

MAHER AND HALL'S FAMOUS JAMS AND JELLIES

Brand Guidelines

VERSION 2.0 |
APRIL 2020

About Maher and Hall's Famous Jams and Jellies

Our Mission and Vision

We are a sustainable supplier of jams and jellies from heirloom fruits. We strive to offer the most affordable and delicious jams in the South.



Our Core Values



Integrity

Our jam receipes have been handed down to us from three generations. We continue that work today to give you the best tasting jam around.



Sustainability

We use heirloom fruits and berries to produce our jams and jellies and follow sustainable farming and harvesting practices to keep our plants and land happy, healthy, and strong.



Commitment

We are committed to our customers who love our jams and jesslies as much as we do..



Consistency

From our first batch to our last, we are committed to providing a consistent high quality and quantity of premier jams and jellies.



Our Logo

Inspiration and Meaning

This looked like a good label for jams and jellies.

MAHER & HALL'S

Famous

JAMS AND JELLIES

Logo on Light Background

MAHER & HALL'S

Famous

JAMS AND JELLIES

Logo on Dark Background

Logo Usage

Sample Applications

Add it to the nav bar

Add it to the front page

Use it



A photograph of a glass jar filled with a vibrant red jam or preserve. The jar has a metal lid and is positioned in the foreground, slightly off-center. In the background, there are other jars, some with white lids, blurred to focus on the main jar. The jar is resting on a blue and white striped cloth.

Our Color Palette

Hex Values

RED = #ff5c5c

Blue = #161e67

White = #ffffff

Typography Rules

Monsterrat

H1 Monsterrat Extra-bold 800

Other headers: Monsterrat Semi-bold 600

p: Montserrat Regular 400

[https://fonts.google.com/specimen/Montserrat?
selection.family=Montserrat:wght@100;400](https://fonts.google.com/specimen/Montserrat?selection.family=Montserrat:wght@100;400)





Typography Rules

TYPE SELECTION

Type stuff

FONT SIZES

h1: Whatever you want
p: Readable

COLOR USAGE

Make it look good