



FARM FRESH
to you

brand manual

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Introduction

This brand guidelines manual aims to show how the brand should be presented in public and how people should come into contact with it. It contains practical instructions to ensure the brand always remains recognisable, whichever communication channel is used.

ABOUT FARM FRESH TO YOU

Farm Fresh to You is a family farm that has been growing organic vegetables and fruits since 1976. They deliver fresh, seasonal and 100% certified organic produce and hand-crafted farm products conveniently to their customers' homes or offices by growing and partnering with local farms and artisans.



Logo

The Farm Fresh to You logo symbolises the variety and quality of the produce they grow and deliver to their customers.

The logo wordmark will always be black unless placed over a dark background, in which case it can be white.

The icon will be used in full colour with black letters unless a black or white version of the logo is used. In that case, the accents will be represented as silhouettes in black or white, as shown below.



CORRECT USE

There should be a clear space of the size of a letter F around the logo to let it breathe and prevent its clarity and visual impact from being obstructed.



The logo should be legible at any size. Minimum width 4cm.



The icon can be used on its own, both in colour or in white or black. The elements are not to be displayed separately but in a group.



Examples



INCORRECT USE

It should not be stretched or compressed.



No colour allowed on the logo's text.



The fruits cannot take any different colours than the original, neither are the colours interchangeable.



The coloured logo should not be placed in a too dark or too busy background or when the background's colour is similar to one of the icon's.



Colour Palette

The brand's primary colours are red, purple, orange, green and dark brown. These are the icon's fruits colours and the background in the touchpoints. Black is used for the logo's letters, while white is used with darker scenes. The text is black or white, depending on the colour where it is placed.

The secondary colours are darker and lighter variations of the primary colours, used as shadows and highlights or accents on the icon.

PRIMARY COLOURS



RGB: 212, 36, 36
CMYK: 0, 83, 83, 17
PMS: 1795C



RGB: 158, 16, 79
CMYK: 0, 90, 50, 38
PMS: 220C



RGB: 252, 133, 28
CMYK: 0, 47, 89, 1
PMS: 151C



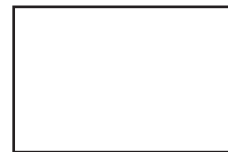
RGB: 101, 171, 21
CMYK: 41, 0, 88, 33
PMS: 369C



RGB: 61, 50, 45
CMYK: 0, 18, 26, 76
PMS: 412C



RGB: 28, 28, 26
CMYK: 0, 0, 0, 100
PMS: Neutral Black C



RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
PMS: 656C

SECONDARY COLOURS



RGB: 204, 37, 41
CMYK: 0, 82, 80, 20
PMS: 186C



RGB: 233, 126, 109
CMYK: 0, 46, 53, 9
PMS: 170C



RGB: 175, 79, 113
CMYK: 0, 55, 35, 31
PMS: 7432C



RGB: 250, 122, 25
CMYK: 0, 51, 90, 2
PMS: 1575C



RGB: 252, 149, 56
CMYK: 0, 41, 78, 1
PMS: 715C



RGB: 39, 79, 35
CMYK: 51, 0, 56, 69
PMS: 350C



RGB: 81, 130, 49
CMYK: 38, 0, 62, 49
PMS: 364C



RGB: 86, 143, 49
CMYK: 40, 0, 66, 44
PMS: 363C



RGB: 110, 177, 20
CMYK: 38, 0, 89, 31
PMS: 368C



RGB: 88, 45, 0
CMYK: 0, 49, 100, 65
PMS: 732C

Typography

Three typefaces have been chosen for Farm Fresh to You logo: FoglightenNo1, Bello and Californian FB with regular weight. They are to be used only for the logo.

Body text uses Futura PT book.

FOGLIHTENNO01 regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Bello regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
012

Californian FB regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Futura PT book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Touchpoints

CAR WRAP



PACKAGING

front



back



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