Edible Edinburgh
Our food. Our city.

Our ethos

Edible Edinburgh aims to inspire, motivate and connect everyone across Edinburgh to develop new relationships with food – to make positive choices that are not only healthier and tastier but that also provide social, economic and environmental benefits to the wider community.

The way we eat defines the city we live in. The food we grow, the way we produce, distribute and buy it, the distance it travels and the people and businesses we buy it from all have a profound effect on the place we call home.

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At Edible Edinburgh we believe the future of local food is in our hands and that together we can radically transform our food and our city to build a thriving, resilient, greener, fairer and healthier Edinburgh.

Food impacts the landscape of our city, the strength of our local economy, the health and wellbeing of our population and the opportunities available to our young people – even the degree of social equality.

Our vision is of a community that can fairly access and enjoy the everyday pleasure that good food offers and which celebrates the food knowledge, skills and traditions that make our city what it is.

Every day, we each have the opportunity to make Edinburgh an even better city to live in through the food choices we make. It's our city – let's celebrate the food we eat and work together to make food matter in our community.

Primary colour logo and strapline

Mono positive logo and strapline

Mono negative logo and strapline

Exclusion zone

Minimum size

30mm

Using typography

Gotham Rounded is our headline typeface and should be used to create emphasis within text. Gotham Rounded is primarily used for headlines, introductory copy, pull-quotes, large figures etc.

Berthold Akzidenz is our core typeface, used for body copy, subheadings and documents. A variety of weights can be used to help create pace within a copy-heavy document.

Arial is our online typeface, used in place of Akzidenz online and wherever Gotham and Akzidenz are unavailable.

Gotham Rounded

Gotham Rounded Book
0123456789,.:;!?@$%&*
Gotham Rounded Medium
0123456789,.:;!?@$%&*
Gotham Rounded Bold
0123456789,.:;!?@$%&*

Berthold Akzidenz Grotesk

Berthold Akzidenz Grotesk Light
0123456789,.:;!?@$%&*
Berthold Akzidenz Grotesk Bold
0123456789,.:;!?@$%&*

Primary colour palette

CARROT	PANTONE 1585 C
	C0 M61 Y97 K0
PANTONE 1585 C	R239 G122 B10
	HEX# ef7a0a

TOMATO	PANTONE 199 C
	C0 M100 Y72 K0
PANTONE 199 C	R228 G0 B55
	HEX# e40037