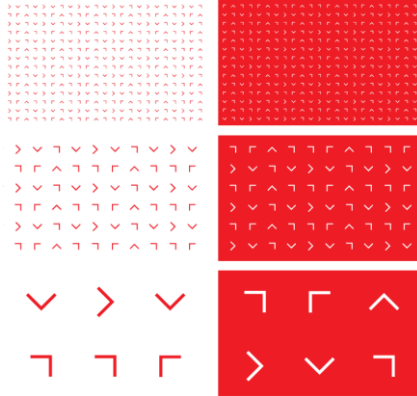


# FOOD NATION

## NAME AND VISUAL IDENTITY



Solutions of tomorrow  
By Denmark



### DENMARK

PMS C 485  
PMS U 485  
CMYK 0 100 100 0  
RGB 222 0 0  
HEX DE0000

PRIMER FARVE

### FOOD

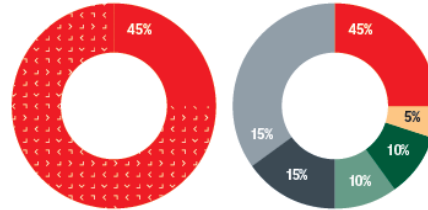
PMS C 343  
PMS U 343  
CMYK 92 0 75 60  
RGB 10 86 64  
HEX 0A5640

SEKUNDÆRE FARVER

### SOLUTIONS

PMS C 156  
PMS U 156  
CMYK 0 25 53 0  
RGB 242 189 125  
HEX F2B07D

PMS C 432  
PMS U 432  
CMYK 23 3 0 82  
RGB 50 62 72  
HEX 323E48



Food Nation is a self-governing institution of the Ministry of Foreign Affairs of Denmark. Operate has helped Food Nation find a name and develop a visual identity.

Food Nation was established to support the export of Danish food products on relevant markets. Therefore, the name had to have strong references to Denmark and Danish food products as well as show the qualities that make Danish food products unique.

The name we came up with was 'Food Nation. Solutions of tomorrow. By Denmark.'

The logo has strong visual references to Denmark in that the logo is framed by the same lines seen in the design of the Danish flag, Dannebrog, and red was chosen as the primary color, which is also the primary color of Dannebrog.

The frame around the Dannebrog logo is used as a graphic element in various Food nation design implementations. They are for example used as wallpaper as seen on the picture of the business cards.

Subsequently, Operate has created a word template, PPT templates and business cards for Food Nation.

In addition, Operate Experience has created a Visitor Center for Food Nation at Axelborg in Copenhagen.