agrica

brand styles and standards

acceptable logo usage

The logo can appear on three backgrounds but only in the formats shown below. No other variations should be permitted or accepted.
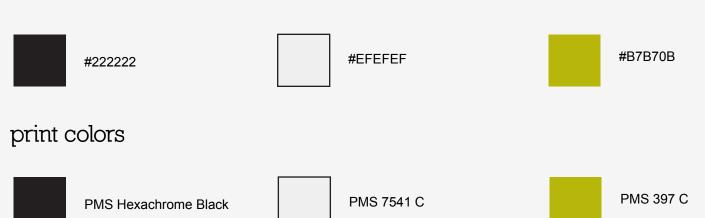
color

black and white

what not to do

web colors

#222222

#EFEFEF

#B7B70B

print colors

PMS Hexachrome Black

PMS 7541 C

PMS 397 C

core brand font

Nilland Bold

Because this font is not a web font, it can only be used in print materials, or as images on the web.

header font for use on the web

Museo 500

Museo is not a typical "web safe font" but it can be embedded into any website via javascript through a service like Typekit.com. An account is $50/yr.

fonts for use on the web

Arial Regular

Arial should be used for all body text in both print and on the web.