



FARM SHARE

LOGO VARIATIONS

Illustrated below are 7 ways in which the Farm Share logo can be used for branding assets. The varieties allow for more efficient usage when placing the logo on black or white surfaces, as well as horizontally and vertically. The classic logo's green and raspberry colors are interchangeable, and a black & white option is available if desired.



IMPROPER USAGE

Please follow the guidelines below for proper usage.



No stretching of the logo's proportions.



No omissions of any logo components or design elements.



No alterations of logo and brand colors unless approved otherwise.



No additional text or design elements added to logo unless approved otherwise.



No rearrangement of logo elements or text.



FONT USAGE

Josefin Sans (Light & Thin)

abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&()

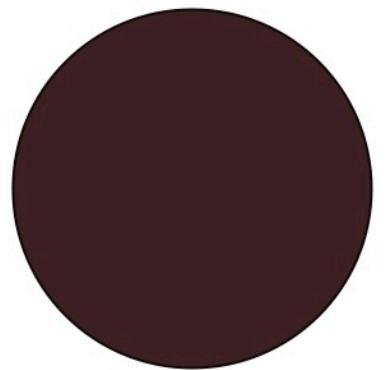
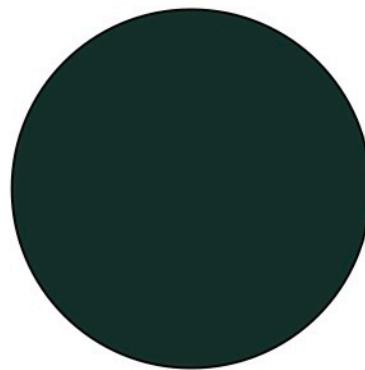
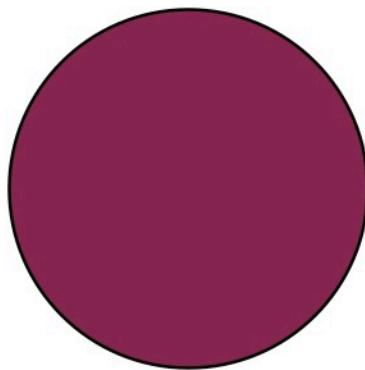
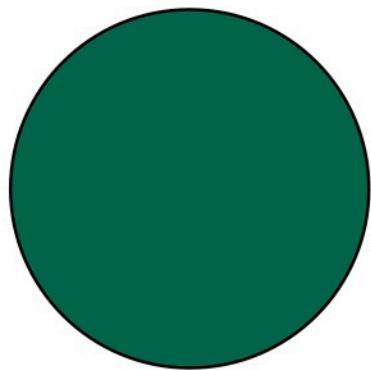
abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&()

Amatic SC (Regular & Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&()

COLOR USAGE



CMYK	87 35 79 26	36 93 51 24	78 55 79 74	54 85 58 69
RGB	22 105 75	138 42 77	20 39 24	59 19 34
PANTONE	342 C	437 C	627 C	4975 C
WEB	#16694b	#8b254f	#142718	#3b1322

PATTERN USAGE



STATIONERY OPTION #1



BUSINESS CARD OPTION #1

