



FARM *to* TABLE

Community Supported
Agriculture

Brand Style Guide



Mission Statement

At Farm to Table CSA in Elberta, Alabama, our mission is to nurture our community through USDA organic farming and the Community Supported Agriculture model. We pledge to promote sustainability by promoting local agriculture and providing the freshest produce directly to our customers.



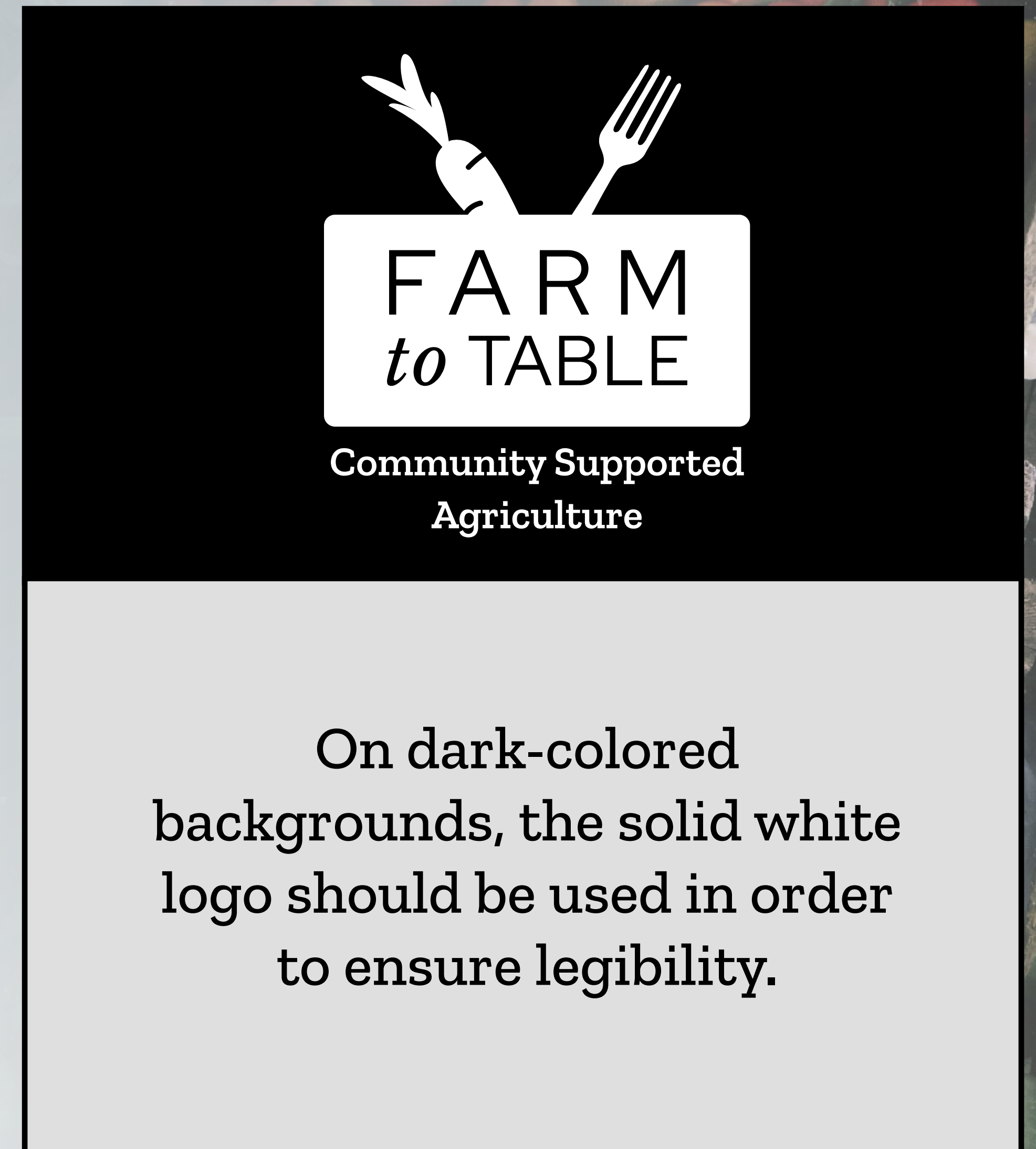
A man wearing a plaid shirt and a hat is working in an orange grove. He is looking down at a branch of an orange tree. The background is a soft-focus view of the grove.

About

Farm to Table CSA is a family-run farm in Elberta, Alabama that grows from USDA organic, non-GMO seeds and heirloom plants. We run on a Community Supported Agriculture (CSA) model in which members of our community can sign up to receive weekly shares of our harvest during the fall and spring seasons. By signing up for a CSA box from Farm to Table, you are supporting local agriculture directly without the need for a middleman.

Logo Usage

Our primary logo is the full-color logo shown below. It should be used when the logo is placed on a light-colored background.



On dark-colored backgrounds, the solid white logo should be used in order to ensure legibility.

Color Palette

These colors reflect our brand's identity and personality. Tints of these colors are also acceptable.

SECONDARY COLORS

HEX CODE #bebfa3	RGB 190, 191, 163
HEX CODE #000000	RGB 0, 0, 0
HEX CODE #eae8e7	RGB 234, 232, 231

PRIMARY COLORS

HEX CODE #731c12 RGB 115, 28, 18	HEX CODE #4e5b4b RGB 78, 91, 75
HEX CODE #9ca8b0 RGB 156, 168, 176	HEX CODE #ffffff RGB 255, 255, 255

Typography

Red Hat Display and Zilla Slab are our two primary fonts. They are freely distributed via Google Fonts.

TYPE HIERARCHY EXAMPLE:

Shares:

Full Share \$465

- 8 weeks of organic seasonal produce delivery
- Feeds a family of four

Optional Add Ons

- 8 weeks of farm fresh eggs (1 dozen per week) \$35

PRIMARY FONTS

Red Hat Display

RED HAT DISPLAY

The quick brown fox jumps over
the lazy dog. 0123456789.

Zilla Slab

ZILLA SLAB

The quick brown fox jumps over
the lazy dog. 0123456789.



Photography

It's important that we showcase our farm, our family, and our locally grown organic produce. We focus on lifestyle photos that offer a glimpse of life on our farm.



Places to find free Creative Commons licensed images:

- Pexels
- Unsplash
- StockSnap
- Negative Space
- New Old Stock
- Pixabay
- The British Library
- Library of Congress: Free to Use and Reuse Sets
- National Gallery of Art: Open Access Images
- Smithsonian: Open Access

Services



How does a CSA Work?

Farm to Table offers 8-week CSA shares two times per year, in the fall and in the spring. Shares are delivered weekly to our customers during the growing seasons. Delivery is free within a 30-mile radius of Elberta, Alabama. Pick-up is available for those outside the delivery area.

When does harvest happen?

Fall: September–October, Spring: April–May

How do I sign up?

Signup is offered on our website. Payment is conducted via PayPal.

Shares:

Full Share \$465

- 8 weeks of organic seasonal produce delivery
- Feeds a family of four to six

Half Share \$265

- 8 weeks of organic seasonal produce delivery
- Feeds two adults (or 1 adult and 2 children)

Optional Add-Ons:

- 8 weeks of farm fresh eggs (1 dozen per week) \$35
- 8 weeks of seasonal jam & jelly pints \$65
- 8 weeks of fresh baked bread (type varies) \$45

Contact

Farm to Table CSA

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