SPROUTS

BRAND GUIDELINES

Food That Feeds Your Values and Your Family.

In an increasingly digital world, more and more consumers are looking for online ways to get the crops, foods, and produce they normally find at farmer's markets. Sprouts Farmers Market is an online marketplace that connects farmers and artisan food producers with their local community.

Our Values and Personality

Our passion is to make it easy for our customers to access and support their local food community. Farmers are our neighbors and friends. Serving our community is our priority.

We believe in:

- **Integrity**
  We value local farmers, vendors, shoppers, and communities.

- **Quality**
  We are commited to ensure all residents have access to healthy and locally grown food.

- **Unity**
  We work towards shared values and common goals while respecting differences.

Logo Use

A. Primary Logo

The Sprouts Farmers Market primary logo is comprised of combined logo symbol and wordmark. It is an important expression of our brand identity and it is viatal that it's always applied consistently.
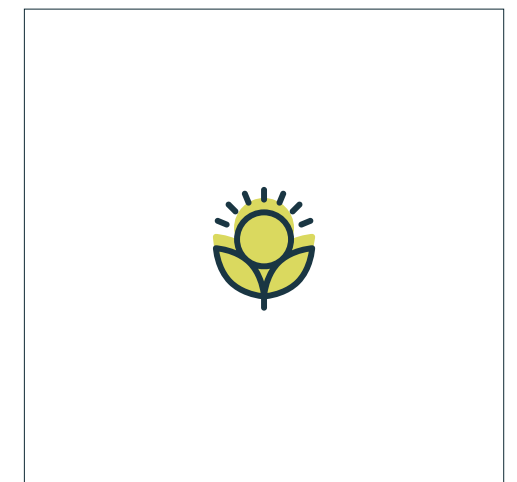
B. Secondary Logos

The Sprouts Farmers Market secondary logos can be used instead of the primary logo when needed. Logo symbol should only be used when the wordmark is too small to achieve maximum impact.
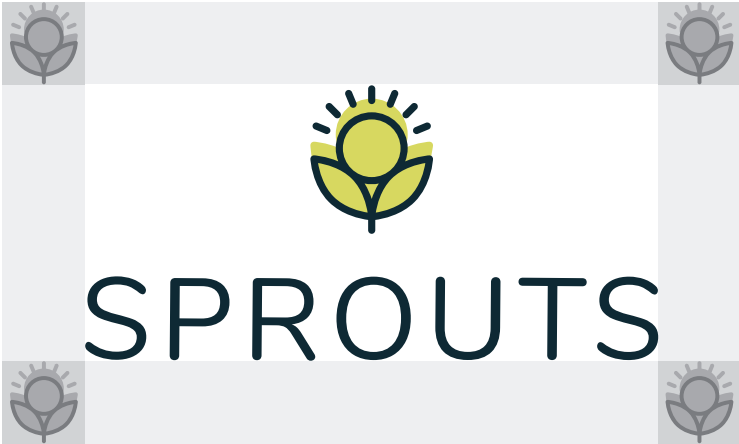
Alternate logo

Logo symbol

Clearspace

The Sprouts Farmers Market logo should always be surrounded by generous white space. The minimum amoun of clear space needed is based on the half size of the logo symbol.

Logo Misuse

Consistent and accurate presentation of our logo strengthen awareness of our brand and it should in no way be distorted or redrawn when applied to communications.

A. Don't rotate the logo

B. Don't distort or warp the logo

C. Don't apply gradient to logo symbol

D. Don't use drop-shadows

Color Palette

Primary Colors

The Sprouts Farmers Market's primary colors are Charcoal, Dark Forest and Lime Green.

Secondary Colors

The Sprouts Farmers Market's secondary colors are Light Turquoise and Cornsilk.

Balck Forest Green

HEX #222222
CMYK 72 66 64 72
RGB 34 34 34

Dark Forest

HEX #1A3643
CMYK 89 67 53 48
RGB 27 55 67

Lime Green

HEX #DAD95F
CMYK 17 5 77 0
RGB 219 217 96

Sunrise Irange

HEX #FBB042
CMYK 0 35 84 0
RGB 251 176 66

Anchor Grey

HEX #515D66
CMYK 81 93 102
RGB 70 55 47 23

Typography

Typography, when used consistently, unifies messaging and creates familiarity. The following typefaces were carefully chosen to reflect the Sprouts' brand identity.

Nunito

Aa

Light
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
0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( ) +

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
0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( ) +

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
0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( ) +

ExtraBold
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
0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( ) +

Object Sans

Aa

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
0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( ) +

Heavy
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
0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( ) +

Imagery

Effective images communicate something clearly to the user. Sprouts Farmers Market imagery is powerful, engaging elements that add real value when used appropriately and consistently alongside content.

We believe using the right images create connection to a product which leaves customer with a lasting visual desire.

Examples of imagery use.

Our Voice

At Sprouts Farmers Market we recognize that farming and food production are complex businesses and those who involved in producing local sustainable food need an easy and time-efficient way to sell their product. Our mission is to strengthen food systems through technology where buyers could find local, seasonal ingredients and purchase them directly from local farmers.

We strive to facilitating personal connections that create mutual benefits for local farmers, vendors, shoppers, and communities.