

Food Protection and Defense Institute

BRANDING GUIDE

This is the official branding guide for the Food Protection and Defense Institute (FPDI). Approved users include FPDI staff, researchers, and partners. The FPDI logos and branding materials are not to be used in any other format than those listed or with approval. Please contact FPDI Communications at FPDI@umn.edu with any questions or requests.

DHS S&T Funding Acknowledgement Phrase *for Media, Publications, Presentations, Etc.*

All publications produced as a result of COE funding that are submitted for publication in any brochure, magazine, journal, or trade paper shall carry the following:

- Acknowledgement: "This material is based upon work supported by the U.S. Department of Homeland Security, Science and Technology Directorate, Office of University Programs, under Grant Award Number 2010-ST-061-FD0001."
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Presented, Developed, Written, Authored) by
Food Protection and Defense Institute, a Department of Homeland Security Science and Technology Center of Excellence

Use of FPDI's Name

The Institute's full name, "Food Protection and Defense Institute", should be used when first referenced in text and references there after can be limited to one of the two approved short forms: FPDI or the Institute.

FPDI Colors

FPDI Logo Colors

DARK BLUE

PANTONE 302M
CMYK: C 100, M 25, Y 0, K 50
RGB: R 0, G 85, B 129
HTML: #005581

LIGHT BLUE

PANTONE 300M
CMYK: C 100, M 44, Y 0, K 0
RGB: R 0, G 121, B 193
HTML: #0079c1

YELLOW

PANTONE 124M
CMYK: C 0, M 28, Y 100, K 6
RGB: R 238, G 177, B 17
HTML: #eeb111

FPDI Fonts

Open Sans

This font is used in basically all of the FPDI materials and designs.

Warnock Pro

This font is used in the FPDI wordmark and used in older materials.

Garamond

This font is an alternative to Warnock Pro as not all systems support that font.

The Center also uses Arial and Times as backup fonts.

Use of FPDl's Logos

Approved FPDl logos are listed below. These logos are to be used in their original form with no alterations beyond properly resizing to fit needs. Do not cut, modify, or add anything to these logos.

Use on Materials: Original proportions must be maintained on the logo when resizing to avoid distortion. Logo must be padded with a 1/4 inch space on each side and not layered over other logos or fonts. Make sure to use a sufficiently sized logo for your project to avoid pixelization that will result in a blurry image.



FPDI Logo

Use: Presentations, Printed Materials, & Branded Promotional Items

Restrictions: Do not resize smaller than 1/2 inch in height.



Food Protection and Defense Institute
A Homeland Security Center of Excellence

FPDI Logo Wordmark

Use: Presentations, Letterhead, Posters, & Banners

Restrictions: Do not resize smaller than 1/2 inch in height, Wording must be legible.