



farm fresh *to you*

A BRAND STYLE GUIDE

Content

2	What, How, Why
3-7	Logo
8	Colours
9-10	Typography
11-12	Graphic elements
13-16	Touch points



What do we do?

In 1976 our parents, Kathleen Barsotti and Martin Barnes, graduate students at UC Davis, borrowed money from their parents to buy 20 acres of property in Capay Valley. Inspired by the idea of farming organically and sustainably, they started the tradition that we carry on today. We have continue to grow our family on the farm, encouraging strong roots for a better food and agriculture system for all. As stewards of the land, we continue our parents' mission to connect local farms and communities together in a method that is environmentally and economically sustainable. Every day, we are humbled to carry on this tradition and watch the support grow, thanks to you!

Why do we do it?

In 1976, a customer told my mother, the founder of our family farm, that she shopped at our organic farmers market booth because if we took the care and responsibility to feed and give back to the land, we could be trusted with feeding her family and nourishing our community. We don't just bring organic produce to your door — we nurture it from seed, we harvest it by hand and we are fortunate to put it on our family table so that our 3rd generation understands the responsibility entrusted to us as farmers.

How do we do it?

We bring the season's best mix of 100% certified-organic produce and hand-crafted farm products conveniently to your door by growing and partnering with local farms and artisans. Each delivery comes with news from our family farm, delicious recipes, quick tips and the option to customize your box online — we bring our farmers market booth to you!

*"Shake the
hand that
feeds you."*

- Michael Pollan

Logo

The logo is the main identification of the brand, Farm Fresh to you - Grimstad. It should be used on all communication, online and on packaging.

The icon represent a corn filed, as this is the majority of farming in Grimstad, together with the brand name. Typefaces are chosen to give a fresh and friendly feel. The colours complement this, and are also organic colours which underlines the identity of the brand.

It should be used as shown to the right. Icon and name should not be separated, and colours should not be changed.



farm fresh
to you

LOGO COLOURS

Logo should whenever possible be used in colour. Both on light and dark background. Only when colour is not possible can one of these versions be used.



LOGO MINIMUM-SIZE

Minimum width of the logo is 30 mm.



LOGO USAGE

The following are examples of what you should **never do** with the logo.



Do not place any elements closer to the logo than what this dotted line implements.



Do not change the colours. Also not to different tints of green or yellow.



Do not stretch or distort in any way.



Do not use the icon OR the name separately.



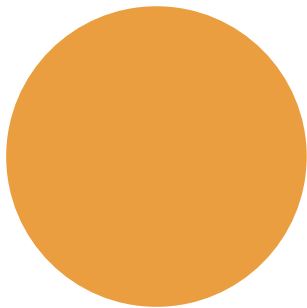
LOGO USAGE

The following are examples of what you should **do** with the logo. Use the logo in original colours and shape at all times.

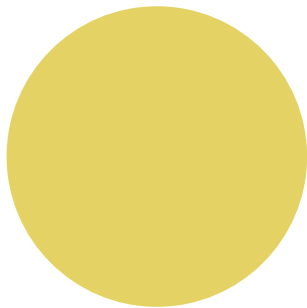


Colours

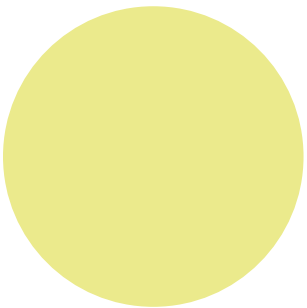
These are the brands colours. No additional colours should be used, with the exception of black and white. For print use Pantone colours found below.



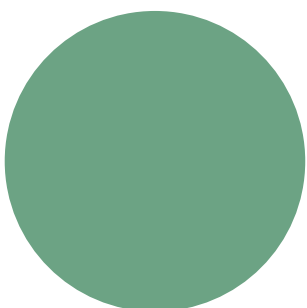
#EAA033
Pantone 7563 C



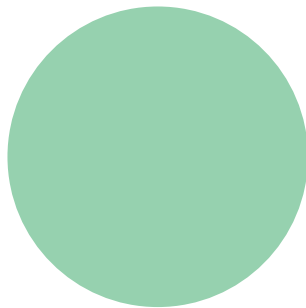
#EAD65B
Pantone 610 C



#F2EB8B
Pantone 601 C



#73A481
Pantone 556 C



#A4D2AF
Pantone 344 C

Typhography

LOGO

FreightBig Pro - Black

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

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

Meddon – Regular

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

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

N.B.

Do not re-make the logo simply using these fonts. The words “to you” in the logo has been costumized as a graphic and will not look identical to the Meddon font.

VAN/PACKAGING

FreightBig Pro - Regular

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

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

FreightBig Pro - SemiBold

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

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

Le Belle Aurore - Regular

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

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

How to use

FreightBig Pro is to be used for information and longer parts of text.

Le Belle Aurore can be used for short tag-lines for a decorative touch.

Graphic elements

The circles can be used in different sizes, but should always be perfectly round. They should not all be same size when used together. Only theme colours should be used for the colours. You can use all these colours or just some.



The vegetables are images created by using image trace in Illustrator and are therefore life-like, but should not be mistaken for actual photographs. Other vegetables can also be used, if the same technique is applied to images of these as well. However, only vegetables that Farm Fresh to you sell should be used.



Touch-points

PACKAGING

The fresh vegetables from Farm Fresh to you is delivered in a fabric-bag, which is washable and reusable.

This is in accordance with the brands idea of being enviromental friendly.

To the left you see an image of the front of the bag.



The back of the bag.



DELIVERY VAN

