



BRAND STORY OVERVIEW

BUSINESS POSITIONING

At Barrel Roll Farms, we're a family grown and family owned orchard that puts a fresh spin on your farm stand favorites. As the only organic orchard in the state of Ohio, we pride ourselves on delivering good, wholesome fruit to you by the barrel full. Our delicious produce selection is always evolving and includes several varieties of apples, berries, pumpkins, and more. And as the seasons change, it's our pleasure to host you, your kids, and "the kid in you" with fun you-pick opportunities, educational events, and even hay rides. Whether you take a bite or take a ride, one thing's for sure: adventure awaits you at Barrel Roll Farms.

KEY STORY ATTRIBUTES

Fresh	Good
Organic	Rustic
Wholesome	Family-approved
Nostalgic	Fun
Adventure	Charming
Exciting	Local

PRIMARY LOGO WITH TAGLINE



TAGLINES

PRIMARY:

"Family Grown and Family Owned"

SECONDARY/SPECIFIC USE

"A Fresh Spin on an Old Favorite"

"Family Grown and Family Owned in Ohio"

"A Fruit-Filled Family Adventure"

"Adventure Awaits You"

SECONDARY LOGOS

BARREL ROLL FARMS



Horizontal Use

Barrel Roll Farms

Classy Style Variation - Horizontal Use



White on Photo Variation

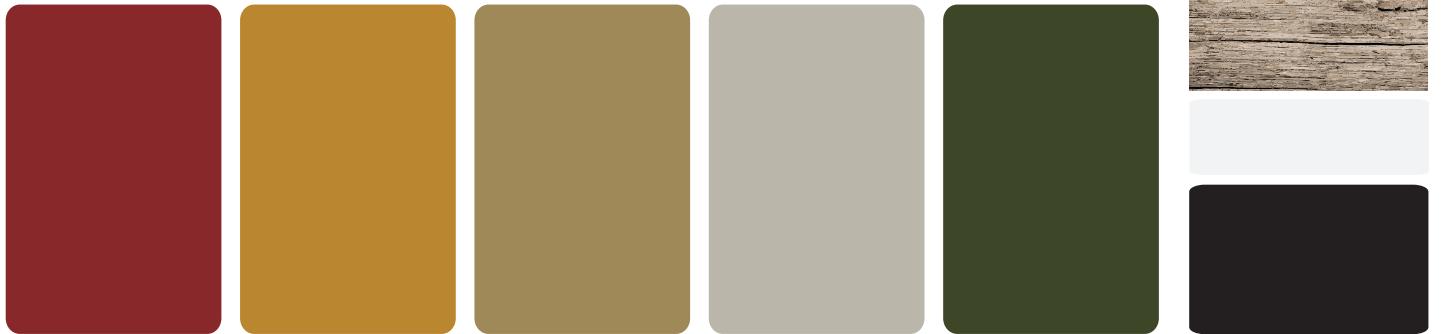


Stack - Vertical Use



KEY BRAND VISUALS

COLOR PALETTE



PATTERNS & GRAPHIC ELEMENTS



FONTS

MELMA CRACKED

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

*For headlines
& major graphics*

Playball

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

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ*

*For web titles
& print secondary headers*

Habibi

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

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ*

For body text



SUPPORTING STORY ELEMENTS

JACOB & SARAH'S STORY



Hi there! We're the Coulters (Jacob and Sarah) and we've been married for over 11 years. We are what you might call "the brains" behind Barrel Roll Farms. In the spring of 2015, we started this journey on a patch of family land with only a daring dream, faith, and a few apple saplings.

While we handle the day-to-day operations, the heart behind this place comes from our six adorable kiddos: Rachel, Nathan, Ignatius, Justin, Anthony, and our most recent addition, Philomena. They're the beginning and end of what we do and the good things we bring to you.

As you can see, in every way, Barrel Roll Farms is an orchard rooted in and nourished by family. So just know that when you visit us or eat our fruit, we bid you a hearty Coulter welcome. Thanks for joining us on our biggest adventure yet!

SOCIAL MEDIA / WEB ICONS



*Option 1:
Whimsical
(Facebook, Twitter,
Pinterest, Instagram)*



*Option 2:
More Traditional
(Facebook, Twitter,
Pinterest, Instagram)*



KEY COLLATERAL DESIGN

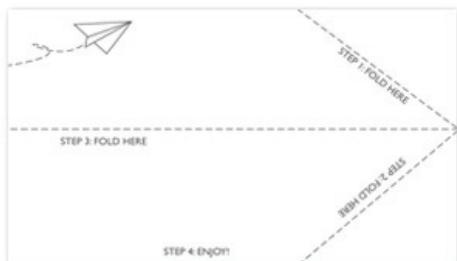
BUSINESS CARD INSPIRATION:



*"Bite"
Die-cut
Business Cards*



*Paper business
cards that
can fold into
a paper airplane*



*Business cards printed on wood
Available in multiple species of wood with paper
or wood on the other side*



BRAND PROJECT

BARREL ROLL FARMS

BRAND STORY GUIDE - 1ST PROOF



JACOB AND SARAH COULTER - BARREL ROLL FARMS
BRAND STORY GUIDE - 2nd Proof

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