



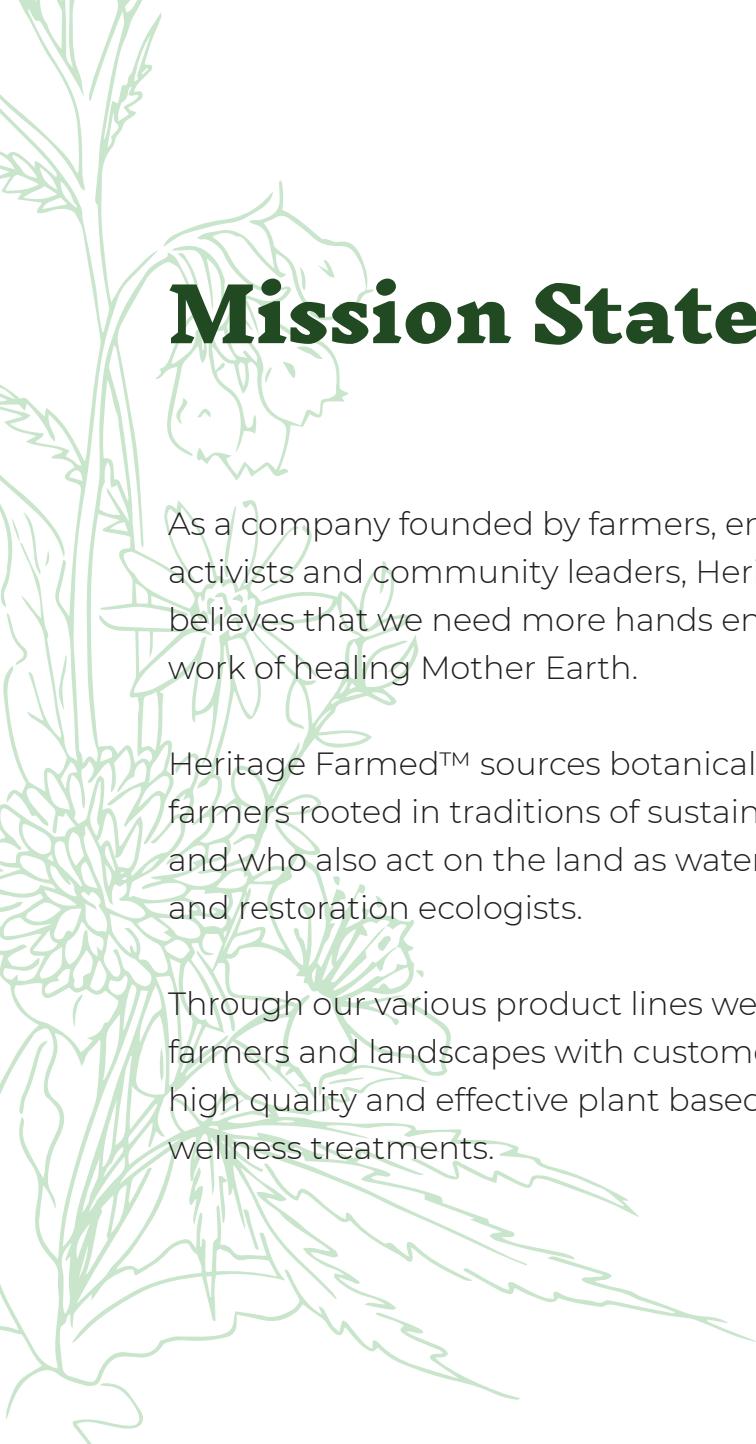
Brand Standards

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Mission Statement

As a company founded by farmers, environmental activists and community leaders, Heritage Farmed™ believes that we need more hands engaged in the work of healing Mother Earth.

Heritage Farmed™ sources botanical products from farmers rooted in traditions of sustainable agriculture and who also act on the land as watershed stewards and restoration ecologists.

Through our various product lines we connect these farmers and landscapes with customers seeking high quality and effective plant based body care and wellness treatments.

Our customers realize the benefits of an agriculture where the treatment of the soil on the farm, and the ecology of the farm scape, become manifest in the quality of Heritage Farmed™ body care products.

This reverence for the sourcing of our botanicals is only half of the equation at Heritage Farmed™. At the core of our company we are committed to a portion of our sales being directed to organizations, movements and campaigns that seek to build political, economic and ecological resiliency.

Corporate Philosophy

Agrarian roots

Farmer-focused

Handcrafted botanicals

Eco-conscious, to the max

Community-supported and supporting

Horticulturally-grown





Target Audience

Niche consumers who demand high standards for sustainable production and packaging, and ecologically-responsible business practices.

Consumers who are Eco-literate, and seek organic, grassroots connection to farmers who produce the medicines.

Consumers who see no-frills simple Eco-packaging as a benefit, not a liability, of the product.

Consumers, from first-timers to experienced users, who seek wellness products using high quality, pure full-spectrum hemp CBD medicines.

Non-profits, companies and individuals who want to white label their own products or sell our products.

Voice and Tone

Hand Crafted
Organic
Friendly





Logo



Black and White



Dark Background

Logo System

The logo system replaces the main central Arnica flower with other botanicals used in the products. These logos should only be used on products and the main botanical in the product should be the one in the mark. Good contrast must be maintained between the botanical and the background.



Spacing and Small Logo



Space equal to the height of the F in Farmed in both directions must be maintained on all sides. Whenever possible, no other graphics, especially other text, should be placed above the logo.



At small sizes, the simplified mark should be used. This mark always uses the Arnica flower for better brand recognition. B&W and dark versions follow the same color scheme as their larger counterparts.

Bad Logos



No compression
or stretching



Primary must
have background



No dark logo on
light background



No rotation



No primary logo on
dark background



No white on black



No primary at
small scale



No small logo with
other botanicals

Photography



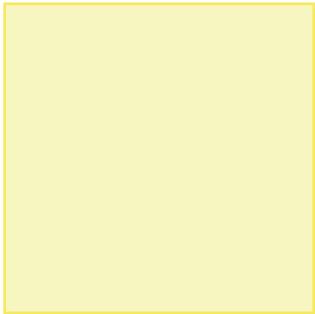
Photography should only be used for product photos and be focused on the products and ingredients in the products only. Background should be neutral and plain. Primary use is on the website or in advertisements, anywhere where the consumer can't see the products in person.

Primary Colors



RGB: 37, 74, 35

CMYK: 81, 44, 100, 48



RGB: 248, 246, 192

CMYK: 3, 0, 31, 0

Secondary Colors



RGB: 157, 190, 147

CMYK: 41, 11, 51, 0



RGB: 59, 137, 73

CMYK: 79, 24, 92, 9



RGB: 252, 232, 93

CMYK: 3, 3, 76, 0



RGB: 234, 191, 30

CMYK: 9, 23, 100, 0

Typography

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Montserrat Light is used for all body copy.

Medium is used for light on dark text and small sized text on packaging.

Inknut Antiqua Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Inknut Antiqua Black is used for headers and display type.

Homegrown
Healing

HERITAGE
FARMED

Soothing CBD Bath and Body Products

For large display text, hand drawn type is recommended. See examples above



Graphics

Hand drawn illustrations of the primary botanicals are used as graphic elements across collateral. They should be solid colored, using the established color palette.

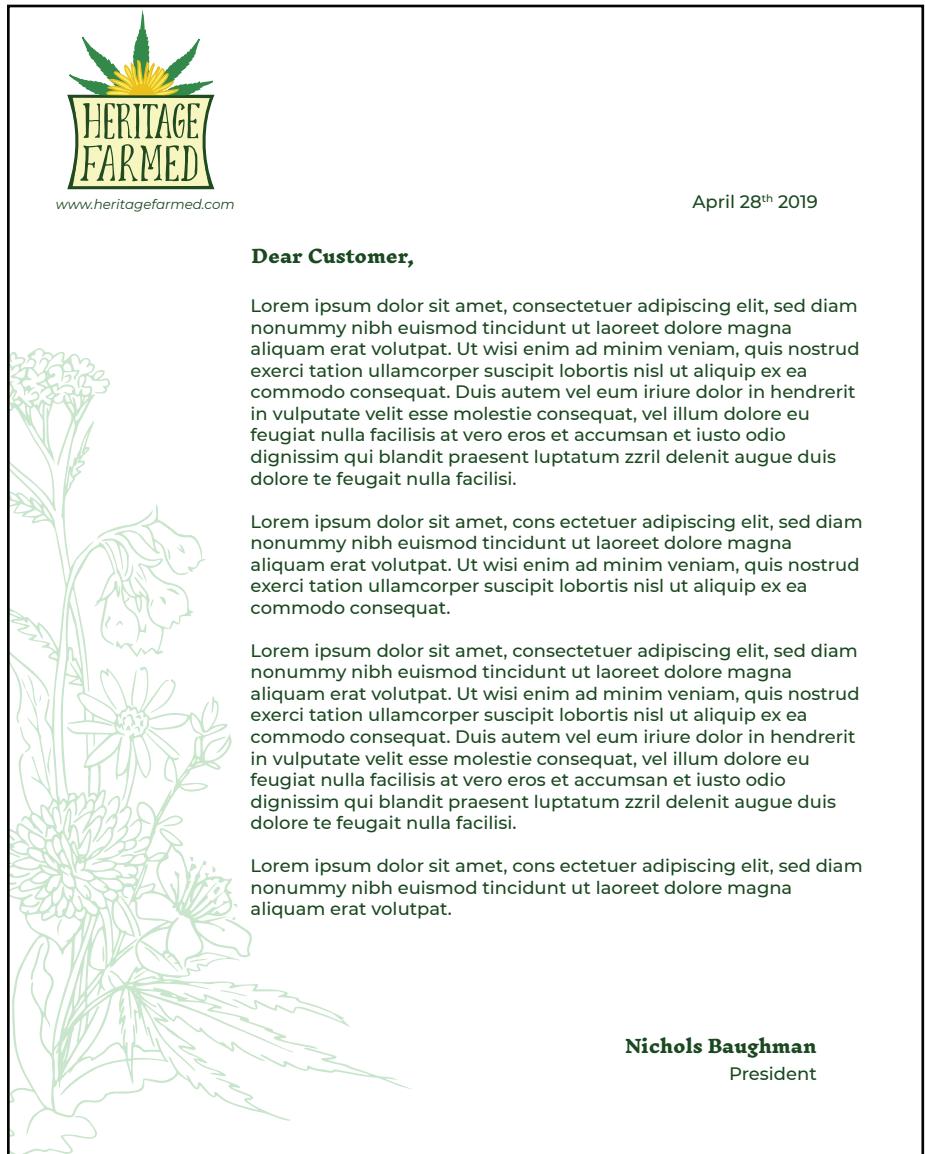
Light colored textured paper is a common background for the graphics.



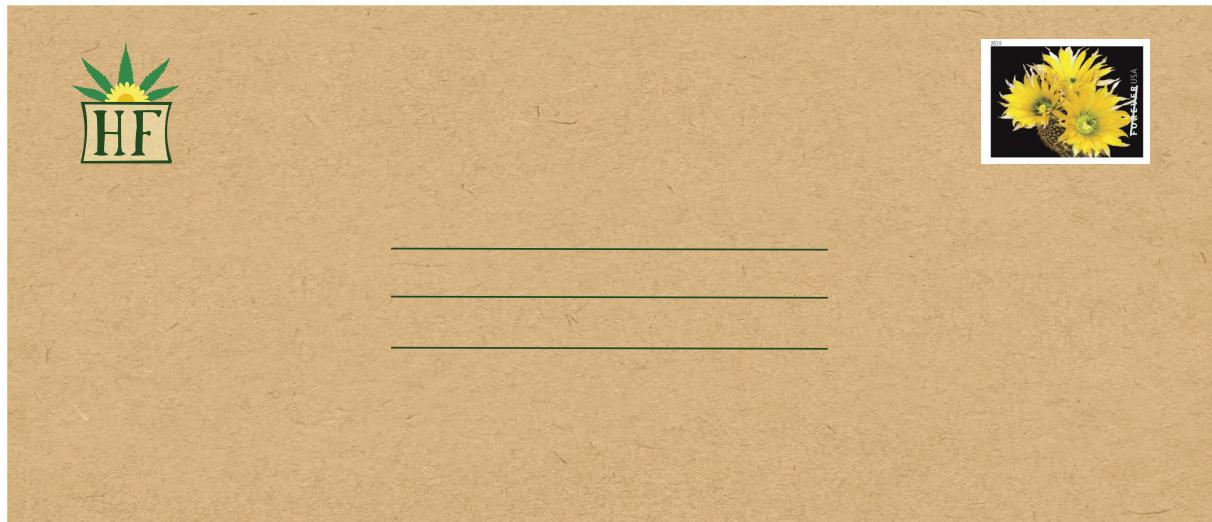
Business System



Business Cards



Letterhead



Envelopes

Homegrown Healing



Soothing CBD Bath and Body Products

www.heritgefarmed.com

Advertisement



Packaging

Website





Mobile



Tote Bag Merchandise



Trade Show Banner



Billboard



Vehicle Wrap