



# BRAND MANUAL



## MISSION STATEMENT

Upward Farms grows leafy greens and fish with the highest ecological and quality standards so that everyone can easily and affordably nourish their body, family, and the planet.

With 95% of leafy greens grown on the West Coast and 90% of seafood imported, our mission is to heal the broken food system and reconnect eaters with flavorful and nutritious local food.



## CURRENT PRODUCT OFFERING





## LOGO USAGE





## BRAND FONTS

*Heading 1*

TRUMP SOFT PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Heading 2*

BRANDON GROTESQUE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Text 1*

BRANDON GROTESQUE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

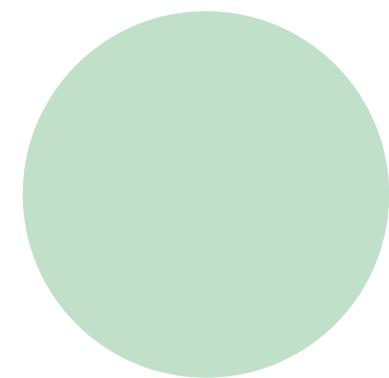
*Text 2*

CABRITO NORM REGULAR

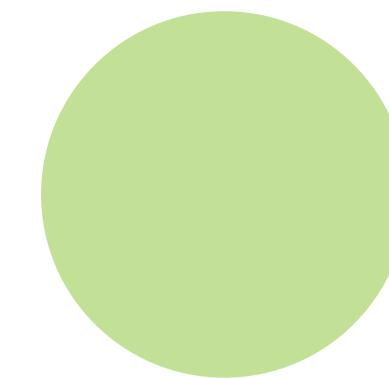
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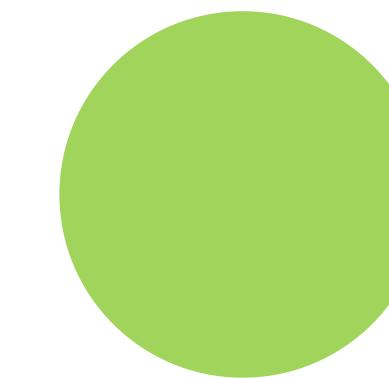
## BRAND COLORS



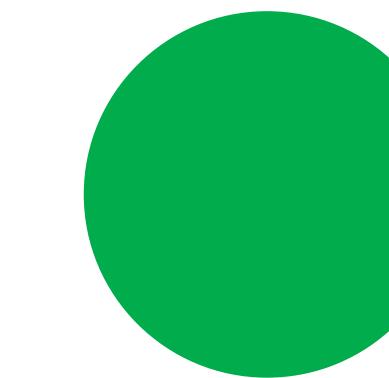
CMYK 24-0-24-0  
RGB 200-226-205  
HEX c8dfcc



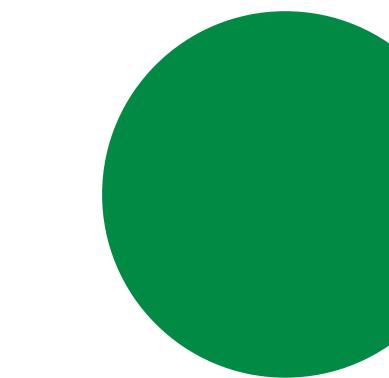
CMYK 25-0-52-0  
RGB 201-224-158  
HEX c9df9e



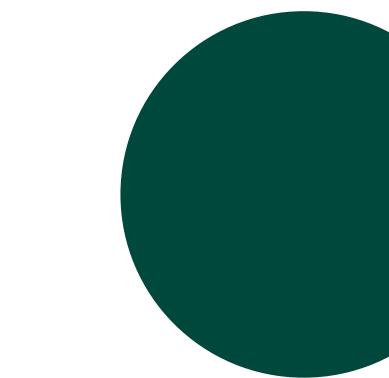
CMYK 41-0-82-0  
RGB 171-210-108  
HEX abd26c



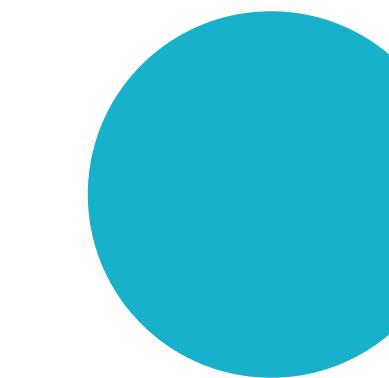
CMYK 89-0-52-0  
RGB 44-168-88  
HEX 2ca858



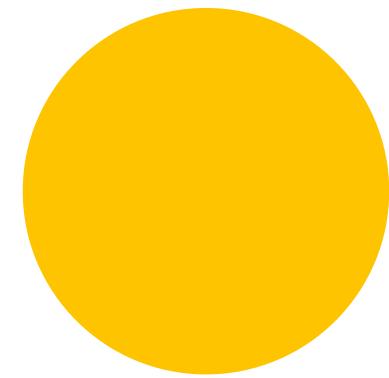
CMYK 97-18-100-5  
RGB 8-136-75  
HEX 08874b



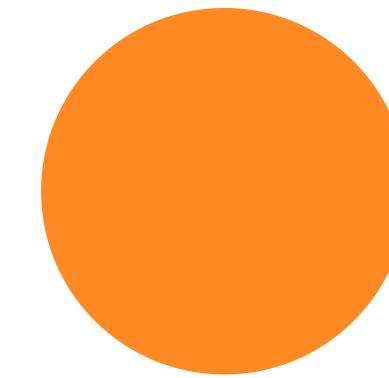
CMYK 99-45-73-47  
RGB 0-70-60  
HEX 00463c



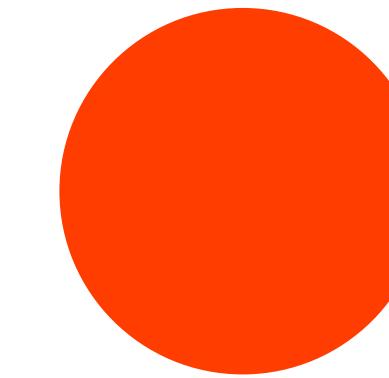
CMYK 73-7-17-0  
RGB 82-176-201  
HEX 52b0c9



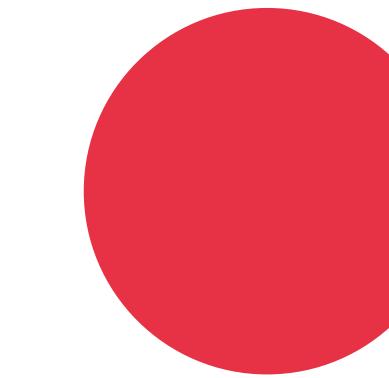
CMYK 0-23-100-0  
RGB 253-199-19  
HEX fdc713



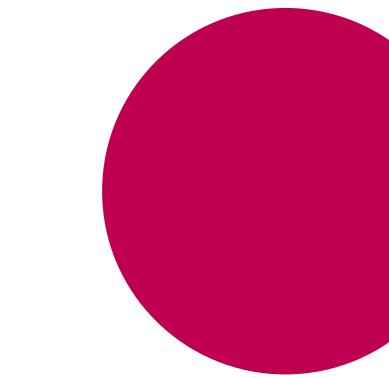
CMYK 0-56-94-0  
RGB 242-143-64  
HEX f28f40



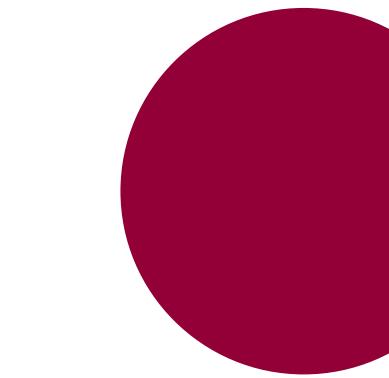
CMYK 0-89-100-0  
RGB 239-79-36  
HEX f28f40



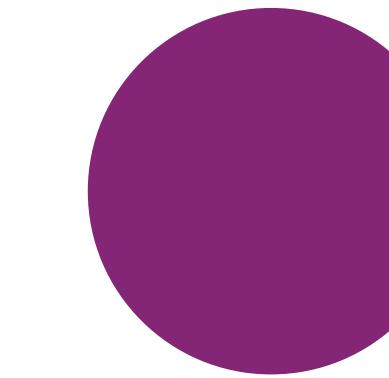
CMYK 3-95-72-0  
RGB 214-67-76  
HEX d6434c



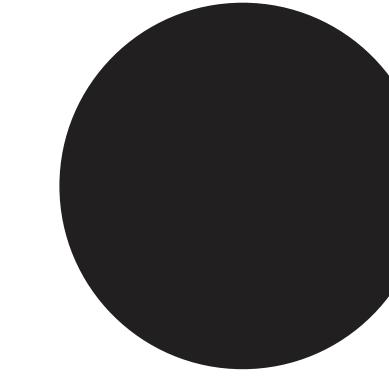
CMYK 19-100-52-5  
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HEX b01e52



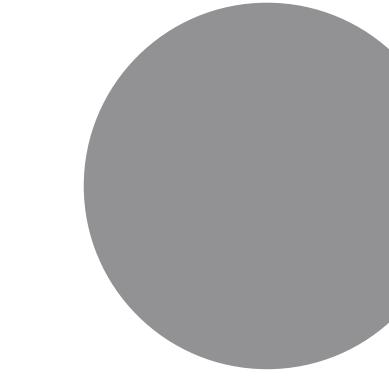
CMYK 28-100-66-26  
RGB 134-14-56  
HEX 860d38



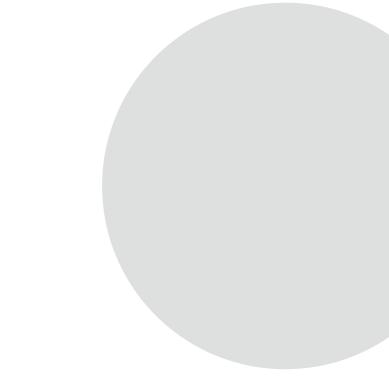
CMYK 54-100-20-6  
RGB 123-47-115  
HEX 7b2f73



CMYK 0-0-0-100  
RGB 0-0-0  
HEX 221f20



CMYK 0-0-0-42  
RGB 147-147-147  
HEX 929396



CMYK 0-0-0-13  
RGB 223-223-223  
HEX dedfe0



## PACKAGING





# PACKAGING





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VERTICAL HEADING

