

SHREE ANNA MILLETS BRAND GUIDELINES

Nurturing wellness, empowering farmers.



Brand Introduction

Our Story:

Shree Anna Millets champions the wholesome goodness of Pearl Millet (Bajra), sourced directly from Farmer Producer Organizations (FPOs) across India. We are committed to delivering nutritious and sustainable food while empowering our farming communities.

Our Values:

- Sustainability:** Promoting eco-friendly farming practices.
- Farmer-First:** Ensuring fair prices and prosperity for farmers.
- Transparency:** Traceable sourcing and honest communication.
- Nutrition & Wellness:** Offering healthy and delicious millet products.

Why Pearl Millet?

Pearl Millet, a climate-smart grain, is naturally gluten-free, rich in nutrients, and requires minimal resources to grow. We believe in its potential to enhance both human health and environmental sustainability. By promoting Bajra, we support resilient agriculture and nutritious diets.

Logo Usage

Logo Variations:

Shree Anna Millets offers several logo variations to suit diverse applications. The primary logo features the full color mark alongside the brand name. The monochrome logo is best suited for single-color printing and embroidery. The icon-only version can be used where space is limited or brand recognition is well-established.

Logo Guidelines:

- Minimum Size:** Ensure the logo remains legible at its smallest size.
- Clear Space:** Maintain adequate clear space around the logo to prevent visual clutter. The clear space should be equal to at least the height of the 'S' in Shree.

- **Placement:** Position the logo consistently on all materials, typically in the top left or top right corner.

Do:

- Use the approved logo files only.
- Maintain the logo's proportions.
- Ensure sufficient contrast between the logo and the background.

Do Not:

- Alter the logo's colors or proportions.
- Add effects or drop shadows to the logo.
- Place the logo on a busy or distracting background.

Color Palette

Our brand identity is rooted in the warm, earthy tones of Indian agriculture. Our core colors evoke the natural beauty of soil, grain, leaves, and sunshine.

Soil Brown:

HEX: #A0785A

RGB: 160, 120, 90

CMYK: 0, 25, 44, 37

Usage: Backgrounds, text elements

Grain Yellow:

HEX: #E4D00A

RGB: 228, 208, 10

CMYK: 0, 9, 96, 11

Usage: Highlights, buttons, labels

Leaf Green:

HEX: #558B2F

RGB: 85, 139, 47

CMYK: 39, 0, 66, 45

Usage: Accents, icons, packaging

Sun Gold:

HEX: #FFC107

RGB: 255, 193, 7

CMYK: 0, 24, 97, 0

Usage: Highlights, calls to action

- Use Soil Brown for background colors to create a grounding effect.
- Incorporate Grain Yellow and Sun Gold for highlights to draw attention.
- Utilize Leaf Green for accents related to sustainability and freshness.

Typography

Our typographic system is designed to be clear, accessible, and reflective of our brand's warmth and approachability.

Headings:

- Font: Montserrat Bold or Poppins Bold
- Minimum Size: 24pt
- Usage: Section titles, subheadings

Body Text:

- Font: Inter Regular or Open Sans
- Minimum Size: 12pt
- Line Spacing: 1.5
- Usage: Paragraphs, descriptions, labels

Optional Decorative Font:

- Font: Playfair Display
- Usage: sparingly for quotes or brand taglines

Do:

- Maintain consistent font pairings throughout all materials.
- Ensure sufficient contrast between text and background.
- Use appropriate font sizes for readability.

Do Not:

- Use excessive fonts.
- Overcrowd text.
- Use decorative fonts for large bodies of text.

Product & Packaging Guidelines

Our product packaging should reflect our commitment to quality, sustainability, and transparency. The following guidelines ensure a consistent and appealing brand presentation.

- **Front Label:** Prominently display the Shree Anna Millets logo, product name, and a compelling visual.
- **Ingredients:** Clearly list all ingredients in a readable font size.
- **Nutrition Panel:** Include a standard nutrition information panel in accordance with FSSAI guidelines.
- **FSSAI Number:** Display the FSSAI license number.
- **Net Weight:** Clearly indicate the net weight of the product.
- **QR Traceability:** Incorporate a QR code for traceability, linking to information about the FPO and farming practices.
- **Photography:** Use high-quality, natural-looking photographs that highlight the product's freshness and appeal. Images of millet fields, farmers, and traditional Indian baskets can enhance the visual story.

- **Packaging Tone:** Maintain an earthy, warm, and clean aesthetic. Use sustainable packaging materials whenever possible.

By adhering to these brand guidelines, we can collectively strengthen the Shree Anna Millets brand, ensuring consistency and recognition across all touchpoints. This consistency will help build trust with our customers and empower the communities we serve.