



BRAND GUIDE & TOOLKIT

A marketing toolkit packed with practical guidance to help businesses promote their Fife Five commitment and make the most of the identity across their marketing.



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Brand overview

Fife Five is a local food and drink pledge designed to encourage businesses and organisations across Fife to put more locally produced food and drink at the heart of their offering.

Participating businesses will be asked to include at least five food and drink products from Fife-based producers within their food and drink offer, helping to increase the visibility of local products and strengthen connections between producers, businesses and customers.

Fife Five is not an accreditation or awards scheme. Instead, businesses will make a simple pledge to meet the programme criteria and demonstrate their commitment to supporting Fife's food and drink sector.

By making local products easier to discover and choose, Fife Five aims to celebrate the quality and variety of food and drink produced in Fife, support local businesses and encourage more local sourcing across the region.

Why make the pledge?

Fife Five gives participating businesses a clear, recognisable way to show their commitment to supporting food and drink from Fife.

- Supporting Fife's makers and growers by increasing the use and visibility of locally produced food and drink.
- Being part of a wider promotional campaign designed to raise awareness of Fife Five and the businesses taking part.
- Reaching new customers who are increasingly interested in local provenance and supporting local businesses.
- Enhancing the visitor experience by making it easier for customers and visitors to discover and enjoy food and drink produced in Fife.
- Raising the business or organisation's profile within the local community and contributing to community wealth building.
- Strengthening local supply chains by creating stronger connections between producers, suppliers and businesses.
- Reducing food miles and supporting sustainability through greater use of locally sourced products.



Marketing Toolkit

Local sourcing is more than a claim. It's a story. Share the people, places and journeys behind your ingredients to create a stronger connection with customers.

Don't just tell people you're Fife Five. Show them.

“
*84% of Scots want to buy
more Scottish food and
drink products.*

Source: Scotland Food & Drink Knowledge Bank

”



Using your Fife Five assets

Physical Assets

Businesses will receive:

Window sticker

Proudly display this within your business to show you are part of Fife Five. It's also a good conversation starter about your suppliers and local sourcing.

Tabletop display card

A great visual way to share more about Fife Five with your customers and the commitment to local food and drink.



Window Sticker



Tabletop display

Digital Assets

Fife Five logo

Download to add to your website, menus and promotional materials.

Pledge certificate

Why not print, frame and display in your business.

Fife Five campaign listing

Feature in our Fife Five social and online content, including a clickable map on the **Welcome to Fife website**.

Fife Five logos

You can access the logos here - **Fife Five toolkit & logos**



Website & Mobile

Fife Five storytelling

The strongest Fife Five stories focus on the people, places and products behind local food.

Instead of: "We use local ingredients." Why not say: "Our strawberries are grown in the East Neuk and delivered fresh to us throughout the summer season."

1. The People

Introduce the producers, farmers, growers, makers and suppliers behind your ingredients.

Share:

- Who they are
- What they produce
- Where they're based
- How long you've worked together
- Why you've chosen them

2. The Place

Show customers where local food comes from.

Talk about:

- Farms
- Villages
- Coastlines
- Towns
- Landscapes

3. The Product

Highlight what makes each ingredient unique.

Consider:

- Traditional production methods
- Seasonal availability
- Heritage and provenance
- Quality and freshness
- Unique local characteristics

4. Your Why

Explain why local sourcing matters to your business.

Examples:

- Building relationships with suppliers
- Supporting local businesses
- Freshness and quality
- Celebrating Fife's food heritage
- Keeping food miles low where possible
- Make it personal and authentic.

5. Fife's Natural Larder

Celebrate the range of food and drink produced across Fife.

Examples include:

- Fruit and vegetables
- Meat and poultry
- Fish and seafood
- Dairy
- Baking and grains
- Honey
- Foraged produce
- Beer, cider, spirits and soft drinks

6. Seasonality

Keep your story fresh throughout the year.

Share:

- Spring arrivals
- Summer harvests
- Autumn produce
- Winter favourites

Ready-to-use messaging

Marketing messages

Core campaign message

Five local products. A taste of something bigger.

General message

Proud to be part of Fife Five, championing local food and drink by using at least five products sourced from Fife producers.

Customer-facing message

Taste local. Support local. Discover Fife.

How to incorporate Fife Five into your menus



Suggested Menu copy:

Look out for dishes featuring ingredients from local Fife producers.

As a Fife Five business, we're proud to use at least five local products and celebrate the people behind them.

Menu Option A:

Add the Fife Five logo to your menu and highlight local suppliers.

Menu Option B:

Use the Fife Five logo to identify dishes featuring multiple local ingredients.



Social Media

Hashtags

Use the following hashtags when sharing content:

#FifeFive

#LoveFife

Top tips

- Tag your suppliers and producers
- Use photography that showcases ingredients and people
- Share seasonal stories
- Highlight where ingredients come from
- Explain why local sourcing matters to you

Suggested social posts

Example social post 1:

We're proud to be part of #FifeFive, celebrating the fantastic food and drink produced right here in Fife.

From [product] to [product], we're using five or more local products in what we serve and create.

Taste local. Support local. Discover Fife.

Example social post 2:

We're Fife Five!

We're proud to use 5+ local Fife products and support the brilliant producers who make our region's food and drink so special.

#FifeFive #LoveFife



Content ideas

The five products themselves are your best content asset.

Consider the following content ideas:

- Meet Our Fife Five
- Introduce one producer each week.
- From Field to Fork
- Follow an ingredient from producer to plate.
- Five Ingredients, One Dish
- Show how multiple local ingredients come together.
- Meet the Producer
- Short interviews and profiles.
- What's in Season?
- Regular updates throughout the year.
- Did You Know? Interesting facts about Fife food, producers and heritage.

Case Study: The Rhynd

A 75-mile journey to showcase Fife's natural larder

When The Rhynd set out to create a supper series using only Fife produce, the journey became as important as the menu itself.

Co-owner Ed Foster and Head Chef Jack Baldwin cycled 75 miles across Fife, meeting producers and collecting ingredients from businesses including St Andrews Farmhouse Cheese Company, East Neuk Salt Company, Naughton Cider, Balgove Larder and Tayport Distillery.

The result was a seven-course menu that told the story of Fife through its people, places and produce.



"We wanted to see just how much of our menu we could source from within a bicycle ride of The Rhynd. What we discovered was incredible – Fife has an amazing network of producers right on our doorstep.

It's made us think differently about what local really means and how we can bring those stories to our customers."

Ed Foster,
Co-owner, The Rhynd

Logo Anatomy

Keep the composition intact and use only the approved logo variants shown in these guidelines

Food & Drink details

Fork, bottle, fish and grain provide recognisable category cues without overloading the wordmark.

Forth Bridge line

A subtle place cue that anchors the identity in Fife.



Pledge wording

Explains the purpose of the mark clearly wherever it appears.

The 5

The most distinctive programme device. Keep it bold and visually dominant.

Logo Variants

Use the approved logo variant that gives the clearest reproduction and strongest contrast. The full-colour mark is the preferred version wherever possible.



PRIMARY

Full-colour logo

This is the preferred Fife Five logo and should be used wherever colour reproduction and contrast allow. Keep the Dark Blue, Barley and White artwork exactly as supplied.



REVERSED – WHITE ON DARK BLUE

Reversed logo

Use only on the approved Fife Five Dark Blue background (#003F77). The white artwork is supported by Dark Blue food and drink details, which visually knock out against the background. Do not use this version on photography or alternative background colours.



MONO - SINGLE COLOUR

Single-colour dark blue

Use only where full-colour reproduction is unavailable or inappropriate, such as selected print, vinyl, engraving or production applications. Dark Blue is the preferred single-colour treatment.

Minimum size

To maintain clarity and legibility, the Fife Five badge must not be reproduced below the approved minimum size.

PRINT

35 MM MINIMUM

Measure the minimum size across the full diameter of the circular badge.



Minimum print diameter

DIGITAL

180 PX MINIMUM

For standard web and digital use, reproduce the complete badge at no less than 180 pixels in diameter.



180 PX

MINIMUM



220 PX+

PREFERRED

Please note: Logo examples are shown for illustrative purposes and are not reproduced at actual size. Always refer to the stated minimum dimensions.

The minimum-size and clear-space principles also apply to the approved reversed and mono variants. Measure from the outermost edge of the supplied artwork and maintain equivalent proportional spacing.

MINIMUM SIZE GUIDANCE

Wherever possible, use the badge at a larger size to preserve the Forth Bridge detail, food and drink symbols, and pledge wording. Never reduce the logo to a size where these elements become unclear.

PRINT

Minimum 35 mm diameter

Use 35 mm only where space is limited. For window stickers, signage, posters and other customer-facing applications, use the badge substantially larger wherever possible.

DIGITAL

Minimum 180 px diameter

For listings, articles and standard digital placements, 180 px is the minimum. A diameter of 220 px or more is preferred whenever the layout allows.



SMALLER APPLICATIONS

If an application requires the Fife Five mark below the approved minimum, seek guidance before use rather than simply shrinking the full badge.

Clear space

To protect the clarity and impact of the Fife Five logo, always maintain a minimum area of clear space around the complete marque.



1X

MINIMUM CLEAR SPACE = 1X

LOCAL PRODUCT PLEDGE



X is the height of the capital letters in the "LOCAL PRODUCT PLEDGE" wording within the approved logo artwork.

No text, imagery, graphic elements or page edges should enter the 1X area.

Clear space in practice

CORRECT



Keep at least 1x clear space around the entire badge.

INCORRECT

Nearby Copy



Do not allow text, imagery, or page edges to enter the 1x area.

Using the logo

Choose the logo treatment that gives the clearest, most consistent expression of Fife Five. Full colour should always be the first choice; the reversed and mono versions are functional alternatives for specific backgrounds or production methods.

Which logo should I use?

01 PRIMARY - DARK BLUE

USE BY DEFAULT

Use the primary dark blue badge wherever space, contrast and full-colour reproduction allow. This is the strongest and most recognisable expression of the Fife Five pledge.

TYPICAL USES

Window stickers • campaign materials • signage • social graphics • core brand applications

REVERSED – WHITE ON DARK BLUE USE ONLY ON FIFE FIVE DARK BLUE

Use the approved reversed logo only on the Fife Five Dark Blue (#003F77) background. The white artwork and Dark Blue food and drink details are designed to create a knockout effect against this specific brand colour.

Do not use the reversed version on photography, light backgrounds or alternative colours, as the internal food and drink details may become visible or lose clarity.

TYPICAL USES

Dark Blue brand panels • event backdrops • branded signage • Dark Blue social graphics • selected digital applications.

03 MONO - SINGLE COLOUR

USE ONLY WHEN FULL COLOUR IS RESTRICTED

The mono logo is a production fallback, not an alternative brand colourway. Use it only where full-colour reproduction is unavailable, impractical or technically unsuitable.

TYPICAL USES

One-colour print • vinyl cutting • engraving • embossing/debossing • laser etching • stamps • selected merchandise

01 CAN THE FULL COLOUR BE USED?

Yes - Use Primary

No - Use Mono

IS THE BACKGROUND FIFE FIVE DARK BLUE (#003F77)?

Yes → Use Reversed – White on Dark Blue

No - Use Primary

Photography and other coloured backgrounds

For photography or other coloured backgrounds, use the Primary badge wherever sufficient contrast can be maintained. Do not recolour or adapt the reversed logo to suit different backgrounds.

Colour palette

The palette is deliberately compact so the pledge remains distinctive and easy to reproduce.

Dark Blue

#003F77

RGB: R0 G63 B119

CMYK: C100 M57 Y0

K38

PMS 541

Primary brand colour. Use for backgrounds, typography and the core badge.

Barley

#ECA154

RGB: R236 G161 B84

CMYK: C0 M42 Y74

K0

PMS 157

Primary accent. Use for the 5, bridge, rules and small emphasis details.

White

#FFFFFF

R255 G255 B255

C0 M0 Y0 K0

For reversed typography, breathing space and high-contrast applications.

Typography

Keep typography clean, confident and highly legible. Inter is the primary Fife Five typeface and should be used consistently across print and digital communications.

Aa PRIMARY TYPEFACE	Inter ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 £ % & @
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Recommended weights

Black Inter Black Headlines and major section titles.	SEMIBOLD Inter SemiBold Subheadings, labels and short calls to action.	REGULAR Inter Regular Body copy, explanatory text and longer reading.
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Type hierarchy

Discover the best of Fife

Supporting local food and drink

Use clear, accessible copy that helps people understand the pledge and discover food and drink made in Fife.

Short supporting caption or source line

HEADLINE

Inter Black • 24–32 pt

SUBHEADING

Inter SemiBold • 14–18 pt

BODY COPY

Inter Regular • 10–11 pt

CAPTION

Inter Regular • 8–9 pt

Typography principles

Use sentence case

Use sentence case for headings and body copy. Reserve capitals for short labels only.

Keep copy left aligned

Left alignment is the default for longer text and improves readability.

Use colour with restraint

Dark Blue is the default text colour; use Barley for short accents and emphasis.

Fallback typeface

If Inter is unavailable, use Arial as the practical system fallback. Do not substitute decorative fonts.

Brand applications

Design from the smallest and most practical uses first. The mark must remain clear wherever customers encounter it.

WINDOW STICKER

Treat the circular badge as the hero. Keep surrounding messaging minimal and test legibility from a distance.

WEBSITE LISTING

Use the badge consistently beside qualifying listings. Provide accessible alt text and do not shrink below the approved digital minimum.

SOCIAL / DIGITAL

Use the 5 and Barley accents only as supporting devices within approved Fife Five artwork or templates. Keep the full logo intact wherever the pledge itself is being communicated.

PRINT / EVENTS

Give the badge clear space. Pair with authentic local photography and short, practical messaging.

How it looks in practice

PRIMARY

Our preferred logo

Use on white or neutral backgrounds and most branded materials where full colour is possible.



WINDOW STICKER



TABLETOP DISPLAY



WEBSITE & MOBILE

Incorrect use

Consistency builds recognition.

Avoid alterations that weaken the badge or make it harder to read.



Do not add shadows, bevels, gradients or effects.



Do not change individual logo colours.



Do not move, replace or remove elements inside the master badge.



Do not place the mark over visually busy photography without sufficient contrast.



Do not stretch or squash the logo.



CONTACT

For more information about the Fife Five brand or for guidance on how to adopt the advice in these guidelines, please contact: promoting.fife@fife.gov.uk

