

BRAND GUIDELINES



Overview

The Foundation for Innovation in Healthy Food (FIHF) works to advance better food for better lives by supporting research, fostering collaboration, and advocating for healthier, science-based solutions from farm to table. FIHF connects farmers, scientists, policy makers, healthcare stakeholders, and communities to accelerate innovation that improves health, nutrition, and agricultural sustainability.

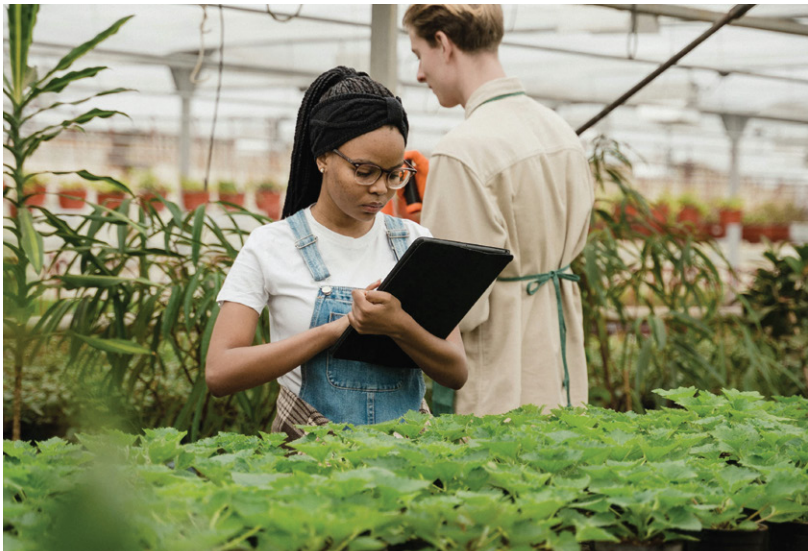
We believe food can—and must—be a driver of better public health, economic opportunity, and environmental resilience.

Learn more or support our work at www.fihf.org



Preferred Language and Voice

FIHF uses clear, inclusive, and respectful language when communicating about food, health, and the communities we serve. Use plain language and avoid jargon whenever possible. Speak with optimism, respect, and scientific integrity.



Key Messaging Points

Use these preferred facts and phrasings when describing FIHF:

- The Foundation for Innovation in Healthy Food (FIHF) is a non-profit foundation that drives collaboration across food, health, and agricultural systems to improve lives.
- The Foundation for Innovation in Healthy Food (FIHF) supports science-based innovation in crops, nutrition, and public health.
- Our work empowers farmers, researchers, and communities to build a healthier future.
- The Foundation for Innovation in Healthy Food (FIHF) connects stakeholders—from farmers and scientists to policymakers and consumers—to translate research into impact.
- The Foundation for Innovation in Healthy Food (FIHF) believes in evidence-based approaches to food systems, rooted in equity, innovation, and long-term sustainability.

When Referring to People or Communities

Use “**people**,” “**communities**,” “**stakeholders**,” “**farmers**,” “**researchers**,” “**partners**,” or more specific terms that reflect their role.

AVOID:

Labels like “the poor,” “the underprivileged,” or “victims of disease.”

Overgeneralizations or assumptions about people’s backgrounds, motivations, or challenges.

PREFERRED PHRASES:

“People facing diet-related health challenges”

“Communities working to improve nutrition access”

“Farmers adopting health-forward crop strategies”

“Consumers looking for healthier food options”

Tone and Style

Empowering, not pitying. Emphasize strength, collaboration, and opportunity.

Inclusive and nonpartisan. Avoid politicized language.

Science-based and hopeful. Highlight solutions, not only problems.

Global in mindset. While work may be local or national, frame stories with broader relevance.

Visual and Writing Consistency

Use the full name “Foundation for Innovation in Healthy Food” on first reference; use **FIHF** afterward.

Use the campaign slogan “**Better Food for Better Lives**” whenever appropriate.

Stick to clean, accessible fonts and simple graphics in public materials.

Capitalize only proper nouns and titles. Avoid excessive use of all caps or exclamation marks.

Logo Mark

A logo mark is a distinct, graphic element within a logo that symbolizes a brand. It's a visual icon or symbol, often abstract or stylized, used to represent a company independently of its name. A well-crafted logo mark is memorable, scalable, and reflect the essence of the brand. The logo mark, when combined with the brand's name contributes to creating a unique and recognizable visual identity of the business.



Logo Typo

Typography is a crucial form brand guidelines as it defines the visual tone and readability of the brand's message. It insures consistency in text presentation across all platforms, enhancing brand recognition. Proper typography selection and usage convey the brand's personality and values, making communication clear and engaging.

**FOUNDATION FOR INNOVATION
IN HEALTHY FOOD**

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IN HEALTHY FOOD**

Clear Space

The use of clear space ensures that the logo has maximum visibility and impact. Cluttered designs distract your audience from everything that design contains. Especially in the case of a logo, we want your brand to be recognized.



Primary Logo

When possible the primary logo should be used.

Secondary Logo

When the horizontal space is limited the secondary logo version should be used.



Do's

Maintain proper spacing around the logo

Use the logo in it's original colors included in the color palette

Ensure the logo is legible by using it against backgrounds with adequate contrast

Use high resolution versions of the logo

Avoid placing the logo in crowded or visually cluttered areas.



Don'ts

Do not use colors that are not brand colors

Do not blur the logo

Do not change the opacity

Do not use shadow

Do not change the angle

Do not distort the logo



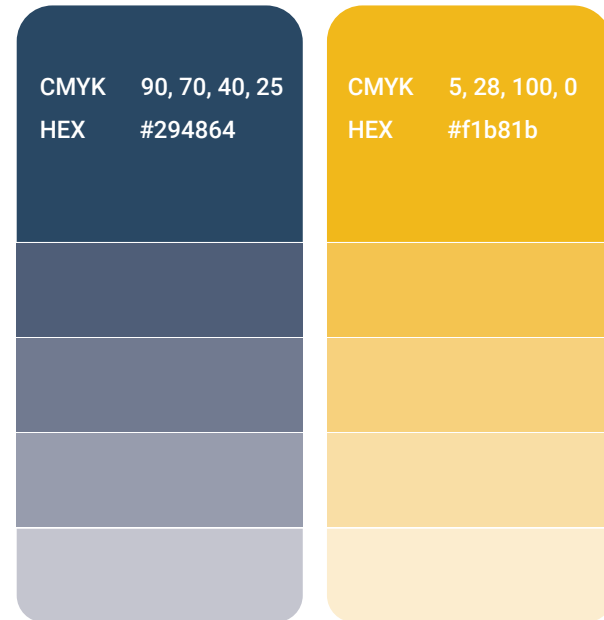
Colors

Logo colors for a company are essential for brand recognition and evoke specific emotions or associations. The choice of colors should align with the brand's identity, target audience, and industry standards. Consistent use of colors across branding materials fosters a cohesive and memorable brand image.

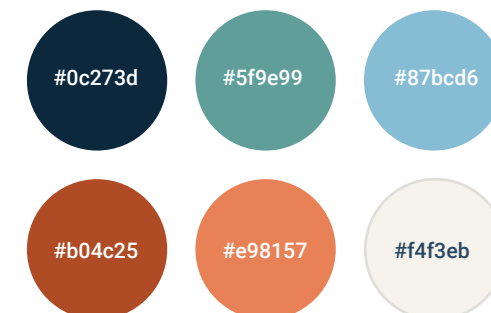
Use the primary colors wherever possible.

Use the secondary color for different Fundraising Campaigns along with the primary colors.

Primary Colors



Secondary Colors



Typography

The primary font used in the logo is Roboto Condensed Bold. Use this font for headlines or subheadlines using different weights.

Roboto Font Family is widely available and free font. The secondary Roboto Font can be used for Headlines, CTA buttons, image captions, etc.

When available always use the Primary Font

Primary

Roboto Condensed

Regular

Bold

Italic

Bold Italic

Secondary

Roboto

Thin

Light

Regular

Italic

Medium

Bold

Black

Typography Hierarchy

SUB-HEADLINE

Small Headline

Large Headline

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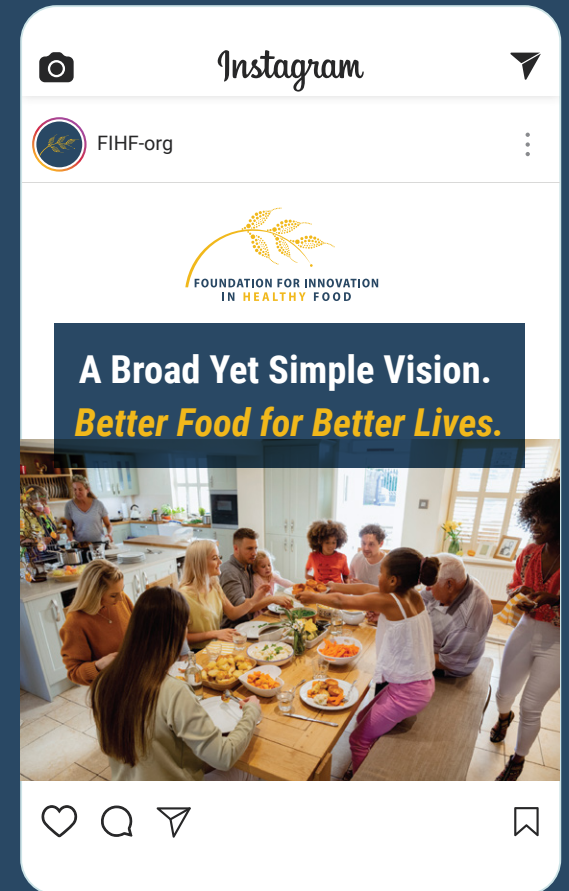
Roboto Condensed
All-Caps

Roboto Condensed Bold
Title Case

Roboto Condensed Bold
Title Case

Roboto Condensed Regular

Social Media Mock Ups



Landing Page



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Better Food for Better Lives. **Shaping the Future of Food Together.**

At the Foundation for Innovation in Healthy Food (FIHF), we believe better food means better health for individuals, communities, and the planet. Poor nutrition drives preventable diseases and rising healthcare costs. Our mission is to address these challenges by enhancing the nutritional value of everyday foods while preserving the joy of eating.

More than a personal challenge, inadequate nutrition is a global crisis, and we are committed to urgently reversing this trend by improving the nutritional quality of the foods we consume every day.



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Icon Set





FOUNDATION FOR INNOVATION
IN **HEALTHY** FOOD



**FOUNDATION FOR INNOVATION
IN HEALTHY FOOD**





