

MAHER AND HALL'S FAMOUS JAMS AND JELLIES

# Brand Guidelines

VERSION 2.0 |  
APRIL 2020

# About Maher and Hall's Famous Jams and Jellies

## **Our Mission and Vision**

We are a sustainable supplier of jams and jellies from heirloom fruits. We strive to offer the most affordable and delicious jams in the South.



# Our Core Values



## Integrity

Our jam receipes have been handed down to us from three generations. We continue that work today to give you the best tasting jam around.



## Sustainability

We use heirloom fruits and berries to produce our jams and jellies and follow sustainable farming and harvesting practices to keep our plants and land happy, healthy, and strong.



## Commitment

We are committed to our customers who love our jams and jellies as much as we do..



## Consistency

From our first batch to our last, we are committed to providing a consistent high quality and quantity of premier jams and jellies.



# Our Logo

## Inspiration and Meaning

This looked like a good label for jams and jellies.

**MAHER & HALL'S**

**Famous**

**JAMS AND JELLIES**

**Logo on Light Background**

**MAHER & HALL'S**

**Famous**

**JAMS AND JELLIES**

**Logo on Dark Background**

# Logo Usage

## Sample Applications

Add it to the nav bar

Add it to the front page

Use it





# Our Color Palette

## Hex Values

RED = #ff5c5c

Blue = #161e67

White = #ffffff

# Typography Rules

**Monsterrat**

H1 Monsterrat Extra-bold 800

Other headers: Monsterrat Semi-bold 600

p: Montserrat Regular 400

[https://fonts.google.com/specimen/Montserrat?  
selection.family=Montserrat:wght@100;400](https://fonts.google.com/specimen/Montserrat?selection.family=Montserrat:wght@100;400)





# Typography Rules

## TYPE SELECTION

Type stuff

## FONT SIZES

h1: Whatever you want  
p: Readable

## COLOR USAGE

Make it look good