



Visual Identity



Reconnecting diasporas to the flavors of home

West African & Caribbean greens, grown fresh in Canada



Logomark







Iconmark







Badge







Colour

Dark Green

#00312D

Forest Green

#3A7817

Leafy Lemon

#BFF106

Lime Slice

#EAFDE7



Typography

Gilroy | Primary

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

C A P I T A L S | R E G U L A R

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

L O W E R C A S E | R E G U L A R

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

N U M B E R S A N D S Y M B O L S | R E G U L A R

The logo for Heritage Farms is centered in the image. It features a stylized white leaf icon to the left of the word "Heritage" in a large, white, sans-serif font. Below "Heritage" is the word "FARMS" in a smaller, white, all-caps, sans-serif font. The background of the entire image is a photograph of a vineyard with two people working in the rows of grapevines under a clear blue sky.

Heritage
FARMS