



# Brand Style Guidelines

November 2023





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# 1. Introduction

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# Our Brand

Milk Sustainability Center positions itself as a supportive and inclusive hub for dairy farmers, leveraging digital solutions to enhance operational efficiency, sustainability, and overall success in the evolving landscape of dairy farming. The brand emphasizes a farmer-centric approach, empowering them with data-driven insights and easy to use tools. Helping farmers address the perceived challenges associated with sustainability and environmental considerations.

### Objective

- Cultivating meaningful digital connections with dairy farmers globally.
- Guiding farmers to recognize the transformative potential of precision agriculture and data-informed decision-making.
- Addressing common challenges through insightful solutions, with a focus on cost reduction, increased yields, and improved sustainability.

### Mission

- Empowering dairy farmers by enhancing operational efficiency and sustainability through practical, data-driven solutions.
- Assisting farmers in adapting to changes in the dairy farming landscape driven by digital transformation.
- Prioritizing farmers' control over data sharing.

### Values

- Welcoming all dairy farmers, irrespective of brand, and providing tools for holistic, data-based farm management and sustainability.
- Acknowledging the perceived challenges in sustainability, nutrient management, and monitoring the carbon footprint in dairy farming.
- Standing beside farmers in navigating these challenges, emphasizing the importance of these tasks for the long-term health and success of dairy







# Center of Synergies

Our visual communication will show how MSC has an open mind and effectively combines different expertises, fields, knowledge to a greater common goal.

**Keywords:** three pillars of business, sustainability, engineering

# Empowering farmers

Our visual language will communicate how the MSC tool can empower farmers to actively improve the sustainability of their product (milk) and business.

**Keywords:** sustainability, growth, improvement

# Pioneering farming technology

Our visual language will communicate how the MSC tool can empower farmers to actively improve the sustainability of their product (milk) and business.

**Keywords:** caring, efficient, smart



# 1. Logo

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## Primary Logo

The primary MSC logo has a horizontal layout and it is made of the logomark and logotype, placed next to each other.

### Logomark

The logomark has multiple meanings and can be interpreted in different ways. The three elements symbolize the three pillars of MSC (sustainability, engineering, business).

Their organic shape is a clear nod to shapeshifting from leaf to drop (of milk). Shapeshifting means transition, evolution, being a pioneer.

Conversation is a key meaning of this logomark: the two blue leaves stand for two companies coming together and starting a conversation, represented by the bubble speech (top green leaf). The three elements could be seen also as two companies coming together and talking to farmers, their target audience.

### Logotype

The Quicksand font used for the word MILK aims to recall the softness, roundness and lightness of some liquid texture, like the milk's. Using a particularly round font is a nod to sustainability.

SUSTAINABILITY and CENTER are written in the Inter Tight font. This font choice aims to convey a look and feel of structure, reliability and knowledge.

### Usage

This is most used version of the logo. It will our preferred version and it will appear on most marketing collaterals, such as presentations, banners, documents, website, app.

Clear Space



Proportions & Size





## Logomark

The logomark is made of the three leafy milk drops. For its meaning please refer the the Primary Logo page.

It is crucial to always use the logo with the two bottom drops in the full color blue while the upper speech bubble in a green stroke, with no fill of any color.

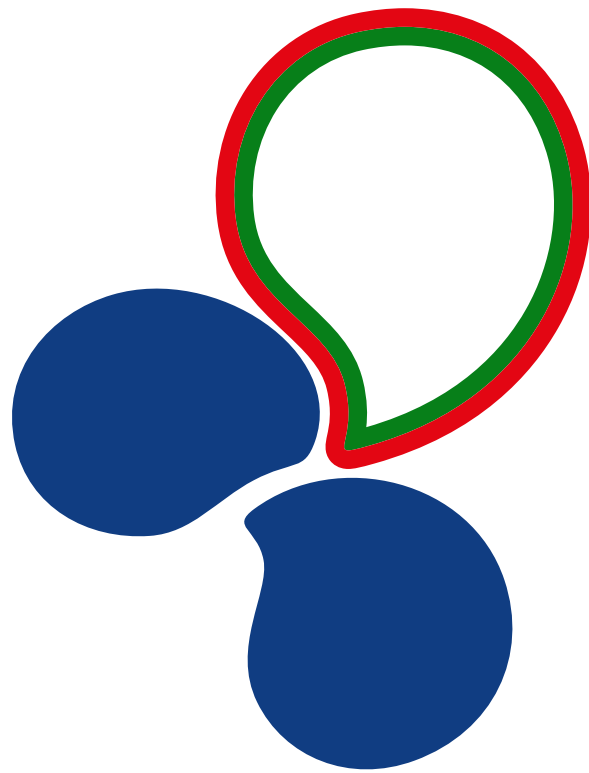
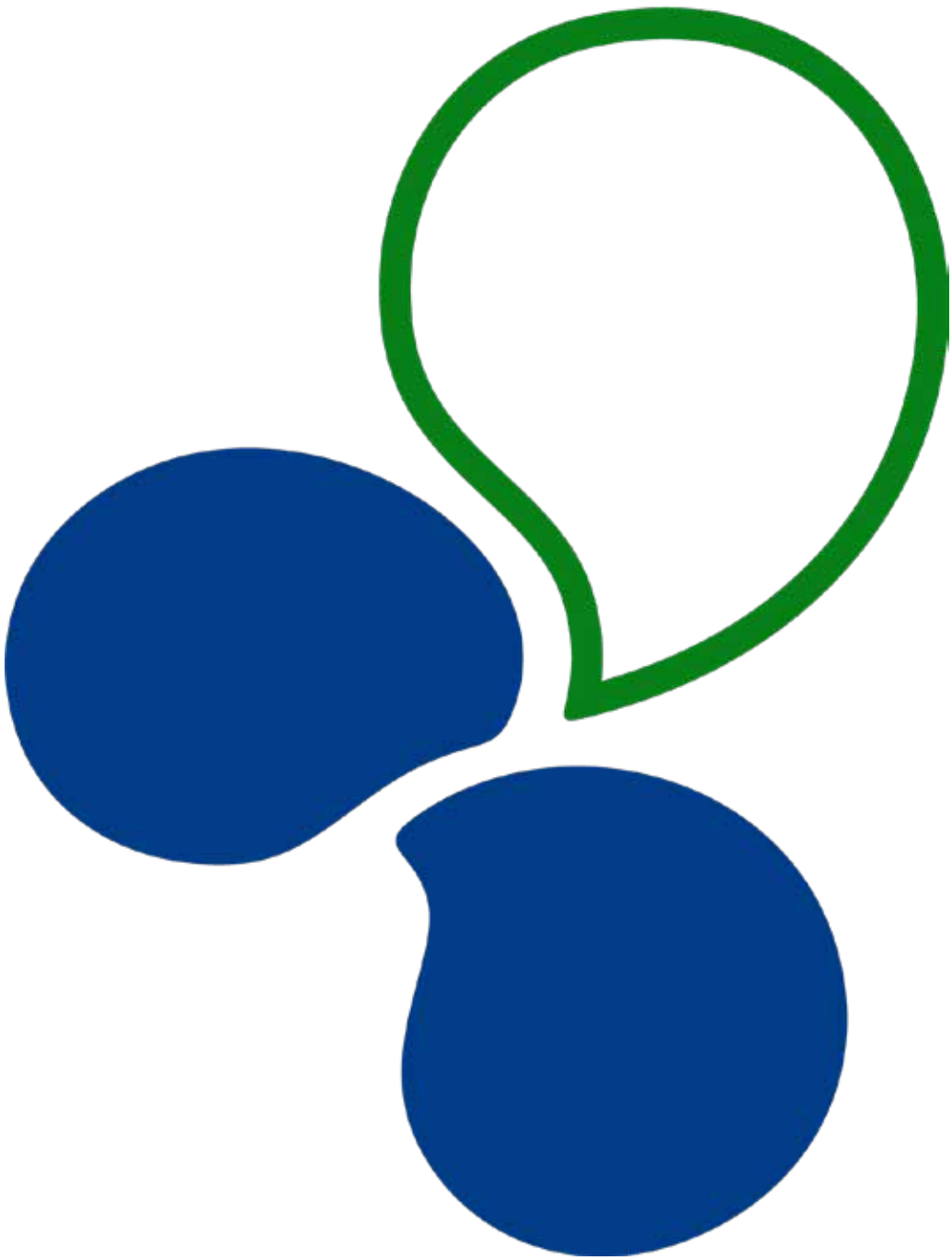
The stroke is in our Office Green from the primary color palette and its size is 10 pixels.

It is crucial the space between the three elements is left as it is. As it shows in the visuals A. and B., it is importnt the stroke stays inside of the speech bubble and doesn't lay outside of it, or partially outside as the red one indicates.

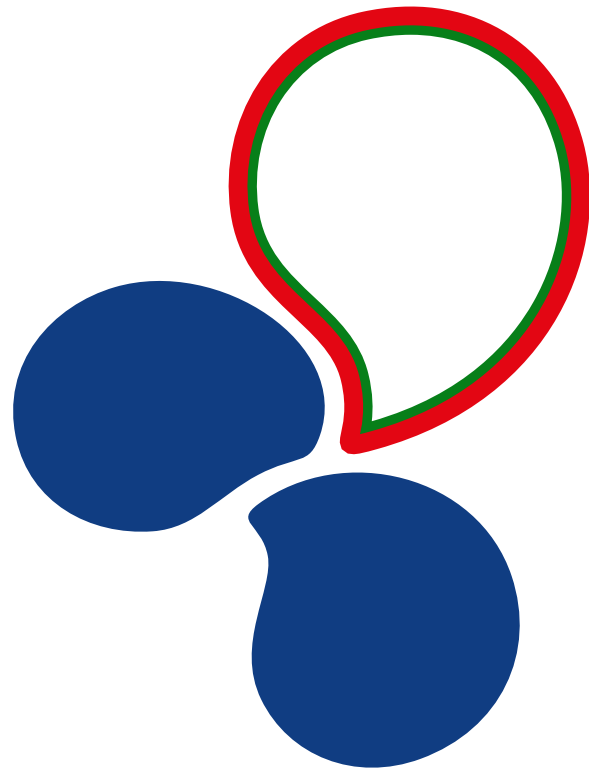
### Usage

The logomark can be mostly used in any case scenario where we want to showcase the MSC brand, but we do not have enough space to fit the primary logo.

The logomark will be mainly used as social media avatar, favicon and in documents such as business cards, presentations and footers, most likely in a corner of the layout.



A.



B.





Correct Usage

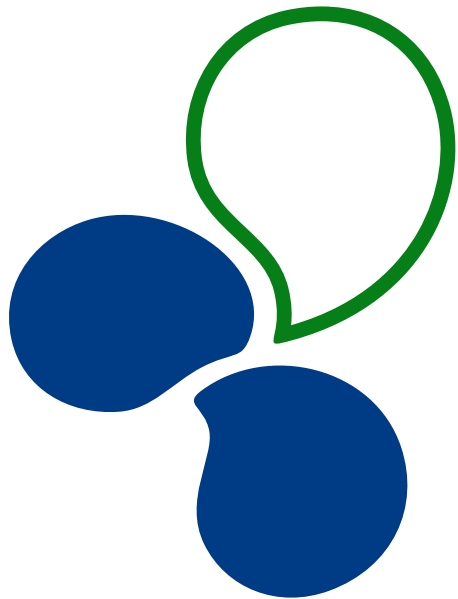
Logo, Logomark

Confidence should be projected with use of the brand identity. Make sure that where the brand is concerned, the right form factor is chosen based on the context of its placement, that it is visible and not placed awkwardly.

Trying to fit the same mark simultaneously on a billboard and on a letterhead is a challenge. Our identity system is designed for flexibility, consistency, and brand recognition.



Logotype and logomark seamlessly integrated



Logomark

## Correct Usage

### Primary Logo on Solid Colour Background

The colour of the logo should be chosen based on the amount of contrast it creates with the background.

Here, the dark variation of the primary logo is shown on white background creating an appropriate amount of contrast.

Using the lightest blue and green shades of the colour palette does not create the same bold contrast, therefore it is allowed to exclusively use the primary logo on white backgrounds.



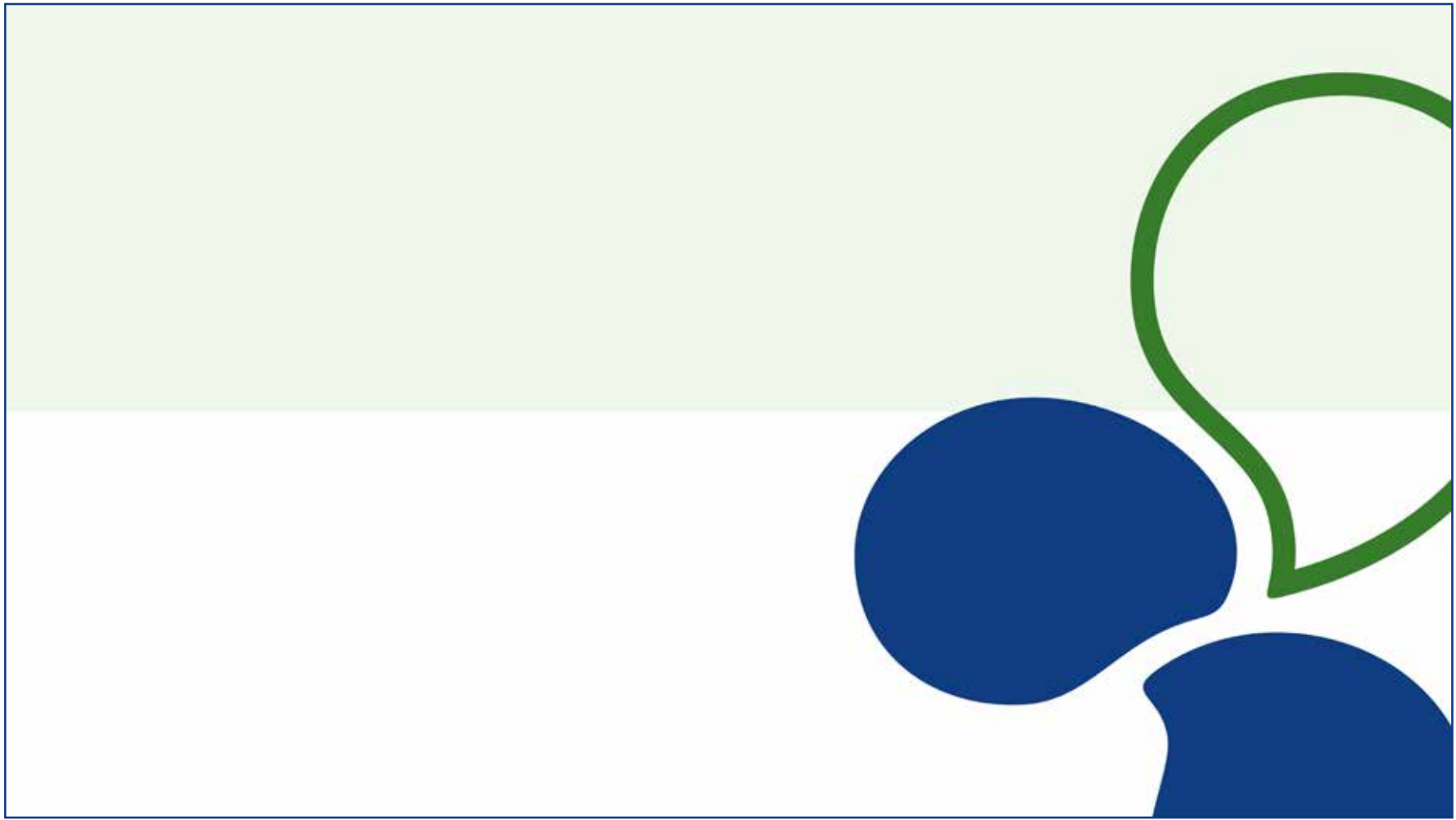
## Exception

### Logomark on Solid Colour Background

In some scenarios it is possible to use the logomark on a solid colour background, entirely or partially, like in the example.

This usage is possible only whenever the contrast created is bold.

The following example was created for a PowerPoint slide background. The use of the light green in the background works well as the green and white occupy 50% each of the entire background surface. This creates good balance in terms of legibility and good amount of contrast.





## Correct Usage

### Light Logo on Solid Colour Background

The light version of all the logos (primary, secondary, logomark, special secondary) is entirely designed in white (HEX: #FFFFFF). For a bold look we recommend to use it on solid brand colors at opacity 100%.

It is crucial to always use the white version of the logo on backgrounds to still have enough contrast in order to be visible.

Its primary usage will be on the primary MSC blue (HEX: 103D82) and MSC green (HEX: 367C2B) backgrounds like in the examples. Darked shades are allowed for backgrounds as they maintain a good contrast con the white of the logo.



Correct Usage

Logo Files with Backgrounds

It is essential to always use the logo or logomark with a transparent background (.png or .svg).  
Never add a white background to the logo or logo mark.

On a colored background, use the white logo or logomark with a transparent background, when the background is dark enough to provide the correct contrast level (AAA, contrast-ratio.com).





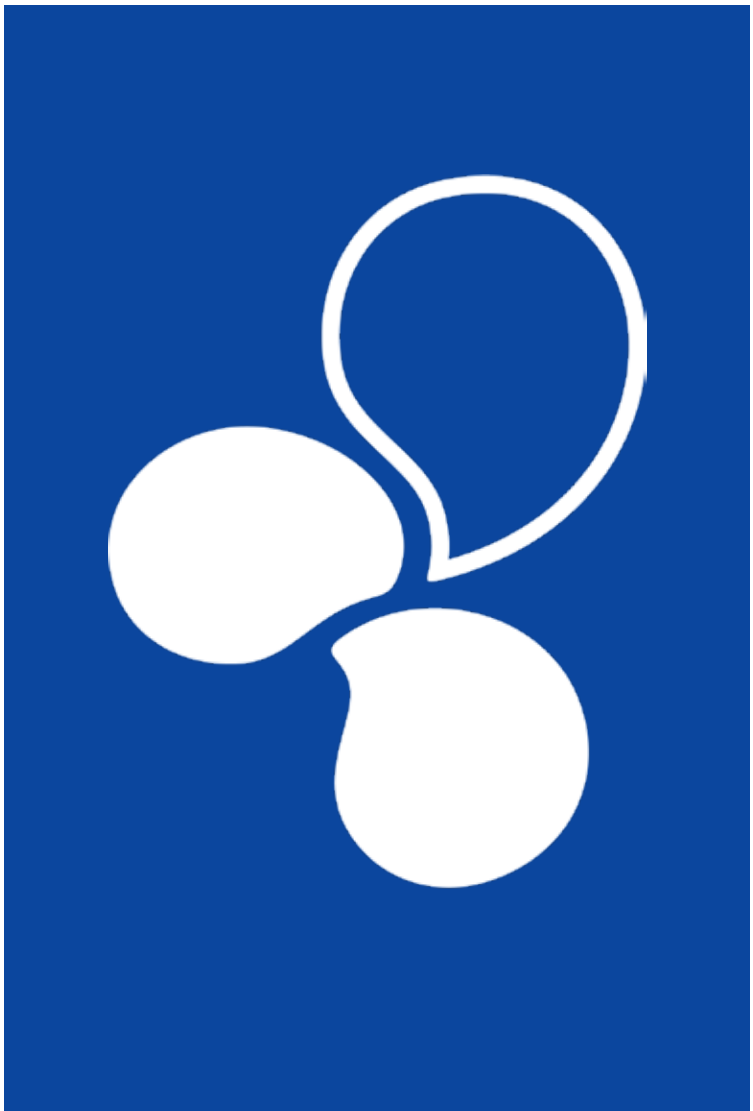
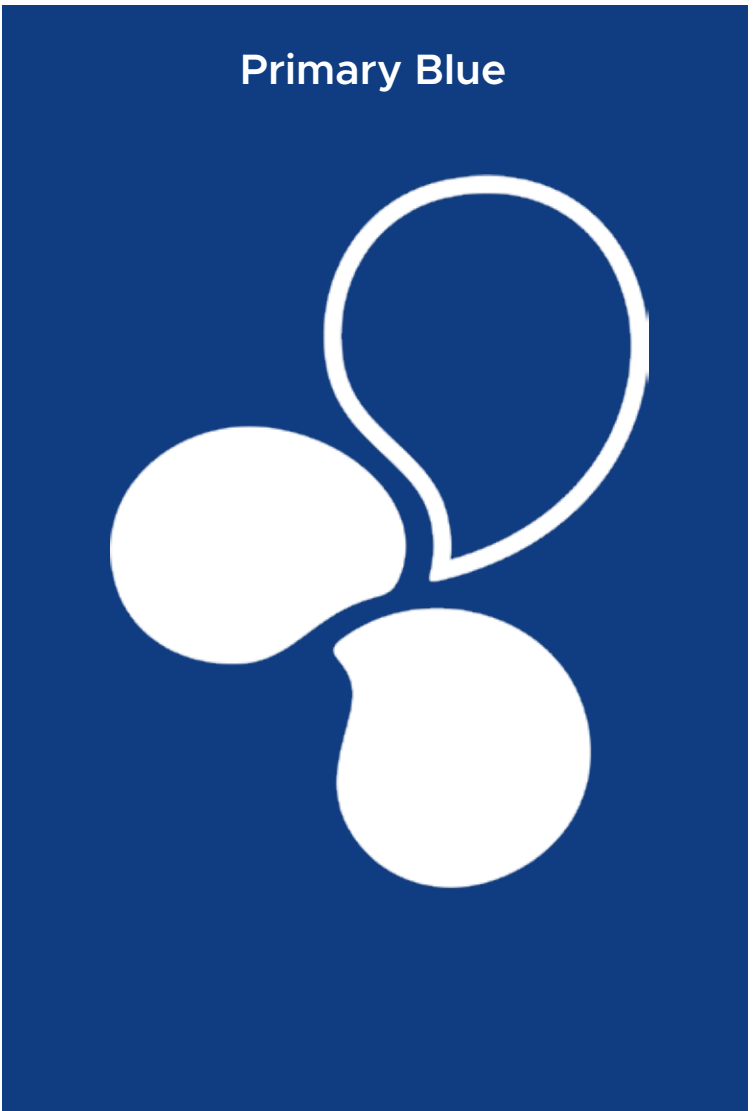
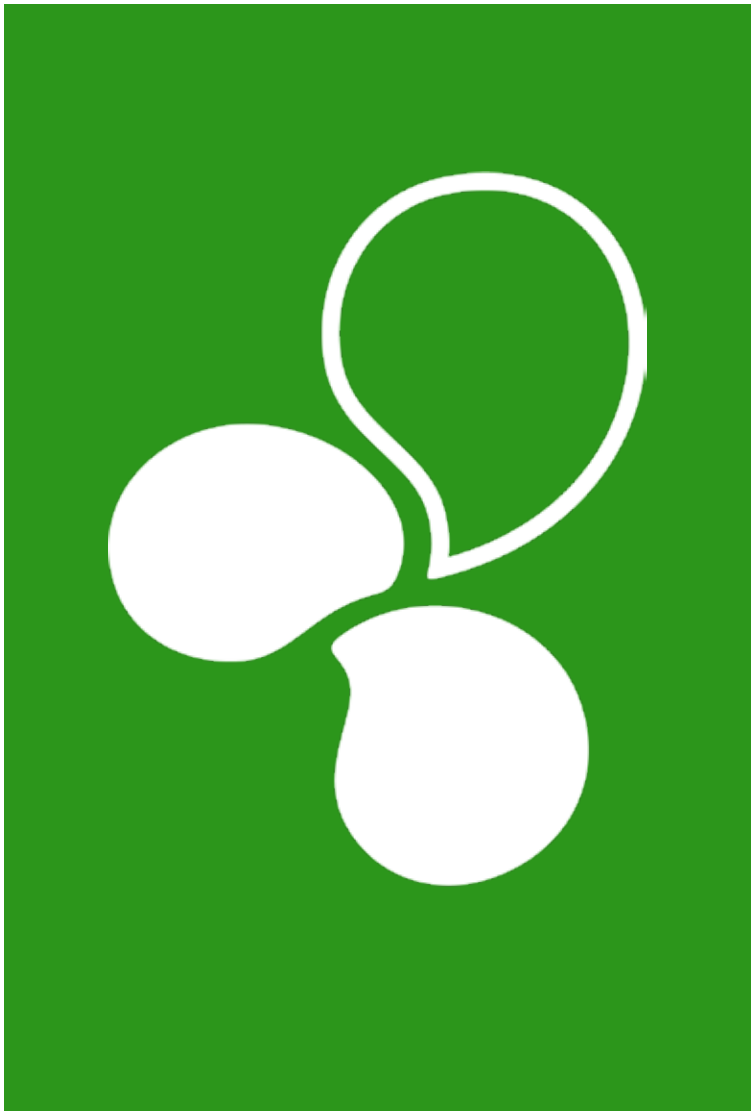
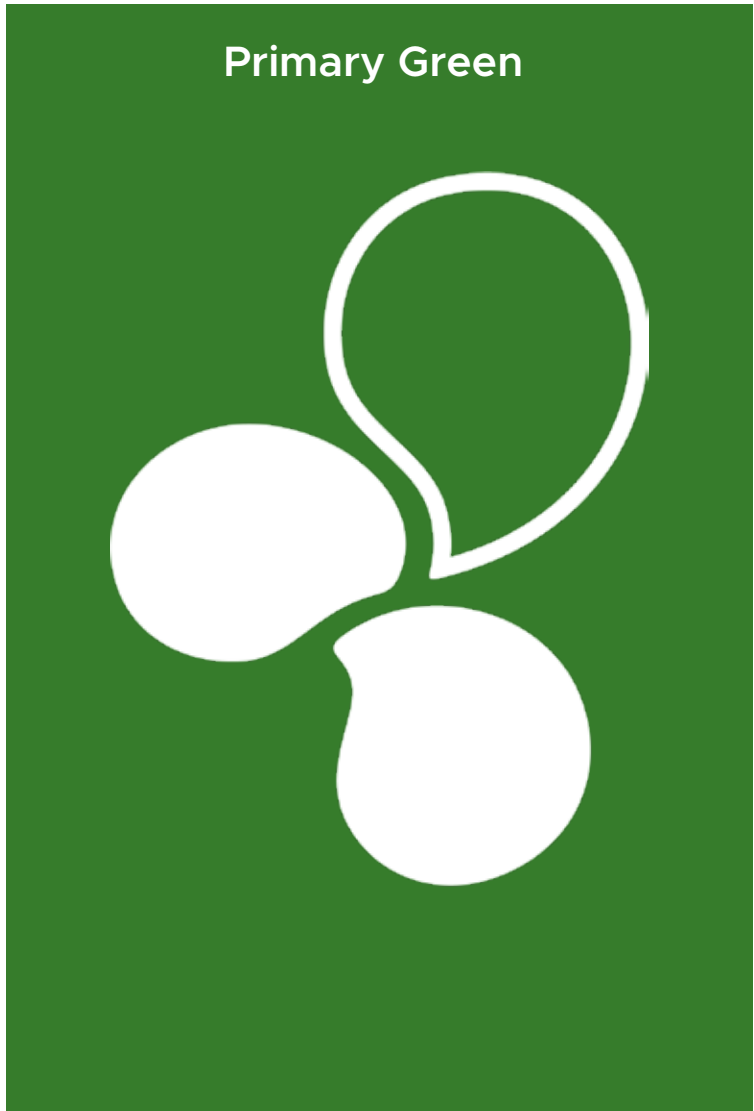
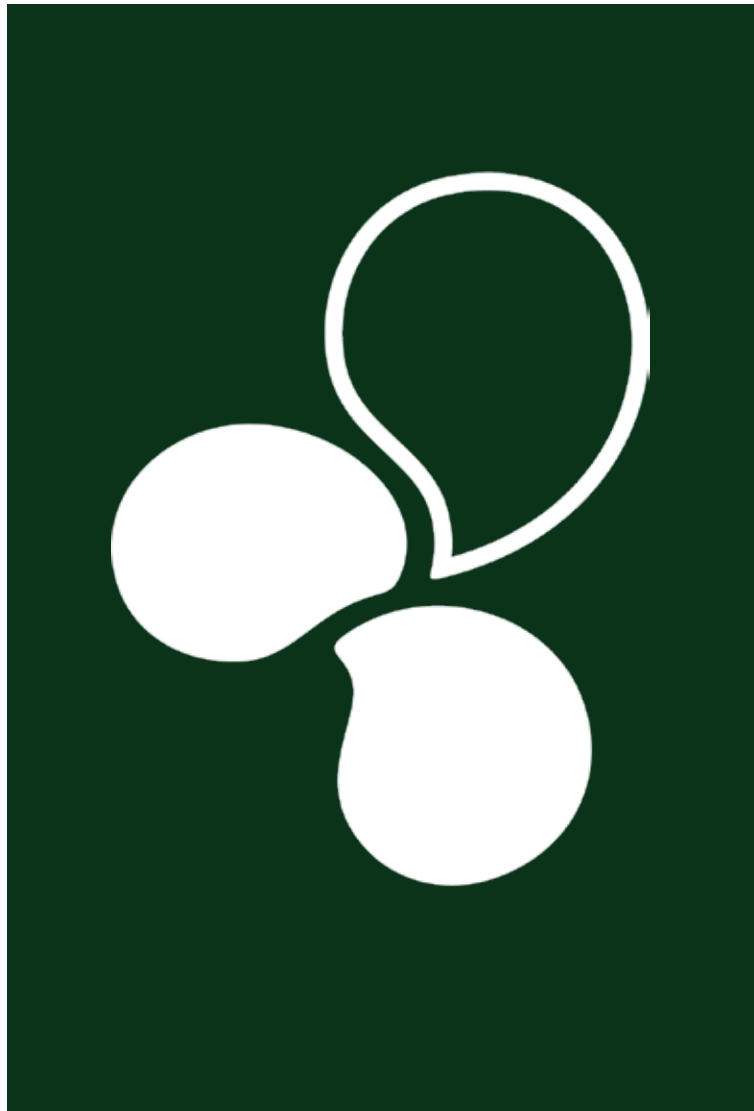
## Correct Usage

### Primary Logo on Solid Colour Background

The colour of the logo should be chosen based on the amount of contrast it creates with the background.

Here, the primary logo is shown on dark background color creating an appropriate amount of contrast.

The colour of each element of the logo needs to show in a clear way when on such backgrounds. Therefore it is necessary to keep this aspect into account as well when placing the logo or symbol on top of solid colour backgrounds.



## Creative Correct Usage

### Logomark Use

The logomark layout shows a great potential for flexible usages. Due its three graphic elements, the logomark is easily adaptable to other both functional and creative usages.



### Customised Icons

Carbon Footprint: the foot is made of two leaves from the logo combined in a different layout



### Important Numbers or Notes

One isolated leaf of the logo can be used as a speech bubble, as long as the copy inside is short and concised, like the above examples: short messages and data.

Colours can vary according to the context and message to display.

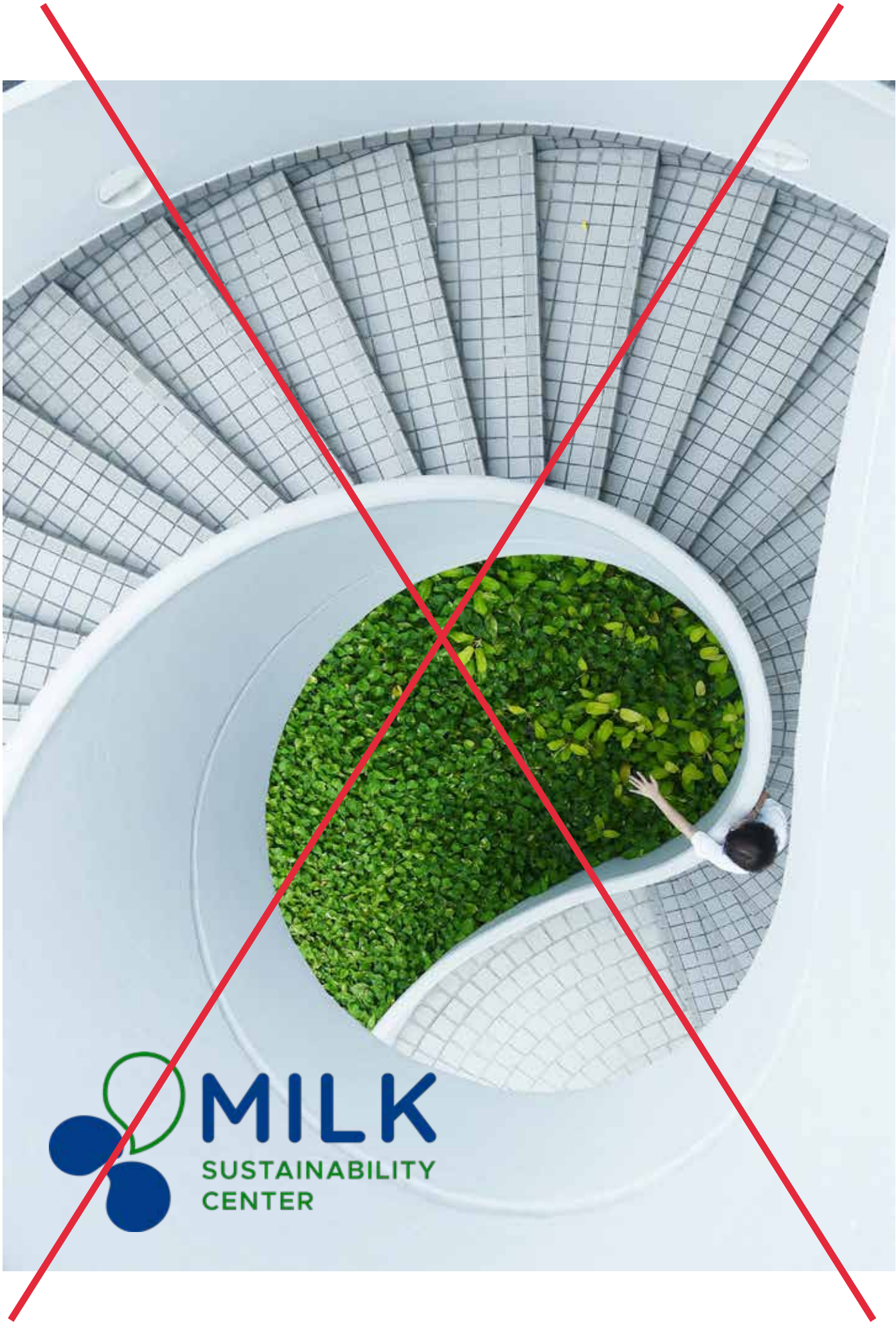


# Incorrect Usage

## Logo Files with Picture Backgrounds

The primary logo must be used exclusively on white background.

The reason why we recommend such strict usage is due to the presence of two colours in the logo: it is really hard to find pictures with colours that allow the primary logo colours to both stand out and be very well visible at the same time.



## Incorrect Usage

### Light Logo on Solid Colour Background

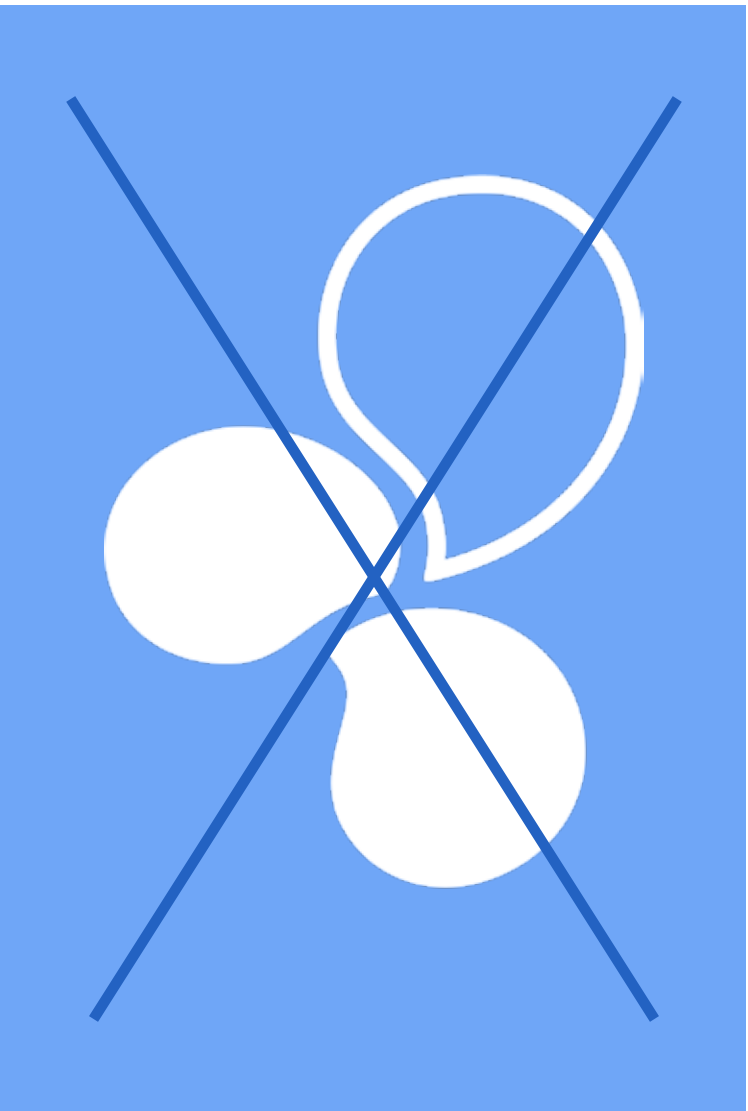
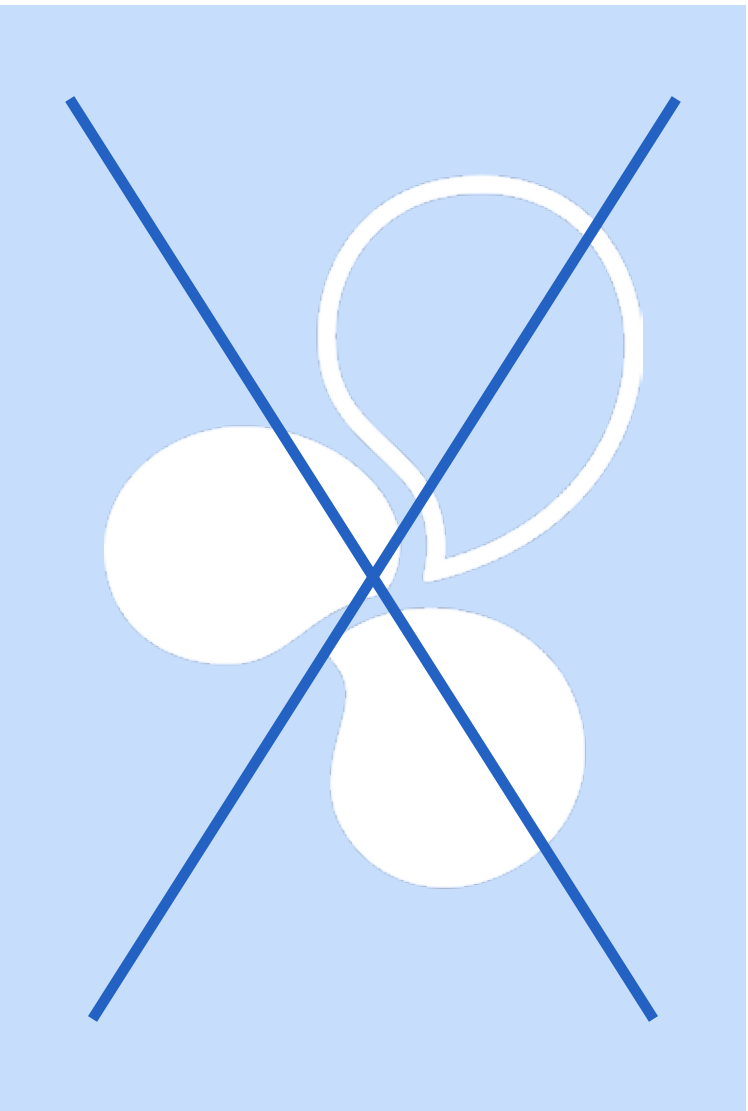
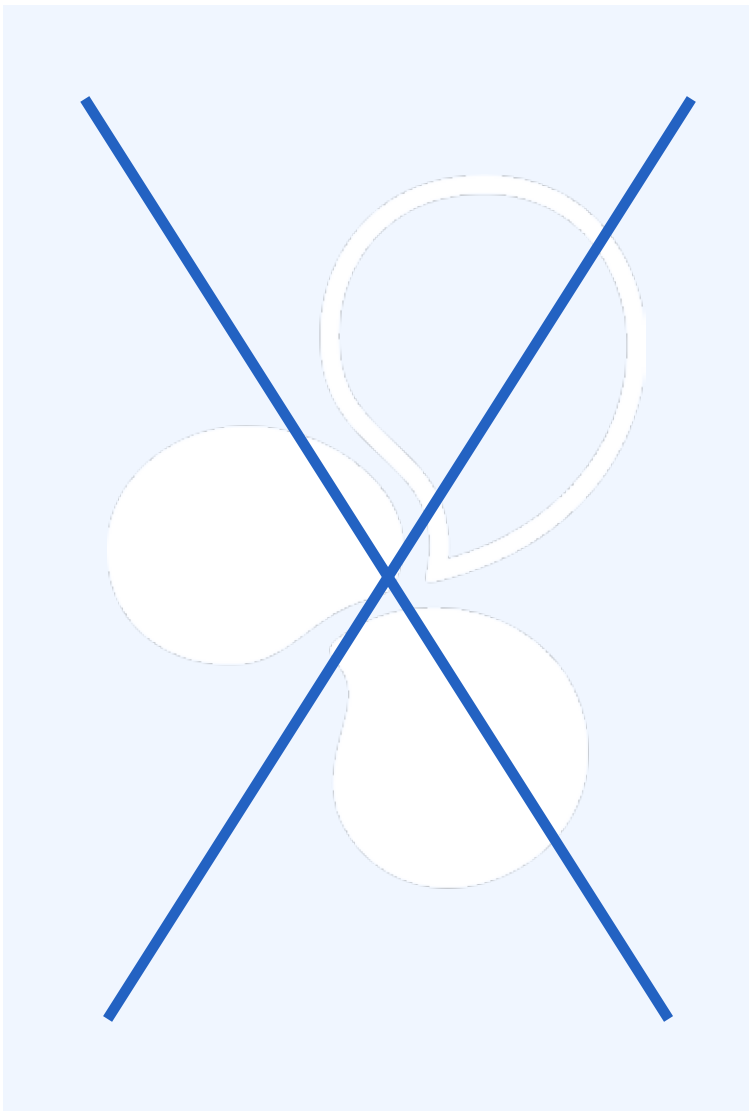
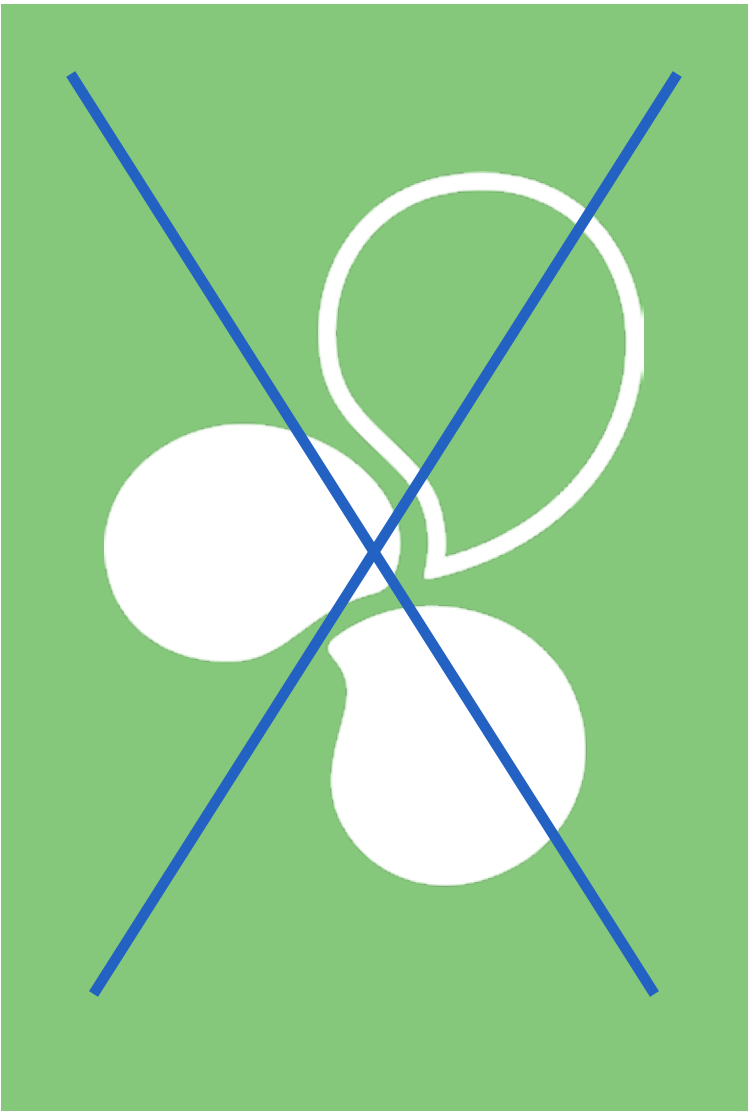
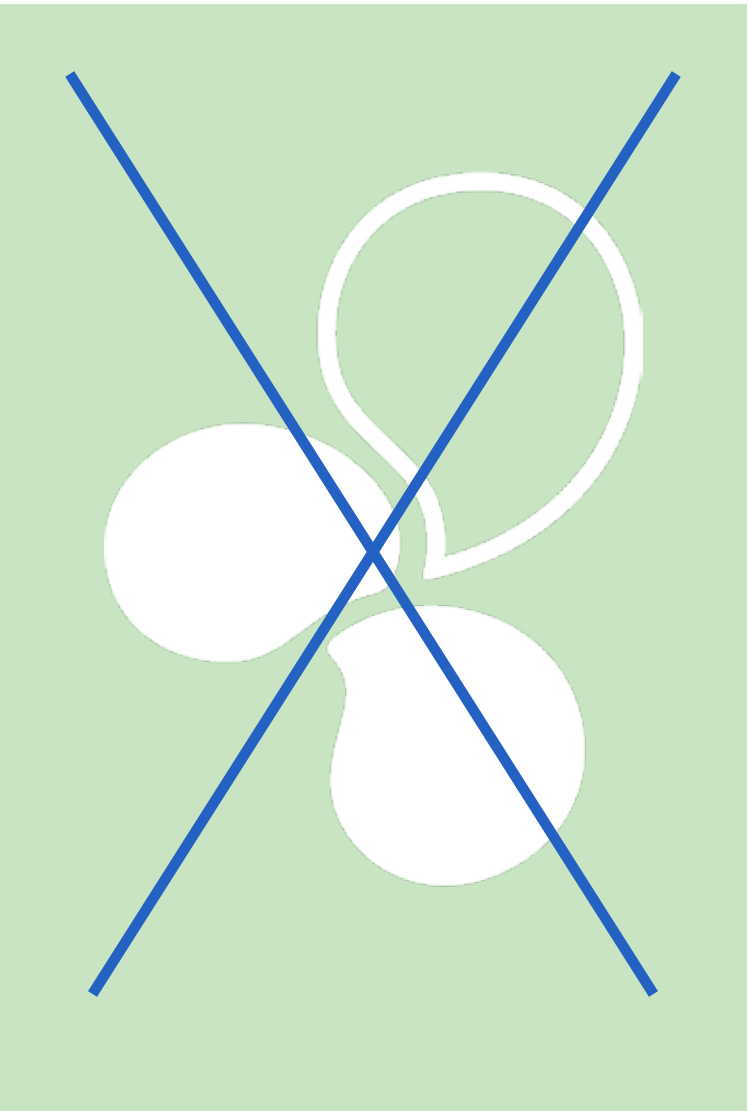
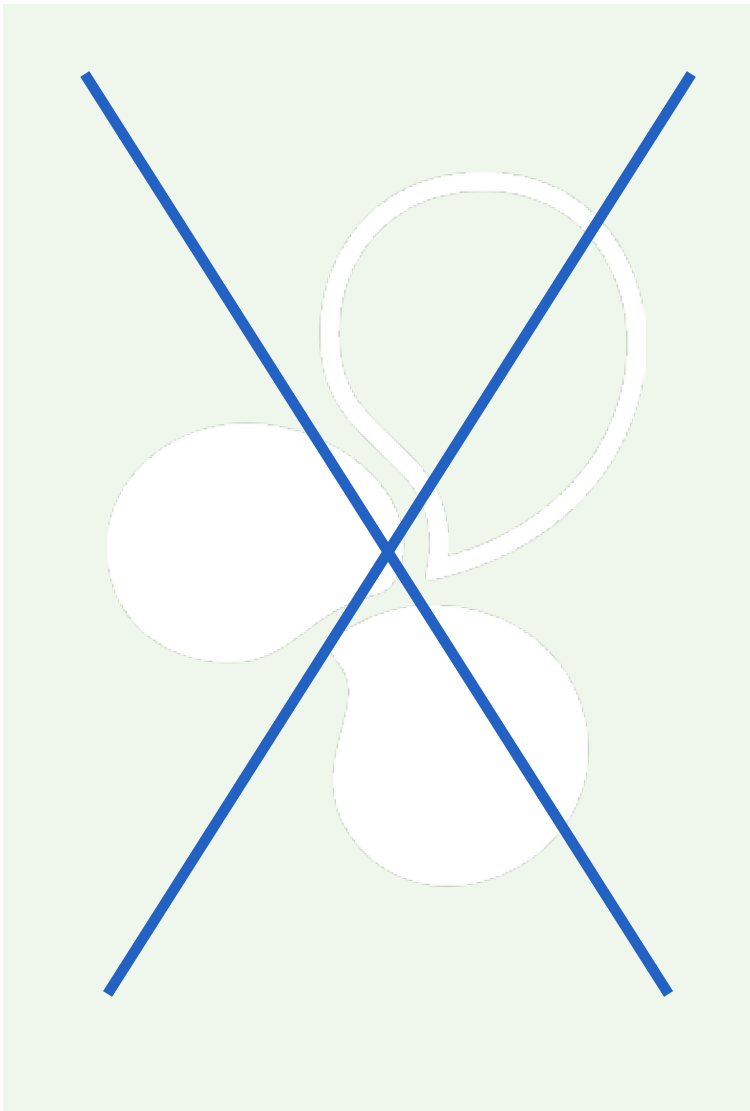
The light version of the logo is entirely designed in white (HEX: #FFFFFF). For a bold look we recommend to use it on solid brand colors at opacity 100%.

It is crucial to always use the white version of the logo on backgrounds to still have enough contrast in order to be visible.

We recommend to avoid the usage of the light logo on too light backgrounds. We want our logo to be clearly visible at any times.

There are several websites to check the right contrast ratio. You can use this website for reference by filling in the colour HEX Codes: <https://coolors.co/contrast-checker/112a46-acc8e5>

NOTE: it should pass AAA level for any size text and AA for user interface components and graphical objects





Incorrect Usage

It is important to ensure that all the logo formats and logomark are reproduced with consistency and integrity.

It is essential that the supplied logo master files are used and in no instance is it appropriate to recreate, colour or redraw the logo.

The logos may only be used in their original states and must not manipulated in any way. Always ensure the proportions of the logo are locked when scaling. It should never be interpreted in a lippant manner, shown at an angle, or outlined.



Don't stretch it, always scale it proportionally



Don't alter the logo and logomark proportions

Don't add any effect (drop shadow, inner glow, feather, etc).

Incorrect Usage

It is important to ensure that all the logo formats and logomark are reproduced with consistency and integrity.

It is essential that the supplied logo master files are used and in no instance is it appropriate to recreate, colour or redraw the logo.

The logos may only be used in their original states and must not manipulated in any way. Always ensure the proportions of the logo are locked when scaling. It should never be interpreted in a lippant manner, shown at an angle, or outlined.



Don't cha nge the direction, rotation, laayout of the logo



# 3. Color Palette

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# Our Colour Scheme

Milk Sustainability Center is represented by a colour scheme designed to communicate its values and mission.

The range of blues communicate the business and engineering pillars of the brand; together with its lighter tints, the blue conveys a fresh and young look and feel. The range of greens represents everything concerning the sustainability pillar at the base of the brand: circularity, efficiency and precision. Taking inspiration from the colour of the soil and cows, highlights of a bright earthy orange represent those real and authentic sides of MSC brand personality.

**Print**  
For any printed marketing collateral asset, please refer to the CMYK values.

**Screen**  
For any digital content and communication, please refer to the HEX code or RGB values.





PRIMARY COLORS

The original colors, Yale Blue and Office Green will be used in the logo and the typography.

The shades and tints can be additionally used for backgrounds, hovers and icons, based on a good contrast ratio percentage.

SHADES:

Yale Blue

HEX

#0E2345

RGB

14 / 35 / 69

CMYK

100 / 87 / 43 / 47

Office Green

HEX

#0A331A

RGB

10 / 51 / 26

CMYK

89 / 51 / 88 / 67

ORIGINALS

<div>Yale Blue</div> <div>HEX #103D82</div> <div>RGB 16 / 61 / 130</div> <div>CMYK 100 / 81 / 20 / 5</div>	<div>Office Green</div> <div>HEX #367C2B</div> <div>RGB 54 / 124 / 43</div> <div>CMYK 80 / 27 / 100 / 13</div>	<div>White</div> <div>HEX #FFFFFF</div> <div>RGB 255 / 255 / 255</div> <div>CMYK 0 / 0 / 0 / 0</div>
--	--	--

TINTS		Yale Blue		Office Green	
HEX	#0B469E	Tint #1	HEX	#2C961B	Tint #1
RGB	11 / 70 / 158		RGB	44 / 150 / 27	
CMYK	98 / 76 / 0 / 0		CMYK	80 / 13 / 100 / 2	
HEX	#2362C2	Tint #2	HEX	#5AB54C	Tint #2
RGB	35 / 98 / 194		RGB	90 / 181 / 76	
CMYK	86 / 61 / 0 / 0		CMYK	67 / 0 / 86 / 0	
HEX	#4082E5	Tint #3	HEX	#85C87B	Tint #3
RGB	64 / 130 / 229		RGB	133 / 200 / 123	
CMYK	74 / 47 / 0 / 0		CMYK	53 / 0 / 64 / 0	
HEX	#6FA6F7	Tint #4	HEX	#C8E4C3	Tint #4
RGB	111 / 166 / 247		RGB	200 / 228 / 195	
CMYK	58 / 29 / 0 / 0		CMYK	27 / 0 / 31 / 0	
HEX	#C7DDFC	Tint #5	HEX	#EFF7ED	Tint #5
RGB	199 / 221 / 252		RGB	239 / 247 / 237	
CMYK	25 / 8 / 0 / 0		CMYK	8 / 0 / 10 / 0	
HEX	#F0F6FF	Tint #6	HEX	#EFF7ED	Tint #5
RGB	240 / 246 / 255		RGB	239 / 247 / 237	
CMYK	7 / 2 / 0 / 0		CMYK	8 / 0 / 10 / 0	

## SECONDARY COLORS

The secondary colors palette is made of Dodger Blue, Kelly Green.

The blue and the green colors will be used mainly for highlights, soft accents and buttons.

SHADES:

Dodger Blue

HEX

RGB

CMYK

#006CE0

0 / 108 / 224

85 / 57 / 0 / 0

ORIGINALS

Dodger Blue

HEX

#1998FF

RGB

25 / 152 / 255

CMYK

72 / 36 / 0 / 0

Kelly Green

HEX

#39AB00

RGB

57 / 171 / 0

CMYK

74 / 0 / 100 / 0

TINTS

Dodger Blue

Kelly Green

HEX

RGB

CMYK

#70C3FF

112 / 195 / 255

54 / 11 / 0 / 0

Tint #1

HEX

RGB

CMYK

#4DAC2B

77 / 172 / 43

71 / 1 / 100 / 0

Tint #1

HEX

RGB

CMYK

#ABDDFF

171 / 221 / 255

35 / 2 / 0 / 0

Tint #2

HEX

RGB

CMYK

#69C23C

105 / 194 / 60

62 / 0 / 91 / 0

Tint #2

HEX

RGB

CMYK

#D1EDFF

209 / 237 / 255

21 / 0 / 0 / 0

Tint #3

HEX

RGB

CMYK

#85C87B

133 / 200 / 123

53 / 0 / 64 / 0

Tint #3

HEX

RGB

CMYK

#EFF9FF

239 / 249 / 255

7 / 0 / 0 / 0

Tint #4

HEX

RGB

CMYK

#CFF0BC

207 / 240 / 188

24 / 0 / 35 / 0

Tint #4

HEX

RGB

CMYK

#EEFAE6

238 / 250 / 230

9 / 0 / 14 / 0

Tint #5

HEX

RGB

CMYK

#F3FCED

243 / 252 / 237

6 / 0 / 10 / 0

Tint #6



ACCENT COLORS

Princeton Orange is our accent color. Its main usage will be for notifications and accent buttons.

NEUTRAL COLD

Rich Black and its tints are our natural cold tones. Their main usage will be for text and subtext.

ORIGINAL

Princeton Orange

HEX  
#FD950D

RGB  
253 / 149 / 13

CMYK  
0 / 50 / 92 / 0

SHADE

HEX  
RGB  
CMYK

#C26B00  
194 / 107 / 0  
19 / 62 / 100 / 9

TINTS

HEX  
RGB  
CMYK

#EDBF87  
237 / 191 / 135  
7 / 28 / 52 / 1

HEX  
RGB  
CMYK

#F2DABD  
242 / 218 / 189  
6 / 16 / 29 / 0

HEX  
RGB  
CMYK

#FAEFE1  
250 / 239 / 225  
2 / 7 / 13 / 0

HEX  
RGB  
CMYK

#F6F3EF  
246 / 243 / 239  
4 / 5 / 7 / 0

HEX  
RGB  
CMYK

#0C1724  
12 / 23 / 36  
99 / 82 / 53 / 75

HEX  
RGB  
CMYK

#2D353D  
45 / 53 / 61  
79 / 64 / 51 / 58

HEX  
RGB  
CMYK

#4D5863  
77 / 88 / 99  
69 / 52 / 42 / 34

HEX  
RGB  
CMYK

#6A7580  
106 / 117 / 128  
60 / 43 / 36 / 20

HEX  
RGB  
CMYK

#89939C  
137 / 147 / 156  
49 / 34 / 30 / 10

HEX  
RGB  
CMYK

#C9CED1  
201 / 206 / 209  
25 / 16 / 16 / 0

HEX  
RGB  
CMYK

#E3E6E8  
227 / 230 / 232  
13 / 7 / 8 / 0

HEX  
RGB  
CMYK

#EBEEF0  
235 / 238 / 240  
9 / 5 / 6 / 0

HEX  
RGB  
CMYK

#F5F6F7  
245 / 246 / 247  
5 / 3 / 3 / 0

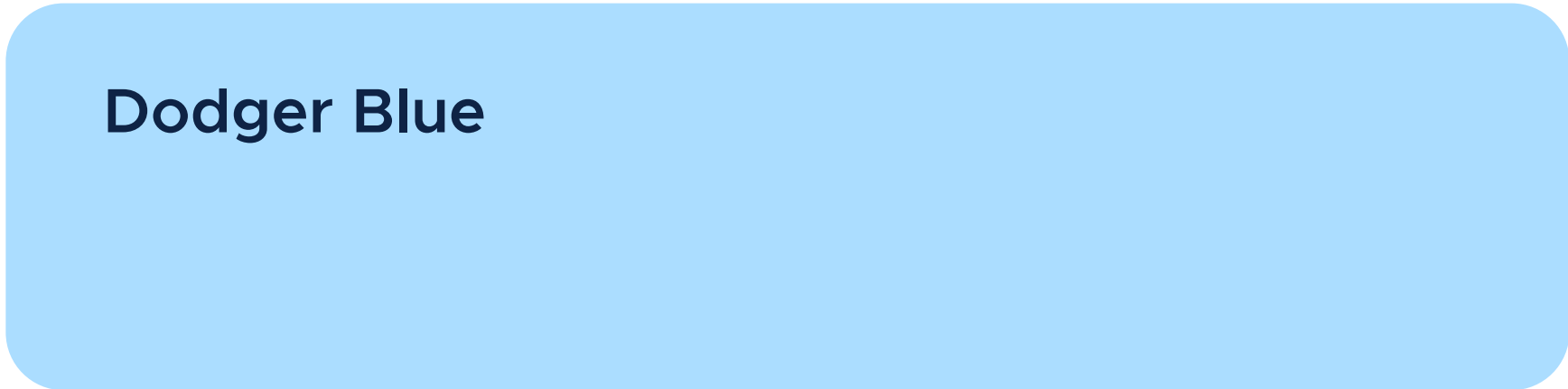
## Colours Hierarchy

We encourage to use this reference for the primary and secondary colours usage.

As you can see, blues and greens should be present in the same amount (50% - 50%) in any marketing collateral design.

White plays an important role and it maintains the freshness of the overall look, together with the lighter tints of blue and green.

Our pop colour, Princeton Orange, has minimal usage as it is mainly for pop ups and CTAs.





## Colours Hierarchy - Exception for Social Media usage

Social media visuals work slightly different compared to other visuals. This is due to the small space available to share information and the variety of content used.

We want to keep a fresh, new, young and light overall look and feel. This is the main reason why you'll find more white and tints used and a very small amount of Princeton Orange allowed.

The original Yale Blue and Office Green will be used mainly for typography, this is why there is minimale usage for them in the social media colours hierarchy.

Due to the pictures subject, more earthy colours will be seen in those.



Approved pairings

Everyone should be able to read what we write and see what we make. Strive for legibility with contrast, especially when setting typography.

Do not mix the blue background together with green text and vice versa. This usage would not make any of the two colors stand out enough, therefore typography will lack of readability.

Color contrast is vital to ensure an accessible execution. Always check that the color contrast between textcolor and backgroundcolor is AAA (contrast-ratio.com).







# 4. Typography

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# Our Typographic Style

Typography plays an important role in the expression of the MCS brand. As many communications will be in type only, it is important to have a unique and distinct typographic style.

We have three brand fonts: Quicksand, Metropolis and Intertight. Each one of them has a specific usage which we will see in the next slides. The MSC brand is complex and shows multiple layers of usage: print, digital, website, app. Such complexity requires a typographic system that reflects that entirely.

Our typographic style represents the sustainable, supportive and welcoming values through the font Quicksand (usage: logo). We move gradually through a slightly edgier font like Metropolis (usage: headers for print and website) to represent also the business and technology values of MSC brand. Lastly, we chose Intertight, a quite tech and geometric font, to fully show our business and engineering pillars through a massive usage of it (usage: copy for website and app).





# Quicksand

Quicksand is a display sans serif with rounded terminals. The project was initiated by Andrew Paglinawan in 2008 using geometric shapes as a core foundation.

It is designed for display purposes but kept legible enough to use in small sizes as well.

We chose the Quicksand font in Bold for the word Milk in the logotype as its geometrical roundness recalls the concepts of circularity and sustainability. In addition, it conveys a welcoming and approachable overall feeling. We recommend to use also Quicksand Regular for buttons for its readability.

**Usage:** logo, exclusively in bold and capital letters for the word MILK and in Regular weight for buttons

Quicksand Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789.,:;!@#()/&

Quicksand Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789.,:;!@#()/&

Aa

# Metropolis

Metropolis is a modern, geometric typeface. Influenced by other popular geometric, minimalist sans-serif typefaces of the new millennium. It is designed for optimal readability at small point sizes while beautiful at large point sizes.

We chose the Metropolis font in different weights as it has the right amount of roundness and edge at the same time to express a broad range of values of our brand.

**Usage:** logo, exclusively in capital letters for the words SUSTAINABILITY CENTER, headers for print collaterals, website.



Metropolis Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789.,:;!@#()/&

Aa

## Inter Tight

Inter Tight is a variable font family carefully crafted & designed for computer screens.

Inter features a tall x-height to aid in readability of mixed-case and lower-case text. The Inter project is led by Rasmus Andersson, a Swedish maker-of-software living in San Francisco.

We chose the Inter Tight font in different weights for copy as it has a quite edgy personality and good readability, especially on screens.

**Usage:** Regular weight for copy in print collaterals, on website and app. Semibold for sub headlines

Inter Tight

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789.,,:;!@#()/&

Inter Tight

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789.,,:;!@#()/&



# Applying the Typography

There are some general rules for typography outlined below.

The first rule is the most important: legibility.

As our content is presented across different mediums, both printed and digital, it is of huge importance. Therefore it is crucial that the text is clear and precise and above all legible.

This can be achieved by following a set of simple instructions and ensuring that your text has a hierarchy. For example, the title should be the most dominant text on the page. Followed by the subheads and then the text.

Always check how your text looks on its final device. If it is to appear on iPad then check it on an iPad. If it is to appear in print then print it out. Text can look very different on different screens so check as many as possible.

## Usage Recap

### Quicksand

Logo, exclusively in bold and capital letters for the word MILK and in Regular weight for buttons

### Metropolis

Logo, exclusively in capital letters for the words SUSTAINABILITY CENTER, headers for print collaterals, website.

### Inter Tight

Regular weight for copy in print collaterals, on website and app. Semibold for sub headlines

# 5. Imagery & graphics

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# Visual Style Keypoints

Imagery and additional graphics play a crucial role in Milk Sustainability Center visual identity. The brand has a global coverage, therefore it is vital to follow these guidelines.

Our overall look is relatable and approachable with a soft but confident tone of voice, concerning the copy. Images and photography should always reflect a real-life representation of a dairy farm.



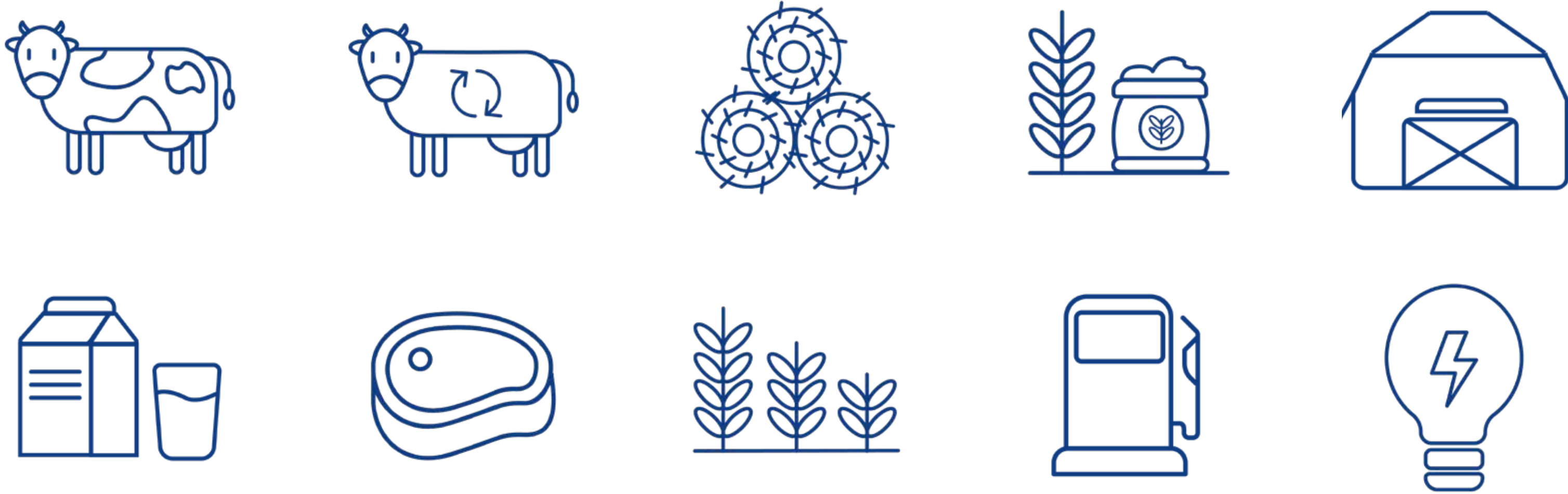
## Icons Design

Iconography is integral part of our visual identity.

When it comes to the iconographic style, we recommend a look and feel that is refined & simple. A graphic style is preferred, with stylised shapes and no textures.

There are two main groups of subjects: farm related and tech related.

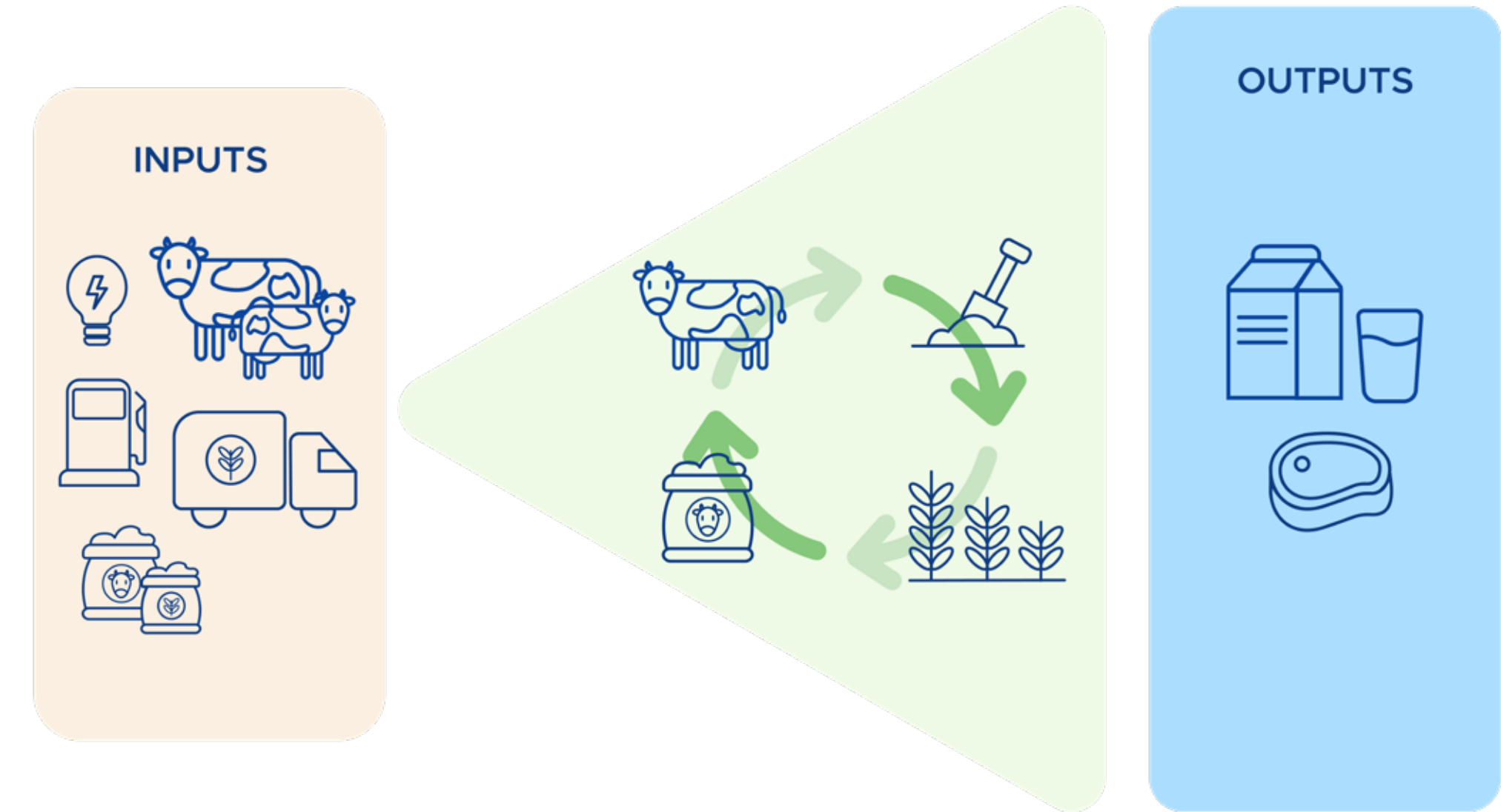
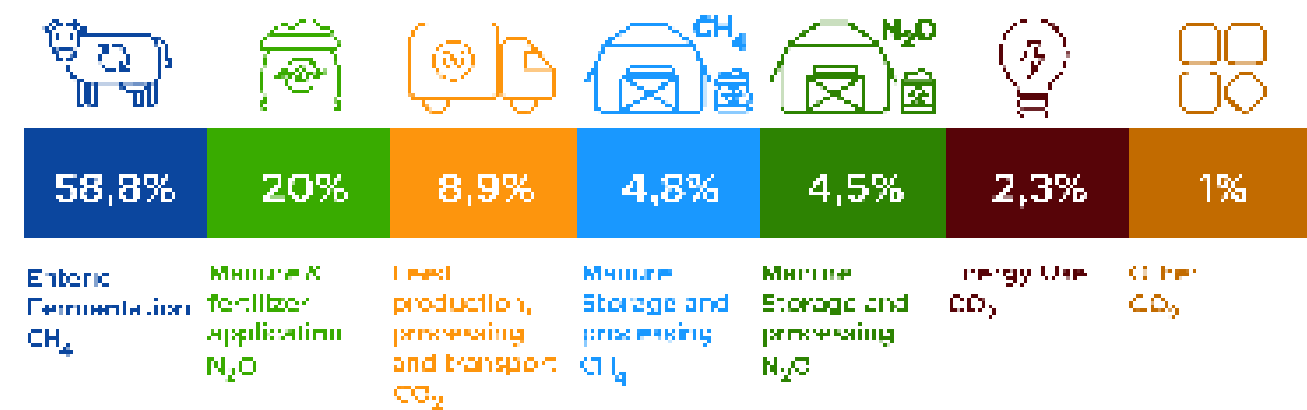
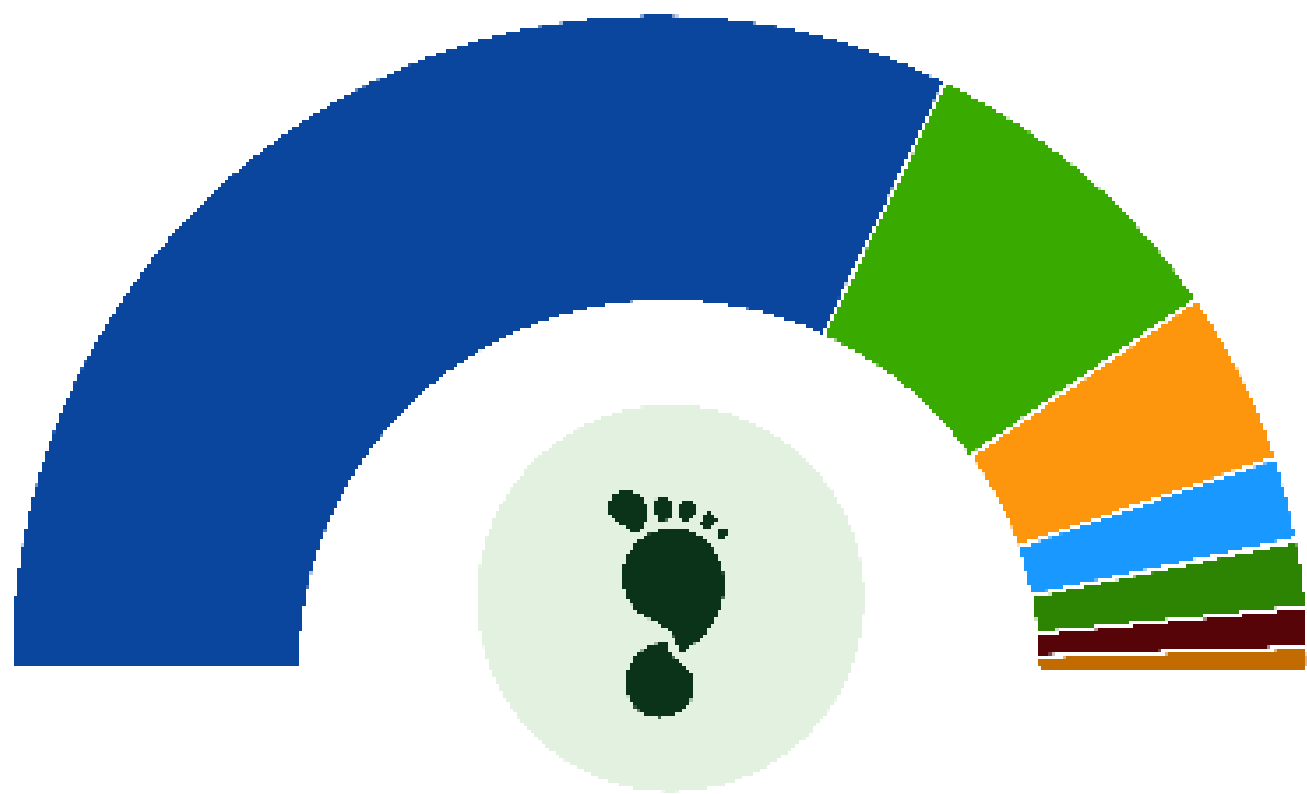
### Farm Icons



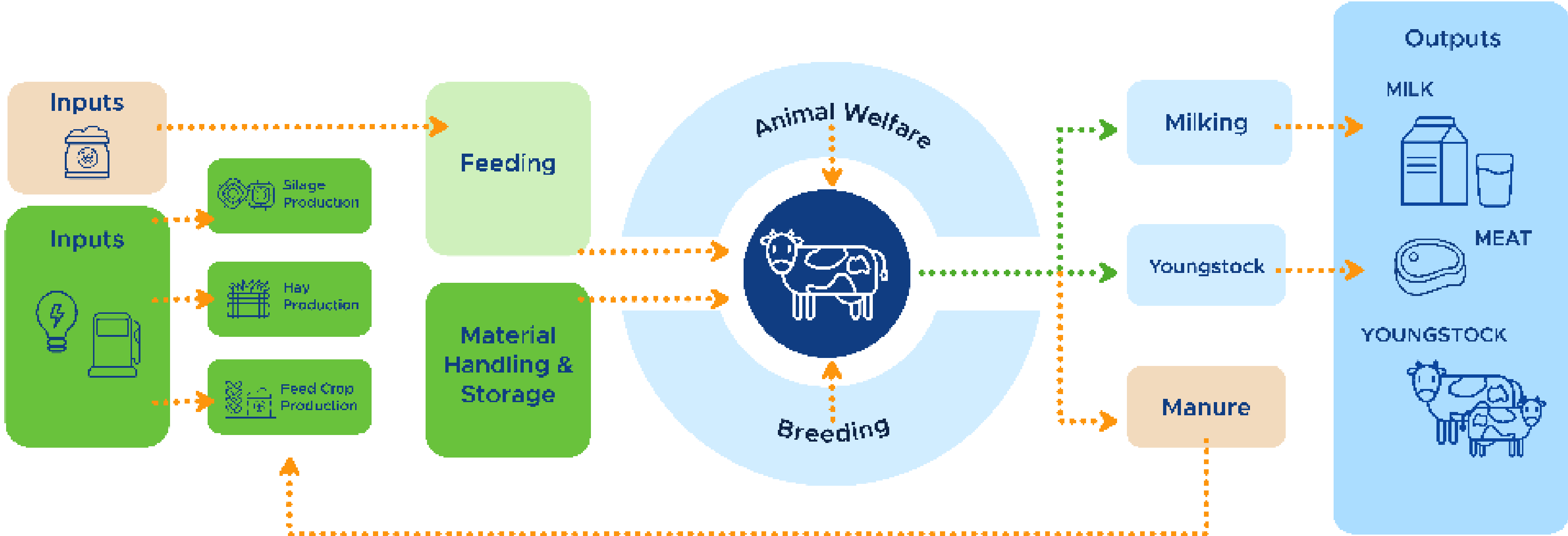
### Tech Icons



Infographics

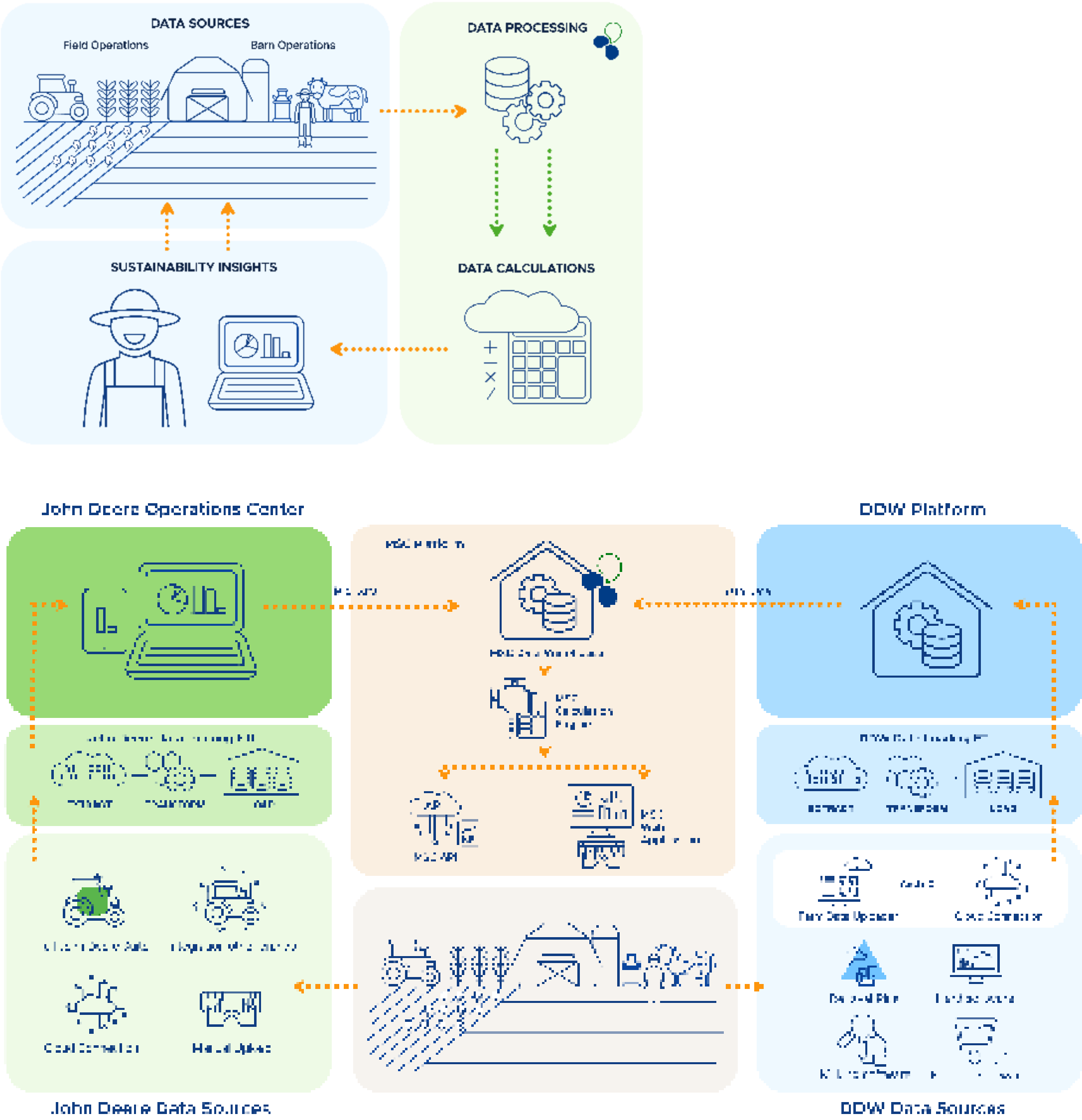


Infographics





Infographics





# Thank You

