



Fresh
FARE FARMS

*Brand
Guidelines*



Table of Contents

01	Mission & Vision	page 3
02	Logo	page 5
03	Color Palette	page 11
04	Typography	page 13
06	Photography	page 15
07	Illustration Usage	page 18
08	Iconography	page 20



Mission & Vision



01 Mission & Vision

OUR MISSION

Fresh Fare Farms aims to deliver the healthiest and most sustainable locally farmed fresh foods to our customers.

OUR VISION

We're reimagining how easy it can be to eat well by supporting local farms. We're committed to better health for both humans and our planet, one seed at a time.





Logo



01 Logo - Full Color

The full color logo should be the primary logo used, except in instances where readability or visibility could be compromised.



01 Logo - Reversed

In cases where the reversed logo is used, the background colors or imagery should be as dark as possible to maximize contrast.



01 Logo - Clear Space

Use the "seed" height from our mark to determine minimum clear space. Maintain clear space proportionately as the mark is enlarged or reduced in size. Maintain a minimum "seed" height of ¼ inch so the mark is readable and undistorted. Preferred mark location is on the left side of the page.



01 Logo - Incorrect Use

Please follow the guidelines below in order to maintain correct usage of the logo.



Do not distort or skew proportions.



Do not reproduce on a background that has insufficient contrast.



Do not place the logo in a box or any other outlined space.



Do not change color of type or symbol.



Do not change size, placement, or relationships of the logo parts.



Do not use a different typeface in the logo.

01 Logo - Brand Mark

The Fresh Fare Farms brand mark is the avocado, representing the fresh, health-minded nature of our brand. This mark can be used as a design element in presentations and collateral.





*Color
Palette*



03 Color Palette

Primary Colors

Pantone 576 C 58 M 22 Y 91 K 4 R 120 G 155 B 74 Hex #789b4a Avocado	Pantone 164 C 0 M 62 Y 80 K 00 R 245 G 127 B 69 Hex #f57f45 Carrot	Pantone 379 C 15 M 0 Y 74 K 0 R 224 G 229 B 104 Hex #e0e568 Lime
--	---	---

Our color palette contains colors that represent what we offer to our customers. This palette allows for flexibility in communications with our varied audiences. Using the specific values provided will ensure consistency across all media. It is permissible to use tints of these colors to improve readability or for aesthetic reasons.

Secondary Colors

Pantone 7652 C 59 M 93 Y 40 K 32 R 97 G 38 B 780 Hex #789b4a Eggplant	Pantone 7403 C 6 M 15 Y 57 K 0 R 240 G 210 B 132 Hex #f0d284 Squash	Pantone 437 C 51 M 57 Y 48 K 17 R 122 G 101 B 105 Hex #7a6569 Earth	Pantone 1625 C 0 M 44 Y 42 K 0 R 248 G 162 B 137 Hex #f8a289 Salmon	Pantone 475 C 4 M 20 Y 28 K 0 R 241 G 206 B 179 Hex #f1ceb3 Wheat
--	--	--	--	--



Typography

4

04 Typography

Typography is a key identifier of the brand and a simple way to create consistency throughout all touch points. Our font choices are clean and straightforward, reflecting the brand's desire to uncomplicate things. We rely on two typefaces in all materials: the hand-written script Filmotype LaSalle and the geometric sans Futura PT. These typefaces should be used together to create distinction and visual interest.

For large headlines, we use Filmotype LaSalle, and for subheads we rely on Futura PT Bold. All body copy uses Futura PT Book.

All typefaces are available for use with an Adobe Creative Cloud subscription, easily activated through fonts.adobe.com.

Aa

Aa

Aa

Filmotype LaSalle

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
0123456789 &@€\$%[]!?**

Futura PT Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 &@€\$%[]!?***

Futura PT Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 &@€\$%[]!?*



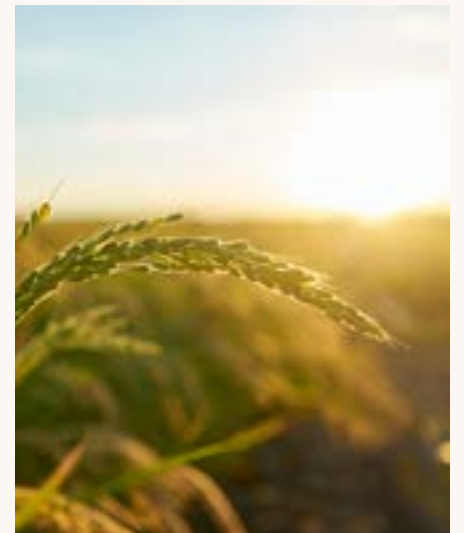
Photography

5

05 Photography

Photography should feel warm, friendly, optimistic, diverse, and authentic. Photos should showcase moments like how our food is grown or the experience of preparing or enjoying a meal. Naturally lit shots of real people that capture genuine expressions and authentic moments help relay the brand's message of approachability. Images that work well with our color palette are preferred.





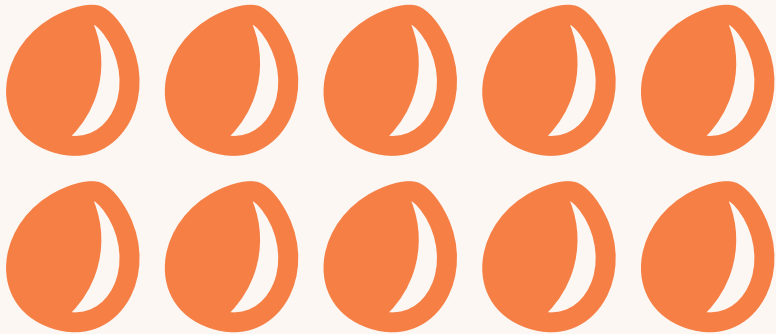


Fresh Fare Farms
Illustration
Usage



06 Illustration Usage

Alternatively, the seed icon may be used to create patterns or grids to add interest to a full-color background. This usage should be limited to small areas and with an opacity so as not to overpower or distract from the intended message. Examples of this usage are depicted in these brand guidelines.



The vector shapes depicted here may be used to differentiate areas with photos and text or used as call out boxes to highlight areas. Additionally, shapes may be used to mask photos to add fluidity to collateral. Shapes may be rotated, resized, filled with color or tints of color from the approved color palette, or bled off the page. Examples of their usage are depicted in these brand guidelines.





Iconography

07 Iconography

Our iconography depicts our three-step methodology— Grow, Deliver, Cook— and may be used to highlight the ease of using our services. Icons may be used only in the colors depicted below from our primary color palette.

