

## BRAND STYLE GUIDE

---





## 1. INTRODUCTION

---

### GET TO KNOW OUR BRAND

This Style Guide is for Two Trees' employees, as well as external communication teams, who create content for our company. Whether you're writing a blog, crafting a video, building a website, or designing a brochure for our brand, these guidelines are meant to be applied consistently across all communication channels. The end goal is to always stay true to our brand, and ensure our audiences receive a consistent message about who we are, what we represent, how we sound, and what we look like.

### TABLE OF CONTENTS

<b>1. INTRODUCTION</b>	
1.1 Purpose	4
1.2 Audiences	5
1.3 Verbal & Written Style	6
<b>2. VISUAL IDENTITY</b>	
2.1 Visual Style	9
2.2 Logo System	10
2.3 Logo Usage	14
2.4 Color System	18
2.5 Graphic System	20
2.6 Typographic System	24
<b>3. APPLICATIONS</b>	
3.1 Bottled Products	27

## 1.1 Purpose

---

### PHILOSOPHY

At Two Trees Olive Oil we strive to share our passion for premium olive oil, innovative farming techniques, and environmental sustainability, while honoring time-honored traditions.

### MISSION

Our mission is to offer the highest quality, affordable olive oil, developed with the utmost care and respect for the earth, to as many customers as possible throughout the world.

### VALUES

Our values directly reflect the messages we want to communicate in our written and visual content:

#### HONESTY

We'll always be truthful, open, and completely transparent about our farming practices, manufacturing processes, and all aspects of our business that directly affect our customers.

#### QUALITY

We'll consistently strive to offer our customers the highest quality olive oil and olive oil products, while working hard to make our products affordable to many.

#### INNOVATION

We'll continue to seek out new methods for growing and harvesting olives that not only enhance quality and purity of our olive oil, but tread lightly on the planet.

#### SUSTAINABILITY

We'll do our part to take care of our natural resources, including recycling water that enters our mill, mulching our fields with tree trimmings, and using recyclable packaging.

#### COMMUNITY

We'll work in harmony with our local communities to help provide good jobs at a fair wage, while also lending resources to meaningful causes.

## 1.2 Audiences

---

### TARGET AUDIENCE

#### RETAIL CUSTOMERS

Home cooks want olive oil that tastes exceptional, and is healthy to feed their family and friends, without pinching the budget. Perhaps nothing speaks louder to this audience than the messaging on our packaging and in our media advertising.

#### COMMERCIAL CUSTOMERS

Restaurants must maintain quality and value in the face of scalability, while also entrusting their reputations to the third-party brands they select for their recipes and their tables. When a commercial customer selects our olive oil, they're making an incredibly positive statement about our brand, and it's our responsibility to uphold our promise and values. Our commercial customers seek much of their information from our website and catalogs.



## 1.3 Verbal & Written Style

---

### PERSONALITY

Imagine if you changed your personality for every person you met? They'd never know who you truly are, or what values you represent. Just like honoring your individual personality is important in your personal and work relationships, maintaining a consistent brand personality is essential for us to have authenticity with our audience.

Think of our brand personality in terms of voice and tone. We use the same voice for all the content we create, even though we may vary the tone of our voice depending on the situation. This is similar to how you'd use your own voice. While you only have one voice, you might choose to talk in hushed whispers in one situation, or you might shout aloud in another. In both cases your voice belongs to the same person (you!), but you use it differently as the situation dictates.

### VOICE

Our voice describes our point of view and defines our writing style across all our content. We want to sound:

#### CONFIDENT

We believe in our products and want others to believe in them too. Our content reinforces our belief in our abilities, without sounding arrogant or off-putting.

#### APPROACHABLE

Our messaging is clear, concise, and free of jargon. We want to draw people in with our conversational style and remind them humans are behind everything we do.

#### PASSIONATE

We thrive on respect for our customers and genuine love for our product. We exude this in every image, word, or sentence we create.

#### EMPATHETIC

We're good listeners who care about our customers and do everything we can to understand their points of view.

#### PROACTIVE

We anticipate problems before they arise, and help customers turn concerns into opportunities.

### TONE

While we're sticklers to staying "on voice", we change our tone based on WHO we're addressing, and WHAT we're discussing. We wouldn't respond to a customer complaint email with lots of smile face emojis any more than we'd chastise a customer for paying a bill late due to a billing error. Whether writing for our blog, answering customer support emails on our website, or creating advertising copy for our products, we always consider the audience first, and then adjust tone accordingly.

### WRITING IN OUR STYLE

- Use contractions for a friendly, approachable style (it's, let's, that's, etc.)
- Address the audience as "you"
- Address our company as "we"
- Avoid slang and culture-specific references
- Use everyday words instead of technical jargon
- Use an active voice ("we processed the invoice incorrectly", not "the invoice was processed incorrectly")
- Write positively ("please provide more details, so we can help you"), not negatively ("if you don't provide more detail, we can't help you")
- Write short sentences (12 to 15 words)
- Stick to facts, avoid fiction

## 2. VISUAL IDENTITY



### 2.1 Visual Style

#### VISUAL INSPIRATION

Rooted in our long-standing traditions, but inspired by our forward-thinking business approach and practices, Two Trees' visual identity feels fresh and modern with its rich colors and simple, clean graphics, yet timeless with its classic styling and typography. Our visual style communicates our evolving brand and visual personality, which can be described as:

- Simple*
- Confident*
- Modern, Yet Timeless*
- Friendly & Approachable*

#### MOODBOARD

Two Trees has been visually inspired by images, colors, and graphics that highlight our friendly, approachable nature, traditional background, and simple, yet progressive mindset. Use our moodboard as visual inspiration when designing communication materials.



## 2.2 Logo System

### PRIMARY LOGO

Two Trees' primary logo, constructed from a simple olive tree icon overlaid with a classic wordmark, was inspired by our humble beginnings, as a small, traditional olive orchard. The '2/' above the tree adds a modern element that exudes playfulness. Placing the logo inside the hexagonal enclosure emphasizes the timeless qualities of the brand.

The consistent use of Two Trees' primary logo, wordmark, and icon across all brand applications is necessary to help our audiences quickly identify our brand, enhance our image, and build brand loyalty. To ensure the success of the brand, it's essential to always use the logo in accordance with these guidelines.



### PRIMARY VARIATIONS

**A. Primary Logo with Enclosure (left)**  
The primary logo with an enclosure has a white color fill in the hexagonal enclosure shape that will block out anything behind the logo, offering maximum legibility in most cases. This version works well over busy photographs and patterned backgrounds, but it can also be used on simple or plain backgrounds.

**B. Primary Logo without Enclosure**  
This alternate primary logo without an enclosure can be used in place of the enclosed version at any time. It works best on solid color and simple backgrounds.

**C. Primary Icon**  
Two Trees' primary tree icon can be used alone, when appropriate, to symbolize the brand. However, it should not be used exclusively in an attempt to replace either of the primary logo lock-ups.

**D. Primary Wordmark**  
The primary wordmark can be used in place of one of the logo lock-ups when appropriate, but should be used sparingly in order to build brand recognition in both the icon and wordmark visual identity components. An enclosure option is also available to be used over busy photographs and patterned backgrounds.



## SECONDARY LOGOS

While the primary logos should be used whenever possible, we understand that situations will arise when they may not be the best solution for the job. For this reason, Two Trees Olive Oil has created secondary logos using the same custom type treatment and graphic elements as the primary logos. While the secondary logos offer a lot of flexibility when designing for the Two Trees' brand, their use should be limited to ensure the brand is consistently represented and recognized within the marketplace.



**A. Secondary Stacked Wordmark**  
A secondary stacked wordmark has been created for instances when a vertical, or more compact, option may be needed. It is also offered with an enclosure for use over busy backgrounds.

**B. Secondary Horizontal Wordmark**  
Two Trees also offers a secondary horizontal wordmark for those hard to fill narrow spaces. However, this version should only be used when the space really dictates it.

**C. Secondary Stacked Logo**  
Our secondary stacked logo with an alternate tree icon was created for our bath product lines and special seasonal items. It should never be used with our bottled olive oil product lines.

**D. Secondary Horizontal Logo**  
We also offer a horizontal version of the secondary logo for ease of use in different situations. However, it should only be used when the stacked version does not work with the space.



## 2.3 Logo Usage

### LOGO COLORS

To ensure the Two Trees' logo can be used on most backgrounds, we have developed three color options — color, reversed, and black — for all our logos. While the color versions are preferred and should be used whenever possible, when the logo's legibility is impaired, the black or reversed options are acceptable to use instead. The most important thing to remember is to choose the most appropriate option for its intended use.

#### A/B. Color

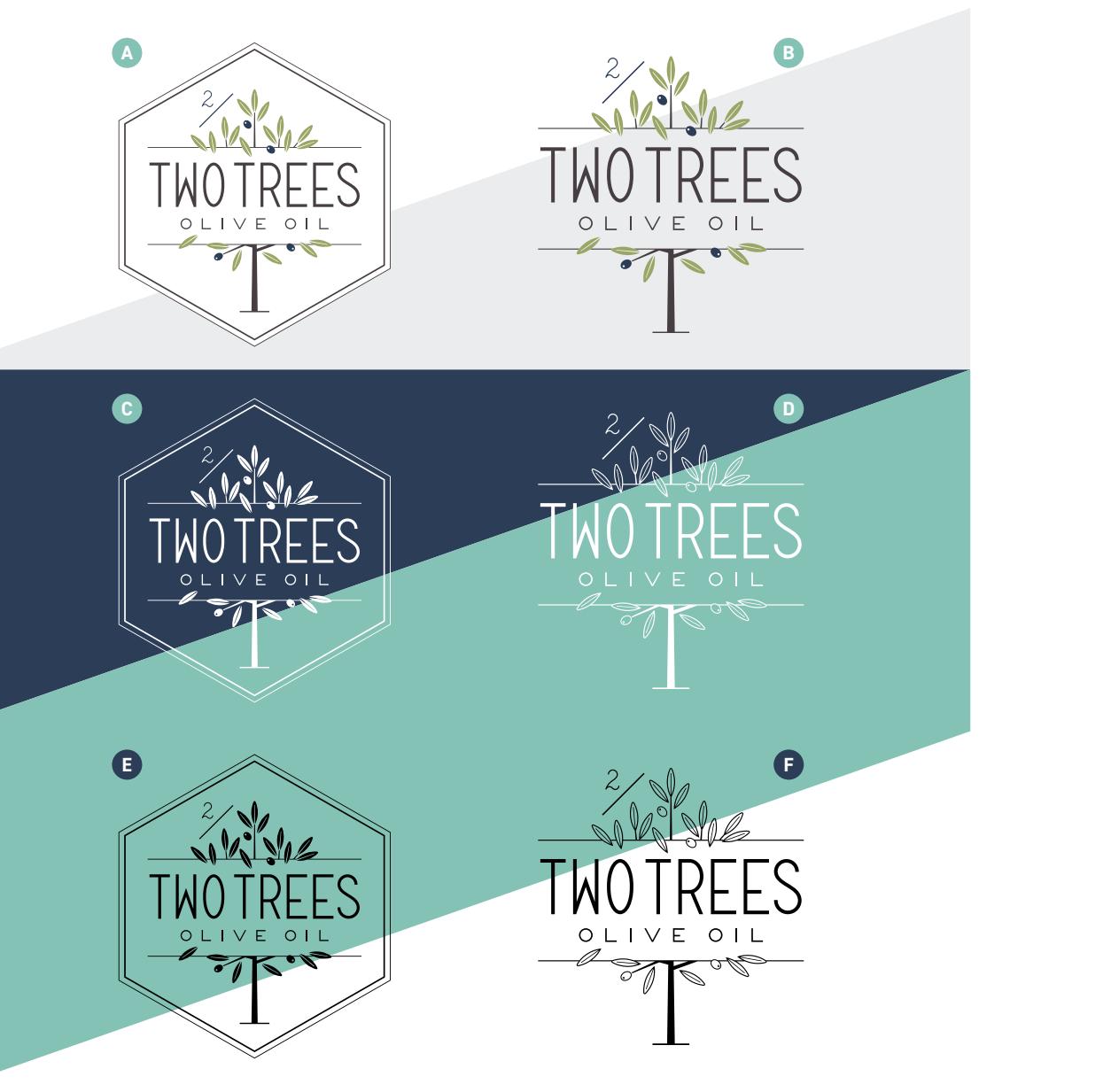
Color logos work best on simple or light backgrounds. However, all color logos with white-filled enclosures (A) can be placed over any background.

#### C/D. Reversed (white)

The reversed logos work best on dark backgrounds and photographs, but they also work well on mid-toned backgrounds. However, unlike the color logos, all reversed logo variations with enclosures do NOT have an opaque fill (C).

#### E/F. Black

Two Trees' black logos work best on light backgrounds and photographs, but they also work well on mid-toned backgrounds. Please note that these enclosure versions do NOT have an opaque fill (E) like the color versions.



### LOGO INTEGRITY

In addition to our color options, Two Trees has also assigned minimum clearances and sizes for all our logos to ensure the integrity of our brand is never compromised.

#### MINIMUM CLEAR SPACE

To prevent competing graphics or type from obstructing the clarity or legibility of our logo, we have designated a minimum amount of clear space to be properly maintained around each of our various logos. We have defined this clear space area as the width of the 'O' in all lock-up and wordmark variations (A), and the height of a leaf in all icon variations (B).

#### MINIMUM SIZE

While our logos can be scaled to fit the media and space you are working in, it's important they remain readable at small sizes. To ensure this, we ask that you do not size any Two Trees' wordmarks to less than 3 mm or 11 pixels high (C, D, E) or scale any icon smaller than 12 mm or 45 pixels at its smallest dimension (F).

## UNACCEPTABLE USES

A lot of thought and effort has gone into carefully crafting Two Trees' logo system, from meaning and colors, to style, proportions, and variation treatments. For this reason, designers and users should never attempt to recreate, alter, or use any of our logos in any way that has not been approved and discussed in these guidelines.

A set of some unacceptable logo uses have been outlined and demonstrated to the right. Follow these guidelines when working with the Two Trees' brand to uphold the integrity of our new logo system and ensure logo usage consistency across all applications.



**A. Proportions**  
*Do not alter the proportions of the logos, either by scaling the wordmark, icon, or enclosures, or icons by scaling individual components such as leaves or olives*

**B. Colors**  
*Do not alter any of the logo or icon colors*

**C. Type Treatments**  
*Do not change the type treatment or add new text to any of the logos or icons*

**D. Deconstruct**  
*Do not deconstruct or rearrange any part of the logos or icons*

**E. Shapes**  
*Do not place logos or icons into a shape that could be mistaken as part of the logo (as demonstrated with the white circle enclosure)*

**F. Distort**  
*Do not distort the logos or icons in any way, either by stretching, squishing, rotating, skewing, etc.*

**G. Effects**  
*Do not add any effects to the logos or icons, including drop shadows, bevels, outlines, etc.*

**H. Backgrounds**  
*Do not place logos or icons over backgrounds that would make them illegible in any way, including busy patterns or backgrounds, or similarly toned backgrounds or photographs*



## 2.4 Color System

### PRIMARY COLORS

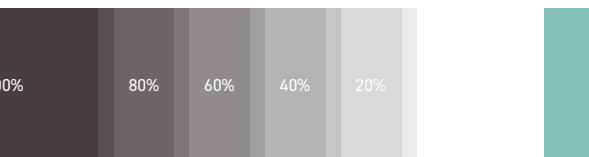
Two Trees' colors are as important to our brand as the logos themselves. Just as punctuation and volume set the tone for our written and verbal style, color helps set the tone for our visual style.

Our primary colors consist of desaturated tones of brown, lime, navy, and aqua. These colors parallel the forces of nature present in our olive groves, including the rich brown soil that nourishes our crops, the perfect green of ripened olives, the blue waters that irrigate our trees, and the brilliant aqua skies on warm, sunny days. These simple, yet inspiring colors, underscore our brand's authenticity and confidence.

While the brown, lime, and navy colors are used in our logo system, the aqua color is to be used as a primary accent color above any secondary color.

Tints of our primary colors are also acceptable to use, but they should be limited to just a couple shades at most within a single application. We demonstrated this with the 10% tint of navy for call-out boxes throughout these guidelines.

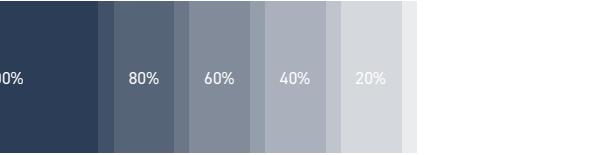
#### BROWN



PMS 412 C

C 64 M 65 Y 58 K 47  
HEX 463e40

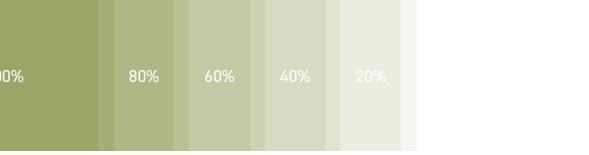
#### NAVY



PMS 534 C

C 87 M 73 Y 43 K 34  
HEX 2c3d57

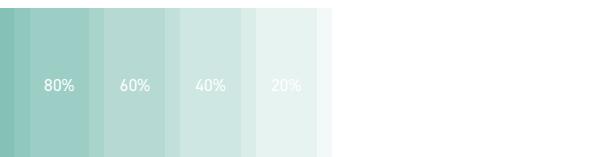
#### LIME



PMS 5777 C

C 43 M 23 Y 74 K 0  
HEX 9aa665

#### AQUA



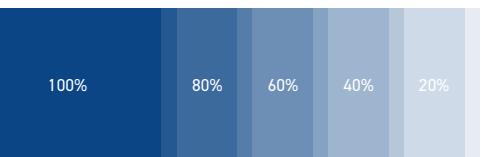
PMS 564 C

C 48 M 6 Y 32 K 0  
HEX 85c2b6

### SECONDARY COLORS

We've also developed a secondary color palette to complement our primary colors. These colors help play up our progressive, yet classic vibe, but also help differentiate our products. They should be used sparingly and only with accordance to these guidelines. Additional usage guidelines can be found in the Applications section of this document.

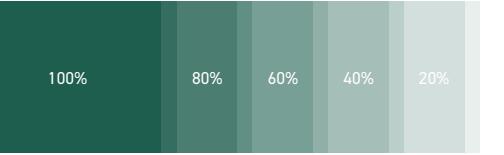
#### BLUE



PMS 301 C

C 100 M 82 Y 20 K 3  
HEX 0b4585

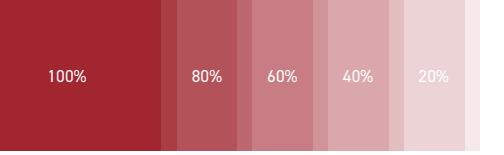
#### GREEN



PMS 626 C

C 86 M 41 Y 70 K 31  
HEX 1e5e4e

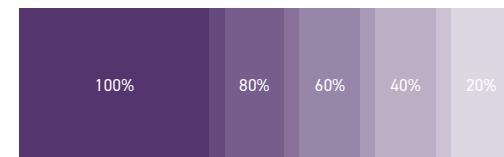
#### RED



PMS 187 C

C 25 M 97 Y 84 K 15  
HEX a12630

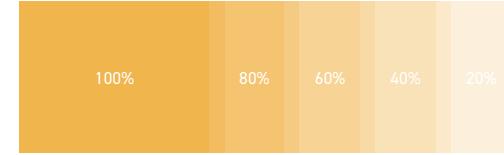
#### PURPLE



PMS 7680 C

C 78 M 91 Y 27 K 10  
HEX 54356e

#### GOLD



PMS 7409 C

C 5 M 35 Y 95 K 0  
HEX f1b54e

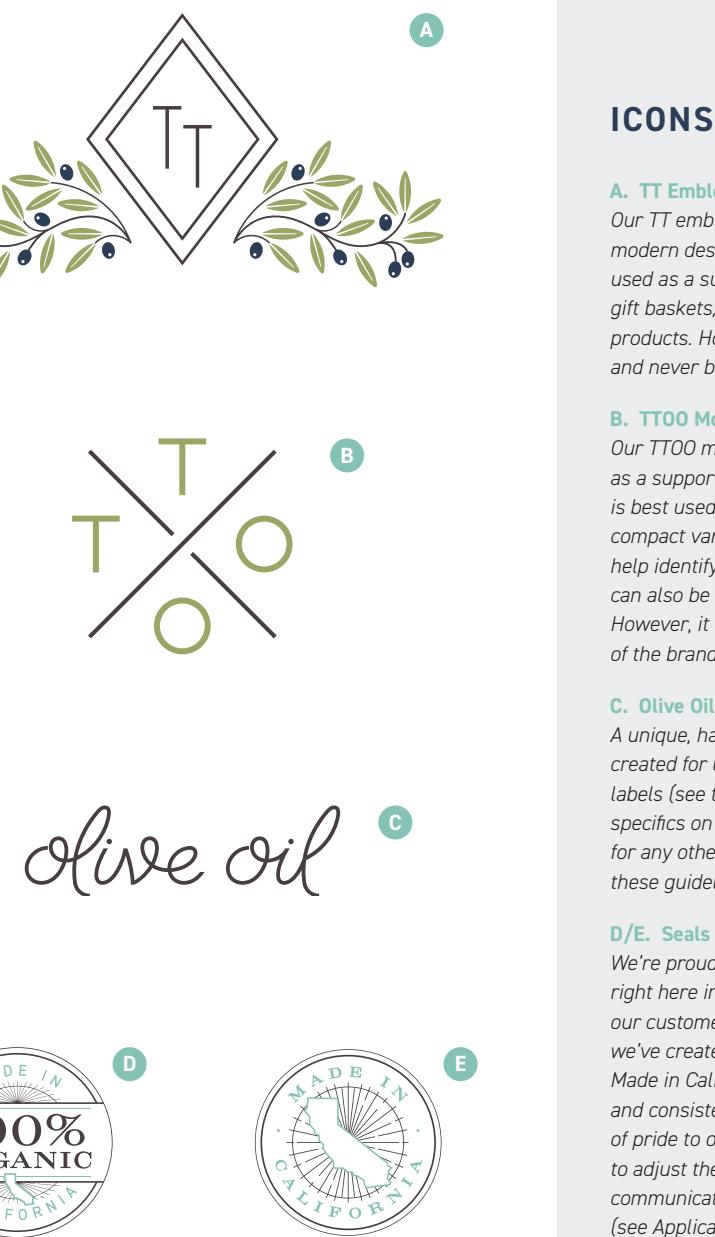
## 2.5 Graphic System

### SUPPORTING GRAPHICS

Additional graphics have been created in the same modern, yet classic style as our logos. These supporting graphics bring in more of the brand's youthful, modern flair, while providing additional opportunities to build brand recognition and differentiation within our market.

Our icons include an emblem, monogram, lettermark, and two seals of authenticity. They can be used to provide quick recognition of our brand or to add visual interest to our communications. Our olive branch and product illustrations can also be used as visual interest and support, as well as to help differentiate products within our brand.

The supporting graphics should never be used as part of, or to replace, any of our logos, but instead, act as supportive graphics to give visual designs continuity and cohesion alongside the principal brand components. Their use should be thoughtful and suitable for the application and never appear haphazard or unnecessary.



### ICONS

#### A. TT Emblem

Our TT emblem, with its classic styling and modern design, provides a striking impact when used as a supporting graphic on our olive oil gift baskets, and seasonal and limited-edition products. However, it should be used sparingly and never be used to replace any of our logos.

#### B. TTOO Monogram

Our TTOO monogram simply uses our initials as a supporting brand-identification mark. It is best used in situations when a simplified, compact variation of the logo is necessary to help identify the brand, such as a favicon, but can also be used as a supportive visual graphic. However, it should never attempt to replace any of the brand's logos.

#### C. Olive Oil Lettermark

A unique, hand-written olive oil lettermark was created for use on our bottled olive oil product labels (see the Applications section for more specifics on usage), and should never be used for any other purposes than what is outlined in these guidelines.

#### D/E. Seals of Authenticity

We're proud of our natural products made right here in California and want to be sure our customers are aware as well. To do this, we've created a 100% Organic seal (D) and Made in California seal (E) to be used to clearly and consistently communicate these sources of pride to our customers. It is acceptable to adjust the seals' color layers to fit the communication piece they're being used for (see Applications section for more details).

### ILLUSTRATIONS

#### F. Filled Olive Branch Illustrations

Our filled olive branch illustrations are offered in a three-color — lime, navy, and brown — option, or as single color options. Never create new color combinations.

#### G. Outlined Olive Branch Illustrations

Outline versions of the olive branch illustrations have been created for use as supportive visuals in our communications (as demonstrated in this style guide on the section title pages). They may be used with any brand color, but they must always remain as one-color. Please do not ever combine colors.

#### H-M. Product Illustrations

Our product illustrations have been created as filled and outlined versions and come in black, white, and color options (shown in filled color). They are to be used as supporting graphics for our product lines (covered in more detail in the Applications section of these guidelines). If new illustrations are needed, they must be created in the same simple and clean style as our current library of product illustrations.



## PHOTOGRAPHIC STYLE

The images we choose are a continuation of our brand story and help communicate our values and voice. All imagery should have a consistent look and feel that is natural and real.

### DOCUMENTARY STYLE

We show our customers, growers, and products in real environments, to convey the honesty and authenticity of our brand (A, C).

### LIGHTING

When it comes to photographing scenes with people and environments, natural lighting is our best friend (A, B, E). Even our products are photographed in real environments with natural lighting, instead of in artificially lit studios (C, D).

### CONTRAST

We shoot images that are sharp and crisp (B, D), with minimal depth of field (C, E), and avoid excessive use of image contrast (A).

### COLOR PALETTE

Our imagery is centered on a natural color palette that pays homage to the origin of our products and complements our commitment to environmental stewardship (A, B, C, D, E).



## 2.6 Typographic System

### BRAND TYPEFACES

Two Trees uses two typeface families for most of our print and web applications. These typefaces, when combined with other components of our visual identity, play a large role in building our brand recognition and enhancing our image.

DIN 2014 (A), our preferred typeface, is a modern sans serif font family with 18 different styles and weights. The bold font face is best utilized for titles, headlines, and sub-heads, while the light font is best for long-format copy.

Our second brand typeface, Craw Modern UWR (B), is a contemporary slab serif font with dramatic vertical and horizontal stroke widths. This font family is primarily used as an accent font as demonstrated in our authenticity seals (page 20). It should never be used for long format copy blocks or to replace instances when our DIN typeface is the more appropriate option.

Neither of our typefaces are used in our logo, which has been created with its own custom type treatment. To uphold the integrity of our logos and supporting visuals, never use our brand typefaces to recreate or replace elements of our visual identity pieces. Always follow the general type rules outlined to the right.

#### A DIN 2014

##### LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 & ! ? @ ; : , .

##### LIGHT ITALIC

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 & ! ? @ ; : , .

##### BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
1 2 3 4 5 6 7 8 9 0 & ! ? @ ; : , .

#### B CRAW MODERN UWR

##### REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 & ! ? @ ; : , .

##### REGULAR ITALIC

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 & ! ? @ ; : , .

##### BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr**  
Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 & ! ? @ ; : , .

### GENERAL TYPE RULES

#### C. Headers

DIN 2014, Bold, All-Cap  
size: 18-24 pt, leading: 24-36 pt, tracking: 50 pt  
space before/after: 2-6 mm

#### D. Secondary Headers

DIN 2014, Bold, All-Cap  
size: 13-16 pt, leading: 18-30 pt, tracking: 50 pt  
space before/after: 2-6 mm

#### E. Sub-heads

DIN 2014, Bold, All-Cap  
size: 9-12 pt, leading: 11-16 pt, tracking: 50 pt  
space before/after: 1-4 mm

#### F. Body Copy

DIN 2014, Light, Sentence Case  
size: 9-12 pt, leading: 11-16 pt, tracking: 0 pt  
space before/after: 1-4 mm

#### G. Caption & Minor Copy Headers

DIN 2014, Bold, Title Case  
size: 8-10 pt, leading: 11-13 pt, tracking: 0 pt  
space before/after: 1-3 mm

#### H. Captions & Secondary Copy Points

DIN 2014, Light Italic, Sentence Case  
size: 8-10 pt, leading: 11-13 pt, tracking: 0 pt  
space before/after: 1-3 mm

#### I. Primary Accent Type

Craw Modern UWR, Bold, All-Cap  
size: 10-24 pt, leading: 12-30 pt, tracking: 50 pt

#### J. Secondary Accent Type

Craw Modern UWR, Reg., Title/Sentence Case  
size: 10-24pt, leading: 12-30pt, tracking: 0pt

#### C BOLD, ALL-CAP TREATMENT FOR HEADERS

#### D SMALLER, BOLD, ALL-CAP TYPE FOR SECONDARY HEADERS

#### E SMALLEST, BOLD, ALL-CAP TYPE TREATMENT FOR SUB-HEADS

#### F Light, sentence case type treatment for long-format copy text.

#### G Small, Bold, Title Case Type Treatment for Caption and Minor Copy Headers

#### H Small, italic, sentence case type treatment for captions and other minor copy points.

#### I BOLD, ALL-CAP PRIMARY ACCENT TYPE

#### J Regular, Title (or sentence case) Secondary Accent Type

## 3. APPLICATIONS



### 3.1 Bottled Products

#### LABELS & PACKAGING

Currently, Two Trees offers eight bottled olive oil flavors across two product lines — regular (A) and flavored (B). While we may periodically offer seasonal and limited edition products, these eight olive oils are our signature products and should visually represent the company in a consistent and cohesive manner.

Our signature olive oils are packaged in brown glass bottles with aluminum metal caps. Their labels are designed using a system of assigned colors and graphics to help our customers quickly and easily differentiate our products from one another. This bold color and graphic system not only helps viewers identify our brand, it also gives our products presence on the shelf while visually showcasing our brand's unique personality.





## PRODUCT LABEL GUIDELINES

### A. Primary Logo w/ Enclosure

All our regular and flavored product labels should use the enclosed, color version of our primary logo – aligned to the top center of the label. When using the logo, also make sure to follow all clear space and logo usage guidelines covered on pages 15-17.

### B. Product Line Color Bar

We have assigned a primary color for each product line for quick and easy identification. This color should be used as an angled color bar across the label. Never use any other color for the angled bar than what is outlined per product line below.

- Regular Olive Oil product line = Aqua
- Flavored Olive Oil product line = Brown

### C. Assigned Accent Colors

For quick and easy differentiation between product flavors, accent colors have been individually assigned to be used for the background illustrations, as well as copy and product illustration background boxes. Never use any other colors to represent our signature olive oil flavors than what is outlined below.

- Regular: Delicate = Lime; Medium = Green; and Bold = Navy
- Flavored: Basil = Aqua; Chili = Red; Garlic = Blue; Lemon = Gold; and Rosemary = Purple

### D. Olive Branch Illustrations

Filled, single-colored olive branch illustrations should be used as background visuals to help identify and differentiate our various olive oil flavors (see above for assigned colors). They should be arranged in a manner that evenly fills the space, while not looking overcrowded or too busy.

### E. Product Name & Olive Oil Lettermark

All product names should be locked-up with our olive oil lettermark to create a cohesive look across all our bottled olive oil product lines. Never attempt to recreate or replace the lettermark with typeset copy on our signature product labels.

### F. Product Illustration

When placed in an accent color box, our product illustrations provide an additional identification visual for our products. Only the correct corresponding illustration (see page 21) in white outline should ever be used for our signature product labels.

### G. Authenticity Seals

When placed on product labels, our Made in California and 100% Organic seals present themselves as seals of authenticity. To give them more visual appeal and to tie in with the overall label design, their color layer may be changed to the product's accent color (shown in gold on the lemon flavored olive oil label).

### H. Company Summary & Address

A brief summary has been written for use on all our product labels. This summary, along with our company address, should always be set in DIN 2014 Light, left-justified, reversed type and placed in a product assigned accent color box.

### I. TTOO Monogram

Our monogram is used as an additional identification mark on our product labels to encourage brand recognition and remembrance. However, it should never be used to replace any of our logos.



