PRIMARY LOGO

SecureFood

LOGO ELEMENTS

FOOD

SAFETY

SECURITY

BRAND MARK

SINGLE COLOUR LOCKUP

SecureFood

LIGHT LOGO

SecureFood

WHITE LOGO

SecureFood

LIGHT MARK

WHITE MARK

BRAND FONT

Figtree

OUR NEW HERO FONT

Penultimate

The spirit is willing but the flesh is weak

SCHADENFREUDE

3964 Elm Street and 1370 Rt. 21

Designed for digital legibility

Has multiple different weights

And works brilliantly in both lowercase
AND UPPERCASE

COLOUR PALETTE

LIGHT TINT #1	#92DDDB
LIGHT TINT #2	#FCC995
Virdigris HERO COLOUR #1	#44A1A0
Earth Yellow HERO COLOUR #2	#DBA159
DARK TINT #1	#073B4C
DARK TINT #2	#895833
Midnight green DARK BASE	#042026
Pistachio ADDITIONAL CONTRAST	#BCDC8B