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**Design Guide**

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**GOODVALLEY**

Since



1994

**Home of Quality**

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## INTRODUCTION

### The Goodvalley brand

<b>PURPOSE</b>
When we communicate, we create a direct connection to our brand identity. It is therefore important that we communicate according to the core values of our brand identity and concept to create a clear and attractive picture of our desired personality.
We are an international organisation with subsidiaries distributed across regions, but we are the one and same company, united by the Goodvalley brand. This CVI contains visual guidelines on how we can always ensure this is how we are perceived.
It is important that all local offices are familiar with the manual and use the guidelines when communicating the Goodvalley brand identity. By consistently expressing the brand in the same way, will strengthen how we are perceived in the market.
Should you have queries or require further clarification, please feel free to contact our marketing department.

<b>BRAND CONCEPT</b>
Goodvalley is home to quality food produced with respect for nature. Being natural is at the core of our brand identity and something we must always keep in mind when we communicate. Our concept text describes our identity and shows the mindset we need to convey when we communicate.
<b>CONCEPT TEXT</b>
At Goodvalley, we create new ways to ensure great quality food with respect for nature. We do things our way. Ourselves. We believe it's natural to cultivate our own land to grow our own crops. Harvest our own fields to make our own feed. Raise our own pigs to prepare our own meat.
We do it this way, to secure quality all the way.
To us, it's natural to treat our climate with respect, reusing what we borrow from nature, and keeping a CO2-neutral footprint.
We believe this is the right way of farming. It's the sustainable way. The Goodvalley way. Because, to us, it's natural to make quality food with respect for nature.



INTRODUCTION

Concept text

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1. LOGO

Logo

Our logo is one of the central elements in our visual identity. The green colour and graphical device that depicts an encircled leaf, encompasses the essence of Goodvalley, as a home for quality food made with respect for nature.

It is a combination of a geometric sans serif font (Galano Grotesque) and a slab serif font (Roboto Slab). This creates a fine balance between the modern and classical, and refers to how we rely on our years-long expertise to run an innovative, CO2-neutral production operation.



1. LOGO

Logo with payoff

We primarily use the logo with payoff for communication material.

The logo without payoff can be used on formats with limited space, such as stationery elements like business cards, and headers/footers for letters.

The logo is available in CMYK for print, RGB for digital, Pantone for print on special materials and LAB for signage. Always use available logo files and never attempt to construct the logo yourself.





1. LOGO

Logo in negative and positive (black/white)

The negative logo should be used when the positive logo is not clearly visible.

The black logo should be used on material that cannot be printed in colour.



1. LOGO

Logo free space

When placing the logo on communication material, please honour the freespace illustrated below. This means that no other object may be placed within the frames displayed.



1. LOGO

Logo size on print

When placing the logo on printed communication material, please use the sizes below. The existing logo file in 100% corresponds to the logo size on A4.

We offer two different versions of the logo. One default version and one to be used in small sizes. In the second logo, everything except Goodvalley is made proportionally larger to ensure legibility.

A3  
/ A4  
50MM WIDTH



A5  
/ A6  
40MM WIDTH



SMALL FORMATS  
30MM WIDTH

**Note:** To ensure legibility, we have created a logo where the middle line is proportionally larger.



1. LOGO

Logo size on digital

When placing the logo on online communication material, please use the sizes below.

We offer two different versions of the logo. One default version and one to be used in small sizes. In the second logo, everything except Goodvalley is made proportionally larger to ensure legibility.

LANDING PAGE  
LARGE LOGO  
417PX WIDTH



WEB PAGES  
HEADER LOGO  
200PX WIDTH  
**Note:** To ensure legibility, we have created a logo where the middle line is proportionally larger.



EMAIL SIGNATURE  
200PX WIDTH

**Note:** To ensure legibility, we have created a logo where the middle line is proportionally larger.





1. LOGO

Logo with frame  
(logo label)

In communication such as ads, the logo should be placed as part of a “label”. The label consists of the logo with payoff, a frame, headline, body copy and two lines framing the two latter.

A headline or body copy is obligatory. The logo may not exist alone in the frame.



1. LOGO

Logo label  
construction

We use the O in Goodvalley to determine the margins and spaces in the logo-label.

The logo may be taller, shorter or wider than shown here, but never slimmer.

The margins should remain the size depicted, even when the label is wider.



## 1. LOGO

## Logo label examples

The label may be placed freely in the layout, though honouring the margins and grid - when one is being used.

## DO

Set the whole label in white or in the Goodvalley green colours



## DO

Use the label with headlines only such as for a cover page



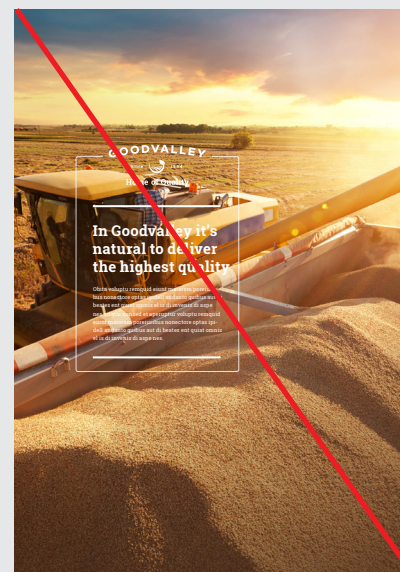
## 1. LOGO

## Logo label examples

To maintain a consistent look on all material, always place the label so that it is readable.

## DON'T

Place the logo on a busy part of the image



## DON'T

Expand the line to circle the whole layout.



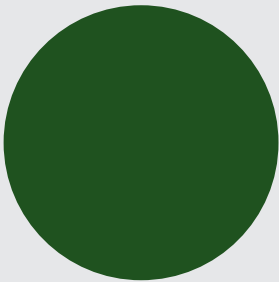


2. COLOURS

Primary colours

Primary colours should be first choice on external communication material. Goodvalley Warm Yellow should only be used to accentuate and in small details.

RGB colours should be used in digital material, CMYK in print, Pantone on special print and RAL on signage.  
**Note:** Not all colours are available in RAL. Only use the available colours for signage.



**GOODVALLEY DARK GREEN**  
RGB\_60,85,40  
CMYK\_75,25,100,55  
PANTONE U\_3537 U  
PANTONE C\_7735 C  
RAL\_6035 PEARL GREEN



**GOODVALLEY WARM YELLOW**  
RGB\_230,187,40  
CMYK\_0,25,95,0  
PANTONE U\_7406 U  
PANTONE C\_3514 C  
RAL\_1006 MAIZE YELLOW



**GOODVALLEY LIGHT GREEN**  
RGB\_170,190,75  
CMYK\_38,0,85,10  
PANTONE U\_2300 U  
PANTONE C\_2301 C  
RAL\_6018 YELLOW GREEN

2. COLOURS

Secondary colours

Secondary colours can be used when the primary colours don't suffice, such as in graphic models or infographics that require more than three colours.



RGB\_100,132,53  
CMYK\_65,8,96,30  
PANTONE U\_2278 U  
PANTONE C\_2279 C



RGB\_243,210,113  
CMYK\_0,18,66,0  
PANTONE U\_2005 U  
PANTONE C\_2005 C



RGB\_200,215,113  
CMYK\_30,0,70,0  
PANTONE U\_579 U  
PANTONE C\_577 C



RGB\_140,174,77  
CMYK\_56,3,87,7  
PANTONE U\_377 U  
PANTONE C\_377 C



RGB\_245,255,164  
CMYK\_0,12,44,0  
PANTONE U\_7402 U  
PANTONE C\_7401 C



RGB\_220,228,160  
CMYK\_20,0,48,0  
PANTONE U\_580 U  
PANTONE C\_580 C



RGB\_235,238,235  
CMYK\_10,4,8,0  
PANTONE U\_642 U  
PANTONE C\_7541 C  
RAL\_9002 GREY WHITE

3. TYPOGRAPHY

Font 1: Roboto Slab

Font no. 1; Roboto Slab is a Google font which means it is websafe and can be integrated in any website. It is also available in cyrillic letters.

Roboto Slab is a slab serif font. We use primarily the bold cut for headlines and the regular cut for body copy.

Aa

Thin  
Light  
Regular  
Bold

The quick brown fox jumps over  
the lazy dog.

1234567890

3. TYPOGRAPHY

Font 2: Montserrat

Font no. 2; Montserrat is also a Google font and available in cyrillic letters.

Montserrat is a geometric sans serif font. We use primarily the regular cut in all caps with increased tracking for display texts and small texts.

Aa

Light  
Regular  
Bold  
Black

The quick brown fox jumps  
over the lazy dog.

1234567890



3. TYPOGRAPHY

Font 3: Noto Serif  
Italic

Font no. 3; Noto Serif is also a Google font and available in cyrillic letters.

Noto serif is a classic antiqua font. We only use the italic cut of the font and only for quotes, testimonials and interviews.

Aa

Italic  
Bold italic

The quick brown fox jumps over  
the lazy dog.

1234567890

3. TYPOGRAPHY

Typographic  
hierarchy

The hierarchy is constructed to allow our primary font, Roboto Slab, to dominate the design. It is complemented by the more modern Montserrat Regular in a smaller size. Roboto Slab is easily legible and therefor used in body copy. We offer the choice to use Noto Serif Italic for quotes.

Below is a visual reference for using the fonts.

SUBHEADING / SMALL TEXT / CTA  
MONTERRAT REGULAR  
/ ALL CAPS / TRACKING 175PT

HEADLINE  
ROBOTO SLAB BOLD

BODY COPY  
ROBOTO SLAB REGULAR

QUOTE  
NOTO SERIF ITALIC

BODY HEADER  
ROBOTO SLAB BOLD

OUR FILOSOPHY

In Goodvalley  
it’s natural to  
deliver the  
highest quality

The European languages are members of the same family. Their separate existence is a myth. For science, music, sport, etc, Europe uses the same vocabulary. The languages only differ in their grammar, their pronunciation and their most common words.

“Everyone realizes why a new common language would be desirable: one could refuse to pay expensive translators. To achieve this, it would be necessary to have uniform grammar, pronunciation and more common words.”

**Our philosophy**  
If several languages coalesce, the grammar of the resulting language is more simple and regular than that of the individual languages. The new common language will be more simple and regular than the existing European languages.



## 4. IMAGERY

## Summary

Our images should always be aligned with our identity and values, portraying Goodvalley as a home for quality food made with respect for nature. In overall terms, the image style should be natural, warm, authentic, fresh, clear and professional.

POSITIVE. NATURAL.

PROFESSIONAL. MODERN.



REAL. AUTHENTIC.

CLEAN. CARING.

## 4. IMAGERY

Farming  
— Arable

The segment closest to nature is our arable segment. The term natural is a core value in our identity, and we need to use beautiful images of arable land to illustrate this.

The image style should depict the scale of our fields, as well as the health of our crops. When we show machinery, it should always be modern and in good condition.



**DON'T** Show fields with withered crops or old machinery

**DON'T** Focus too much on machinery - remember to show nature





## 4. IMAGERY

## Farming — Feed

When showing our feed, we need avoid showing too much of the surroundings but focus on the corn itself. Either in motion or still - but always nicely looking and not industrial.



**DON'T** show parts of the process without showing the crops



**DON'T** show the industrial elements without nature to balance the setting



## 4. IMAGERY

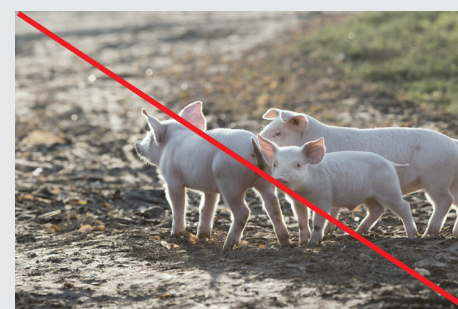
## Pigs

Our pigs are a central part of our business. We believe that good quality starts with caring, and this should always be evident in the way we portray our pigs. The pigs should always look comfortable and healthy.

We need to avoid showing too much of the surroundings in the stables, but use close-ups showing good moments and good care.



We **NEVER** show our pigs being outdoors or walking indoors on straw.



**DON'T** show too much of the pens so that it looks too industrial.



**DON'T** show dirty or muddy animals.

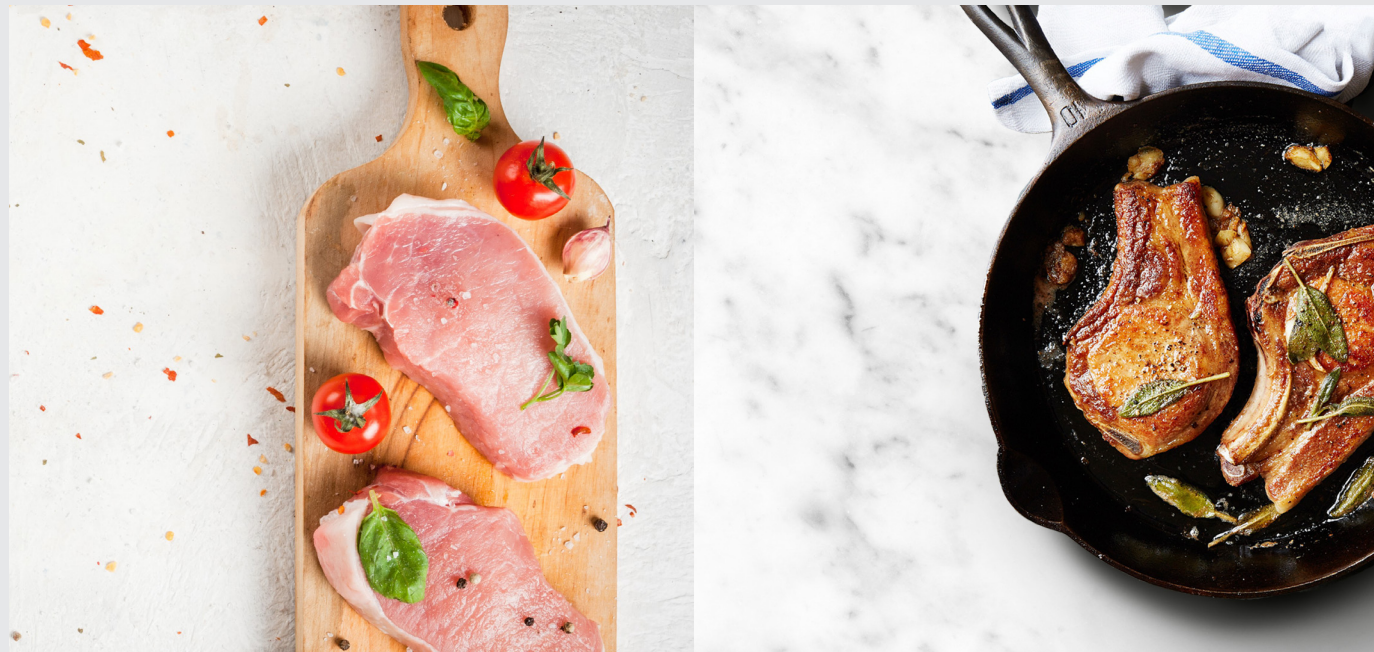




## 4. IMAGERY

## Meat

We deliver quality, CO2-neutral meat products that live up to the highest food safety standards. Images of the meat need to illustrate this via a visual style that is natural, clean and fresh. That is why we prefer using white backgrounds with green/natural elements and meat that is natural without too many spices or marinades.



**DON'T** show large animal cuts

**DON'T** show too much of the industrial surroundings

**DON'T** show meat handling that contradicts the sanitary guidelines



## 4. IMAGERY

## Energy

The biogas plants are the centrepiece of our sustainable way of farming. When showing plants, we want to convey how they are an integral part of this and that is why they should always be portrayed in connection with natural elements, such as green crop-filled fields or blue sky.



**DON'T** show waste or stools

**DON'T** show the plants without nature around or it will look too industrial.





4. IMAGERY

Employees  
— in working  
enviroment

At Goodvalley, we rely on good people and we are proud of our employees. We want to show our employees in their “natural habitats” at work. This might be, standing in a field or near their combine harvesters, holding the pigs, inspecting the feed and other such situations.

The pictures must convey care and passion, authenticity and professionalism. We use warm tones and keep pictures simple. Natural light helps to highlight and raise the level of detail.



DON'T show people that look too “airbrushed” or look like models



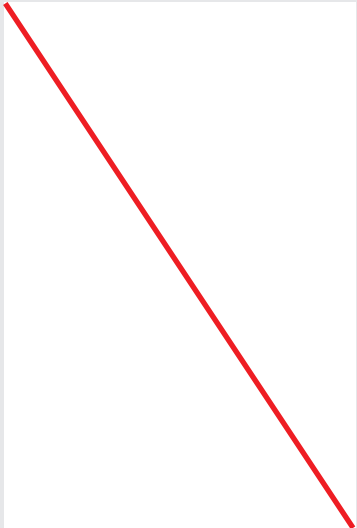
DON'T show scenes with too much blood or animal body parts



4. IMAGERY

Employees  
— portraits

Lorem



LOREM



5. ICONOGRAPHY

Icon style

Our icons can be used to explain parts of our business simply and clearly. For instance in combination in models, framework, infographics etc. They are constructed to convey a similar style. When you want to integrate a new icon into the collection, it should fit with this style.

CONSTRUCT WITHIN FRAME OF 100 X 100MM

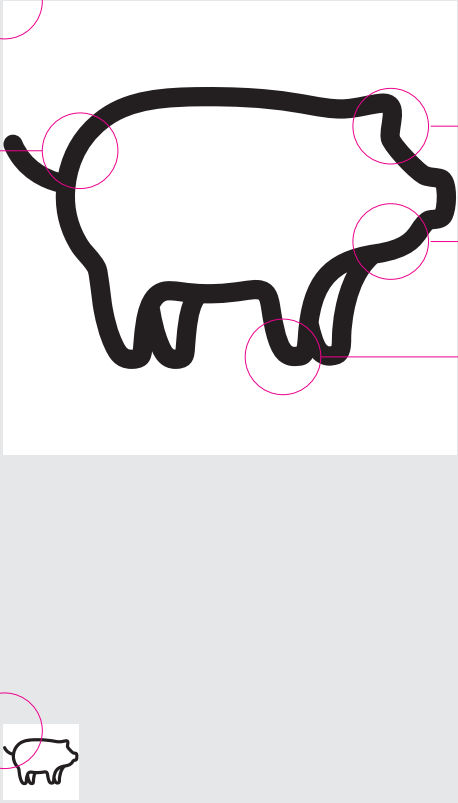
LINE THICKNESS IS 12PT

STYLE IS WITH OUTLINE

STYLE IS ROUNDED CORNERS

STYLE IS SIMPLIFIED SHAPES

MINIMUM SIZE IS 10MM ARTBOARD



5. ICONOGRAPHY

Categories

Our icon collection offers icons within different relevant categories.

BIOENERGY PROCESS



FERMENTATION



POWER GRID



MANURE



FEED STORAGE



ARABLE MACHINERY


SEGMENTS



CO2



CROPS



FEED



PIG



PORK

OTHER



GROUP



GROWTH



PARTNERSHIP



DISTRIBUTION



## 6. BRAND DEVICES

## Infinity model

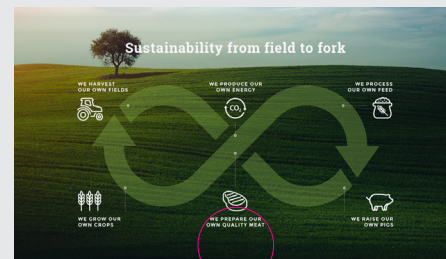
We use the sustainability-model to explain the primary areas of our value chain, visually emphasizing how these are integrated in a climate friendly production.



The model may be placed on top of the *Goodvalley Dark Green* with a slight grain.



Or an image of relevant green nature, with an overlay of the *Goodvalley Dark Green*



## 6. BRAND DEVICES

Infinity model  
- don't

To make sure our communication is aligned there are some guidelines for how to use the infinity model.



**DON'T**  
Place the model on top of backgrounds that have nothing to do with natural



**DON'T**  
Place the model on top of busy backgrounds that makes it hard to read the text



**DON'T**  
Change the layout of the model