Brand guidelines

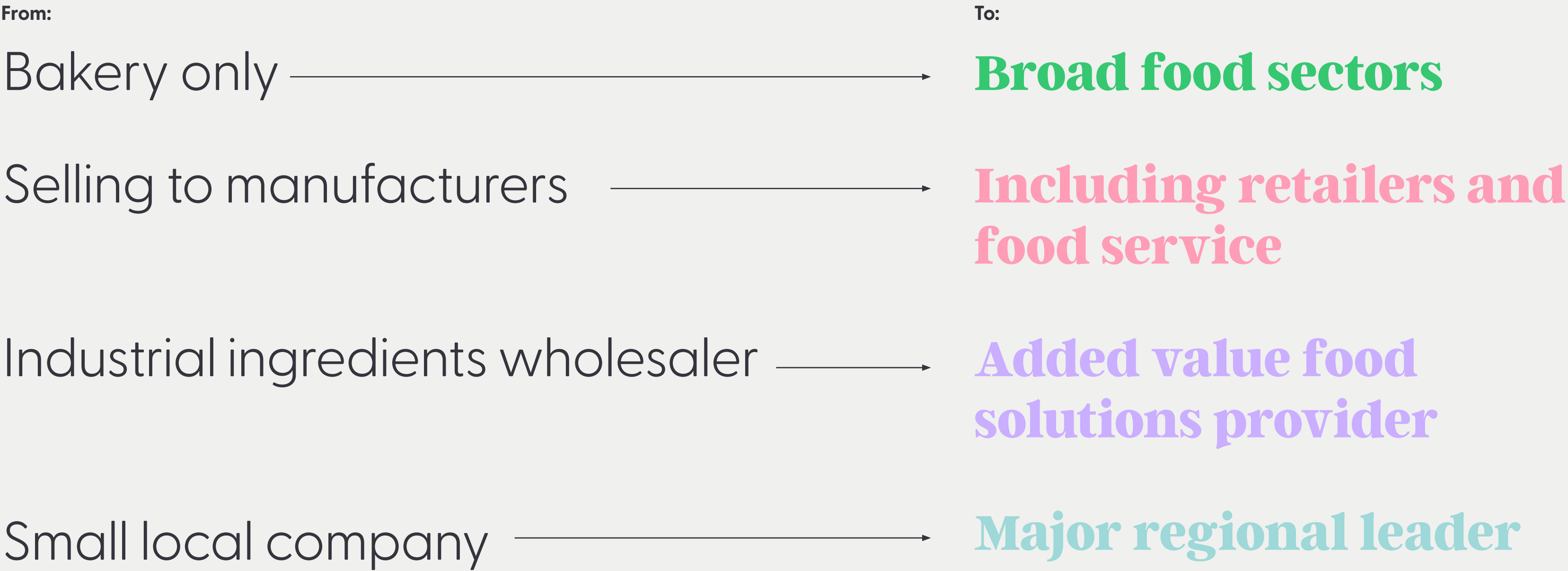# Welcome to our brand

LEIPURIN

Welcome to our brand.

Building on everything that has always been strong about Leipurin, and looking to our future ambitions, we have refreshed our brand.

Here's some guidance on the thinking behind it and ways to bring it to life .

Reflecting our evolving business strategy

As our business expands and becomes broader our strategy has changed to reflect this. The thinking behind our brand, and therefore how we communicate, needs to be considerate of this. Let's show our ambition in all that we do.

From:

To:

Bakery only → **Broad food sectors**

Selling to manufacturers → **Including retailers and food service**

Industrial ingredients wholesaler → **Added value food solutions provider**

Small local company → **Major regional leader**

Demonstrating our strengths

Our new brand supports our key strengths – from messaging to visual assets – and celebrates our way of doing business.

We are celebrating the vitality of our business, the vital role we play and our commitment to our customers and each other.

Our vital role in the food chain

Our regional strength and commitment

Our commitment to customers

Our integrity and values

Reflecting the elements of our brand ambition

BRAND PURPOSE: DELIVERING THE ADVANTAGE FOR YOUR BAKING AND FOOD BUSINESS

1

Pillar 1: Our people and knowledge

Care more for our customers

Great people

Make customer's life easier

Business and technical expertise

State of the art capabilities

Partnerships – built person to person through strong relationships

Supply chain skills

Closeness to the customer

Personal commitment and connections

2

Pillar 2: Our offer

Most relevant offer – tailored to customer need to ensure the optimum solution

Most trusted partner

Respect for regional/local traditions and needs

Finnish roots

Trustworthy and responsible; sustainable

Value and values

High quality suppliers and ingredients

Honesty and transparency

The ultimate matchmaker/bridge – so much more than a distributor

3

Pillar 3: Our innovation

Forerunners in innovation

Best new ideas to lead customer success – helping customers refresh and renew to win in a changing market

Future focus

Modern leader – ideas inspired by trends

Our brand character

The importance of our brand character

Our brand is designed to be flexible and versatile, but at the core it has a very consistent sense of character.

Our character traits are reflected in all the we do, from tone of voice to visual communication, so keep them in mind at all times.

Authentic

Passionate

Warm

Optimistic

Relevant

We are authentic

- We have an authenticity and integrity that stems from our Nordic roots
- We are straightforward and easy to deal with
- We are open to new ideas

What that means for design

Authentically Nordic

Nordic design aesthetic and tone – simple space, modern, fresh

Straightforward

Sustainability from farm to fork concept – photography

Authentic

Passionate

Warm

Optimistic

Relevant

We are passionate

- We love to communicate our passion for 'real food'
- We express our deep knowledge and enjoyment of good food
- We are positive and proud

What that means for design

Expressive vibrant patterns

Exclamations in typographic details

Show our love for food – photographic details

Personal statements

Authentic

Passionate

Warm

Optimistic

Relevant

We are warm

· We are warm and friendly
· We go above and beyond for our customers and demonstrate this where possible

What that means for design

Colour palette

Orange

Friendly and conversational tone of voice

Customer case studies

Staff stories

Authentic

Passionate

Warm

Optimistic

Relevant

We are optimistic

- We respect our long traditions but are excited about the future
- We are full of ideas and always focus on what is possible

What that means for design

Vibrant

Proud of our people, the ingredients and the food we create

Positivity (Orange)

Trying new things, more playful

Authentic

Passionate

Warm

Optimistic

Relevant

We are relevant

- We are proud of having strong regional roots
- We are storytellers
- We show off our local knowledge where possible

What that means for design

Respecting difference and showing local – regional recipes

Broad range of skills/people/ locations patterns

Rich storytelling of photography

Authentic

Passionate

Warm

Optimistic

Relevant

Our design thinking

Our brand is designed to be consistent but have versatility where required. This keeps our communications fresh, and our identity recognisable and top of mind.

Some of our elements such as our logo and distinctive core colour, Orange, are authentically Leipurin and remain consistent throughout our designs, but there is flexibility in our other assets.

The key to the thinking behind these designs is to reflect the wider story of Leipurin and our ingredients – from the authnticity of sourcing to the brilliance of the end product.

Simple consistency

+

Flexible variety

AuthenticallyLeipurin
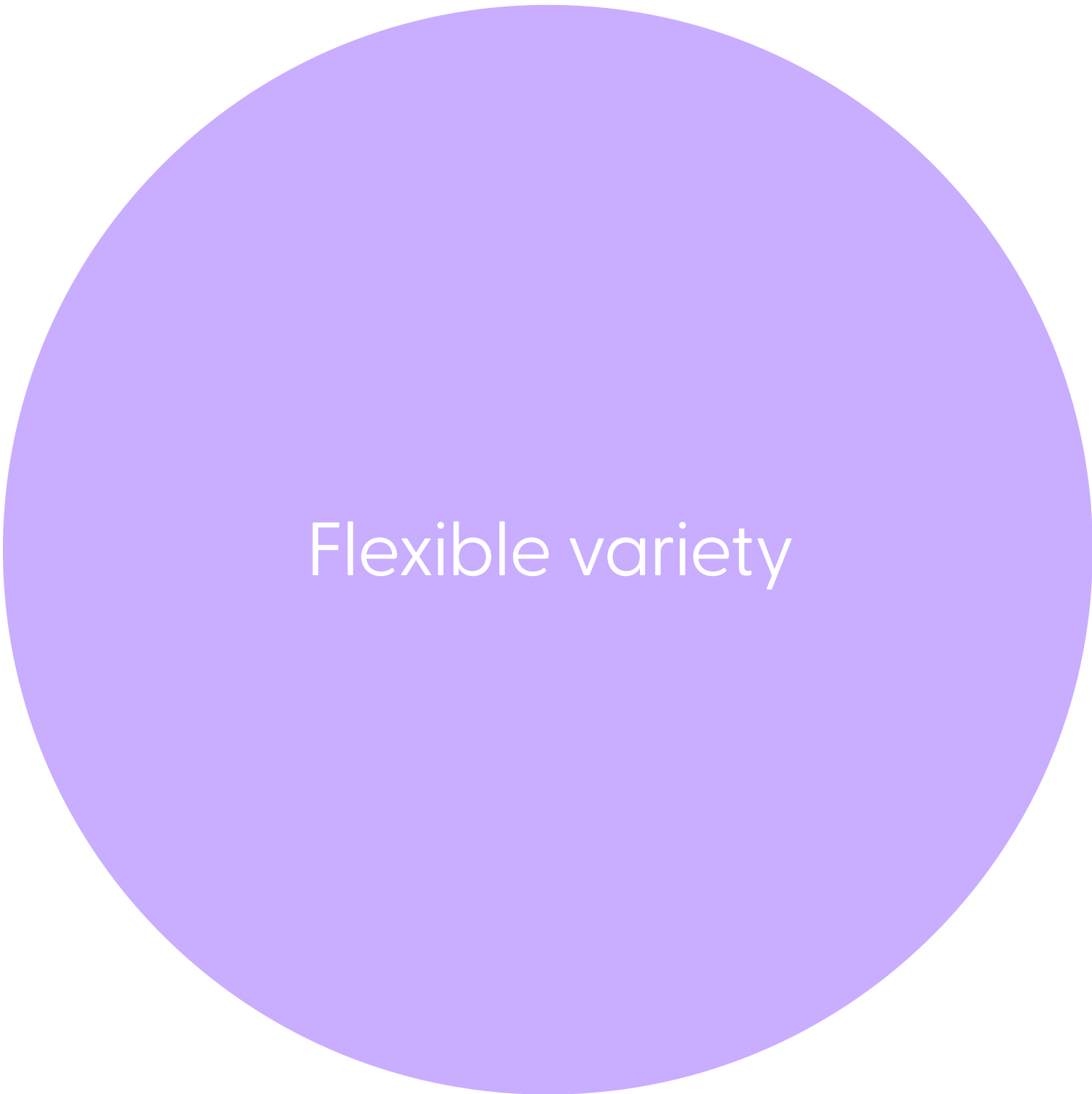
Source ————————————————▶ End product

Key brand assets

Key brand assets

Logo

Colour

Patterns

Typography

AaBb

Aabcdefghijklmnopqrstuvwxyz
0123456789
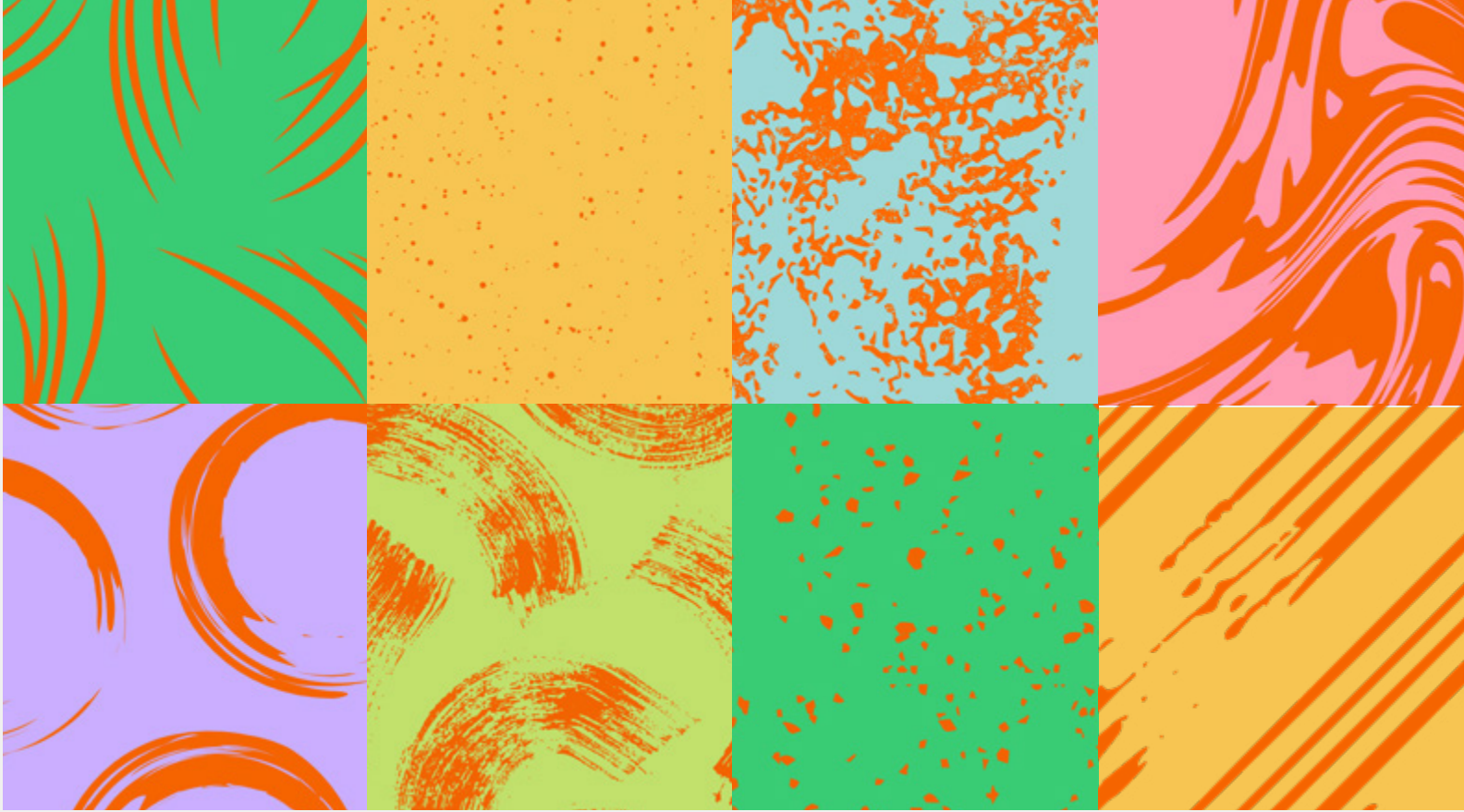
Design system

Photography

Logo

Colour

Our logo is now used in a single colour. It should only be placed on solid colour backgrounds, and never on top of imagery or pattern. Wherever possible, our logo should appear in Vitality Orange. In instances where this is not possible (eg. if logo not legible or if the background is orange), use white or 'Nordic Slate Grey'.

Full colour

Monotone

Logo in use on pale background

Logo in use on dark background

Logo in use on dark background

Logo use on supporting palette backgrounds

A black and white logo shoud be used when colour printing is not possible

❗ When printing documents, avoid using the orange logo on a green background. Another background colour should be selected for better contrast.

Clear space and minimum size

Clear space

These principles show the minimum clear space around the logo.

Minimum size

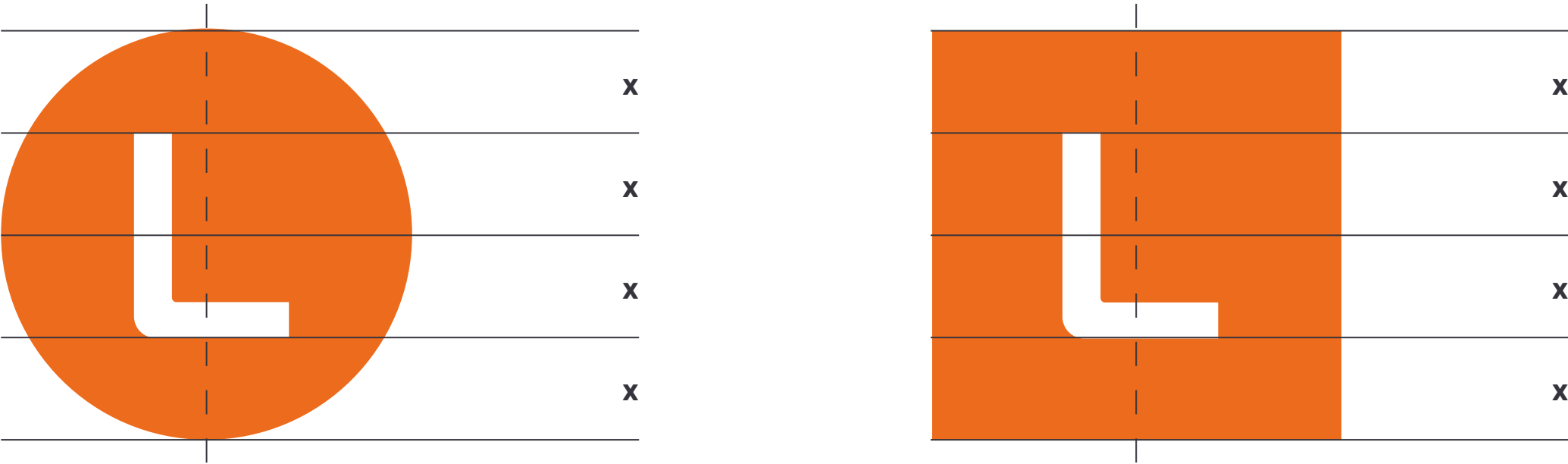Our logo has a minimum size to maintain legibility.

LEIPURiN
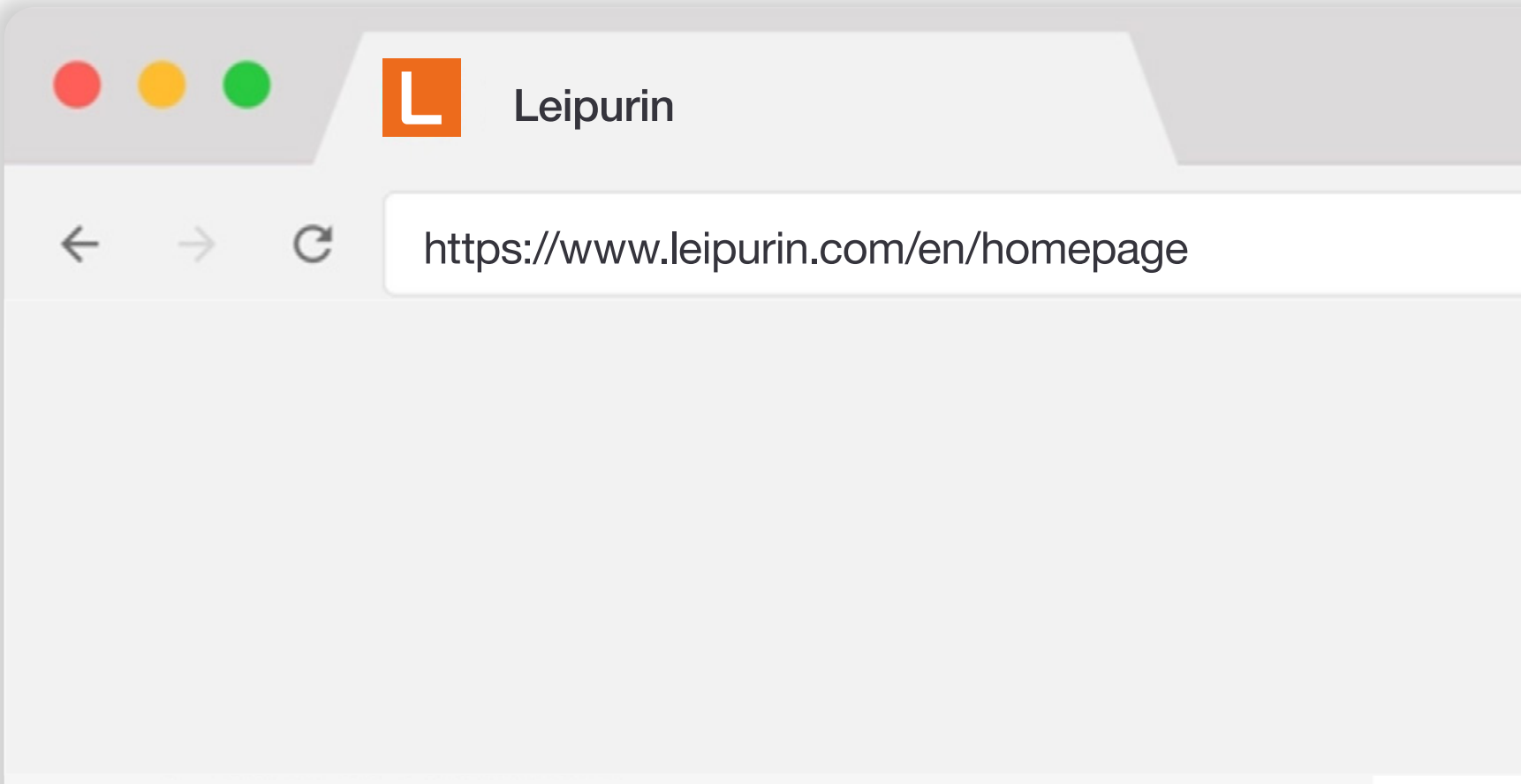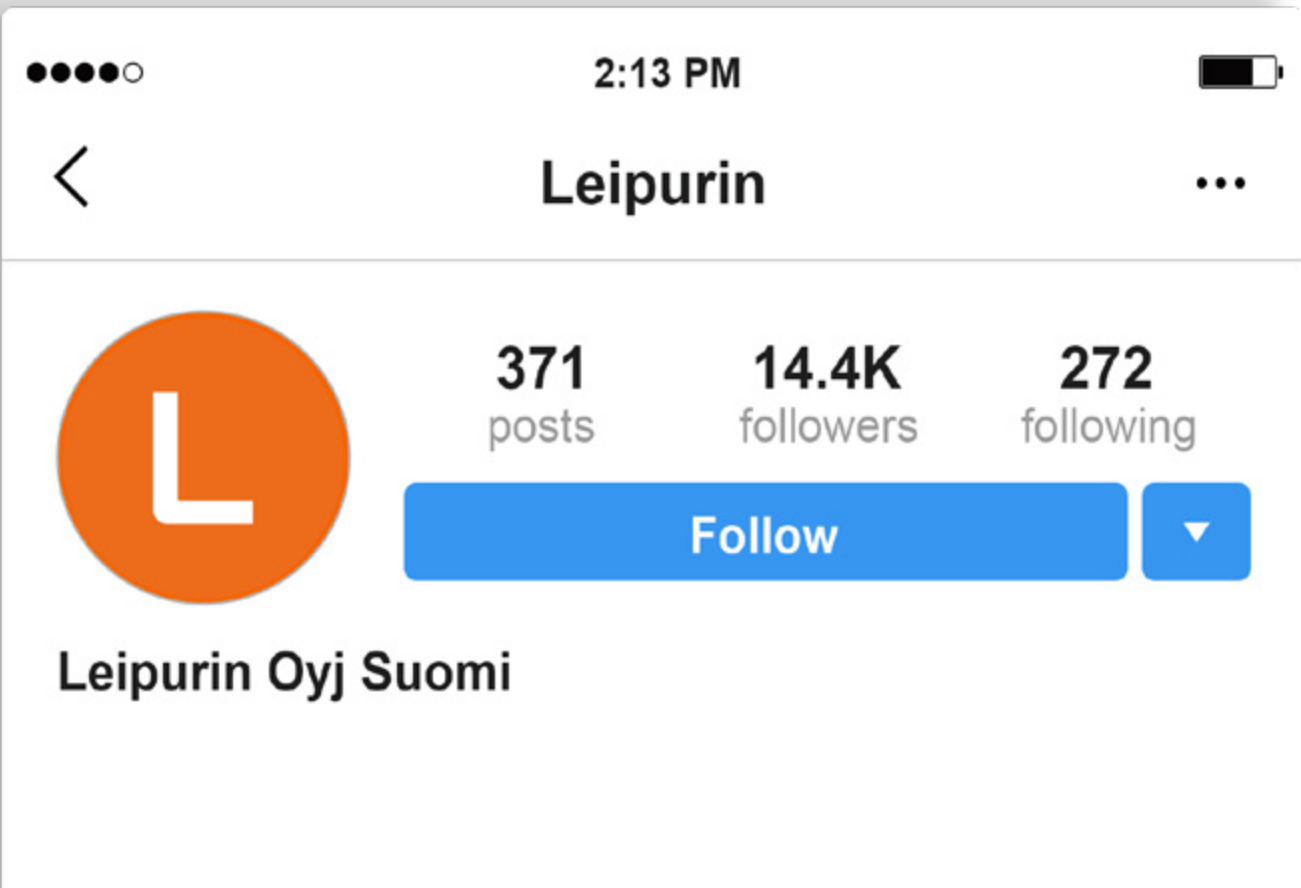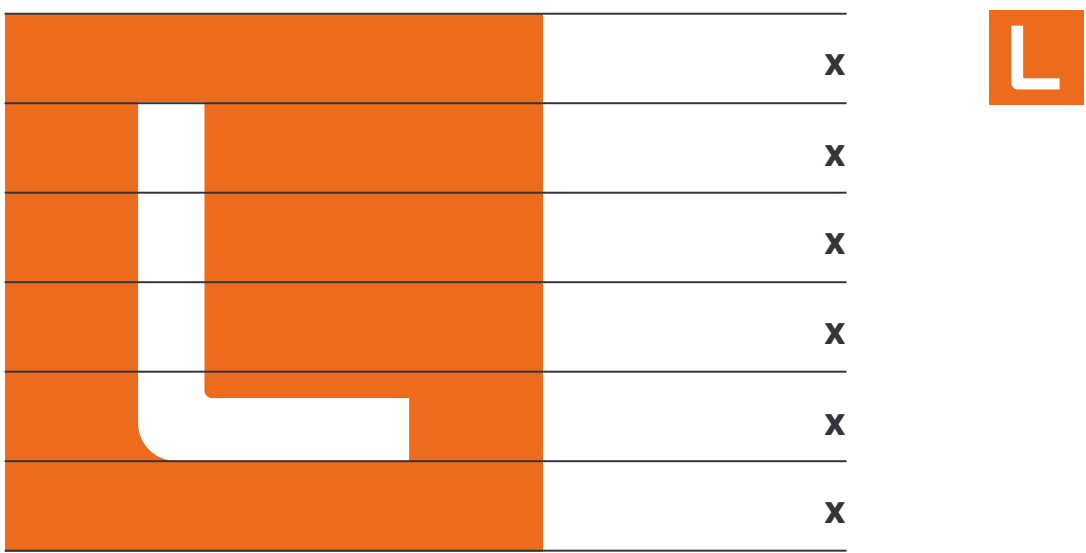
22mm / 60px

Avatar and favicon

Avatar

The below diagrams show the placement and size of the Leipurin 'L' in a circular and square social media avatar

Favicon

The below diagram shows the placement of the Leipurin 'L' in a favicon.

x
x
x
x

x
x
x
x

x
x
x
x
x
x

2:13 PM

‹ **Leipurin** •••

371
posts

14.4K
followers

272
following

Follow ▾

Leipurin Oyj Suomi

L Leipurin

https://www.leipurin.com/en/homepage

Sizing and placement - print

Logo sizing for print

Paper size	Logo width
A4 (portrait and landscape)	35 mm
A3 (portrait and landscape)	49 mm

Logo placement for print

The logo should be placed bottom right for all printed and digital collateral, with the margins as specified in the diagram above.

In circumstances where it is not possible to place the logo bottom right, it should be placed in any of the other corners,

Logo placement for A4 portrait format

Exceptions

For extreme formats such as a pull-up banner, there are exceptions for logo placement. On a pull-up banner the logo should sit top and centered, as shown below.

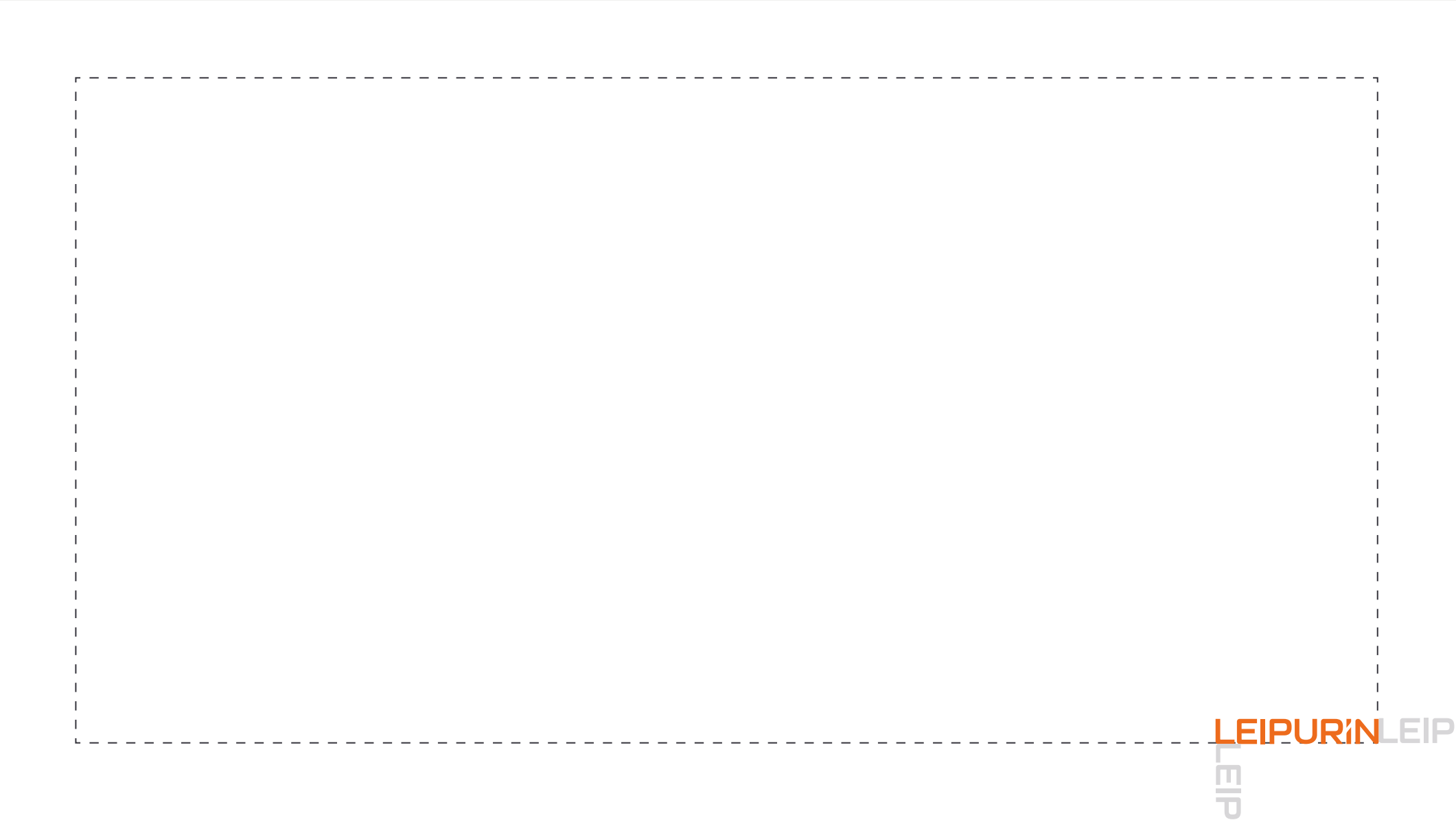# Sizing and placement – digital

Logo sizing for common digital formats

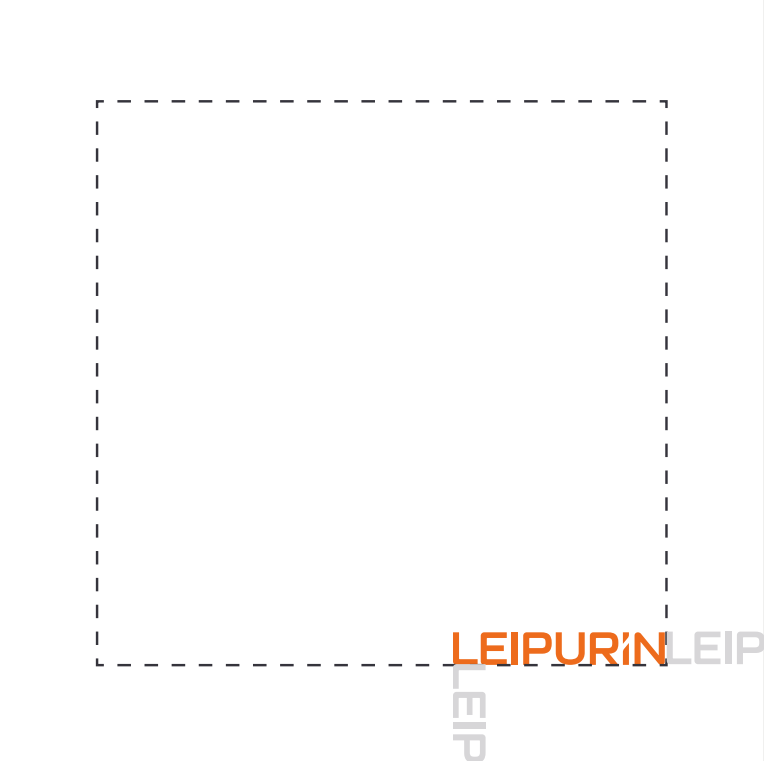| Dimensions (pxl)	Logo width
HD Widescreen (1920 x 1080)	215 pxl
Instagram square (1080x1080)	250 pxl

Logo placement for digital formats

The logo should be placed bottom right for all digital collateral, with the margins as specified in the diagram above.

In circumstances where it is not possible to place the logo bottom right, it should be placed in any of the other corners,

Logo placement for widescreen presentation

LEIPURIN

2022
Sustainability
Report

LEIPURIN

Logo placement for instagram post

LEIPURIN

78%
of European consumers
are willing to pay more
for artisanal products

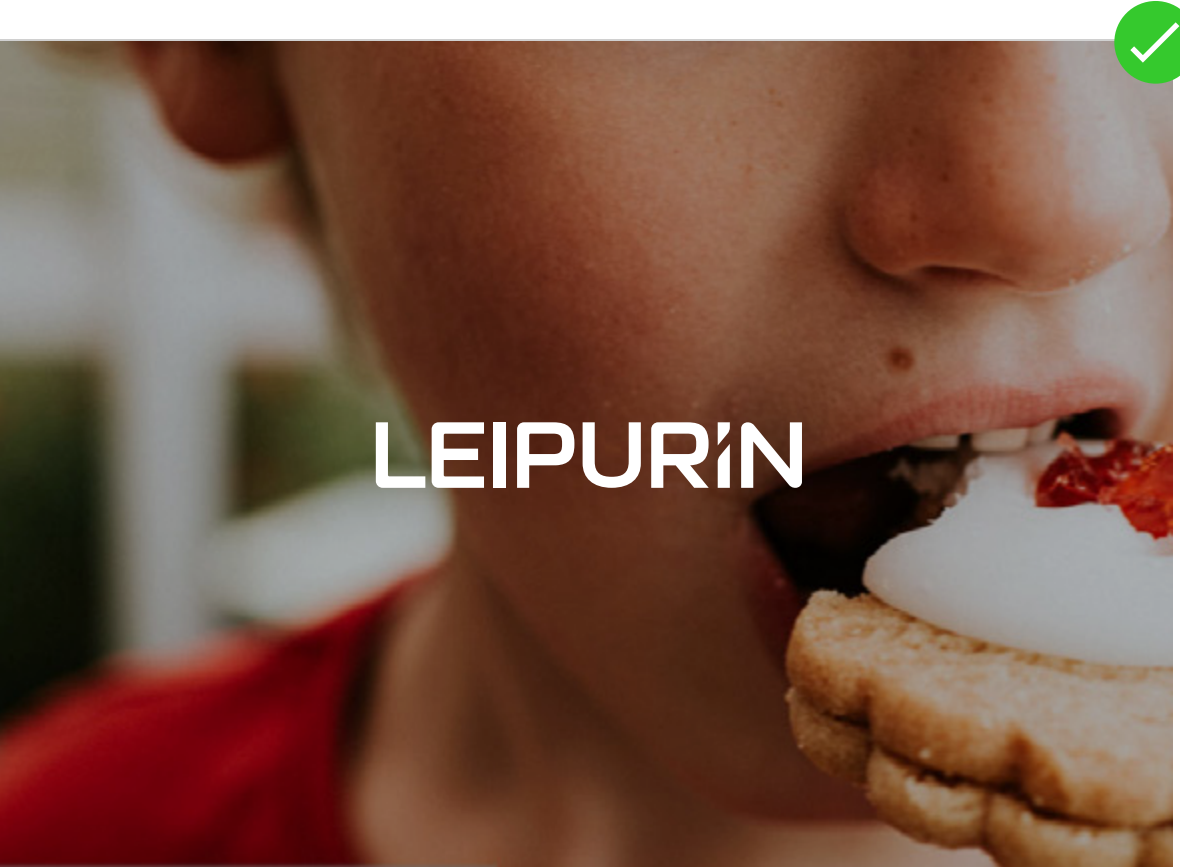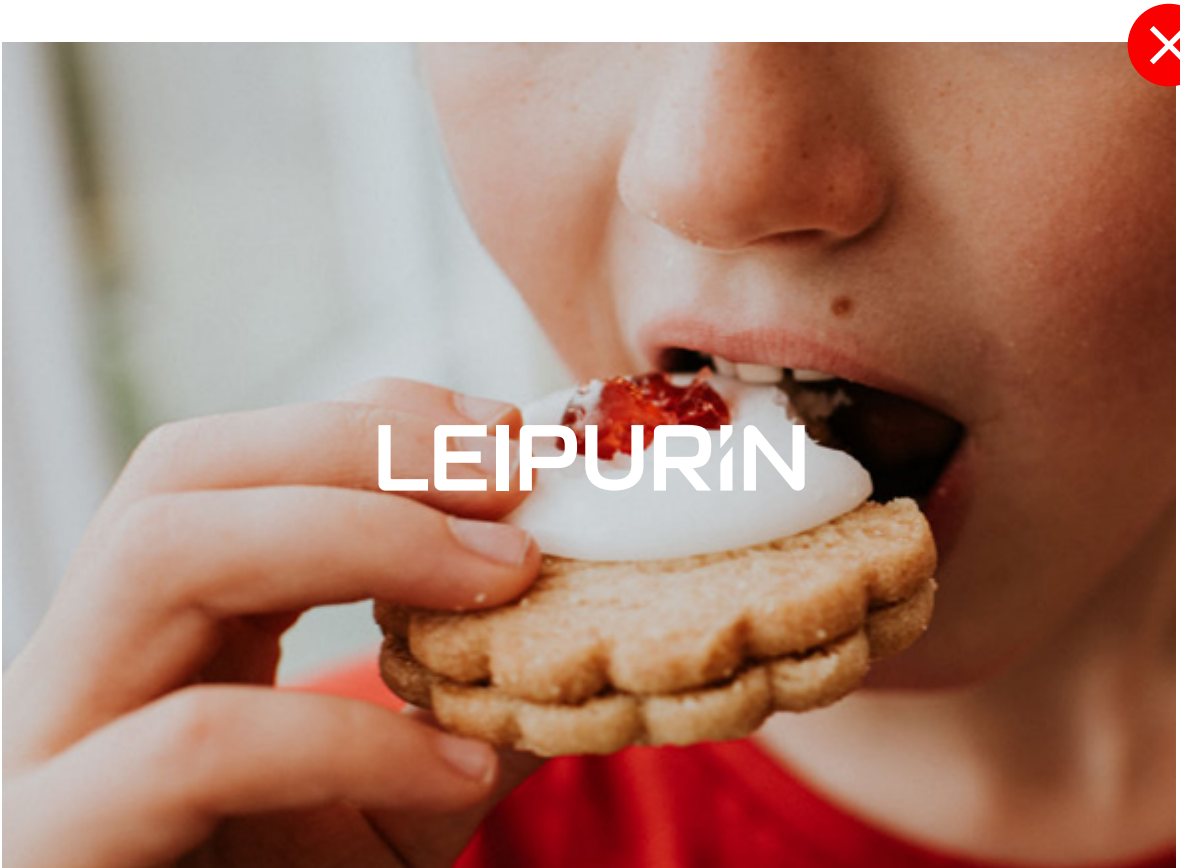LEIPURIN

Watch outs

Logo on pattern

The logo should only appear on solid colour. When placing the logo on top of the pattern, ensure that it sits on a solid background with no overlap from the pattern.

The ready made patterns in your asset library are set up so that the logo does not overlap with the pattern when it is placed in the bottom right hand corner.
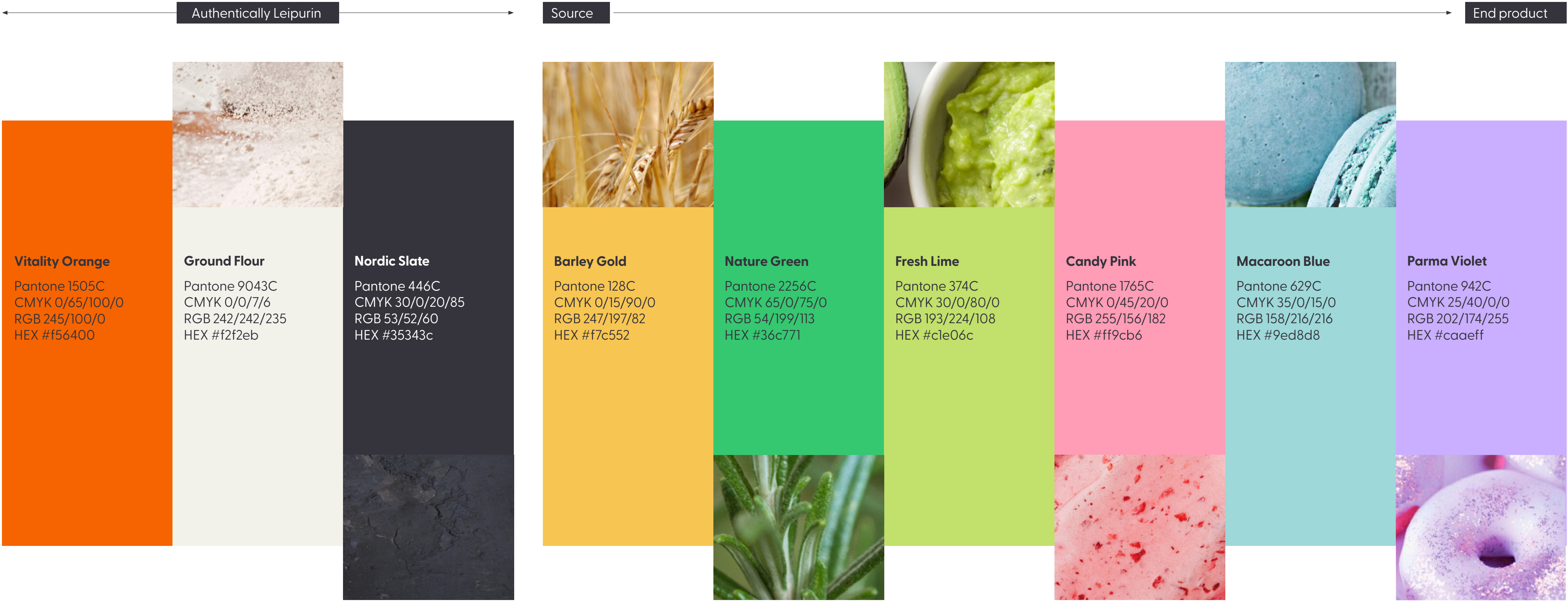

Logo on image

On occasion, the logo may need to sit on top of an image. Ensure that the image is not too 'busy' and the logo is placed on a part of the image that makes it most legible. If necessary, a tinted overlay can be used on top of an image to increase the logo's legibility.
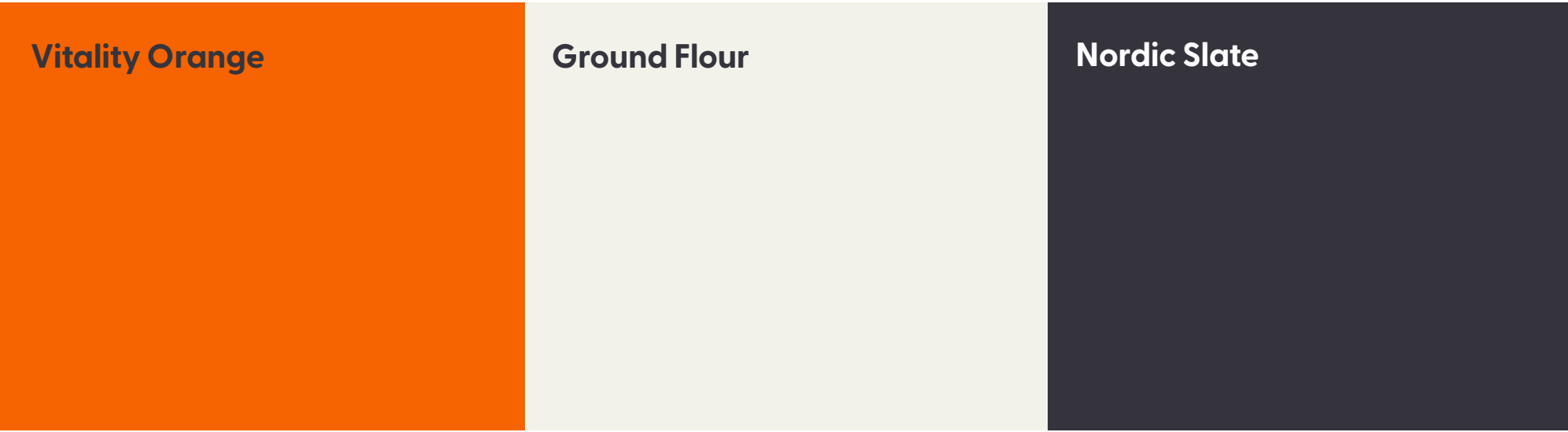
Colour

Colour

An authentic and meaningful colour palette

Vitality Orange

Pantone 1505C
CMYK 0/65/100/0
RGB 245/100/0
HEX #f56400

Ground Flour

Pantone 9043C
CMYK 0/0/7/6
RGB 242/242/235
HEX #f2f2eb

Nordic Slate

Pantone 446C
CMYK 30/0/20/85
RGB 53/52/60
HEX #35343c

Barley Gold

Pantone 128C
CMYK 0/15/90/0
RGB 247/197/82
HEX #f7c552

Nature Green

Pantone 2256C
CMYK 65/0/75/0
RGB 54/199/113
HEX #36c771

Fresh Lime

Pantone 374C
CMYK 30/0/80/0
RGB 193/224/108
HEX #c1e06c

Candy Pink

Pantone 1765C
CMYK 0/45/20/0
RGB 255/156/182
HEX #ff9cb6

Macaroon Blue

Pantone 629C
CMYK 35/0/15/0
RGB 158/216/216
HEX #9ed8d8

Parma Violet

Pantone 942C
CMYK 25/40/0/0
RGB 202/174/255
HEX #caaeff

Colour principles

Core palette

Supporting palette

Vitality Orange	Ground Flour	Nordic Slate

Barley Gold	Nature Green	Fresh Lime	Candy Pink	Macaroon Blue	Parma Violet

Our distinctive 'Vitality Orange' is our bold highlight colour. It is the constant across all of our branded communications, and it's what makes us look distinctively 'Leipurin'. However, care must be taken to ensure it is used sparingly.

'Ground Flour' is useful in table and chart design. It can also be used as a background colour in documents, as an alternative to white.

'Nordic Slate' is a functional colour, which we use predominantly for body copy. It is softer than pure black which helps our branded communications feel warm and friendly.

Our supporting palette is what adds life to our branded communications and reflects the vibrancy of our business. It is inspired by the products and ingredients that Leipurin deal with. The supporting palette can be used as a background colour and expressive typography.

Colour

Watchouts

Orange for body copy

Using orange for body copy.
Note: supporting text (eg. footnotes) **can** be in Vitality Orange.

Large blocks of Nordic Slate

Where a background colour is needed, avoid using Nordic Slate. Instead, use one of the colours from the supporinting palette.

Supporting palette for typography

If you want to inject colour into a piece of communication, you can do it with type. However, ensure that you use 'Argent Extra Bold' or 'Argent Extra Bold Italic', which is our expressive typeface.

Supporting palette must be used with care

The supporting palette is effective for creating pace and moments of surprise within a piece of communication. It should not be overused.

Subheading

Tem nos et, qui non pa sunt dolum faceriame ne molorum que voluptate pliquid maionsedis eaqui dolest, culpa veritas rem eiur resti idis auda delit harunt.

Subheading

Tem nos et, qui non pa sunt dolum faceriame ne molorum que voluptate pliquid maionsedis eaqui dolest, culpa veritas rem eiur resti idis auda delit harunt.

Tem nos et, qui non pa sunt dolum faceriame ne molorum que voluptate pliquid maionsedis eaqui dolest, culpa veritas rem eiur resti idis auda delit harunt.

Tem nos et, qui non pa sunt dolum faceriame ne molorum que voluptate pliquid maionsedis eaqui dolest, culpa veritas rem eiur resti idis auda delit harunt.

Tem nos et, qui non pa sunt dolum

Sustainability Report

Subheading

Tem nos et, qui non pa sunt dolum faceriame ne molorum que voluptate pliquid maionsedis eaqui dolest, culpa veritas rem eiur resti idis auda delit harunt.

Subheading

Tem nos et, qui non pa sunt dolum faceriame ne molorum que voluptate pliquid maionsedis eaqui dolest, culpa veritas rem eiur resti idis auda delit harunt.

Tem nos et, qui non pa sunt dolum faceriame ne molorum que voluptate pliquid maionsedis eaqui dolest, culpa veritas rem eiur resti idis auda delit harunt.

Tem nos et, qui non pa sunt dolum faceriame ne molorum que voluptate pliquid maionsedis eaqui dolest, culpa veritas rem eiur resti idis auda delit harunt.

Tem nos et, qui non pa sunt dolum

Sustainability Report

Colour

Accessibility (AA Normal)

The following colours combinations meet accessiblity requirements for level 'AA Normal'.

Think deliciously

Think deliciously

Think deliciously

Think deliciously

Think deliciously

Think deliciously

Think deliciously

Think deliciously

Patterns

# Reflecting the whole Leipurin chain through pattern

A rich family of textures

The raw materials and ingredients used across the Leipurin chain, and the textures prevalent in those products, were the inspiration for the creation of distinctive, Leipurin branded patterns.

Source

Endproduct
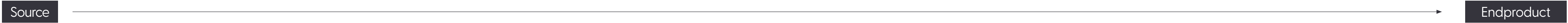
Patterns
Created through craft and authenticity

The patterns were created using
ingredients, food products, or food
utensils to create organic and
interesting textures.
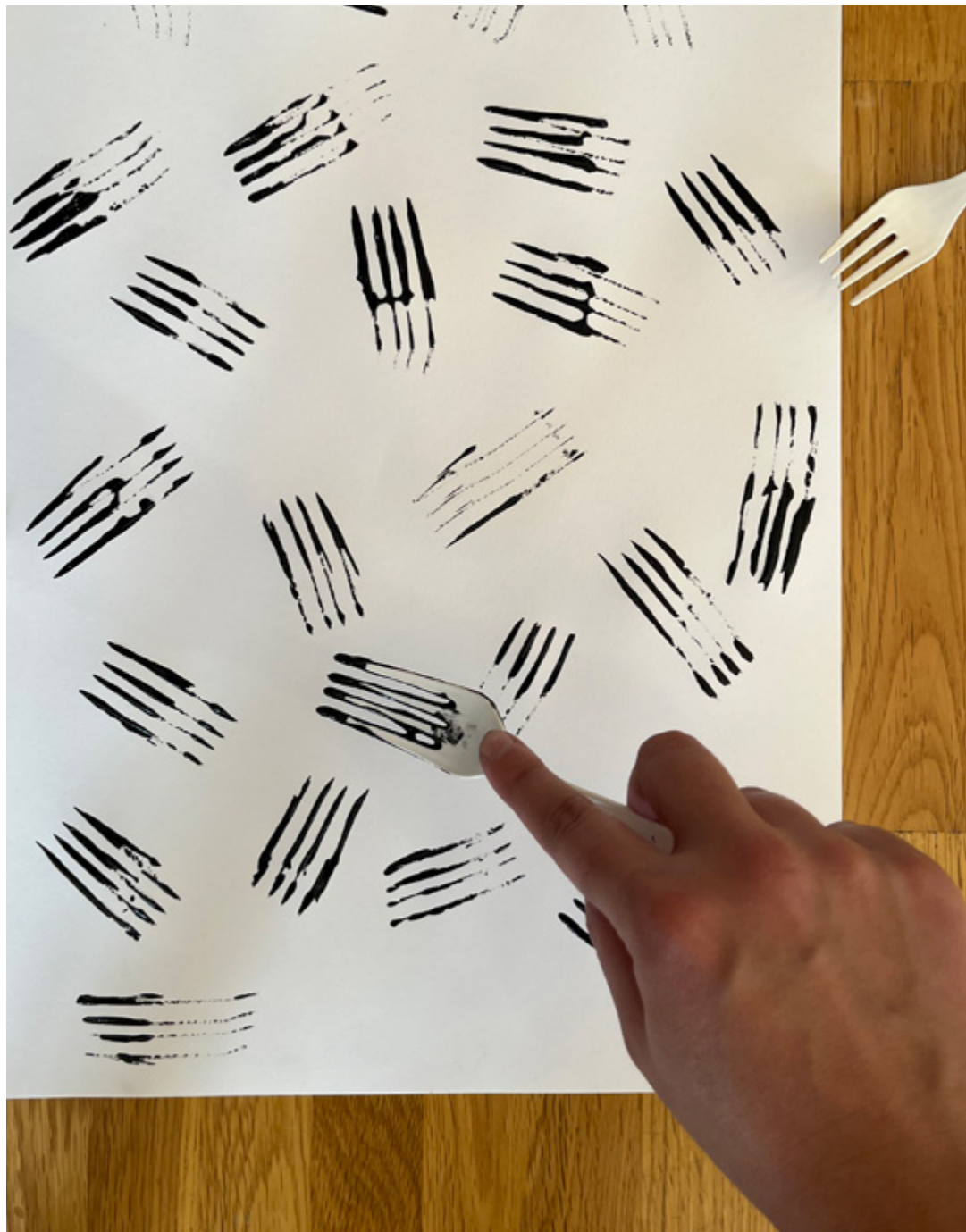
Created through craft and authenticity

Each pattern represents a specific food,
product or raw ingredient; from wheat,
to gelling agents, to fork patterns.

From source to end product

Our vibrant patterns are used to convey the vitality of our business. We have 8 patterns that represent parts of the Leipurin chain; from source to end product, as shown below.

Source ────────────────────────────→ Endproduct

| Wheat | Flour | Bread | Liquid | Gel | Brush | Decoration | Fork |
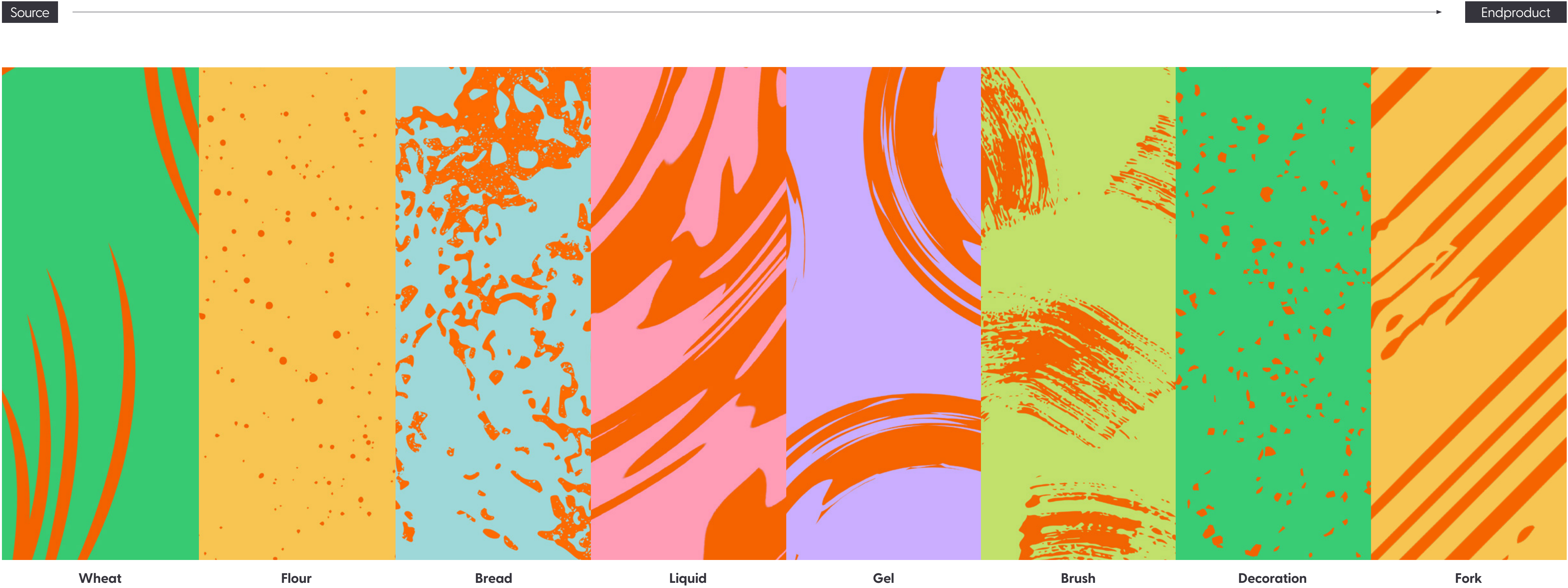
Using the patterns

Patterns shold be used to:

· Create impact
· Add a unique graphic element to Leipurin comms
· Inject colour where vibrancy is needed

Leipurin patterns can be grouped into the categories shown on this page. There are no set rules around when to use which pattern, however these categories should help to define the emotion or feeling that needs to be conveyed in any given piece of Leipurin comms.
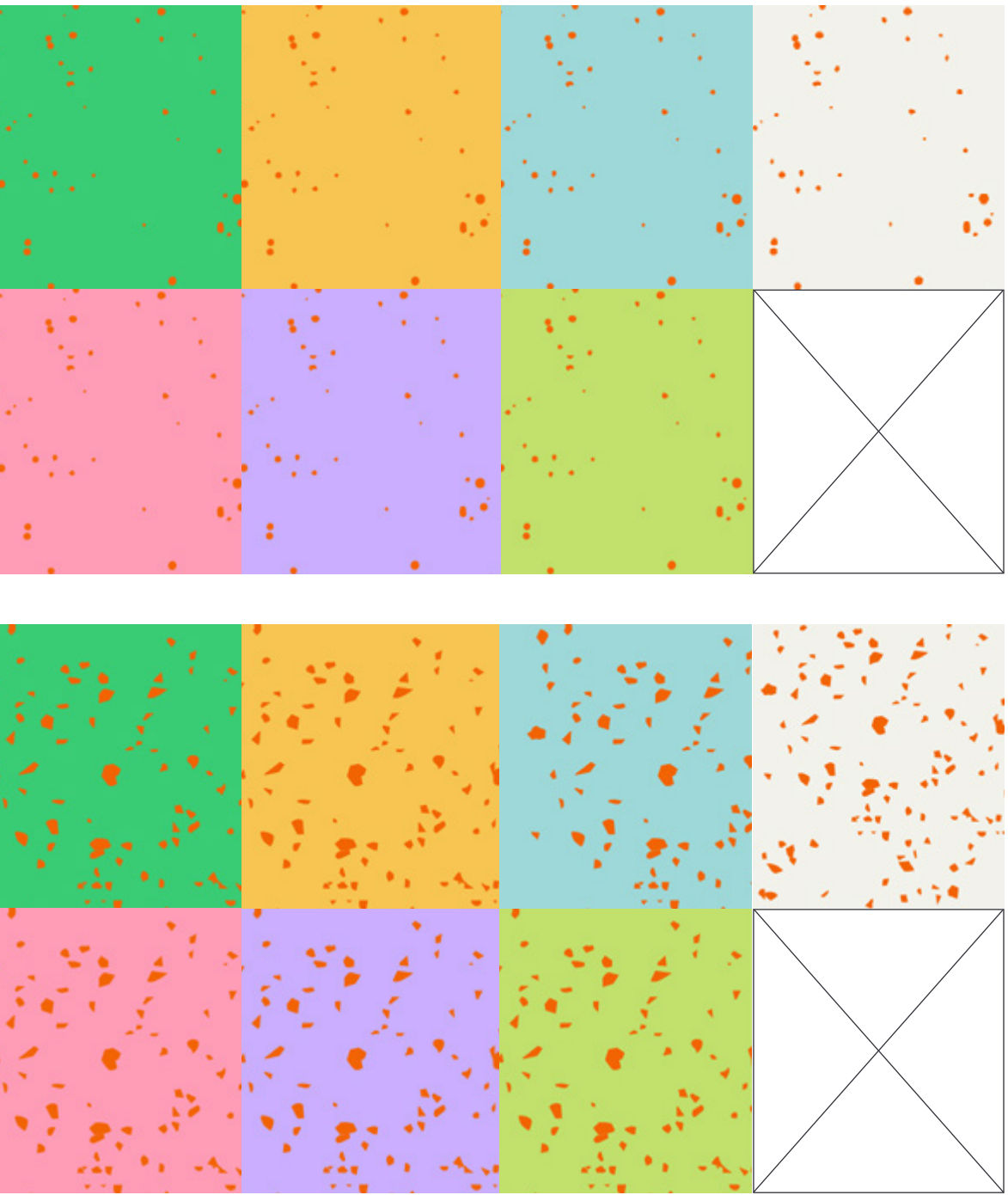
Energetic strokes
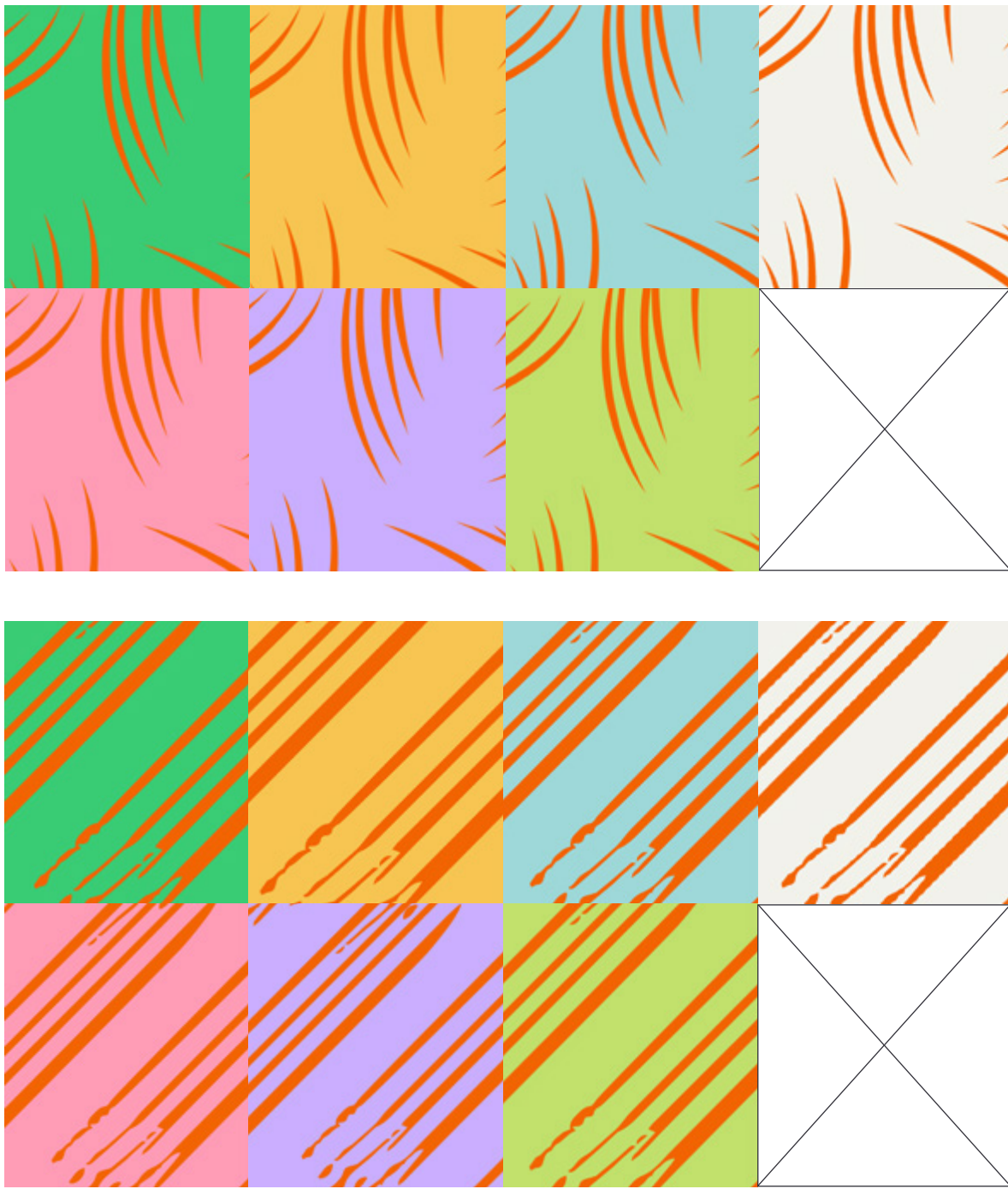
Textured fibres
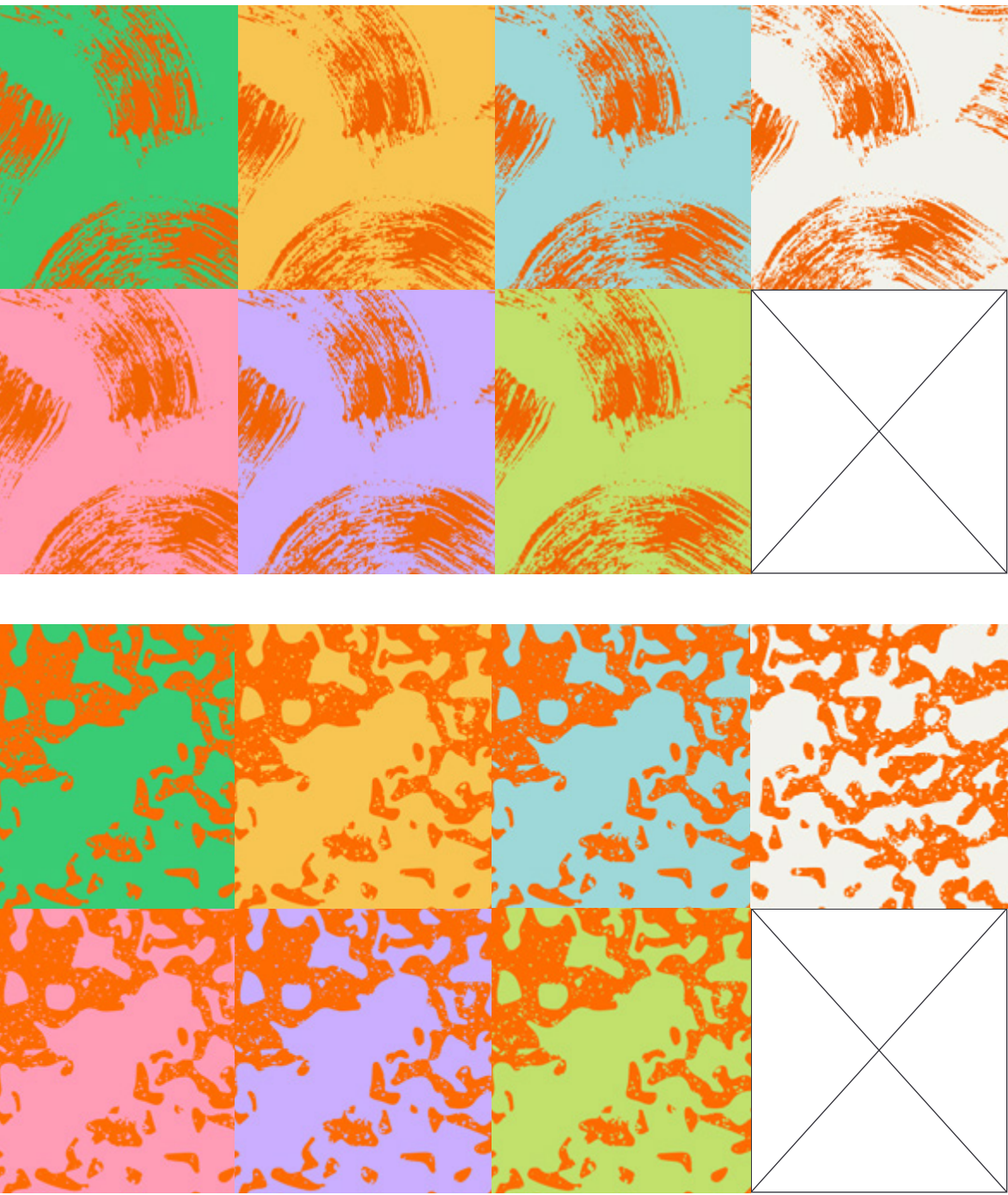
Fluid motion
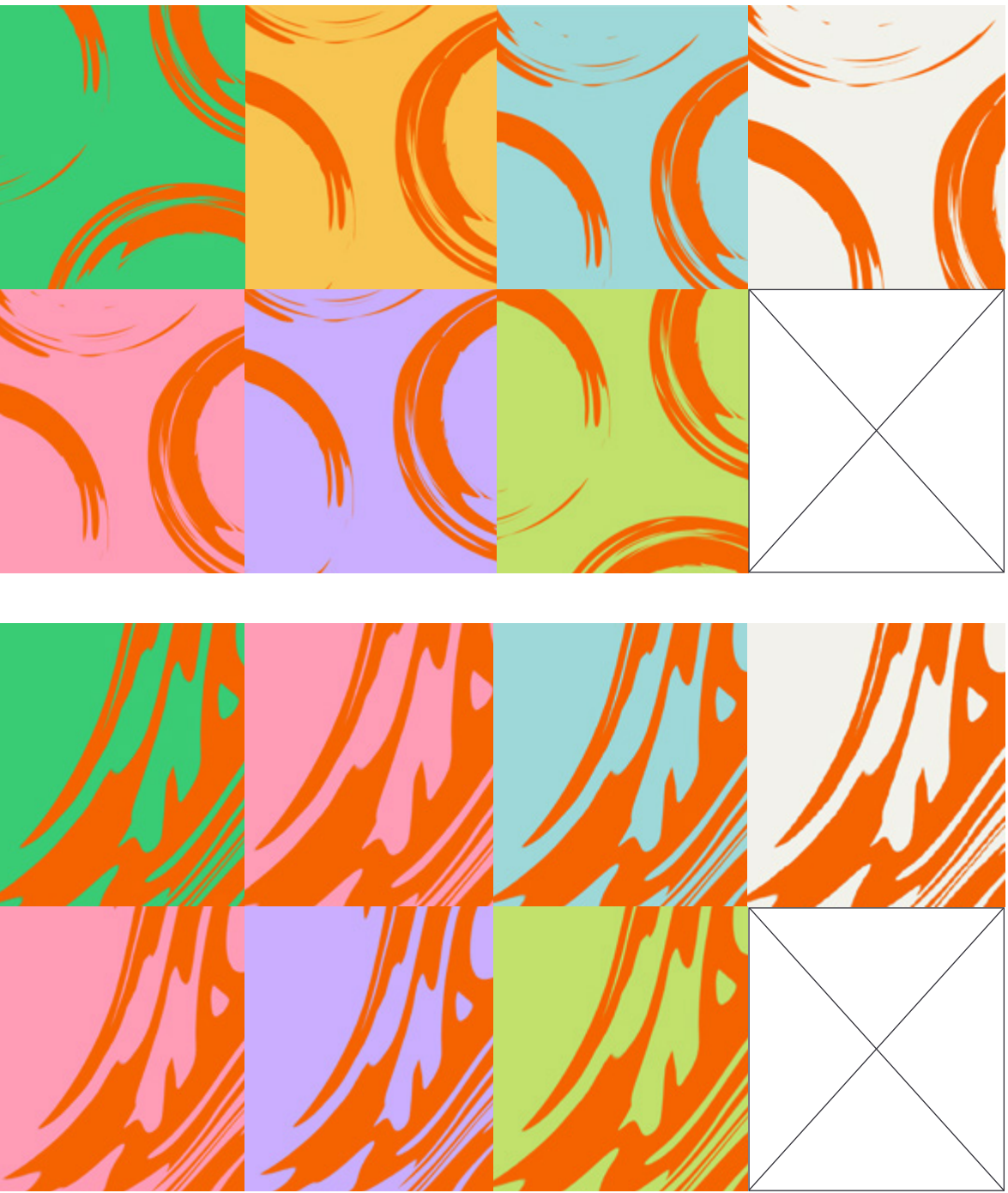
Decorative details

Ready made patterns

You have been provided with ready made patterns, in all colour combinations and crops, for the following formats: A4 portrait, Widescreen (1920 x 1080px), Instagram (1080 x 1080px).

The patterns have been supplied as jpegs and should always be applied full bleed.
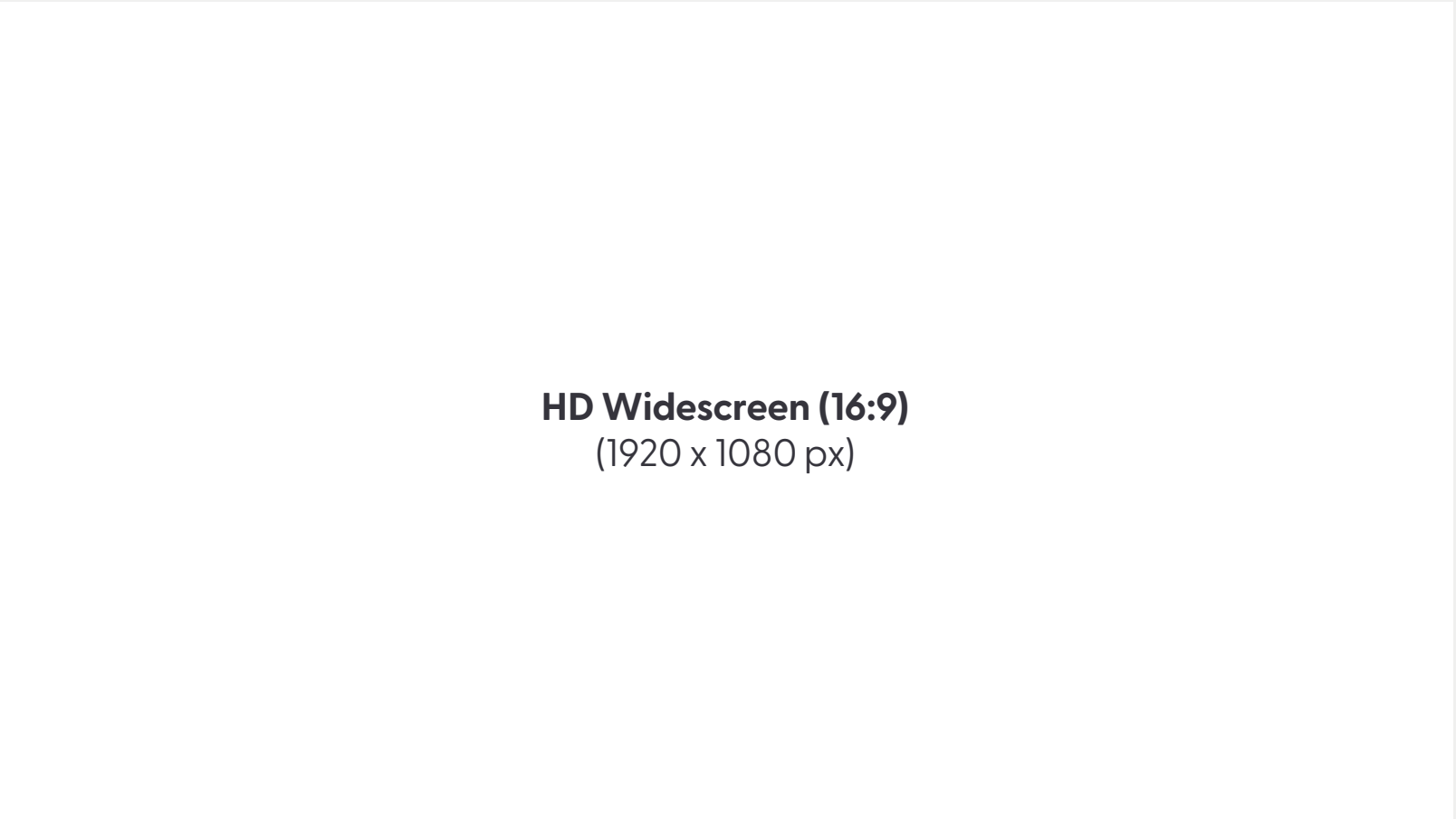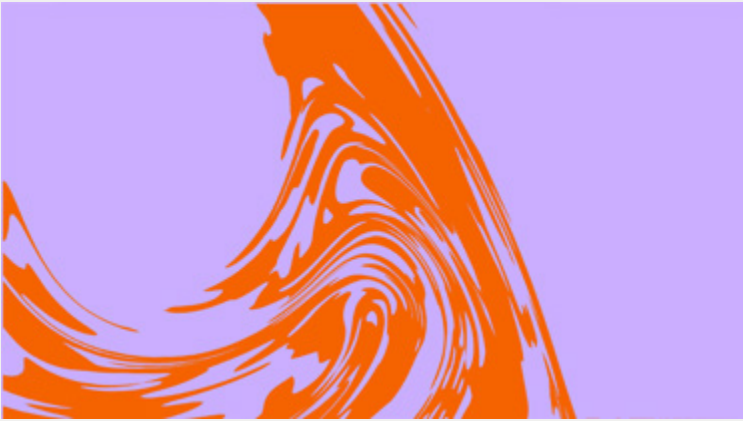
A4 portrait
(210 x 297 mm)

HD Widescreen (16:9)
(1920 x 1080 px)

Instagram post
(1080 x 1080 px)

x 8 patterns
x 6 colour combinations
48 options

Example:

x 8 patterns
x 6 colour combinations
48 options

Example:

x 8 patterns
x 6 colour combinations
48 options

Example:

Image backgrounds

As well as using the patterns full bleed, they can also be used as background for cut-out photography as shown on this page.

Watch outs

Don't overlay text on pattern

For maximum legibility, body copy text should never be placed on top of a pattern. Text can be placed on a plain coloured background from the supporting palette, or a white background.
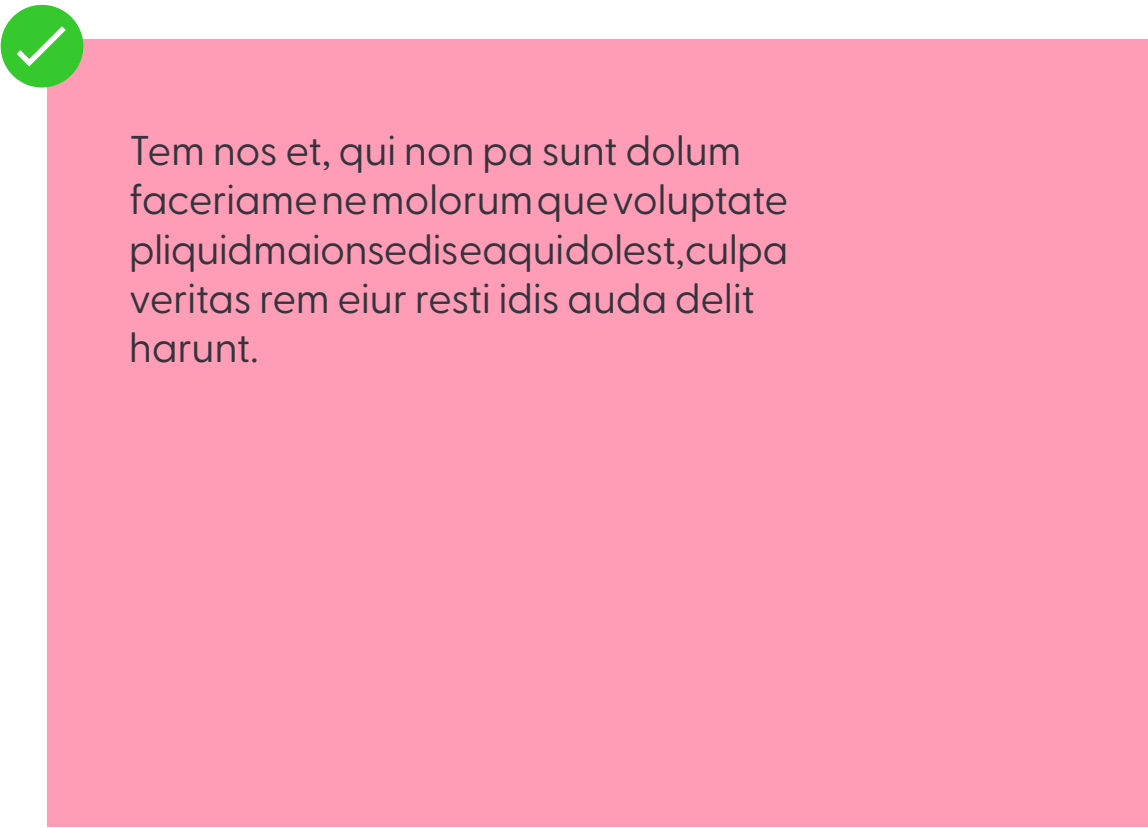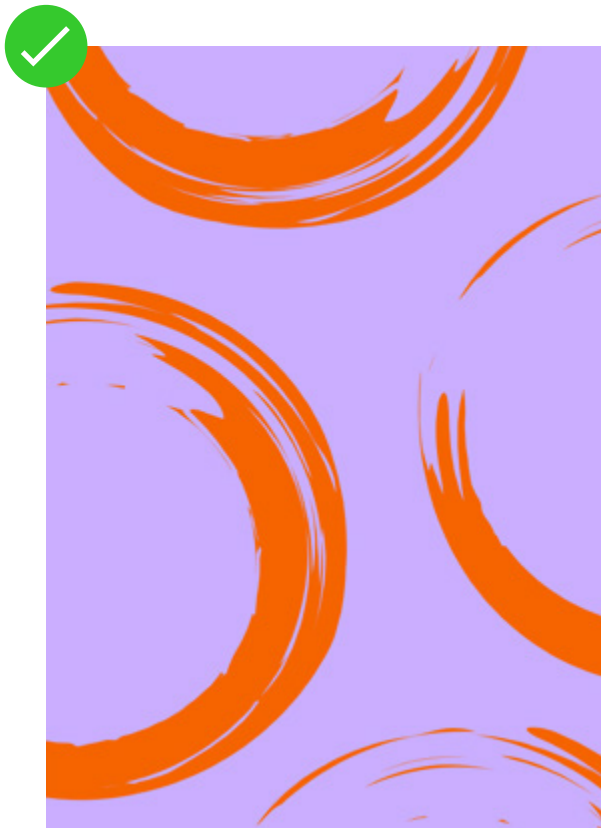
Ensure the pattern artwork is placed full bleed

For ultimate consistency across commmunications, patterns but be placed to all visible edges, with the exception of the Leipurin website.
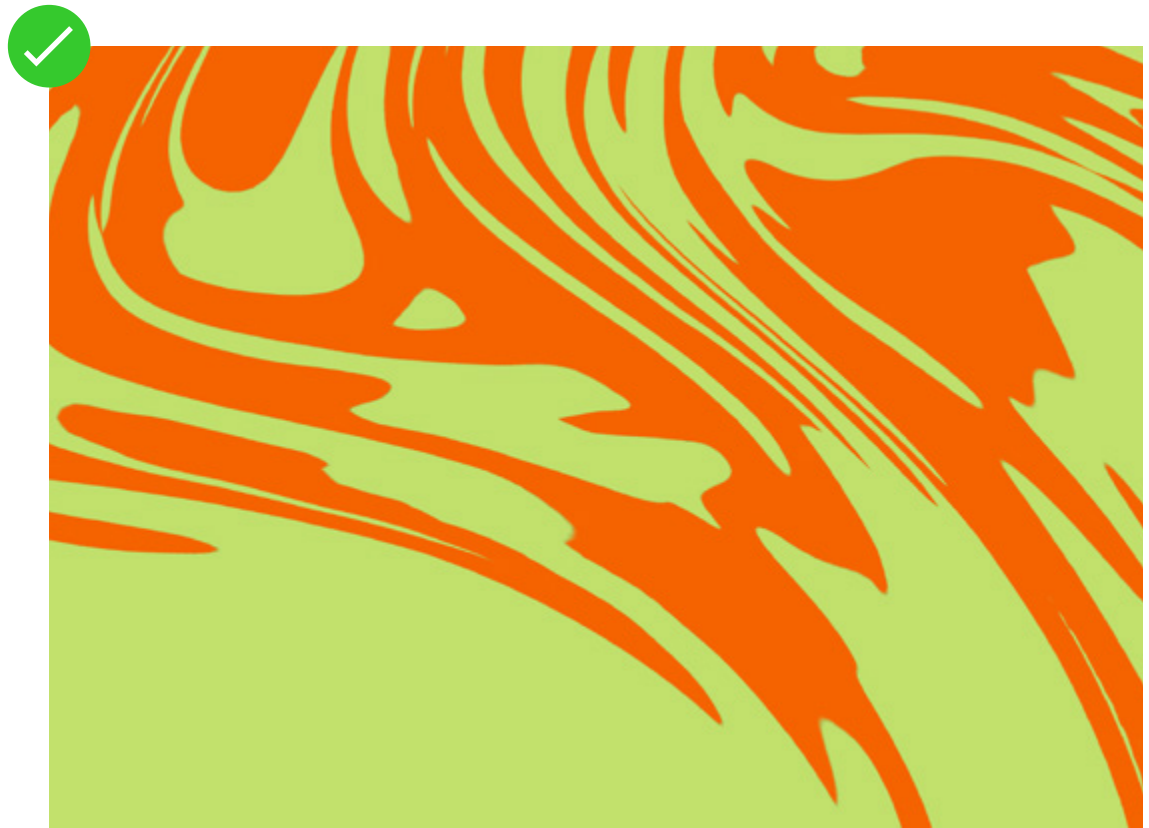
Do not use more than 1x pattern on a single piece of artwork

Our patterns need to look refined at all times. To achieve this, only one pattern must be used on any one piece of artwork. Please note that within a document, multiple patterns can be used, but not on the same page. The exception for this is on the Leipurin website.

Tem nos et, qui non pa sunt dolum faceriamenemolorumquevoluptate pliquidmaionsediseaquidolest,culpa veritas rem eiur resti idis auda delit harunt.

Tem nos et, qui non pa sunt dolum faceriamenemolorumquevoluptate pliquidmaionsediseaquidolest,culpa veritas rem eiur resti idis auda delit harunt.

Typography

Summary of typefaces

We have three typefaces that make up our brand as shown to the right. They provide a combination of functionality and expression. The way in which they should be used is shown over the next few pages.

Expressive typography
Argent CF Extra Bold and Extra Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789&?€£

Primary typeface
Greycliff CF Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789&?€£

System typeface (for when brand typefaces are not available)
Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789&?€£

Expressive typeface

Recognisable, characterful, distinctive

Argent CF Extra bold is our typeface used for headlines, expressive typograhy, and our 'Think Deliciously' tagline.

It has been selected because of its expressive and flowing forms which echo the vitality in Leipurin's ethos as well as the rounded forms in the Leipurin wordmark.

LEIPURIN

Argent CF Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&?€£

Argent CF Extra Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&?€£

AaBb
pqr

Primary typeface

Clean, modern, balanced

Greycliff CF is our primary typeface for body copy and non-expressive headlines.

It is a hearty, warm and versatile font family, with a geometric construction which has a classic durability, tempered by softened edges and vibrant shapes.
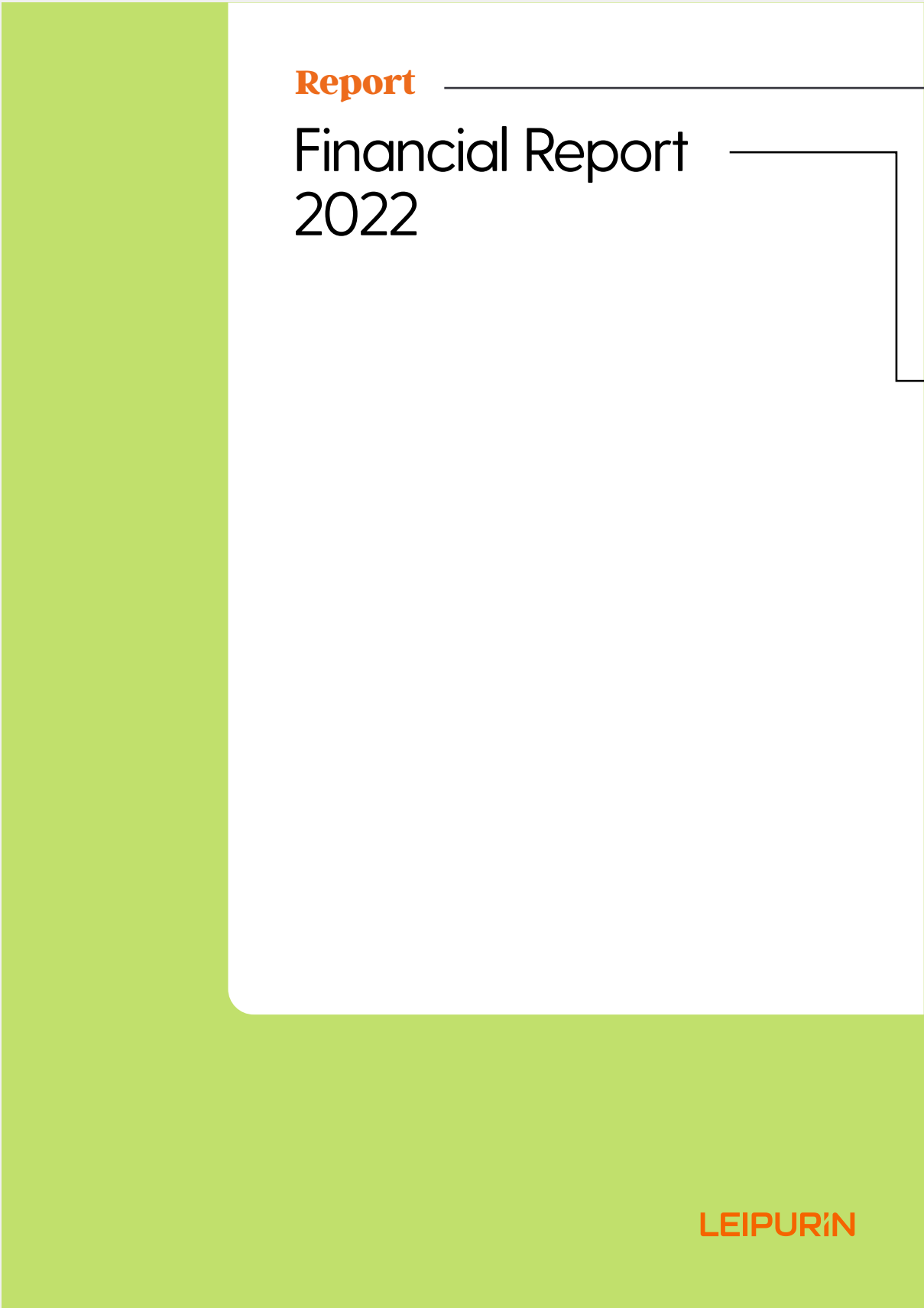
It works in perfect harmony with our expressive typeface 'Argent CF', shown on the previous page.

Greycliff CF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&?€£

AaBbC
DdEe

In use

Corporate typography

Report

Financial Report
2022

Typeface: Argent CF Extra Bold
Colour: Vitality Orange

Typeface: Greycliff Regular
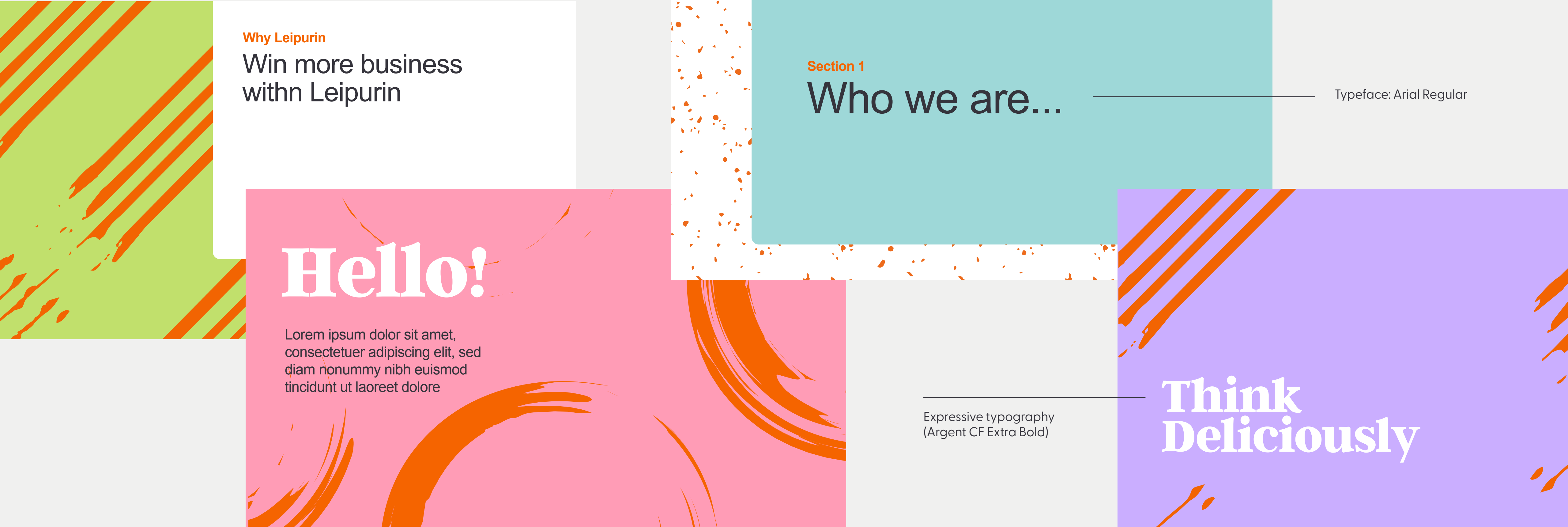Colour: Nordic Slate Grey

LEIPURIN

Expressive typography

Sweet tooth?

Lorem ipsum dolor sit

Typeface: Argent Extra Bold Italic
Colour: White

Typeface: Argent Extra Bold
Tracking: -10
Colour: White

03

Butter
Golden caster sugar
Free-range egg
Plain flour
Baking powde
Jam
Butter
Golden caster
Free-range egg
Plain flour

Leipurin Biscuit Recipe

Lorem ipsum dolor sit
Consectetuer adipiscing
Nibh euismod
Diam nonummy nibh
Lorem ipsum dolor sit
Lorem ipsum dolor sit
Lorem ipsum dolor sit
Lorem ipsum dolor sit
Lorem ipsum dolor sit

02

03

Typeface: Argent Extra Bold
Colour: Supporting colour palette

System font in use with expressive typography

Why Leipurin

Win more business
withn Leipurin

Section 1

Who we are...

Typeface: Arial Regular

Hello!

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit, sed
diam nonummy nibh euismod
tincidunt ut laoreet dolore

Expressive typography
(Argent CF Extra Bold)

Think
Deliciously

Design system

The panel

The panel is a simple and functional graphic device that allows for consistent and distinctive design of Leipurin communications. It is is derived from the shape of the 'L' in the Leipurin logo.

Its primary function is for use on covers, as shown on this page and but can also be used in a variety of other ways.

Fixed sizes for the panel have been established for A4, widescreen and square formats which are outlined on the following pages.
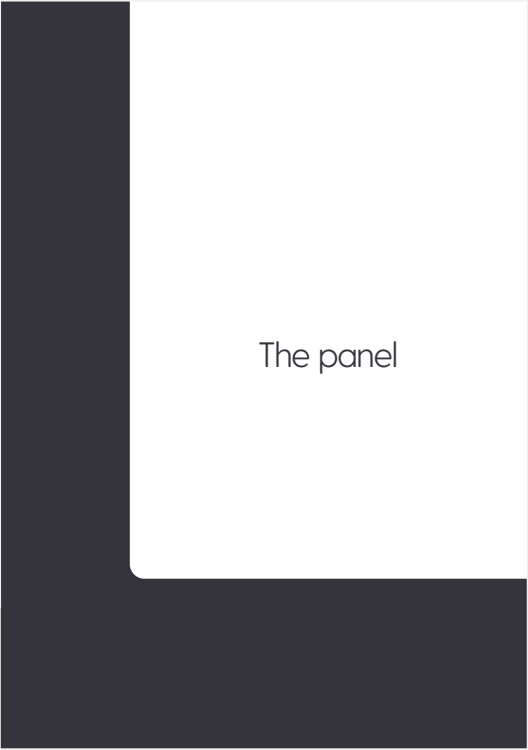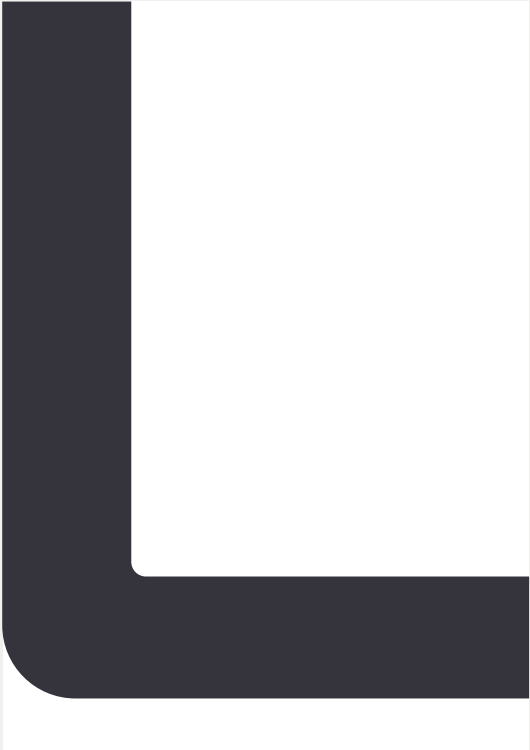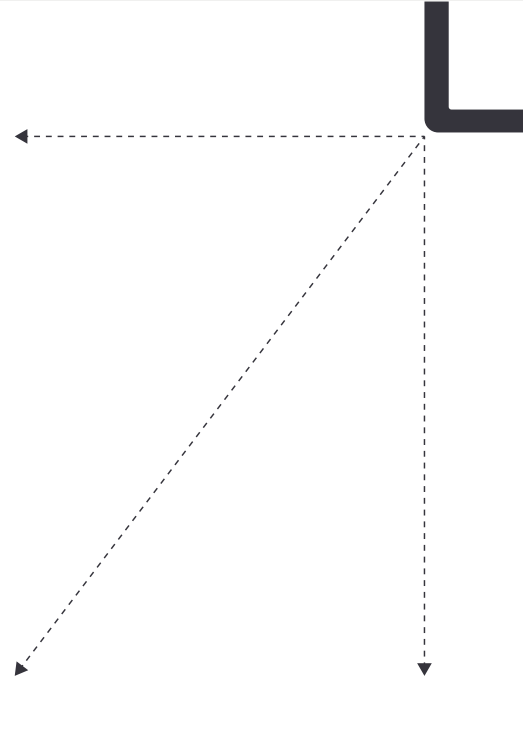
Distinctive element

The panel has one curved corner, to echo the shapes of the 'L' on the Leipurin logo. For visual consistency, the radius of the curve adapts, depending on the size of the panel.

Panel constrcution for an A4 cover

A4

The panel

LEIPURIN.
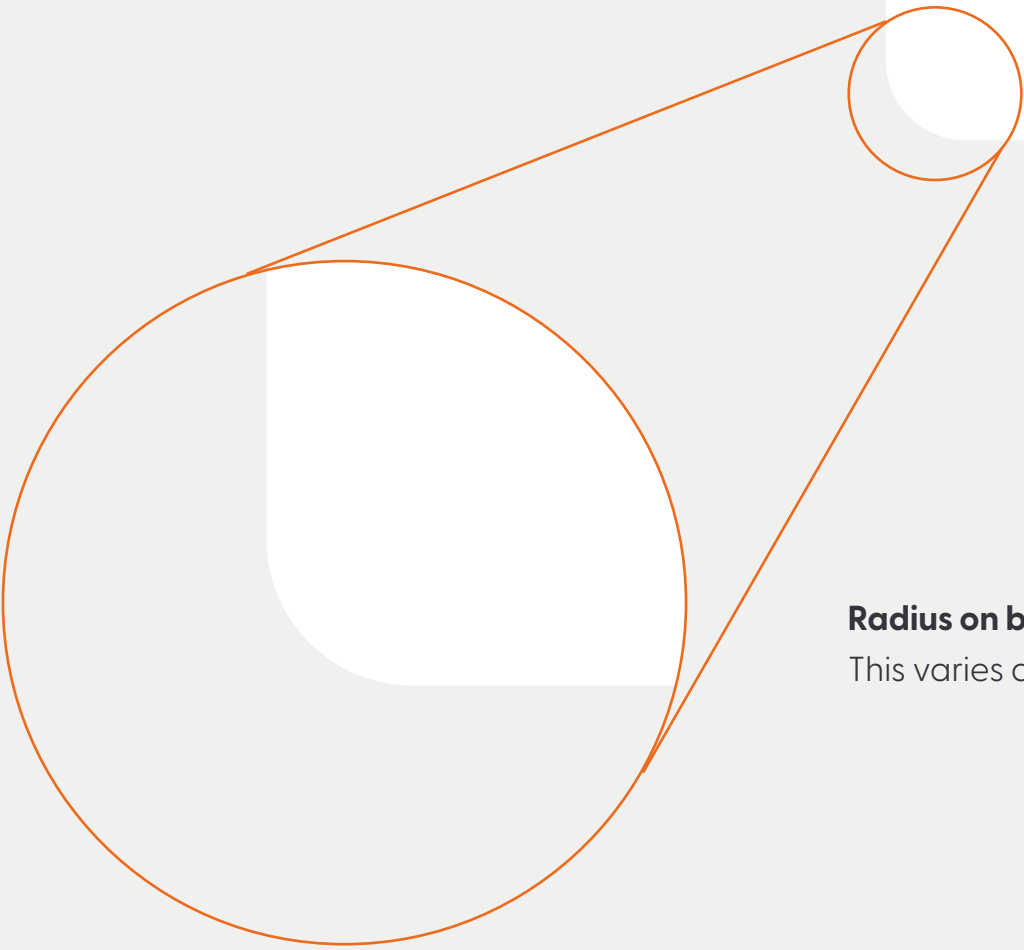
Radius on bottom left corner
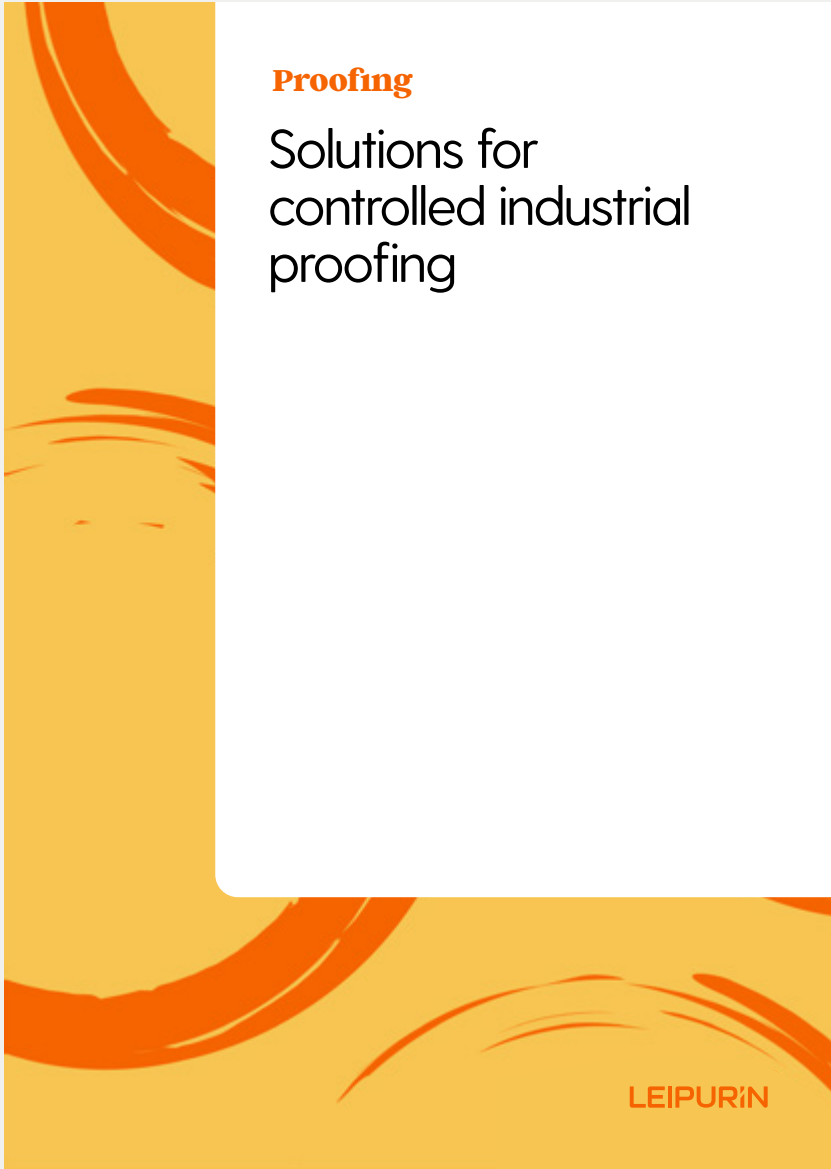This varies depending on size of application

Design system

The panel on covers

Shows how consistnecy is created whilst varying the background

Shows how you dont always have to use pattern

Turn up the volume for more 'dynamic', client/customer facing comms

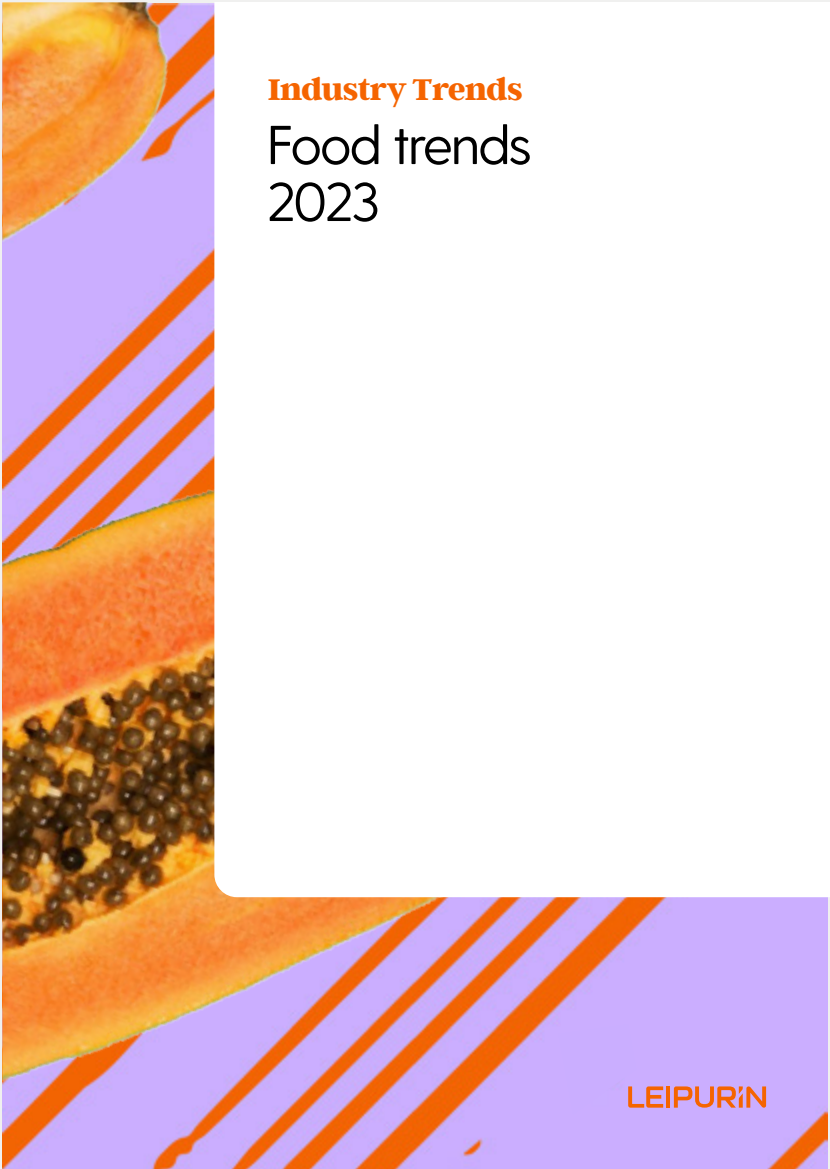Turn down the volume for more serious, corporate comms (eg. annual reports)

Report
Financial Report 2022

LEIPURIN

Panel on coloured background

Why Leipurin
Win more business with Leipurin Group

LEIPURIN
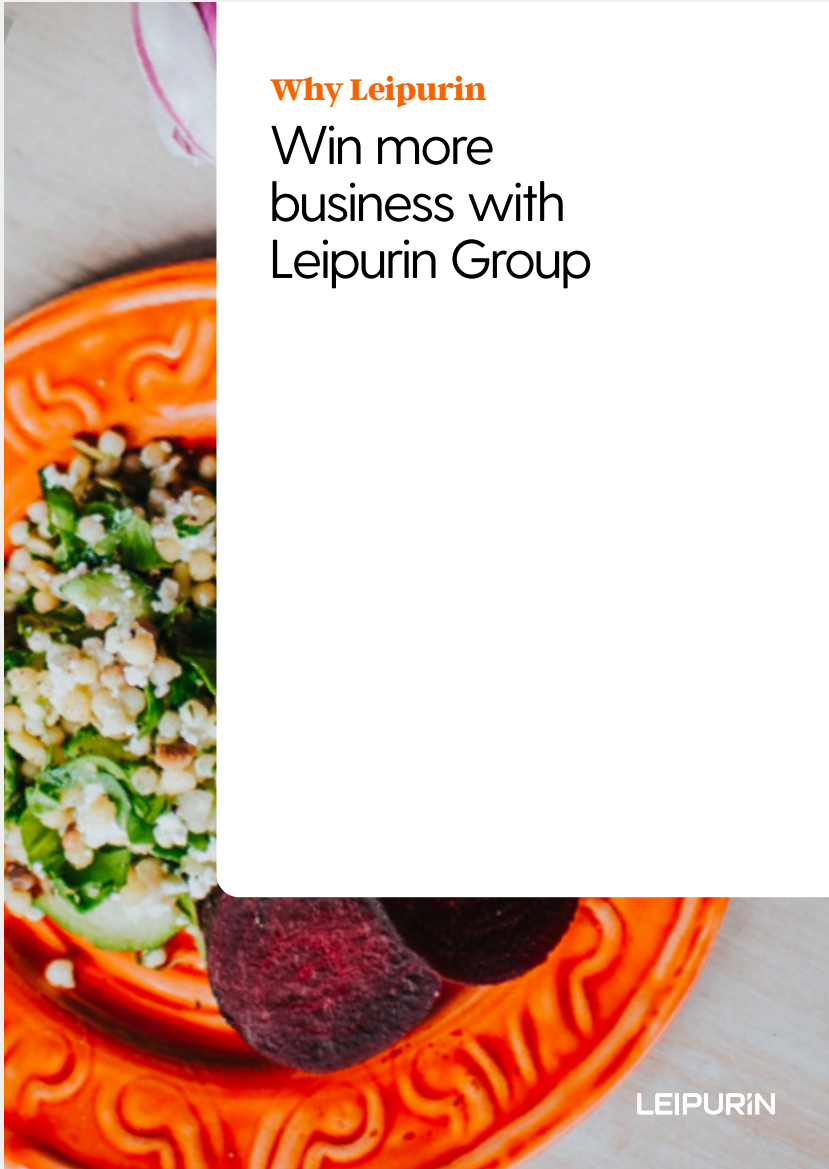
Panel on image background

Proofing
Solutions for controlled industrial proofing

LEIPURIN

Panel on patterned background

Industry Trends
Food trends 2023

LEIPURIN

Panel on patterned background with cut-out image

Corporate ──────────────────────────────→ Dynamic

Fixed sized panels – dimensions and corner radius

A panel is either of a fixed size and placement (as shown on this page) or a flexible size and placement (as shown on the following page).
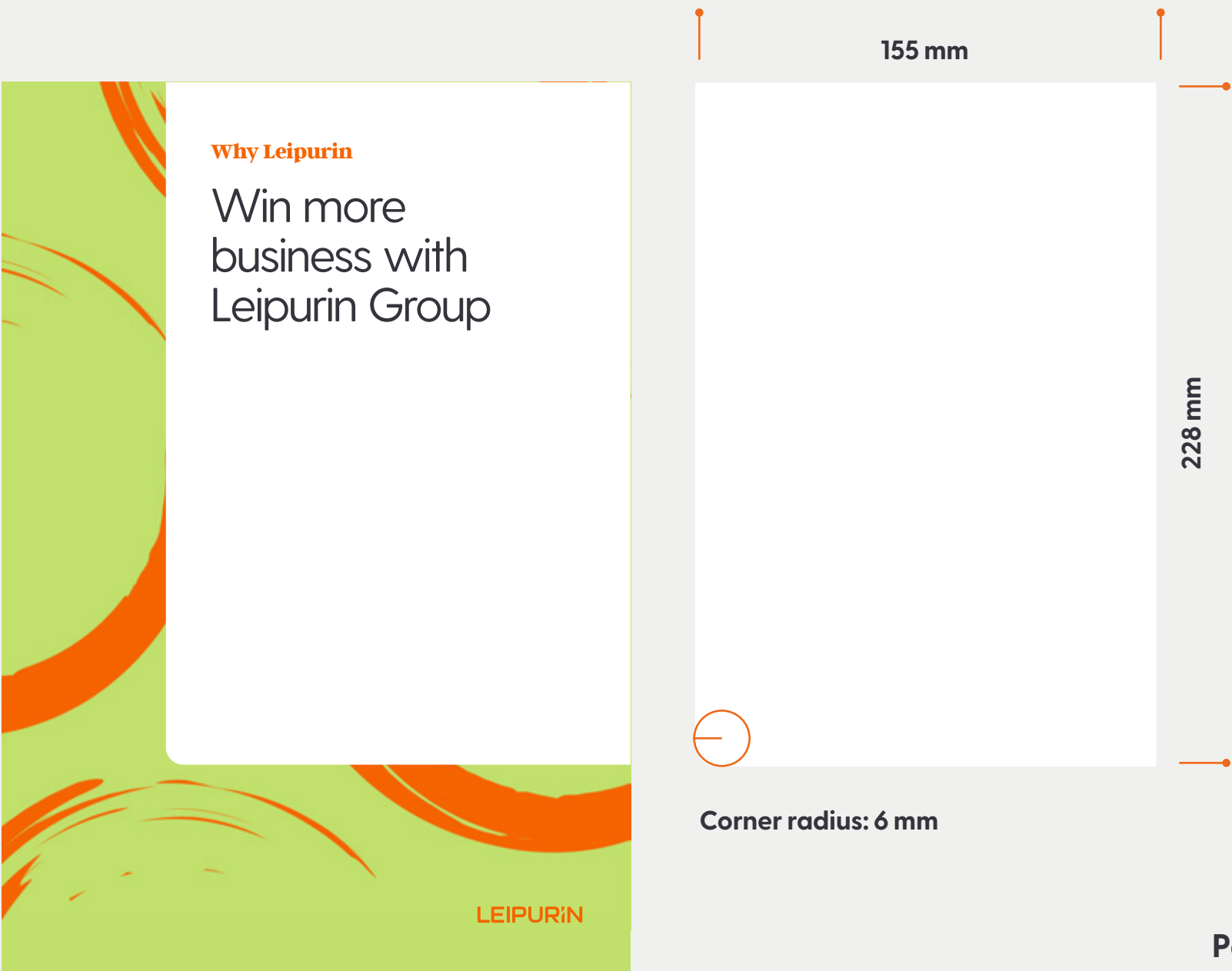
Fixed sized panels are always white and anchored to the top right of the application.

Fixed sized panels should be used on the following:

– Standard brochure covers
– Powerpoint covers slides
– Social media posts*

*Social media posts should include a variety of branded posts (like the example on this page) and non-branded posts (for example, a photo).

Panel on A4 cover

Why Leipurin

Win more business with Leipurin Group

LEIPURIN

155 mm

228 mm

Corner radius: 6 mm

Panel on Instagram post

78%

of European consumers are willing to pay more for artisanal products

LEIPURIN

814 px

831 px

Corner radius: 50 px

Panel on widescreen Powerpoint presentation

2022

Trends in baking

LEIPURIN

1335 px

840 px

Corner radius: 25 px
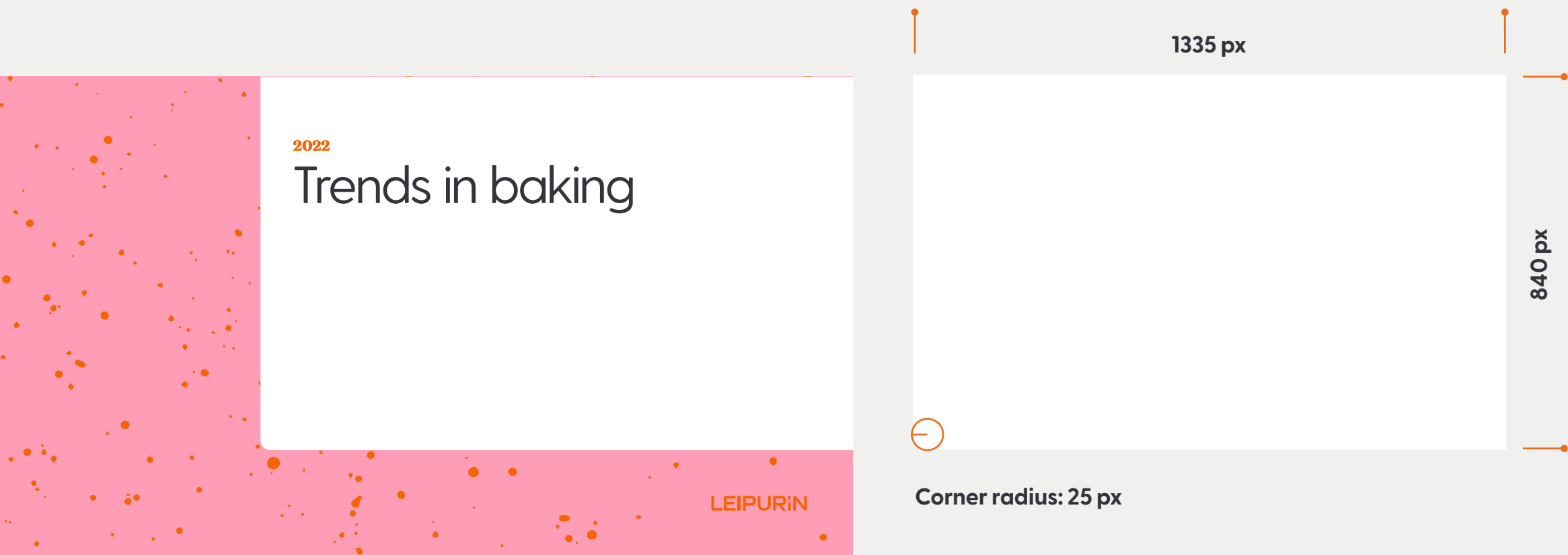
The Panel
Flexible panels

For more expressive communications, we can use flexible panels with looser rules around their size and placement. Flexible panels can also be used to accomodate pull out quotes, body text and imagery, as shown on this page.

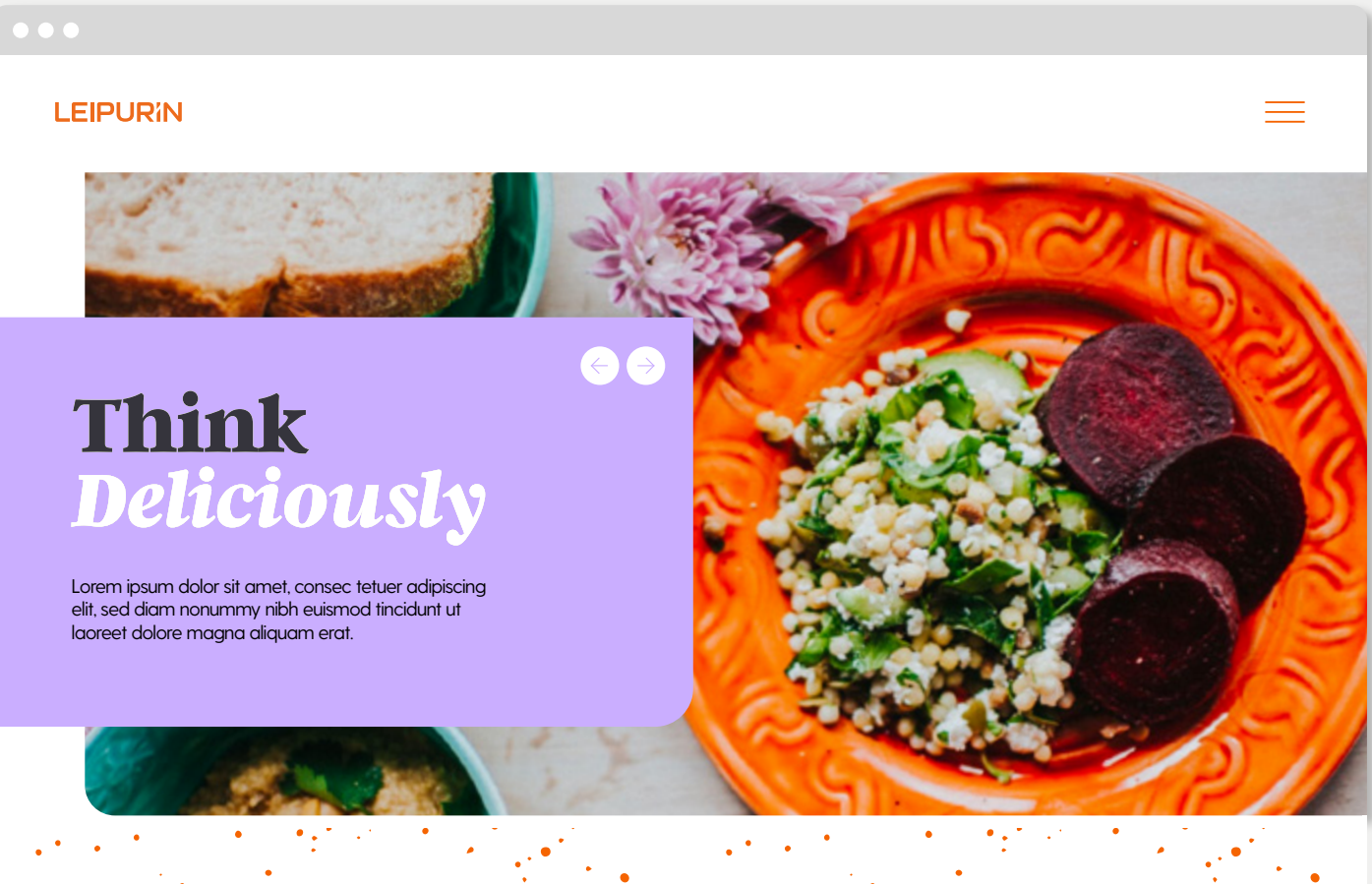Flexible panels should be used on the following:

- Website
- Non-corporate brochure covers
- Inside spreads of non-coporate brochures
- Adverts / Posters
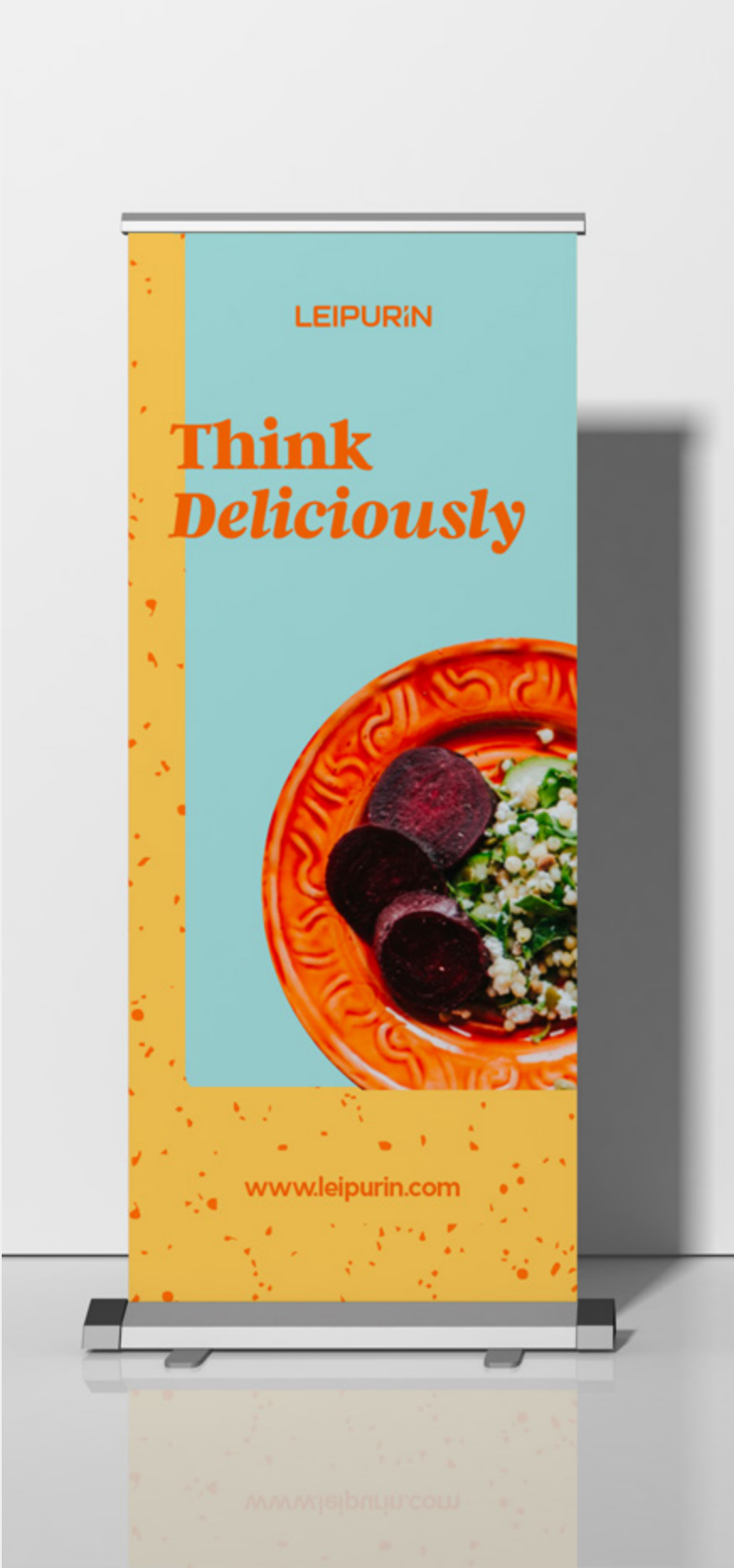- Pull up banners
- Marketing materials

Adcept (A3)

Corner radius: 6 mm

Homepage

Corner radius: Ensure it visually aligns with the visual shown here

Non-corporate brochure spread (A4)
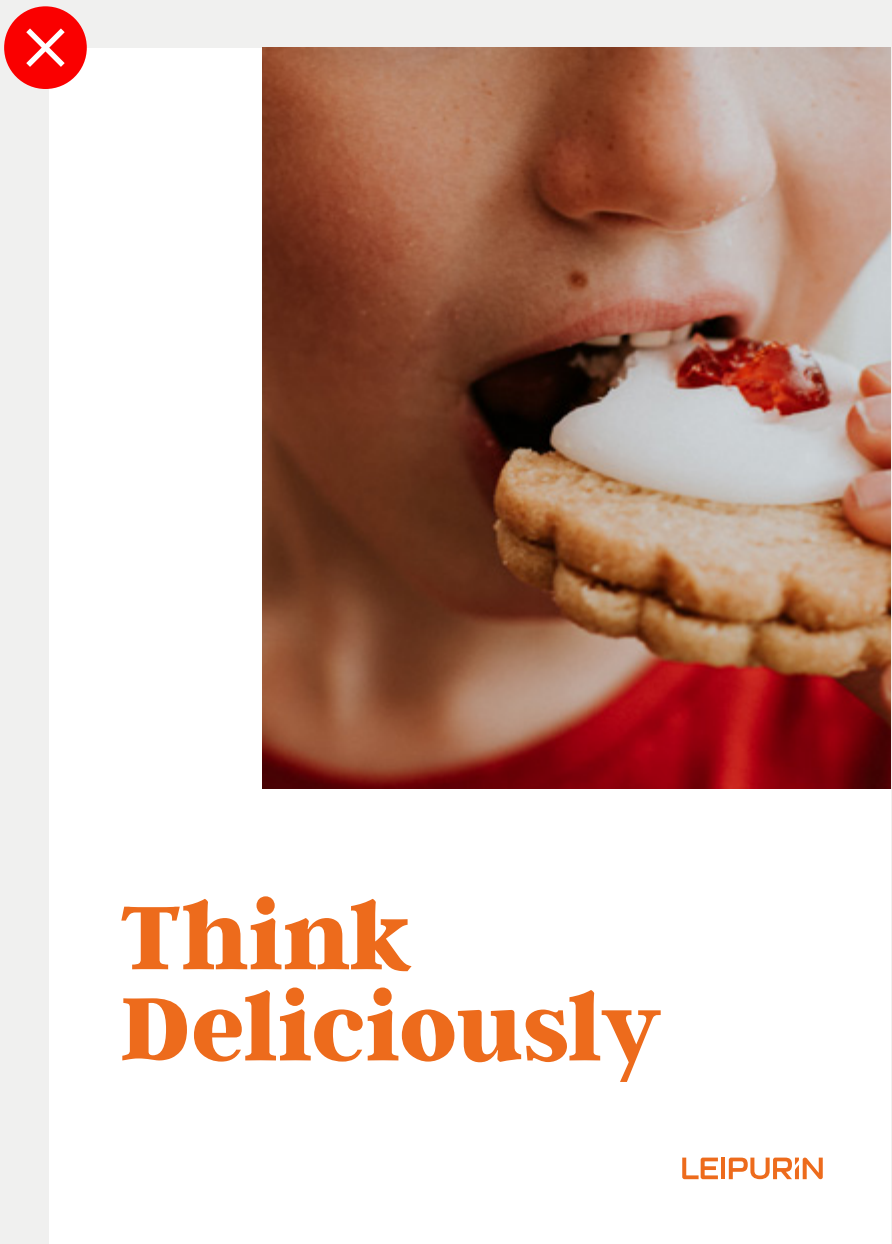

Corner radius: 6 mm

Pull up banner

Corner radius: Ensure it visually aligns with the visual shown here

Watch outs

Ensure the bottom left hand corner of the panel has a radius

The curved corner is a distinctive element of the panel, creating a softer, warmer feel. Care must be taken to create a radius.
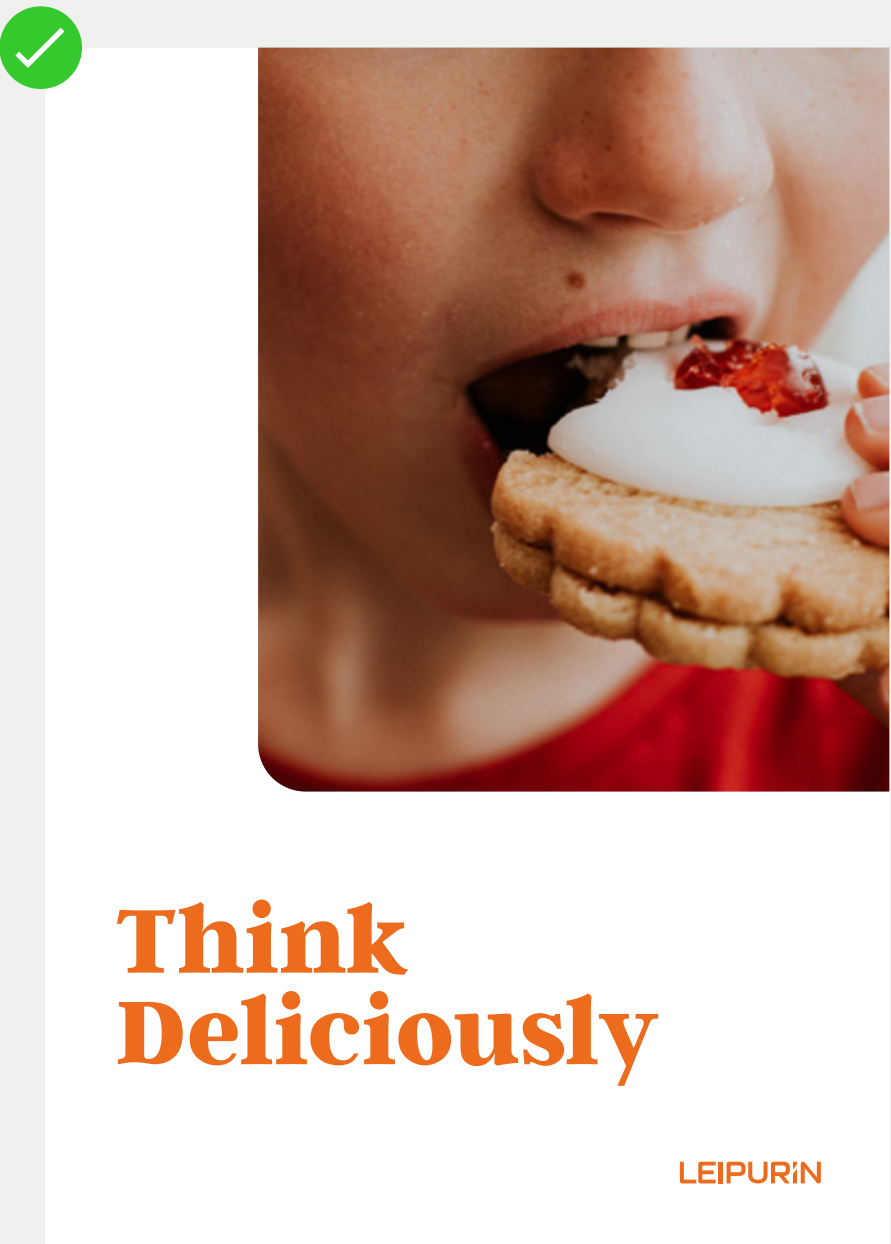
Corner radius too large

Ensure the corner radius of your panel conforms to the measurements detailed in this document. If you are creating a bespoke piece of comms, and the corner radius measurement is not detailed in these guidelines, ensure it is visually consistent with the other radii.
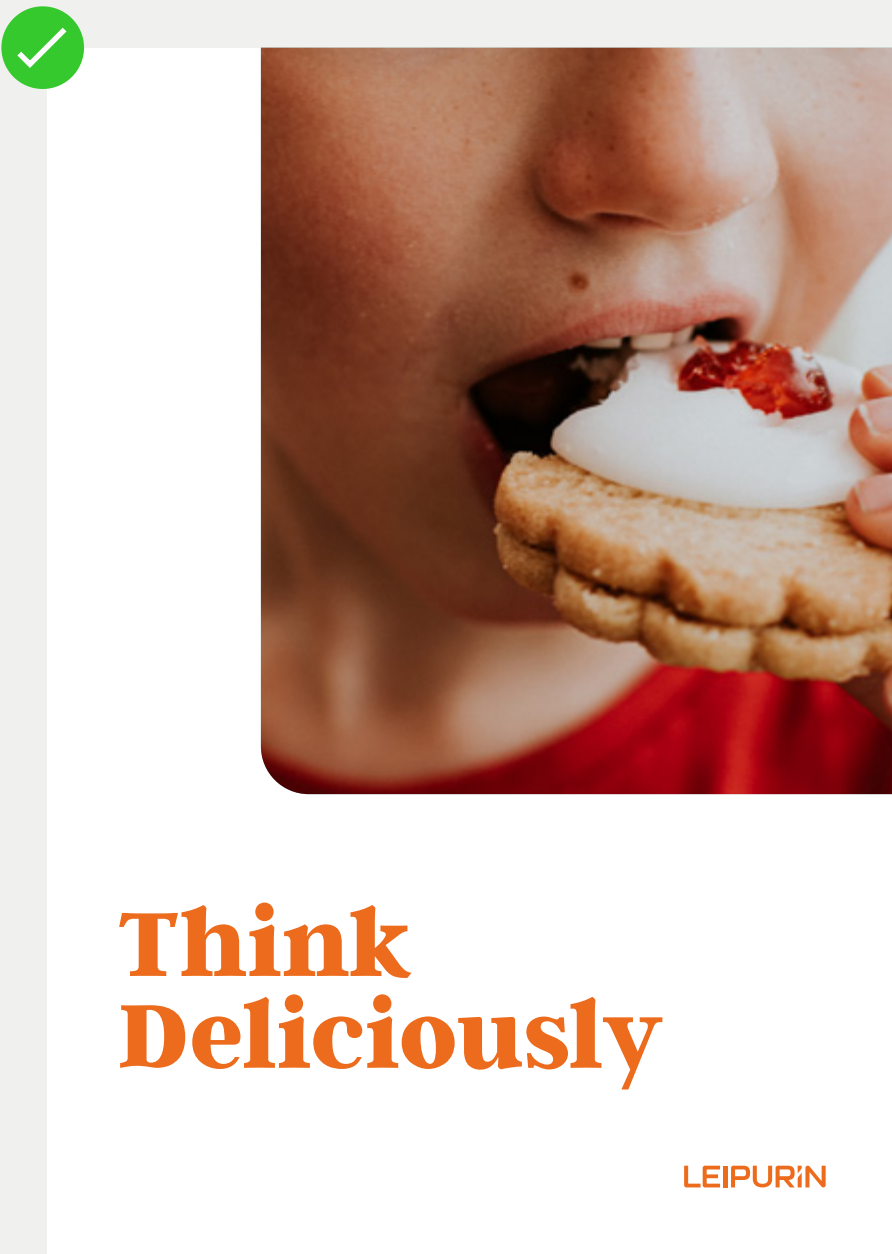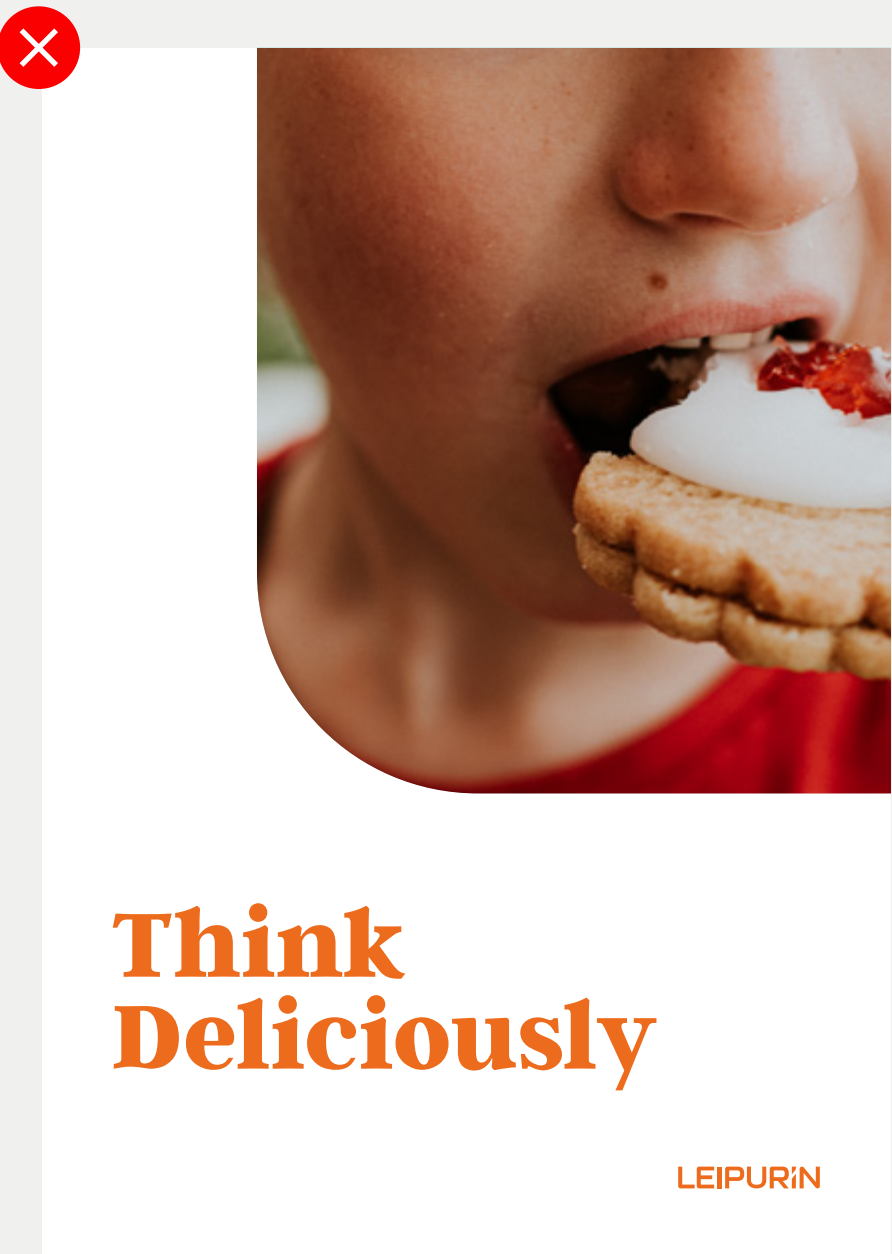
Photography

Telling stories

We use photograpy to bring to life our "from source to end product" story.

Imagery does not need to be a staged photo of the final product, but instead highlight the journey of the raw ingredients and their preparation right through to customers enjoying them from their plate.

In order to tell this rich story, it's important to use a variety of crops along with a variety of angles. This also creates a sense of energy and movement.

Some tips below are listed to help you select photos.

Style

· Natural lighting and colours

· Depth of field

· Never staged

· In the moment

· Always relaxed and natural

· Subtle grain

Source ──────────────────────────────▶ End product
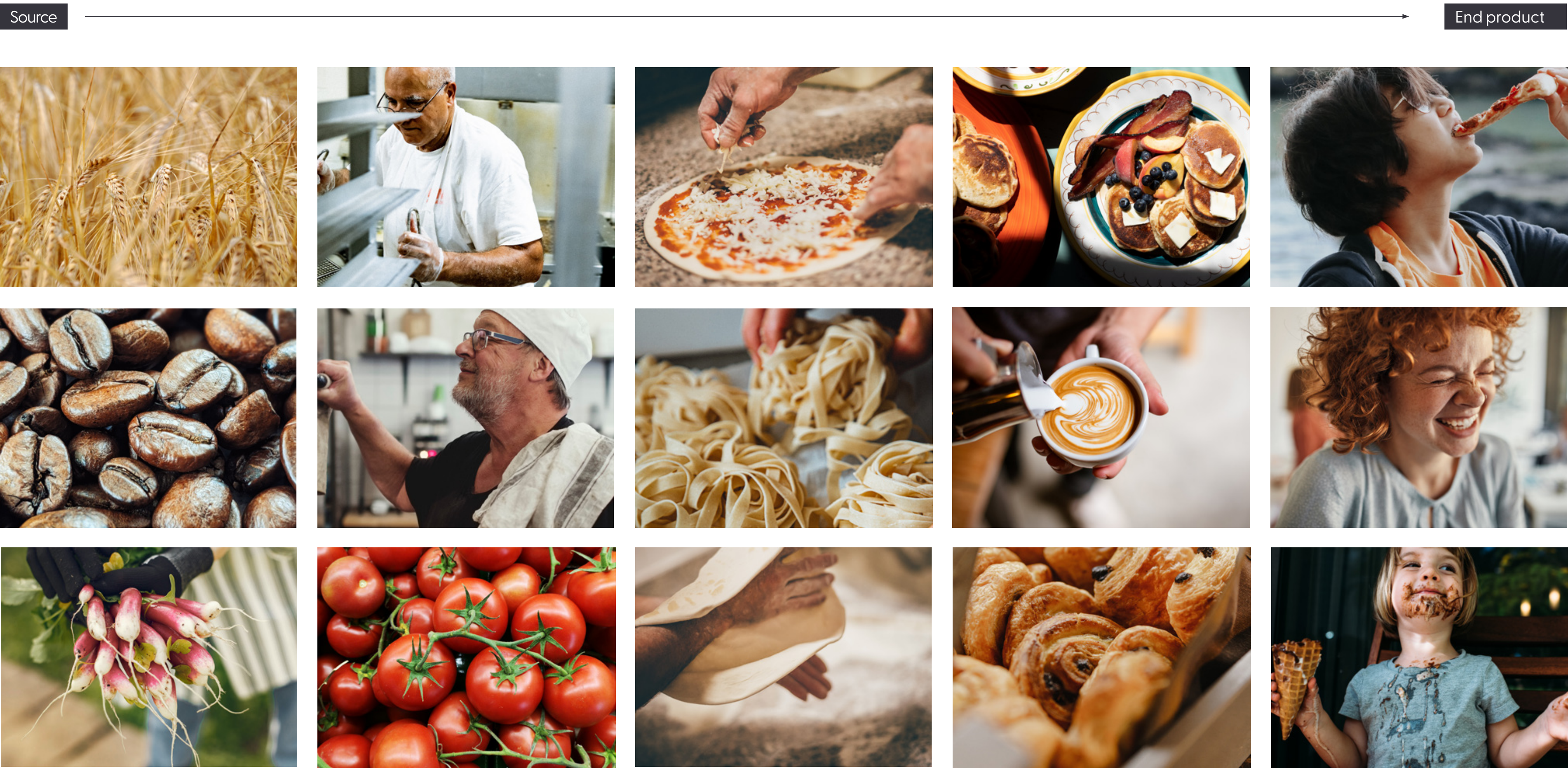
Creating your own photography

When creating your own photography, a product (or products) can be shot in a variety of ways as shown on this page.

In this instance, we have used the example of a pastry, to demonstrate the different ways, and different situations in which the product can be shot.

Tips

· Shoot the product in unique situations in which you might find the product

· A human touch like a 'bite' out of a piece of food, or a hand in the shot feels more friendly

· In some instances (but not all) having a hint of colour from our palette in the image will link it to the brand identity

Photography

Watchouts

No special effects

Imagery should feel true to life. The colours should feel close to how they appear in reality. They should not be over saturated, or treated with any special effects or filters.

Never staged

In order for the imagery of people to feel authentic, poses and looking directly at the camera should be avoided.

Natural light, not studio light

The lighting should feel as natural as possible. Imagery that has clearly used studio lighting should be avoided.

Reflect colour palette

It's useful to reflect the colours of our palette in some imagery. However, ensure the colours are not dark or dirty and feel light and fresh.
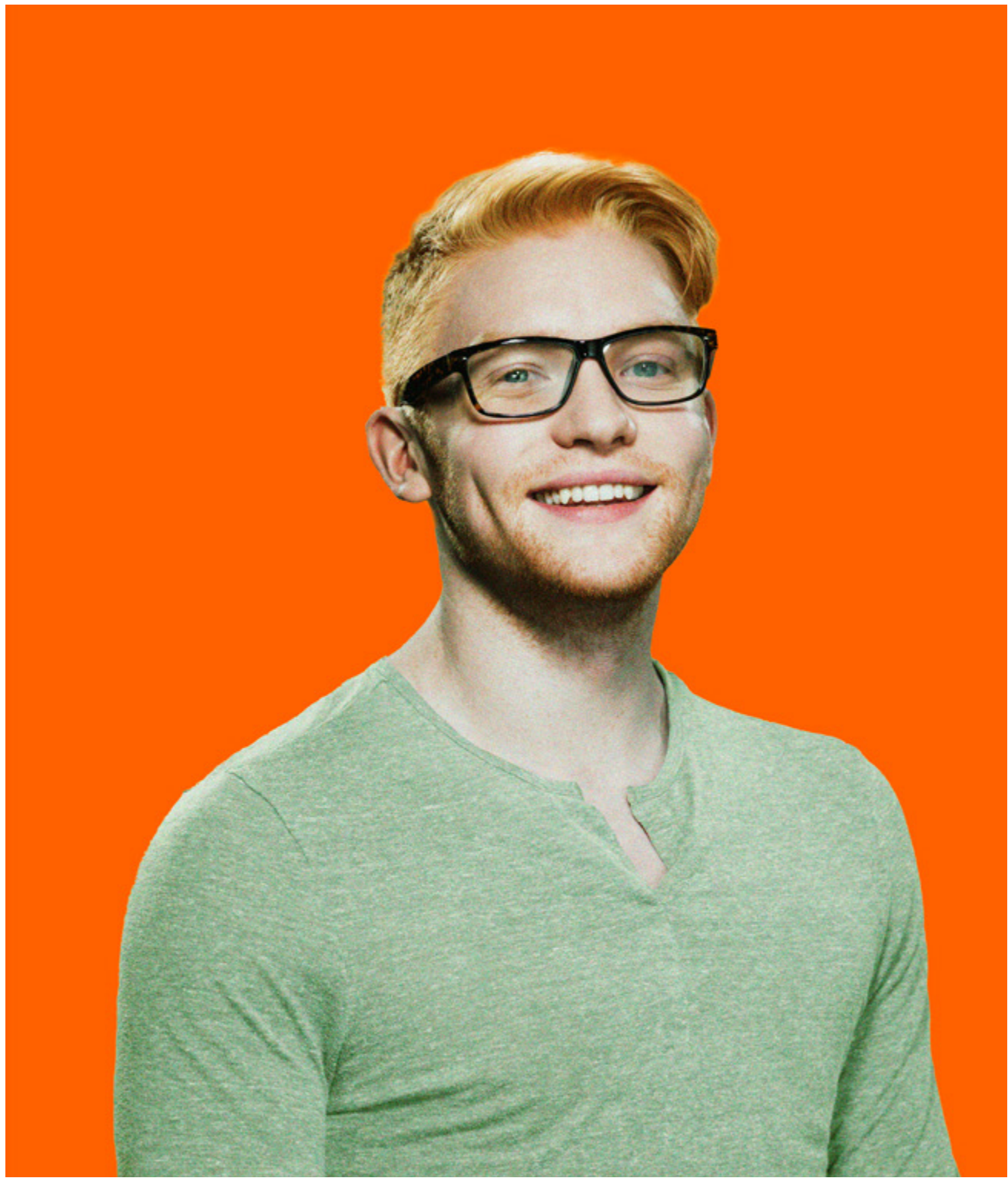
Photography

Hero our employees

We want to shine a light on everyone who works
at Leipurin. Professional headshots of employees
looking relaxed and happy, with a 'Vitality Orange'
background helps elevate them in a way that is in
keeping with our brand.

In the factory

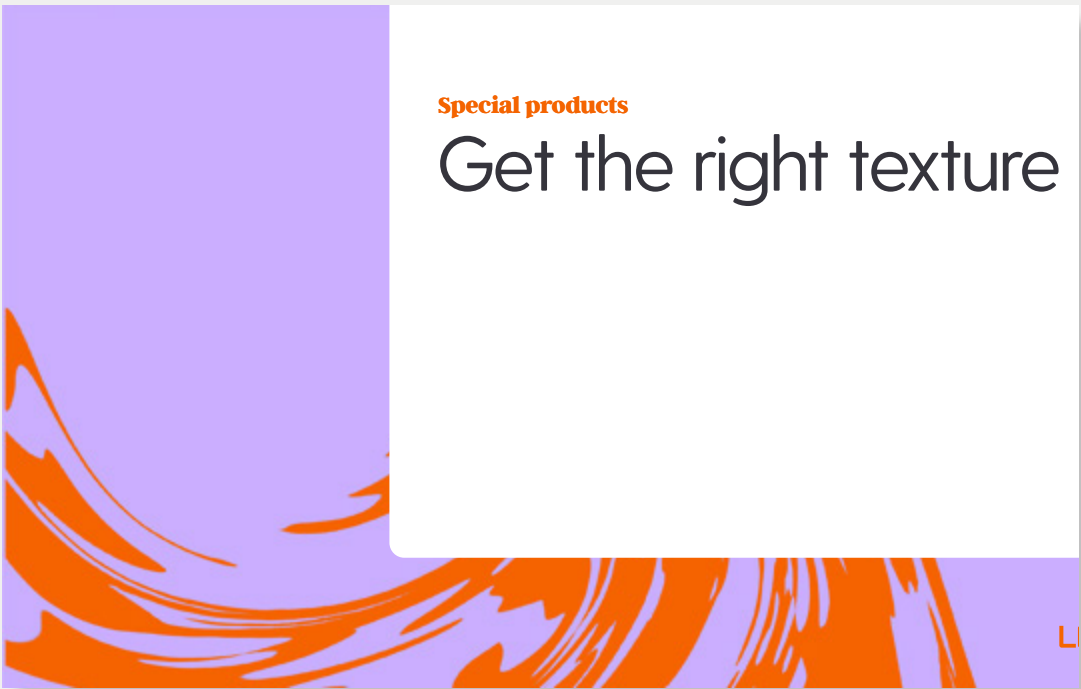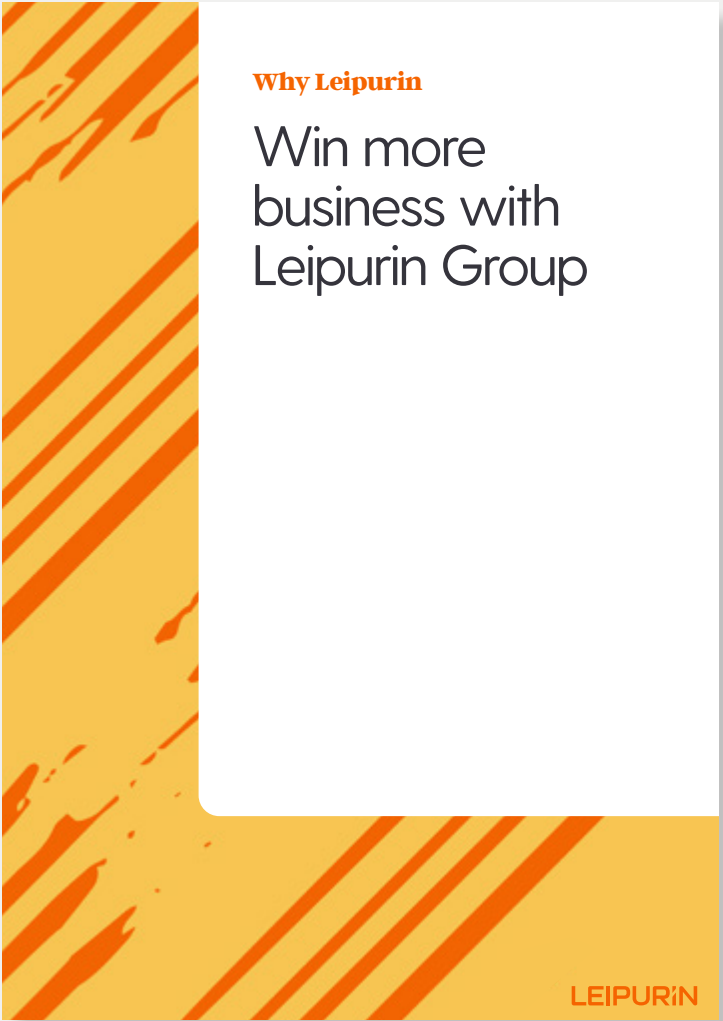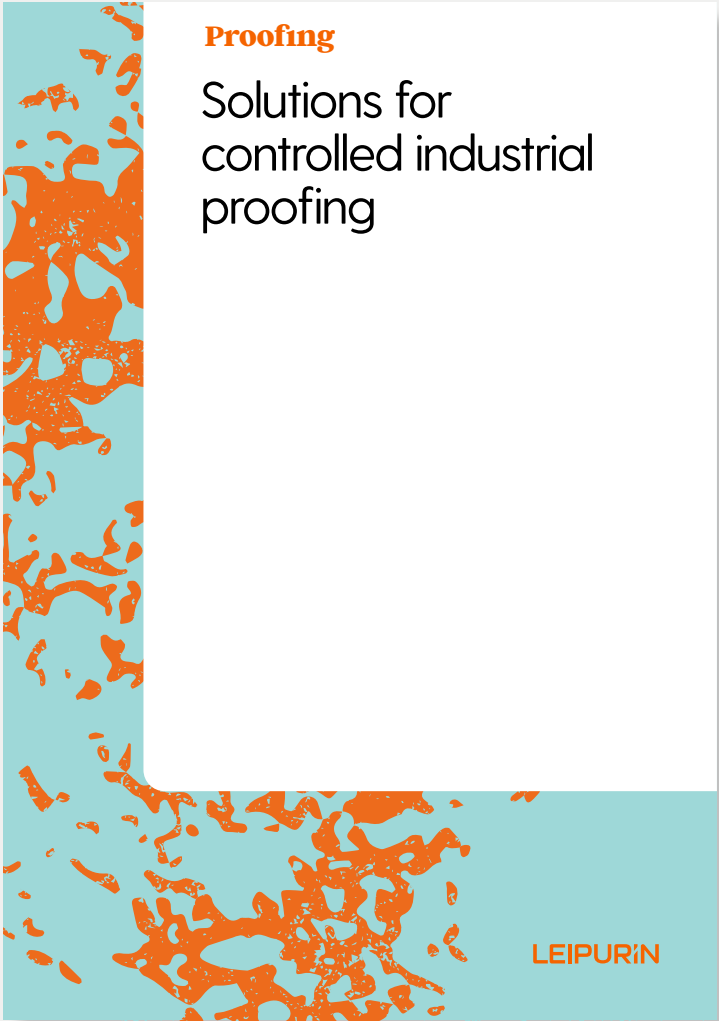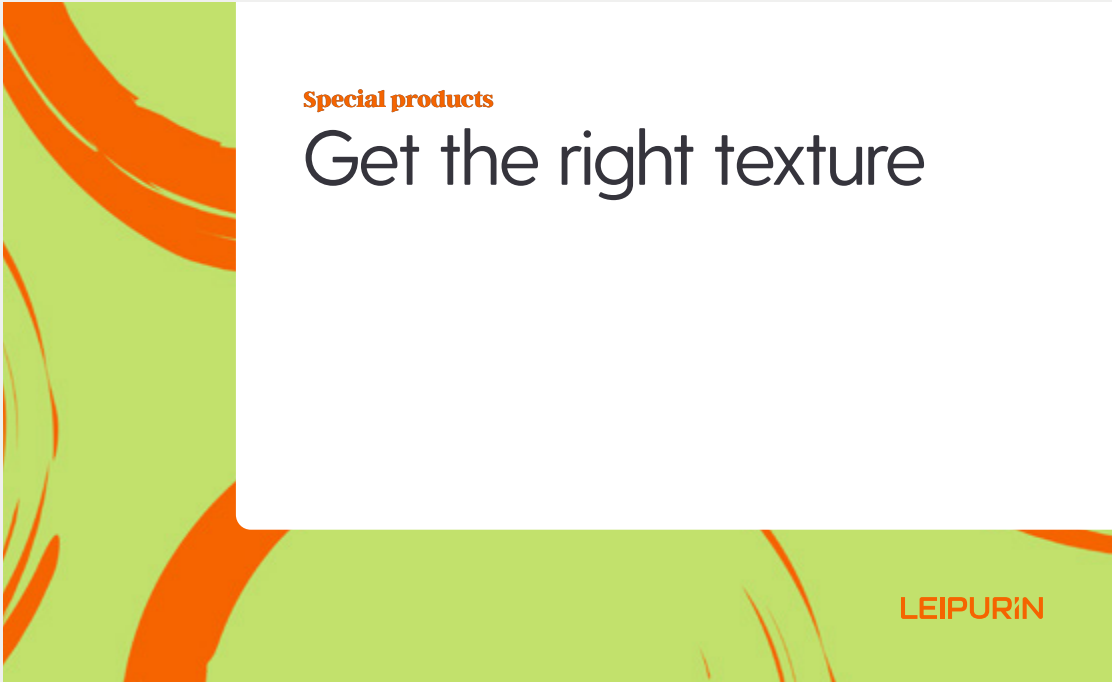Behind the scenes

Customer facing

Brand in use

Business cards

Stationery

Merch

Covers

Special products

Get the right texture

LEIPURIN

Proofing

Solutions for controlled industrial proofing

LEIPURIN

2022

Sustainability Report

LEIPURIN

2022

Trends in baking

LEIPURIN

Why Leipurin

Win more business with Leipurin Group

LEIPURIN

Special products

Get the right texture

L

Social media

Pull-up banners