

BRAND GUIDELINES

Bang In Some Beans aims to improve dietary health and increase consumption of beans, pulses and lentils in line with government recommended nutritional guidelines. Veg Power & The Food Foundation actively encourages others to leverage this brand and any supporting visual and audio elements for that purpose and in line with the brand usage guidelines set-out herein.

These guidelines lay out approved ways in which the Bang in Some Beans logo, the Veg Power logo, The Food Foundation logo and their associated assets including, but not limited to the brand characters, images, illustrations, audio and video (collectively the "Brand Assets") can be used to demonstrate your involvement and commitment to this initiative. This guide ensures brand is used consistently and correctly across all channels.

Always seek approval from Veg Power before publishing materials. Email hello@vegpower.org.uk Request within the usage guidelines: 3 working days. Request outside the usage guidelines: 7 working days

Veg Power is a registered trademark of Veg Power CIC and all brand assets are either copyright The Food Foundation or Veg Power CIC.

TERMS OF USE

1. Use only the approved Bang In Some Beans colour palette and fonts shown in this document. These ensure all communications feel consistent, vibrant, and on-brand. Do not substitute other colours or typefaces. Always prioritise legibility by ensuring strong contrast between text and background.
2. The Brand Assets should not be used in conjunction with any other campaign or message.
3. The Brand Assets should not be associated with any licence or other characters without the prior agreement of our team.
4. The Brand Assets must not be used to promote any other product or service other than beans, legumes or pulses excluding peanuts, fresh beans or peas.
5. Any wording or images you associate with the Brand Assets should not:
 - i. feature excess violence
 - ii. feature the use of drugs, alcohol, cigarettes, spray paints, fireworks, adhesive or other items for which the sale to children is restricted
 - iii. contain offensive language or are likely under generally prevailing standard of decency to cause offence.
 - iv. encourage bullying
 - v. feature weapons, tools, knives or other instruments which should not be handled by a child without adult supervision
 - vi. feature the use of poisons or other chemicals
 - vii. contain any form of discrimination or identification of people, vegetables, beans or of anything on the grounds of race, beliefs, nationality, gender, sexual orientation or body image
6. Any wording or images you associate with the Brand Assets should maintain a tone of voice that is fun, positive, family-friendly, and inclusive.
7. We reserve the right to require you to cease any use of the Brand Assets which has not been agreed in advance with our team.
8. Do not use the Brand Assets on non-bean meals, recipes or product.
9. Only use Brand Assets on meals that contain at least 2 portions of beans and/or veg (2 x 80g adults, 2 x 40–50g children) per serving.
10. Never associate the Brand Assets with any products high in fat, sugar or salt, alcohol, tobacco, or unrelated promotions.
11. Beans are food, we prefer not to anthropomorphise food by treating them as friends, pets or superheroes. Food should not speak or have artificial faces or human names.
12. We like food to be eaten. We do not support other forms of destruction of or the waste of perfectly good food.