Identity Guidelines

Our blue:

C	99	R	0	
M	22	G	145	Pantone: 3005
Y	0	B	213	Hex number: 0091d5
K	1			

Using our logo:

Where possible, please use our blue logo. It works best for graphics with a white or light-coloured background. It's also the one most recognized by the community.

A version of our logo in solid black is also available, as well as a white logo to use on dark-coloured backgrounds.

Please do not change the colour of our logo or manipulate our logo in any way.

Our name:

When using our name in conversation or in text, always use Feed Nova Scotia and not: Feed, Feed NS, or FNS.