Brand Guidelines

LOVE FOOD hate waste

About Love Food Hate Waste NSW

Love Food Hate Waste NSW helps households and businesses reduce the amount of food they throw away.

It's run by the NSW Department of Planning Industry and Environment (EPA) as part of Waste Less Recycle More, a NSW Government initiative funded from the waste levy.

Love Food Hate Waste NSW is licensed from the UK's Waste and Resources Action Programme (WRAP) campaign.

In addition to our engaging digital programs, we work with partners that deliver Love Food Hate Waste programs to households and businesses in the community.

If you'd like to help us raise awareness of the environmental, economic and social impact of food waste in NSW, get in touch with our team.

Why it matters?

In NSW, millions of dollars' worth of food is thrown away each year. The good news is that we can all be part of the solution.

Wasting food doesn't just waste your time and money, it also impacts the environment. That's because when food breaks down in landfill, it generates methane—a greenhouse gas that's 25 times more powerful than carbon dioxide and a major cause of climate change.

The food sent to landfill also releases nutrients that can filter through the soil and waterways, polluting the environment for generations to come.

When we throw away food, we're also throwing away all the natural resources like water and energy that went into growing, packaging, producing, transporting, selling and preparing the food we don't use.

By 2050, it's expected that the world will need to produce twice as much food in a climate that may be vastly different to today. We simply can't afford to waste precious resources like food. The good news is that we can all be part of the solution, by making simple changes at home and work to reduce the amount of edible food we throw away.

Food waste is a serious problem and to tackle it, we need everyone's help. To get started, learn more about our programs for households and businesses.

All materials developed by the partners must align with the broader Love Food Hate Waste program as well as with each other thus strengthening brand identity.

Love Food Hate Waste resources

Resource approval

All items must be approved by the Love Food Hate Waste NSW team before being published. Please email **lovefood@epa.nsw.gov.au** and allow three business days for approval.

Accessing assets

Assets (such as the icons and photos) have been saved to a shared drive so they can be easily accessed by partners.
To access this folder email **lovefood@epa.nsw.gov.au**

Website:
lovefoodhatewaste.nsw.gov.au

Email:
lovefood@epa.nsw.gov.au

Circle graphic device

The Love Food Hate Waste circle is a graphic device. It can be used as a stand-alone graphic and may represent LFHW on merchandise.

It can be used in all of our LFHW colours.

The graphic device should be used in full colour:

Do not:

- stretch or squash the graphic device
- change the proportions or spacing of elements
- change the colours of the graphic device lock-ups
- rotate graphic device
- apply effects e.g. a hard drop shadow
- place the graphic device on a busy or patterned background.

LFHW Green

LFHW Blue

LFHW Red

LFHW Yellow

Can only be used on
a dark contrast background

LFHW Orange

Foodie graphic device

Using our foodie graphics

As an alternative visual device, a selection of colourful foodie graphics have been created showing the cross-sections of common food items in silhouette form. These are mostly used as stand alone Love Food Hate Waste branding graphics.

Please ensure scaling is the same size for each icon so the text remains the same size throughtout if using more than one icon in the same document.

LOVE FOOD hate waste

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This Easter egg is used as a stand alone graphic

Foodie graphics with headings

Make your pages stand out

These graphic devices can be used across a wide range of print and web-based digital with short headings contained within lines as shown.

Try to keep headings as short as possible. It's best to wrap text underneath the fruit, in a small block, vertically lining it up with the LFHW graphic as shown here.

Please note that lines do not extend beyond the text width. If using different fruit on the same document, or on other pages, make sure they are the same size so the white LFHW icon remains consistent.

LOVE FOOD hate waste Plan your meals

LOVE FOOD hate waste Shop with a list

LOVE FOOD hate waste Your business is food, don't throw it away...

LOVE FOOD hate waste Are your eyes bigger than your stomach?

NSW EPA funding acknowledgement

Funding acknowledgement

The funding acknowledgement statement must feature on most of partner-developed resources. Please contact the Love Food Hate Waste NSW team to discuss acknowledgement requirements.

LOVE FOOD hate waste **Super Partner**

LOVE FOOD hate waste **Community Partner**

LOVE FOOD hate waste **Innovation Partner**

LOVE FOOD hate waste **Collaboration Partner**

Love Food Hate Waste colour palette

Our colour palette

Use the correct version of our colours to ensure accuracy of colour matching. Adobe Swatch Exchange (ASE) Colour Adobe files can be supplied for use with Adobe Indesign, Photoshop and Illustrator.

Colour accessibility:

Black is used for text over Campaign green and EPA Dark blue over EPA Orange and yellow.

EPA dark blue or EPA dark green is only used for header text

PRINT: CMYK
ONLINE: RGB
HEX: Accessible
PMS: Spot Colour Printing

Campaign Green
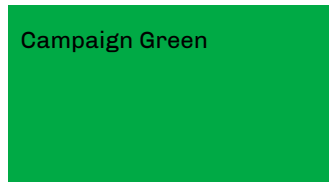
C83 M0 Y94 K0
R0 G170 B69
#00AA45
Accessible with white or dark blue text over 18 pt.
Use black text if under 18pt.
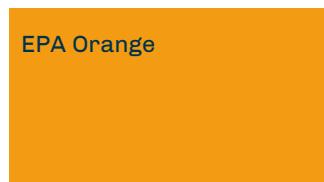
Campaign Blue

C94 M58 Y0 K0
R20 G108 B253
#146CFD
Accessible
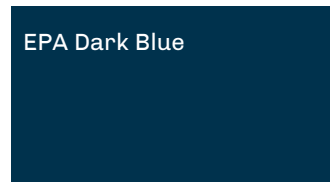
EPA Dark Blue

c100 m70 y30 k45
r0 g50 b77
#00324d

EPA Dark Green
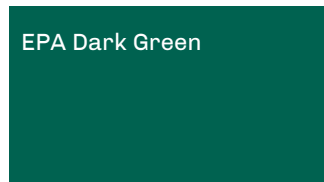
c87 m36 y100 k30
r0 g98 b80
#006200

EPA Red
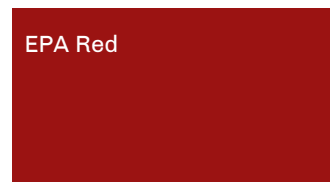
c25 m100 y100 k23
r155 g19 b18
#9b1312

EPA Orange

c2 m45 y100 k0
r243 g155 b18
#f39b12
Accessible with black text or EPA dark blue text

EPA Yellow

c4 m0 y81 k0
r255 g246 b72
#fff648
Accessible with black or EPA dark blue text

Typography

Our primary typefaces are Chivo and Arial.

Chivo is a modern, simple, highly legible serif and has an authoritative appearance. Use Chivo Light for headlines and headings only.

Use Chivo regular for subheadings, headings and Chivo light for body copy as it is a simple, clean, sans serif.

Use Chivo regular for reversed white body text.

We use Arial regular for online – emails, eDMs etc.

Chivo – Bold
abcdefghijklmnopqrstuvwxyz 0123456789

Chivo – Regular
abcdefghijklmnopqrstuvwxyz 0123456789

Chivo – Light
abcdefghijklmnopqrstuvwxyz 0123456789

Arial – Regular
abcdefghijklmnopqrstuvwxyz 0123456789

LFHW typeface examples

Graphic system

When it comes to LFHW print resources we love to use our vibrant colour blocks. Choose from 1/8, 1/4, 1/2, using the blocks or a full page image

The NSW EPA logo must sit at the bottom left. Partners are able to add their logo to the bottom right of resources opposite the NSW EPA logo. Partner logos must be the same size as the NSW EPA logo and positioned in line with the NSW EPA logo. The partner logo must be kept in the same colour scheme - for example if the dual logo is white the partner logo must be white.
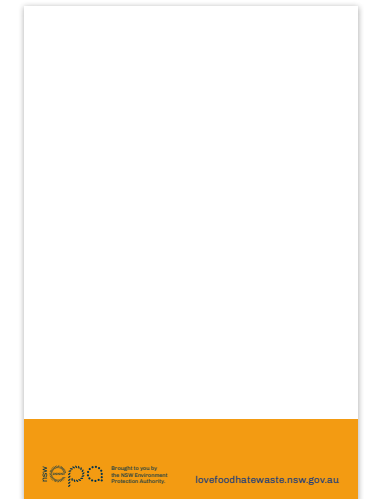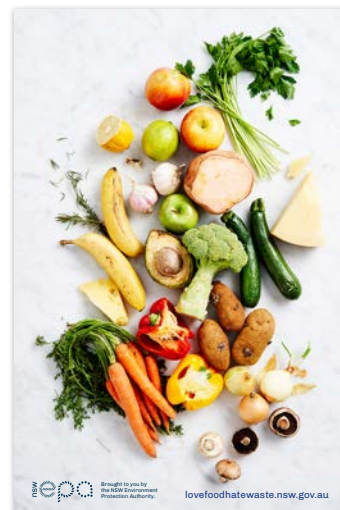

Full page
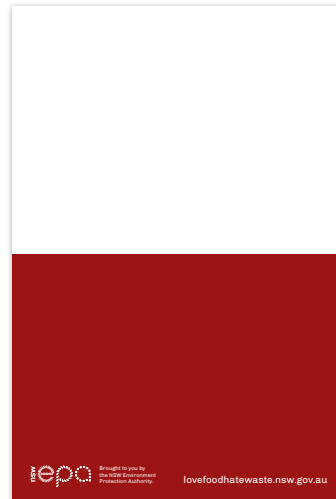
1/2
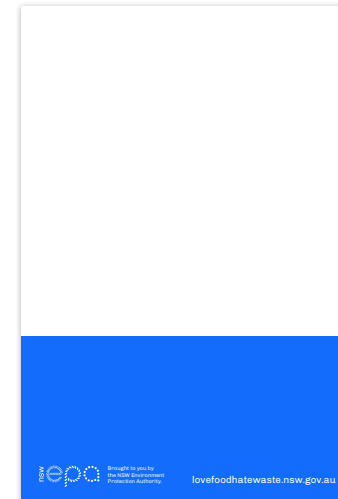
1/3

1/6

Examples of colour block ratios on a page

Collateral examples

Pull-up banners

Pull-up banners will be used at events. Keep the messaging fairly simple with one principal idea per banner.

Keep the text to a minimum and use call-to-action language and statements. Compelling images and catchy slogans will be most effective for drawing attention, particularly at events where there may be many stalls each with their own banners competing for people's attention.
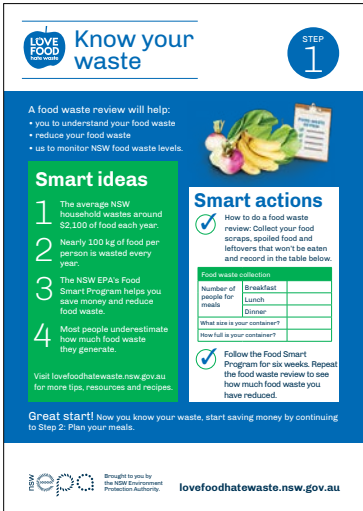

Pull-up Banner

Poster example

Social media post

e-banners and mastheads

Action card

Collateral examples

Tea towel

Apron

Meal planner and shopping list

Shopping bag

Photography

People photo library

We want our images to depict everyday situations that most people canrelate to, like cooking at home and leftovers being stored in airtight containers.

We want the food to look like it has been home cooked, rather than high-end restaurant dishes.

We want to show a wide variety of people in photos; young, old and multicultural. We want them to look like ordinary people, rather than models.

Our photos can be used in a range of print and web-based media. They can support and enhance the key messages of waste avoidance, such as re-using leftover food and that these are things that anyone can do.

Examples of people photos

Photography

Food photo library

We want our food photos to be relatable to people and to support the key message that avoiding food waste is something that anyone can do. It's important that fruits and vegetables don't look pristine and shiny, like supermarket ads. We want the food to look realistic, for example an over-ripe banana that is speckled or a wilted bunch of herbs.

Ideally, we want the photos to show, as clearly as possible, how leftover food can be transformed into another dish and how simple this is.
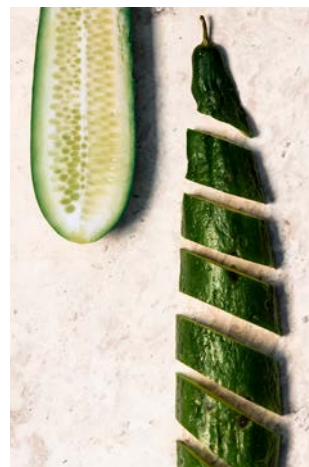

Examples of food photos

Photography

Food photo library

Ideally, we want the photos to show, as clearly as possible, how leftover food can be transformed into another dish and how simple this is.

Examples of food photos

LFHW Videos

Video guidelines

Please use these guidelines to top and tail your video. The EPA logo and byline is used in the top end (beginning) of the video.

A LFHW fruit graphic and url is used at the end of the video followed by the NSW Government EPA lock-up with the statement as shown.

LFHW Government branded video

Top end of video

End frame

Digital media videos

Watermark top right hand corner

End frame