THIS IS SLOW FOOD: COMMUNICATING THE SLOW FOOD MISSION
Visual identity is all of the imagery and graphical information that expresses who a brand is and differentiates it from all the others.

– Jamahl Johnson
Slow Food is one unified worldwide organization (in spirit, if not in legal fact), therefore the default voice is “Slow Food,” as in “Slow Food organizes, believes, etc.”

Avoid making “Slow Food” possessive (as in “Slow Food’s”).

Never, ever Slow Foods. *Please correct people and partners on this common mistake!*

Place-based entities within Slow Food (national association, local food communities, regional body, etc.) can be referenced in two different ways: Slow Food USA or Slow Food in the USA.

Key terms: movement, organization, values-based, community,

Key themes: biodiversity, education, tradition, environment, justice, joy
TYPOGRAPHY

BAUER BODONI ROMAN

The font used as the “Slow Food” logotype is Bauer Bodoni Roman.

This font should not be used on any other pieces of communications in order to maintain the integrity of the logo.

HELVETICA + VERDANA

SFI recommends two sans serif typefaces to use on all communications.

These fonts come installed on all computers. It is Verdana on a PC and Helvetica on a Mac. They are very similar in appearance and all chapters should have access to one if not both fonts in which case Helvetica is the preferred font.

They are both clear and legible and used the world over by designers who want clarity of communication without using distracting, overly decorative or ‘dated’ typefaces.

OSWALD + NOTO SANS

Slow Food USA uses Oswald as the title font and Noto Sans as the default text font on its website, graphics and internal docs.

These fonts are open license fonts and Google fonts. They can be downloaded easily online or incorporated where Google fonts are available.

Good, clean and fair food for all.
THE LOGO

The symbol of the stylized snail and the name Slow Food is a registered trademark, and as such is subject to the laws of copyright and is protected by them. The Slow Food trademark cannot be used or reproduced without permission.

The shape of the snail and the proportions between the script and the snail cannot be changed.

The font of the "Slow Food" name is Roman Bauer Bodoni.

The use of the international logo must be always be authorized by the International Board of Directors.

The name of the country, chapter or convivium must follow ‘Slow Food,’ in Bauer Bodoni font.

The snail size does not change and the snail remains centered over the script.

There are only two primary configurations of the logo, a single line version and a ‘stacked’ version, both are shown below. No other configuration of the logo should be created.
Incorrect Usage
The digital logo artwork should not be altered, recreated, or re-typeset in any way. No other configurations should be created. Some examples of what not to do are shown here. Always use the digital artwork logo files provided.

NEVER add elements to the logo
NEVER randomly change the color of the logo
NEVER reconfigure the logo
NEVER distort or warp the logo
NEVER place the logo over a busy photograph or graphic
Graphics are a great way to communicate about campaigns, events, and partnerships. The golden rule is: keep it simple.

Importantly, the Slow Food logo and/or snail should be present on all graphics that do not exist on a branded page or platform.

If you are creating a promotional graphic with a partner, be sure your logo is included on the graphic and that it has some elements (color, type, imagery) that correspond to your visual identity.
COLOR PALETTE

Your color palette and imagery will provide a very strong thread in your visual identity and perception. The most important component here is, once again, consistence. Keep your colors and images consistent, and your visual identity will hold together over time.

SLOW FOOD RED
HEX Code: #da2028

The Slow Food red should be your primary and ever present color. You may add other colors to your chapter, group, community palette, but they should be no more than 2 additional colors and should be consistent across media and platforms.

GRAY
HEX Code: #7a7a7a

TURQUOISE
HEX Code: #36b6aa
IMAGERY
Images should convey the central values, real world action and community orientation of Slow Food. Keep it simple here, too. Sometimes a bad image can do more harm than a good image will do good! Pay attention to representation and inclusion in imagery that includes people. Always credit the photographer, unless you own the rights to a photo or unless otherwise noted!