



newroots

Brand Guidelines

2016

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OUR BRAND

Founded in 2009, New Roots works with fresh food insecure communities to create sustainable systems for accessing the farm-fresh food we all need to be healthy and happy.

Our logo is the cornerstone of the New Roots brand. 'The Beet' has been a part of our identity since 2011. The vegetable beautifully illustrates our organization.

Much like 'The Beet,' which is hard yet soft when roasted, and has juice that is sweet and stubborn, New Roots has grown slowly and deliberately over the years, earning some bruises, accolades and now sweet success from leaders all over the country.

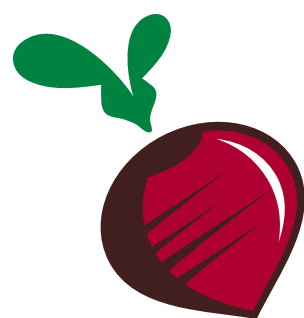
We are persistent. No matter how big the obstacle or how many times we are told it can't be done, we find a way to deliver on our promise of food justice for all. The New Roots program has impacted the local food system by igniting a movement by positively disrupting the existing food systems.

"Just like air and water, everyone has a right to fresh food."

This document is a reference guide book illustrating how to correctly use the New Roots logo. To protect the integrity of our brand, we ask that you please use it correctly and consistently according to the guidelines specified in this book.



**THE
LOGO**



icon

newroots



word mark

fresh food is a basic human right.



positioning line

CLEAR SPACE

The New Roots logo should always be surrounded by a minimum area of space.

A margin of clear space equivalent to the height and width of the 'n' is drawn around the logo to create the invisible boundary of the area of isolation.



MINIMUM SIZE

To ensure legibility, do not produce the logo smaller than 1.5 in. (3.81 cm) wide for printed material or 108 pixels for online presentations

When smaller than 2.5 in. drop the positioning line.



2.5 inches



1.5 inches

PRIMARY
VARIATIONS

Use the New Roots
'Master Brand'
whenever possible.

Use only artwork
and electronic
files provided by
New Roots.



Master Brand



One - Color



Grey-Scale



Grey-Scale-Reversed

SECONDARY
VARIATIONS

Use these variations only when sizing is an issue or approved by New Roots.



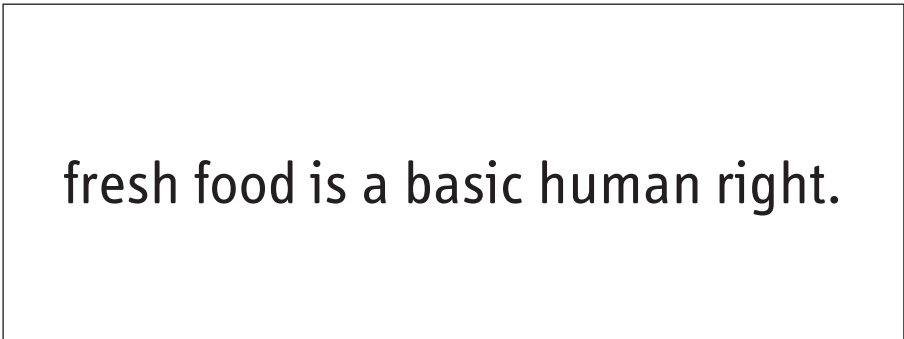
No Positioning Line



Word Mark only

SOCIAL
MEDIA

These icons are only to be used on the official social media accounts for New Roots unless the organization grants approval for an individual to use and link information such as blog post and news articles to our page.



Positioning Line Only



Social Media Icons

LOGO USAGE

On full colored backgrounds and images the New Roots word mark in white is ideal.

When placing over photography, ensure contrast by placing logo over darkest area.



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INCORRECT
LOGO USAGE

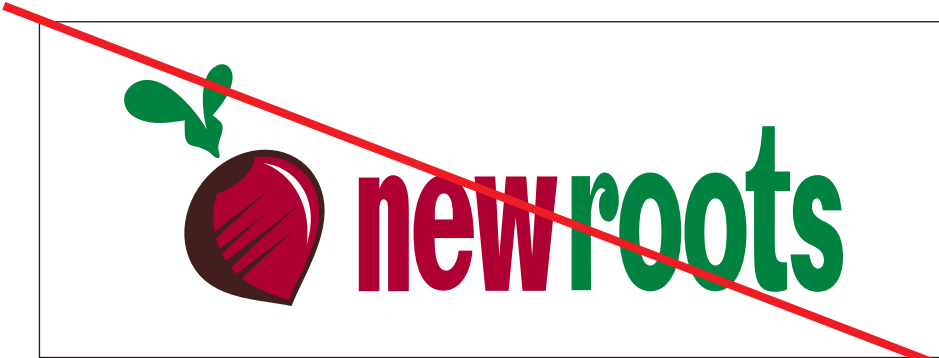
When using the New Roots logo the following rules should be adhered to at all times.



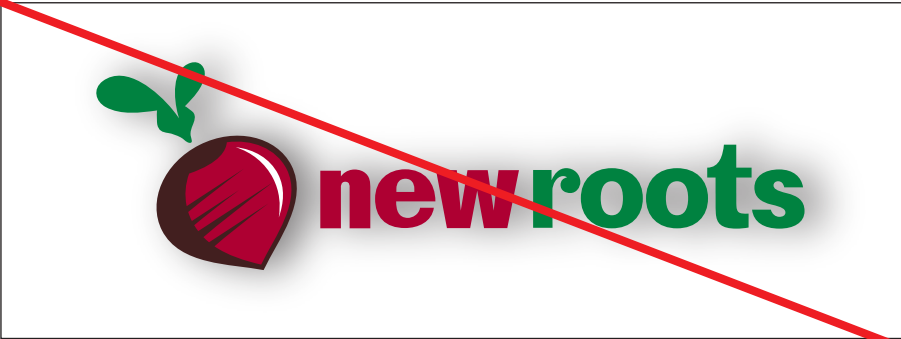
DON'T Reposition



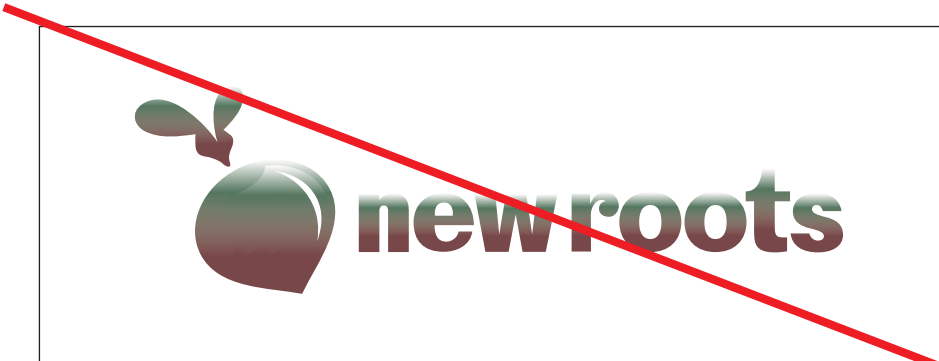
DON'T Rotate



DON'T Distort or Stretch



DON'T add Drop Shadows or Other Effects



DON'T Use Gradients



DON'T Use Transparency Effects

COLOR GUIDE

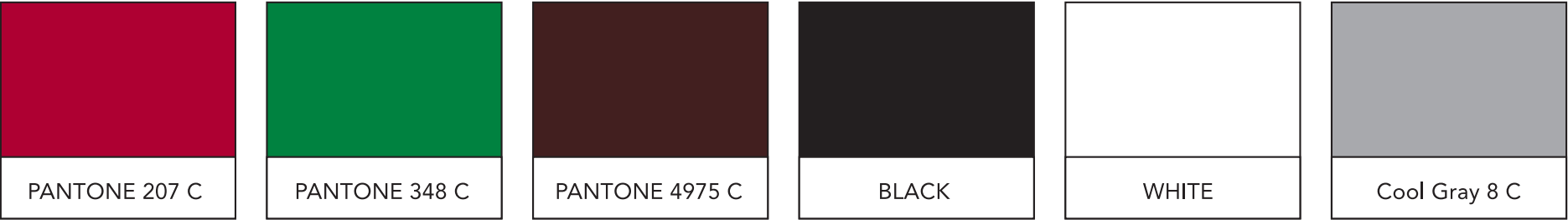
The New Roots color palette includes primary and secondary palettes.







The primary colors for New Roots are Maroon and Green.

The secondary colors are brown, black, white and grey.

In marketing materials the use of other colors as accents is allowed but must not compete with the overall color theme of the New Roots brand.

PANTONE SOLID COTED



	CMYK 22, 100, 78, 15	RGB 172, 0, 51	HEX #AC0033
	CMYK 97, 22, 100, 9	RGB 0, 131, 69	HEX #00833E
	CMYK 49, 77, 69, 67	RGB 69, 32, 32	HEX #412020
	CMYK Black	RGB Black	HEX #231F20
	CMYK White	RGB White	HEX #FFFFFF
	CMYK 0, 0, 0, 60	RGB 128,130,133	HEX #A7A9AC

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newroots.org