



Brand Guidelines

JANURAY 2023

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Brand Overview

INTRODUCTION

Under the directives of Sheikh Mansour Bin Zayed the ‘Farmers Market’ in Al Wathba has opened its doors to encourage and increase agricultural production and support the food security system of UAE.

This market provides a platform for farmers to sell their crops ensuring sustainability and growth.

The market provides fresh produce to consumers directly from local farms within one day of harvest.



OUR VALUES

The values we hold at farmers market is of utmost quality and fresh produce of fruits and vegetables and giving consumers an entirely unique experience.

We adhere to best international standards in society markets development.

OUR VOICE

This is a platform to empower emirati farmers and support local product and to let the public know of the fresh produce of healthy fruits and vegetable available in the market for them.





Brand
Logo&Design

BRANDMARK

LOGO & LOCKUP EXPLORATION



BRANDMARK

SCALING & MINIMUM SIZE



سوق المزارعين
Farmer's Market

Print 20 mm

سوق المزارعين
Farmer's Market

Digital 120 px

LOGO VARIATIONS

LOGO USE GUIDE



LOGO VARIATIONS

LOGO DO NOT USE

DO NOT
SHIFT THE BRANDMARK
ELEMENTS



DO NOT
PLACE THE BRANDMARK
ON COMPLEX BACKGROUND



DO NOT
ALTER THE FONTS



DO NOT
SKEW, STRETCH OR
DISTORT



DO NOT
ADD THE EFFECT TO BRANDMARK
ELEMENTS



DO NOT
OUTLINE THE BRANDMARK
ELEMENTS



DO NOT
SHIFT THE COLOR OF BRANDMARK
ELEMENTS



DO NOT
CHANGE THE PROPORTION OF
THE BRANDMARK ELEMENTS





Brand
Emblem

BRANDMARK

EMBLEM USE GUIDE



Full colored leaves a on the left bottom side



Cropped outlined leaves a on the right bottom side

BRANDMARK

EMBLEM DO NOT USE

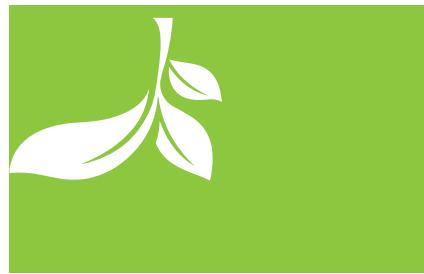
DO NOT
CROP THE EMBLEM



DO NOT
MISPLACE THE EMBLEM TO UP



DO NOT
ROTATE THE EMBLEM



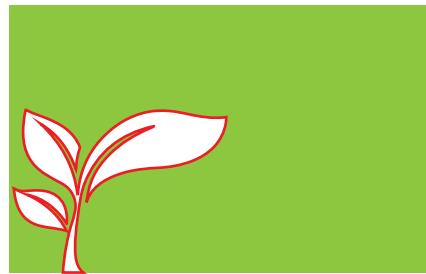
DO NOT
FLIP THE EMBLEM



DO NOT
MAKE SHADOW



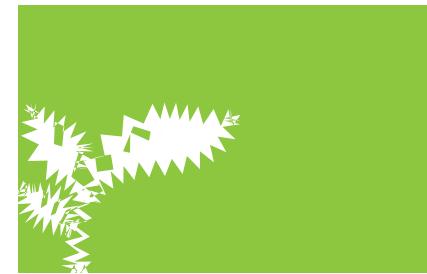
DO NOT
MAKE OUTLINE



DO NOT
STRETCH THE EMBLEM



DO NOT
DISTORT THE EMBLEM





Logo
Wholesale

LOGO VARIATIONS

LOGO USE GUIDE



LOGO VARIATIONS

LOGO DO NOT USE

DO NOT

SHIFT THE BRANDMARK
ELEMENTS



DO NOT

PLACE THE BRANDMARK
ON COMPLEX BACKGROUND



DO NOT

ALTER THE FONTS



DO NOT

SKEW, STRETCH OR
DISTORT



DO NOT

ADD THE EFFECT TO BRANDMARK
ELEMENTS



DO NOT

OUTLINE THE BRANDMARK
ELEMENTS



DO NOT

SHIFT THE COLOR OF BRANDMARK
ELEMENTS



DO NOT

CHANGE THE PROPORTION OF
THE BRANDMARK ELEMENTS





Color Palette

BRANDMARK

PRIMARY COLOR



CMYK : 00 | 11 | 69 | 04
RGB : 244 | 216 | 75
#f4d84b



CMYK : 0 | 38 | 73 | 28
RGB : 184 | 144 | 50
#b77232



CMYK : 65 | 0 | 14 | 75
RGB : 22 | 63 | 54
#163f36



CMYK : 00 | 04 | 27 | 05
RGB : 241 | 232 | 176
#f1e8b0



CMYK : 00 | 18 | 34 | 15
RGB : 184 | 144 | 50
#dab390



CMYK : 50 | 00 | 35 | 41
RGB : 75 | 151 | 98
#4b9762

BRANDMARK

SECONDARY COLOR



CMYK : 07 | 25 | 00 | 52
RGB : 114 | 92 | 122
#725b7a



CMYK : 23 | 00 | 45 | 28
RGB : 141 | 184 | 54
#8db765



CMYK : 00 | 40 | 73 | 07
RGB : 236 | 142 | 64
#ec8e40



CMYK : 65 | 0 | 14 | 75
RGB : 22 | 63 | 54
#bc2431



Typography

BRANDMARK

PRIMARY FONT - MONTSERRAT

أ ب ت ث ج ح خ د ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ي

A B C D E F G H I J K L M N O

P Q R S T U V W X Y Z

BRANDMARK

SECONDARY FONT - HANIMATION

أ ب ت ث ج ح خ د ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ي

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

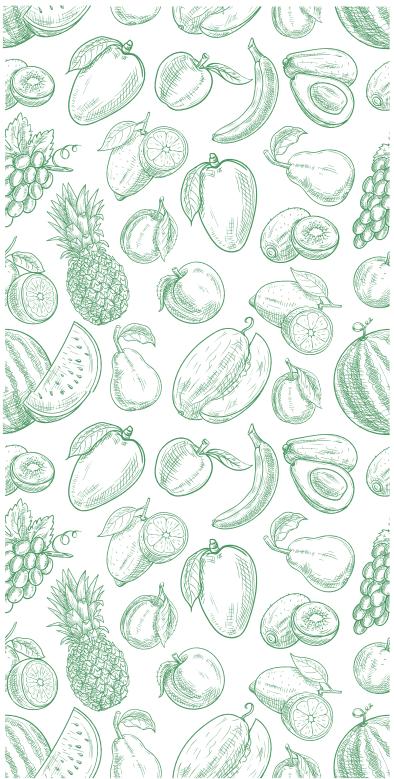


Graphic Elements

BRANDMARK

GRAPHIC PATTERN

PRIMARY



SECONDARY



BRANDMARK

WEB ICONOGRAPHY



Events



Press



Promotions



Our shops



The market



Contact us



Brand Application

BRANDMARK

SHOPPING BAG



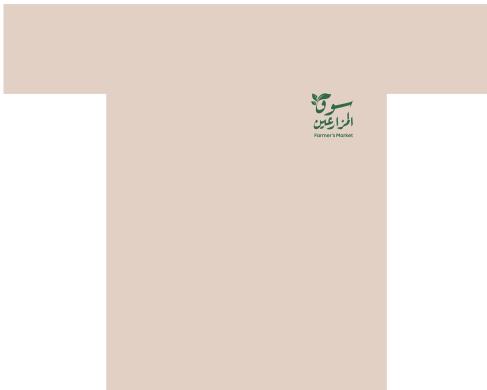
BRANDMARK

APRON



BRANDMARK

TSHIRT



BRANDMARK

FLAGS



@ farmersmarket.ae



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Thank you