain a refined and considered look.

Get at:

<https://fonts.google.com/>

Fine Foods North

FACULTY
GLYPHIC

Headlines

ABC

Typeface

Elegant headlines

Use Theodesia Condensed for subheadings that support the main heading or highlight a specific product or category.

The line weight may be adjusted manually to create a slightly heavier appearance.

Get at:

<https://fonts.google.com/>

Fine Foods North

Theodesia
Condensed

Headlines

Abc

Typeface

Body Text

Use Rotunda Variable Light for informational text and longer paragraphs.

Avoid using other weights of this typeface.
The italic version may be used where appropriate.

Get at:

<https://fonts.google.com/>

Fine Foods North

Rotunda Variable Light

Body Text

A b c

Typeface

Font Alternatives

Use the primary typefaces wherever possible.

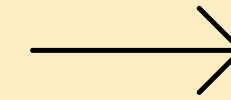
If they are not available, use the recommended alternative typefaces from Google Fonts.

Get at:
<https://fonts.google.com/>

Fine Foods North

Primary

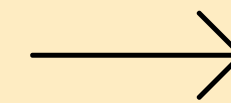
FACULTY
GLYPHIC



Alternative

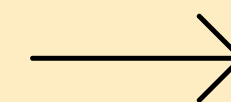
FACULTY
GLYPHIC

Rotunda
Variable Light



Dm Sans
Light

*Theodesia
Condensed*



*Playwrite HR
Thin*

Typeface

Typeface Pairing

Ideally, use all three primary typefaces together. However, this is not a strict rule.

If the more delicate typeface does not suit the material or context, it can be left out.

Use generous white space between text blocks to create a refined, spacious and high-quality feel.

CHEESE SELECTION

Adventure for gourmands

- Maasdamer-style cheese
- Swiss-style Emmental cheese
- Blue cheese
- Semi-hard cheese with clover
- Premium semi-hard cheese
- Camembert with mould

ROOTED IN TRADITION

Specialises in goat farming and the production of goat cheese. Offers farm tours with product tastings and opportunities to purchase products. A certified organic farm committed to environmental well-being

Preparation Time: 3–4 hours	Cheese Hardness ●○○○
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ORGANIC FARMING

About us

Specialises in goat farming and goat cheese production. Offers farm tours, product tastings and the opportunity to purchase products. A certified organic farm committed to environmental sustainability.

Products

Produces fresh-milk cheeses from cow’s milk — plain cheeses as well as varieties flavoured with dill and garlic, caraway seeds, and fenugreek.

Typeface

Using Colour in Text

When using colour in text, follow the recommended colour combinations shown above to maintain a consistent visual identity.

Avoid the colour combinations shown below.

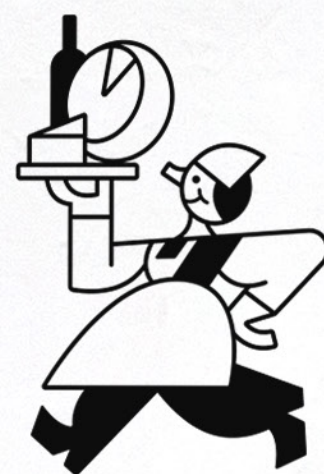


EXAMPLES



FINE FOODS
NORTH

*Adventure for
gourmands*



FINE FOODS NORTH

*Adventure for
gourmands*

*Artisan
Cheese*



ROOTED IN TRADITION

CHEESE SELECTION

Artisan

Maasdamer-style cheese

Swiss-style Emmental cheese

Blue cheese

Semi-hard cheese with clover

Premium semi-hard cheese

Camembert with mould



FINE FOODS NORTH

*Adventure for
gourmands*



FINE FOODS
NORTH



FINE FOODS
NORTH

*Adventure for
gourmands*



FINE FOODS
NORTH

*Adventure for
gourmands*



Central Baltic Programme

FINE FOODS NORTH

ERAF Interreg Centrālās Baltijas jūras reģiona programmas 2021.-2027.gadam projekts Nr. CB1000584 "Latvijas, Igaunijas un Somijas amatniecības sieru un citu augstvērtīgu pārtikas produktu eksports uz Apvienoto Karalisti / FINE FOODS NORTH"