

# BANG IN SOME BEANS

**Supporter Toolkit:** embargoed until 5<sup>th</sup> November 2025

# BANG!

**There, that got your attention.**

**This is a toolkit for supporters, creators and designers to help support our new Bang In Some Beans campaign.**

We're on a mission to double bean consumption by 2028 (and when we say 'beans', we mean beans, pulses and other legumes).

Beans are full of protein, fibre and micronutrients and low in cost. They are beneficial to soil and are far lower in green house gas emissions than other sources of protein. They are good for our health and the planet.

Bang In Some Beans seeks to inspire chefs, home cooks,

recipe writers and menu creators to add beans to whatever they're making. It's about giving everyone the confidence to add beans to their favourite dishes, and to try new ones too.

The campaign should be fun, high energy, wholesome, uplifting, maybe even a bit humorous - just like beans themselves.

The campaign will grow over the course of the next three years, but will start online in the first instance.

We are asking our supporters to use the **#BangInSomeBeans** hashtag and to use the logos you can find in this document whenever you're posting about beans, sharing bean recipes, or mentioning beans in any way at all!

**Let's start banging the drum for beans, and get Brits banging in more beans than they ever have before.**

**Thank you!**

# HELLO

**Bang in Some Beans  
is a community and social  
campaign to get everyone  
eating more beans.**

This supporter toolkit offers flexibility for chefs, nutritionists, other creators and designers as well as supporters who want something simple to post.

**Thank you for your support.**

**Included in this toolkit**

Key info & tags  
Ideas for chefs  
Ideas for nutritionists  
Post suggestions & graphic for supporters  
Bean facts you can add to your posts & content  
A full design guide with fonts and palette  
Brand usage terms and conditions


Please don't forget to add the campaign hashtag

**#BangInSomeBeans**

**Embargoed to 5<sup>th</sup> November 2025**


# INFO

## The Food Foundation

-  @food.foundation
-  @the-food-foundation
-  @Food\_Foundation
-  @FoodFoundationUK

www.foodfoundation.org.uk  
office@foodfoundation.org.uk

## Veg Power

-  @VegPowerUK
-  @Veg-Power
-  @VegPowerUK
-  @VegPowerUK
-  @VegPowerUK

www.vegpower.org.uk  
hello@vegpower.org.uk

## Find out more:

**About this project**

## Register for updates:

**Register**

Looking for post logos,  
images, animations & fonts?

**Resource centre**

Partnering with global project #BeansIsHow  @BeansIsHow

# #BanglInSomeBeans

# CHEFS

**Calling all chefs, food influencers and others who post recipes and food hacks to share the joy of beans**

Our research shows that many people see beans as a bit dull, or just something you put in a chilli con carne. They need inspiration.

We are asking chefs to help us spread the joy and show home cooks just how easy they are to add to their family's favourites dishes or to try exciting new dishes from snacks to salads, from simple hacks to lavish dinners.

We hope you make dishes that are reasonably accessible and affordable and healthy for ordinary families.

We recommend using the beans which are readily available in mainstream retail and include at least an 80g portion of beans per adult serving.

Please use the **Bang in Some Beans** catchphrase as you cook and eat beans. Plus add the hashtag to your posts. There is also a Bang in Some Beans logo you could add to your videos or images available in our resource centre.

## **What beans and lentils are readily available?**

Black beans  
Butter beans  
Cannellini beans  
Chickpeas  
Haricot beans  
Mixed beans  
Red kidney beans  
Red lentils  
Green lentils

**#BangInSomeBeans**

# NUTRITIONISTS

## How can nutritionists and dietitians support this campaign?

### General Public

If you work with the general public directly e.g. one:one's healthy weight programmes, parent groups, weaning classes, corporate wellness activities, you can highlight the benefits of adding more beans, lentils and pulses to diets and provide practical advice on how beans can be added to make simple and tasty meals?

### Social Media

If you have a social presence, you can use your platforms to highlight your support of this campaign and share evidence-based nutrition and health messages about beans e.g. blogs, posts, recipes? We've created a bunch of assets that you are welcome to use and a visual that highlights the benefits of beans.

### Food Industry

If you're working within the food industry, can you help them to reformulate and innovate to include more beans? Could your retailer stock more beans and use price, placement and promotion to increase sales? Can you join other businesses and become a Keen Bean Pledger committed to increasing sales and consumption?

### Catering

If you're working within school food (or other catering sectors), can you work with your catering teams to incorporate more beans into school dishes? You can support our campaign and become Keen Bean Pledgers and join our schools programme?

### Company

If you're an in-house nutritionist or working within a company, you could share beans content as part of your company's internal communication activities such as e.g. bean facts, recipes, bean lunch or dinner options and reasons why they're so good in your company's newsletter. Could you implement a bean challenge within your workplace to encourage employees to commit to trying a different type of bean that week? If you have a canteen, can they add a few different bean recipes to the menu?

[More about pledging](#)

**#BangInSomeBeans**

# INFLUENCERS

**Beans are affordable, good for our health and good for the planet. A triple win.**

**We need everyone to understand the benefits, and we aim to double UK bean consumption.**

**Help us spread the word .....**

**#BangInSomeBeans**

## Good for our health

Diets low in beans are associated with 9000 premature deaths in the UK each year.

Beans are high in fibre, packed with micronutrients and are a great source of protein.

96% of Adults in the UK don't eat enough fibre.

High fibre beans can reduce diet related disease.

High fibre beans can reduce diet related disease

**24%** Less likely to develop coronary heart disease

**16%** Less likely to develop type 2 diabetes

**22%** Less likely to have a stroke

**16%** Less like to develop colorectal cancer

**15%** Reductions in all case mortality

## Good for our planet

Growing beans produces far less green house gas emissions than other protein sources.

Beans have a very long shelf life and reduce food waste. Currently food waste responsible for 10% of all global greenhouse gas emissions.

Beans are great for the soil as their natural nitrogen-fixing properties reduce the need for synthetic fertilizers.



# BEAN CHAMPIONS



**You don't need to be a creator to be a champion.**

Every post counts. If everybody posts, we can get beans trending, so please post often. We have these images and more online at our resource centre.

**Resource centre**

**Post text suggestions:**

*Beans are little powerhouses of goodness. They're good for our health, good for the planet and pretty good news for stretched family budgets. I'm supporting @vegpowerUK @food.foundation to #BangInSomeBeans*

These and more post images available at our resource centre



# BEAN FACTS

**Bang in Some Bean facts** into your post, blogs and video scripts

## BANG IN SOME

Asian and British Asian citizens **EAT DOUBLE THE AMOUNT OF BEANS** as citizens identifying as White, highlighting the need to take inspiration from other cuisines



## BEANS

## BANG IN SOME

**SECONDARY SCHOOL** aged children **EAT THE SMALLEST AMOUNT OF BEANS** of all age groups: **just 2/3 of a PORTION** of beans a week



## BEANS

## BANG IN SOME

Diets that are **LOW IN LEGUMES** are associated with up to **9,000** **PREMATURE DEATHS** in the UK each year



## BEANS

## BANG IN SOME

**BEANS COST** **4.5 TIMES LESS** per 100g than other plant-based meat alternatives



## BEANS

## BANG IN SOME

**95%** OF THE BEANS WE BUY ARE **EATEN AT HOME** with huge potential for the **OUT OF HOME SECTOR** to get more beans on the menu



## BEANS

## BANG IN SOME

ON AVERAGE we eat just **ONE PORTION OF BEANS A WEEK**, and two thirds of the UK population (66%) **EAT LESS THAN ONE PORTION OF BEANS A WEEK**



## BEANS

## BANG IN SOME

To align with the **PLANETARY HEALTH DIET** UK bean consumption would need to be **7 TIMES HIGHER**



## BEANS

## BANG IN SOME

A portion of **BEANS** contains **100% MORE FIBRE** than a chicken breast and **2.5 TIMES MORE FIBRE** than two slices of white bread



## BEANS

## BANG IN SOME

The UK grows about **800,000 TONNES** of beans annually, but most of these are exported or used as animal feed. Conversely, we import **500,000 TONNES** worth a potential **£586 MILLION** per year to UK producers.



## BEANS

## BANG IN SOME

**HALF** (50%) of children's bean intake comes from **BAKED BEANS**, with opportunities to diversify the beans we're eating



## BEANS

Images available:

**Resource centre**

# DESIGN

We actively encourage others to leverage this brand and any supporting visual and audio elements to increase consumption of beans, pulses and lentils and in line with the brand usage guidelines and style guide.

**BANG IN SOME  
BEANS**

Our logo is the most recognisable element of our brand identity and must always be applied with care. It should never be redrawn, distorted, or altered in any way.

**#BangInSomeBeans**

## LOGO USE

Our logo may be used expressively in combination with our colour palette. You may apply up to two colours at a time. Always ensure that colour choices maintain the logo's legibility and preserve its visual integrity.



**BANG IN SOME  
BEANS**



**BANG IN SOME  
BEANS**



**BANG IN SOME  
BEANS**



**BANG IN SOME  
BEANS**

## LOGO USE

When used in conjunction with imagery, the logo may be applied in a variety of ways. It is typically centred within the space – either spanning the full width of the image or positioned with ample clear space around it.

When photography is intended to take visual priority, the logo lockup should be placed in the left corner. Alternatively, if the image composition allows, the lockup may be broken and placed fullwidth at the top and bottom edges of the image.



# COLOUR

Colour is a key part of our identity. It is used to draw attention while imbuing personality. To maintain brand consistency, please only use the information outlined on this page.

<div>#FF98F1</div> <div>RGB 255, 152,241</div> <div>CMYK 1,40,0,0</div>	<div>#FF0601</div> <div>RGB 255,8,0</div> <div>CMYK 0,98,100,0</div>	<div>#FFD100</div> <div>RGB 255,209,0</div> <div>CMYK 0,98,100,0</div>	<div>#000000</div> <div>RGB 0.0.0</div> <div>CMYK 0,0,0,100</div>
			<div>#F4F5E9</div> <div>RGB 244,245.233</div> <div>CMYK 0.0.4.5</div>

# TYPOGRAPHY

## Oldschool Grotesk

Oldschool Grotesk is the primary heading typeface. It gives clarity and consistency when used cross all our communications. We use Heavy alongside Medium where appropriate to provide hierarchy within our document system

Oldschool Grotesk is premium font and available online

### Oldschool Grotesk Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

### Oldschool Grotesk Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

## Barlow

Barlow is our body copy font which can also be used in heavy or bold for heading where Oldschool Grotesk cannot be accessed.

This is available in regular and condensed in our resource centre

### Barlow Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

### Barlow Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

# 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 layout approved ways in which 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](mailto: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
  - viii. Maintain a tone of voice that is fun, positive, family-friendly, and inclusive.
6. 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.
7. Do not use the Brand Assets on non-bean meals, recipes or product.
8. 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.
9. Never associate the Brand Assets with any products high in fat, sugar or salt, alcohol, tobacco, or unrelated promotions.
10. 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.
11. We like food to be eaten. We do not support other forms of destruction of or the waste of perfectly good food.



# THANK YOU

## About the Beans project

Thanks to National Lottery players, The Food Foundation, alongside Veg Power and Kent University Students' Union, will encourage people across the UK to eat sustainable food sources such as beans, lentils pulses and other legumes, as a way of helping them take achievable and affordable climate action.

The beans project has received almost £1.4m from The National Lottery Community Fund, the UK's largest funder of community activity, and aims to reduce the impact of diets on greenhouse gas emissions, whilst creating a long-term shift towards healthier and more sustainable dietary habits. With the support of local and national food businesses, activities will include a digital campaign to engage the public.

This grant comes from the Climate Action Fund, a £100 million commitment over 10 years from The National Lottery Community Fund to support communities across the UK to take action on climate change and involve more people in climate action. This forms part of one of the funder's four key missions in its 2030 strategy, 'It starts with community' – supporting communities to be environmentally sustainable.



Birmingham  
City Council

