



# nexgarden

THE FUTURE OF FARMING

## Brand Guidelines

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VERSION 1.0



### CORE PURPOSE

#### WE EXIST TO

feed all people and protect our planet using food, technology, and education

### ATTRIBUTES

#### WE ARE

##### INNOVATIVE

We're using new technology to address big systemic issues and create fundamental change in the agricultural industry.

##### CONNECTED

We're integrating agriculture into urban environments, helping to create stronger connections between consumers and their food.

##### SUSTAINABLE

We strive to protect our planet by adapting true, lasting alternatives to traditional agriculture.

##### DOWN-TO-EARTH

The basis of our business is curiosity and passion. We want our customers to feel good about the food they're buying, and excited about their contribution to a more sustainable future.

### THE BIG IDEA

### THE FUTURE OF FARMING

### POSITIONING



### WHAT MAKES US DIFFERENT?

#### INNOVATIVE, ACCESSIBLE PRODUCE.

We provide fresh, whole produce that consumers can feel good about buying. We satisfy the desire to buy hyper-local food that's sustainably grown, while being accessible to a larger swath of consumers since we can often match the price point of conventional produce.

## BRAND BRIEF: TARGET MARKETS

### PRIMARY TARGET MARKET



#### REBECCA, THE CONSCIENTIOUS CONSUMER

Rebecca is a well-informed, curious woman who enjoys the outdoors and takes pleasure in caring for her family. She often feels overwhelmed by a sense of responsibility for the state of the planet and the impact her habits are having on the future. She is always on the lookout for better alternatives that she can easily integrate into her existing habits.

#### VALUE PROPOSITION

Nexgarden can offer Rebecca fresh produce that she can feel excited to purchase and to feed to her family. Since it's offered on the shelves of the grocery store, it falls easily into her routine.

### SECONDARY TARGET MARKET



#### KARA, THE WELLNESS JUNKIE

Kara is always the first to know about what's new and exciting when it comes to "wellness," from a personal health, nutritional, and environmental perspective. She finds herself looking for ways to better serve her community and the planet, and is excited to be an evangelist for new discoveries.

#### VALUE PROPOSITION

Kara loves the sense of being in the know that she feels when she buys Nexgarden produce. It gives her something new to tell her friends about, and she feels good about being able to make a choice that will have a lasting positive impact.

## LOGO VARIATIONS

The single most identifiable element of our visual identity is our logo. Consistent use of our logo is key to retaining brand strength through immediate recognition of who we are and what we stand for as a brand.



**OFFICIAL**

Use in formal situations where branding is the focus.



**PRIMARY**

Use whenever possible for best representation of the brand



**PRIMARY (ALT)**

Use to emphasize brand style and aesthetic (minimum size still applies—see page 6)



**HORIZONTAL**

Use when the brand should be clearly represented, but the main focus is on other content.

## LOGO VARIATIONS

The single most identifiable element of our visual identity is our logo. Consistent use of our logo is key to retaining brand strength through immediate recognition of who we are and what we stand for as a brand.



### STACKED

Use in situations where the primary or horizontal logos don't easily scale to fit



### BADGE

Use in social media or promotional settings as a stylistic alternative to other options



### ICON

Use when a fuller version of the logo would be unreadable, to add a branded visual element



### HORIZONTAL

Used to simply identify you/your work where the brand's personality is secondary.

## LOGOS IN BLACK & WHITE

Wherever possible, logos should be used in branded color combinations, as indicated in this guide. Logos should never appear in non-branded colors, but can be shown in black or white if necessary.



## SIZING & SPACING

These are basic guidelines about how to apply the logo in different settings so that it is clear and readable, without interfering with surrounding content.



### MINIMUM SIZE

At its smallest, the x-height (the height of a lowercase letter without an ascender or descender) of the primary logotype should be .08"



### CLEAR SPACE

Use the height of the top segment of the logomark to measure the distance between the logo and other elements

## LOGO DON'TS



### DON'T

use different colors in the logo, or  
use colors that aren't in the  
branding palette.



### DON'T

skew, distort, or alter the logo's  
shape.



### DON'T

Rotate the logo or any of its  
components.



### DON'T

Use shadows, glows, or other effects.



### DON'T

Place the logo on a complex  
background



### DON'T

Outline the logo



### DON'T

Create a pattern with the logo or  
any of its components.

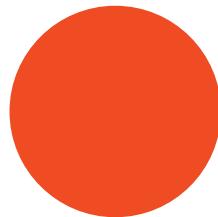


### DON'T

Change the size or relationship  
between any of the logo elements.

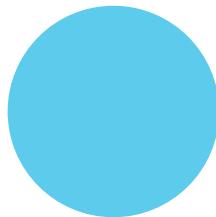
## COLORS

Our brand is underpinned with a color palette designed to be fresh, contemporary, and delicious. Different combinations of color can dramatically change the tone and appearance of a branding application, so it is important to consider how they work together. To help achieve greater brand recognition it is important that our color palette is applied consistently.



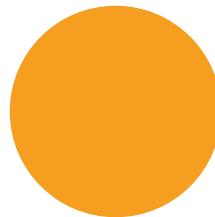
TOMATO RED

#F04C23  
CMYK: 0, 86, 100, 0  
RGB: 240, 76, 35



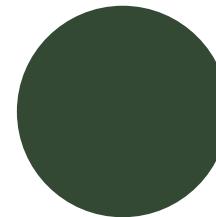
SKY BLUE

#50D8F6  
CMYK: 54, 0, 5, 0  
RGB: 80, 216, 246



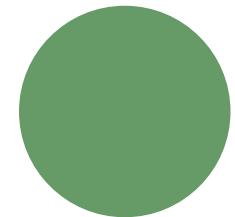
TURMERIC

#F69E1D  
CMYK: 1, 44, 100, 0  
RGB: 246, 158, 29



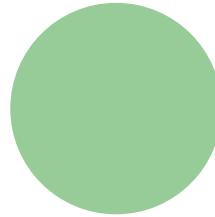
FOREST GREEN

#354A35  
CMYK: 73, 48, 77, 47  
RGB: 53, 74, 53



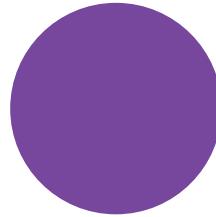
FERN

#669966  
CMYK: 64, 22, 74, 4  
RGB: 102, 153, 102



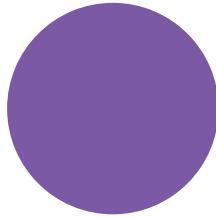
PISTACHIO

#99CC99  
CMYK: 42, 2, 51, 0  
RGB: 153, 204, 153



VIOLET

#7A40AD  
CMYK: 64, 85, 0, 0  
RGB: 122, 64, 173



HEATHER PURPLE

#7B59A5  
CMYK: 60, 75, 0, 0  
RGB: 123, 89, 165



COOL GREY

#F1EFEE  
CMYK: 4, 4, 4, 0  
RGB: 241, 239, 238

## COLORS: WORKING TOGETHER

It is important to use our colors together in a thoughtful way that creates harmony and visual interest.

## TYPOGRAPHY: PRINT

Typography should be chosen carefully based on what best complements and supports the logo and other branding. It should also be appropriate for the given medium, which means that it will vary between printed or digital applications.

### HEADLINES

# Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()+

### SUBHEADS

## Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()+

### BODY COPY

# Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()+

## HEADLINES (GOTHAM BOLD ALL CAPS)

### SUBHEAD (1-3 WORDS) (GOTHAM MEDIUM ALL CAPS)

intro/emphasis (more than 3 words) (gotham medium, no caps, tracking: 2.5em)

body copy lorem ipsum dolor sit amet, consectetuer adipiscing elit (roboto regular, no caps)

## TYPOGRAPHY: DIGITAL

Typography should be chosen carefully based on what best complements and supports the logo and other branding. It should also be appropriate for the given medium, which means that it will vary between printed or digital applications.

### HEADLINES

# Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()+

### SUBHEADS

## Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()+

### BODY COPY

# Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()+

## HEADLINES (MONTserrat BOLD ALL CAPS)

SUBHEAD (1-3 WORDS) (MONTserrat REGULAR ALL CAPS)

intro/emphasis (more than 3 words) (montserrat regular, no caps)

body copy lorem ipsum dolor sit amet, consectetur adipiscing elit (roboto regular, no caps)

