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**biofarm** 



These guidelines serve as the foundation for our branding. They define the visual and verbal elements that represent who we are, what we stand for, and how we communicate consistently across all platforms.

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# Proposition



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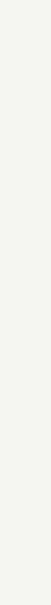
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Context we're  
operating within



Setting the scene





# Our world is out of balance

We often picture an idyllic Britain – rolling green hills, birds in the trees, tractors crisscrossing vast fields. But the reality is different

Communities across the country are in urgent need of homes, schools, roads, hospitals, and more. At the same time, our natural ecosystems are under immense strain. Decades of development have come at the cost of nature. Trees, plants, insects, birds and animals have been pushed out to make way for what's next. And much of our farmland isn't faring much better.

The truth is – we need it all to live. A roof over our heads. Farms to feed us. Nature that's protected, to keep us alive – for clean air and clean water; fresh, nutrient-rich food; medicine; materials; to avoid (un)natural disasters. Unfortunately, the scale has tipped too far one way.

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# Problem we're tackling



What we face



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# We know nature is important, but what can we actually do about it?

We're living in a very difficult operating world. Governments and local planning authorities are being pulled in every direction. Build more housing. Reverse habitat loss. Cut costs. Go green. Do it all, and do it fast.

Which means that developers are stuck in a web of red tape, regulations, rising costs, and complex planning requirements. It's practically impossible to make deals stack. The only way to continue with their jobs seems to be to

seek loopholes, which only makes the situation worse. And while BNG might feel full of promise, the benefits feel inaccessible – it's unfamiliar, time-consuming, adds costs.

Meanwhile, farmers and landowners are being squeezed from all sides. Policies meant to protect them are disappearing, margins are shrinking, and many are left with an impossible choice: promote their land for development, or sell it altogether.

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# Purpose it sets for us



Why we're doing this

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# Creating coexistence, from the ground up

We exist to help people build better communities – where nature and development grow side by side. Rewinding in order to move forward, towards a better future that finds a balance between people and planet. A world where propelling progress also means reinforcing preservation. We are

restoring the balance between development and biodiversity by creating a future more consciously – through trusted partnerships, thoughtful land use, and long-term stewardship. A coexistence that is truly felt by our communities.

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# Our brand personality



The change steward



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Your most trusted partner. The one everyone turns to when things get complex. They're a steady hand, have a keen eye, and exude good energy under pressure. They never shout to be heard, or try to dazzle with buzzwords, but when they speak people listen. A breath of fresh air that provides clarity with what they know, and figures out the things they don't. Sharing it all candidly, without offending.

They listen before they act. Getting a better

understanding of the frustrations, uncertainty, and tightrope that everyone is asked to walk. That empathy and relatability shapes the way they work. Grounded, pragmatic, and always focused on positive outcomes that are fair for everyone. Themselves included.

They're change-makers, but they don't talk about ideals or point fingers. They're calm in their convictions, clear in their purpose, and passionate without ever being preachy or righteous.

Bringing others with them on the journey to change, not through force but fairness, knowledge, simplicity, and a quiet charisma. And connecting people along the way who might not otherwise find common ground.

They don't conform or soften their edges to suit the system. If something feels unjust or outdated, they'll challenge it. Not recklessly, but with reason, imagination, and an eye on the bigger picture. They're here to do things properly. And if

that means doing things differently, so be it.

They believe in the long-view. In doing good things, even when no one's watching. In working hard behind the scenes so others can move forward with confidence. The kind of partner with muddy boots and a sharp mind. Getting stuck in, seeing things through, and making sure everything has integrity and impact. They know how to get things done, and how to leave things better than they found them.



We are

Principled  
Purposeful  
Challengers and activists  
Visionary  
Empathetic  
Optimistic and pragmatic  
Considered  
Candid  
Collaborative

We are not

Preachy or righteous  
Charitable  
Protestors  
Lofty  
Emotional  
Idealistic or naive  
Passive  
Sharp and abrasive  
Conformist

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# Our Tone of Voice pillars



Clarity, positivity and people focussed

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# Make it clear

We cut through the noise and bring structure to the scramble. Our words are clear, calm, and confident in their simplicity. Never hiding behind fluffy eco speak, flowery academic language, or dry policy jargon. Bold in our honesty, direct and to the point. We help people see what matters and what's next, without needing a glossary.

## Do

Favour shorter sentences to aid clarity.

Example: We manage everything, end to end.

Use plain language to explain complex systems.

Example: We find the land, restore it, and commit to it for 30 years.

Lead with bold statements, where appropriate, and follow with softer explanations or solutions.

Example: Development doesn't have to cost the earth. Let's build for our communities, and rewild Britain.

## Don't

Overload meaning with complex clauses or disjointed phrasing.

Example: We offer comprehensive, scalable support across the full range of interconnected planning and ecological requirements.

Hide behind technical or academic terms.

Example: We facilitate long-term stewardship through site-specific ecological interventions and sustained regulatory alignment, with ongoing compliance reporting.

Be so blunt it feels combative.  
Example: BNG is a mess, and no one understands it.



# Make it positive

In a world of tickboxes and tension, a little levity goes a long way. We're not out for laughs, but we do bring optimism and energy, and even the occasional smile to otherwise dense subjects. Focusing on the positives that can come from our collaboration, and adding some colour to the dry. We take our work seriously, but that doesn't mean we can't enjoy it too.

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## Do

Frame challenges as opportunities.

Example: BNG can feel like a burden, but it's built to make things better.

Occasional warm wit and considered playfulness.

Example: We manage everything. Including expectations.

Acknowledge the pressure nature is under, but focus on what can be done.

Example: Nature is under pressure, but there's still so much worth protecting. Let's tip the balance back.

## Don't

Lead with frustration, burden, or fear.

Example: BNG is yet another hoop to jump through.

Force humour or use throwaway jokes.

Example: There's a form for that. Don't worry, we've filled it out already.

Focus on doom-laden messaging.

Example: We're in ecological collapse. If we don't act now, it's too late.



# Make it human

We speak with empathy and respect. We're here to bring people with us, not talk them down, and that starts by sounding like we're one of them. Humble, helpful and with humility. Never holier-than-thou. We share our own experiences, acknowledge the pressures, and speak from a place of understanding and relatability. We get the system because we live in it too.

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## Do

Acknowledge people's challenges.

Example: We know BNG can feel like a maze, we've had to navigate it too.

Treat all parties as equals in the process

Example: You know your land best, we're here to help you make the most of it.

Make it sound as though you're speaking to someone. We're people talking to people.

Example: The truth is, we need nature to live.

## Don't

Assume they know or feel what you do.

Example: You'll be familiar with how BNG policies support ecological resilience.

Sound superior or like you're telling people off.

Example: This is the only responsible route forward.

Veer too conversational.

Example: Let's be honest, we need nature to live.



# How this works in practice



Messaging examples

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## One sentence

**Biofarm delivers fully managed, off-site Biodiversity Net Gain (BNG) by transforming unproductive land in England into thriving, lasting habitats.**

## One paragraph

Biofarm delivers fully managed, off-site Biodiversity Net Gain (BNG) by transforming unproductive land in England into thriving, lasting habitats. We commit to restoring land to nature and managing it for 30 years, by generating high integrity BNG units. Serving developers, supporting local authorities, and sustaining the landowners who make it possible. BNG for those who need it, long term value for those who provide it.

## Longer description

Biofarm delivers fully managed, off-site Biodiversity Net Gain (BNG) by transforming unproductive land in England into thriving, lasting habitats. We commit to restoring land to nature and managing it for 30 years, by generating high integrity BNG units. Serving developers, supporting local authorities, and sustaining the landowners who make it possible. BNG for those who need it, long term value for those who provide it.

Built by people who know all sides from the inside. Biofarm is here to make BNG fair for everyone involved, and for the places it's meant to protect. We're here to restore balance; between people and planet, development and biodiversity, and with all players in the system. We partner with developers, landowners and local authorities to make BNG feel less like a burden and more like an opportunity. We match the right land to the right project, and handle the hard parts. So everyone can get on with what they do best, knowing we've got nature covered.



# Developers

You build, we rewild.

Building biodiversity around your projects.

Development doesn't have to cost the earth.

We break down the walls, so you can build them.

# Landowners

You know your land best. We're here to help make the most of it.

Keep your land in your hands.

Building biodiversity around your land.

Biodiversity you can own, and earn from.

# LPAs

Restoring land.  
Supporting communities.  
Strengthening local outcomes.

BNG that holds up in policy, and in practice.

Working with your team, not around it.

Built for the long-haul, not just the planning tick box.

# General

Making BNG make sense.

Because the right thing also needs to work.

Creating progress that doesn't cost the earth.

BNG that's built around people.

No wild claims. Just wilder places.

We're in the business of nature.



# Content style guide notes

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Stick to sentence case. It's much more human and informal, and will stand out against their legal docs.

Avoid too much "we this", "we that". Our point of view comes across in what we say, not reaffirming who is saying it. Speak to "you", our audience.

Start with the outcome, then explain the how. It keeps your audience far more engaged, i.e. "Planning approved, nature protected", not "We provide..."

Avoid exaggeration or overclaiming. Let's level with how our audience really feel.

Use plain punctuation. Stick to full stops and commas. Avoid overusing em dashes, colons, or semicolons. They disrupt flow and add unnecessary formality.



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# Logo suite



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# Biofarm<sup>®</sup>

Our primary logo is a cornerstone of our brand identity. It combines our wordmark and icon to ensure immediate recognition.

It represents the brand at the highest level and is the preferred logo variation whenever space and format allow. The following pages explain it's usage.

The letter forms move from sharp angles to smooth lines representing the balance Biofarm creates between nature and construction.

The butterfly is formed from the B and f from Biofarm and speaks to the butterfly effect where small things at the outset can create big change in results.



**Biofarm<sup>®</sup>**

**Biofarm<sup>®</sup>**

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Our primary colourway is black on off white.  
Hex codes can be found in the colour palette section.

Our secondary colourway is on off white on black.  
Hex codes can be found in the colour palette section.

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To ensure visibility and impact, always maintain adequate clear space around the logo, free from text, high contrasting imagery or graphic elements.

We use the butterfly within the logo to define the clearance so the safe space is the same ratio to the logo regardless of the logo size.



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When horizontally aligning our logo, the distance from the left of the B should be equal to the distance from the right of the m.

The butterfly should not be included when centring as shown in this diagram. Although the entire logo is not be actually centred it looks centred optically.



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**Biofarm**

----- 200 px -----

**Biofarm**

----- 250 mm -----

**Biofarm**

Minimum size for the primary logo on digital assets is 200 pixels wide, and on printed assets 250 mm wide.

If an asset requires a logo smaller than this please revert to either the wordmark logo or the icon.



**Biofarm®**

Do not fill with colour

**Biofarm®**

Do not stretch

**Biofarm®**

Do not outline

**Biofarm®**

Do not fill with image

**Biofarm**

Do not type the words, always use the logo

**Biofarm®**

Do not reduce the opacity

**Biofarm®**

Do not rotate

**Biofarm®**

Do not add visable drop shadow

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Do's and don'ts when using Biofarm logo.



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Partner logo lock ups are centrally aligned and separated with a line that is the width of word Biofarm excluding the butterfly.

Logos are the same distance from the line as the height of the B from Biofarm. Logos should be an optically similar size, not necessarily the same width.



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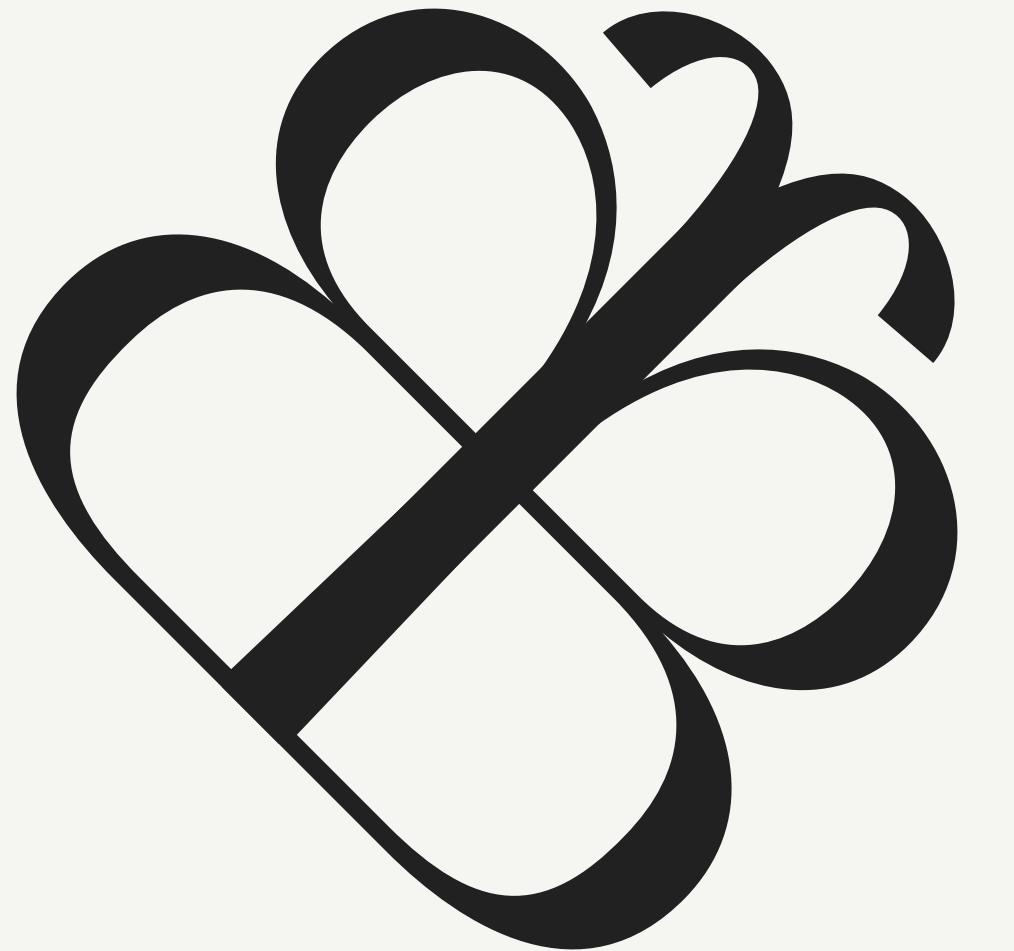
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Our wordmark logo is to be used if not enough space for the hero logo. Where possible try to use the icon in addition to the wordmark within the same asset.

This deck layout is a good example - There is not enough space to use the logo on each page so we use the wordmark bottom left and icon top right.



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Our icon can be used in small spaces like favicons or social avatars. It can also be used to support the wordmark logo if the hero logo is too big for an asset.



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# Typography



# Aa

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  
0 1 2 3 4 5 6 7 8 9 ! @ & € ?

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Our primary font is Bauhaus Rati Display in extra light. You will need to download it before opening templates as it is not a standard font.

It is used it for titles, subtitles and large body copy. It should be left or centrally aligned and always in sentence case.



A a

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  
0 1 2 3 4 5 6 7 8 9 ! @ & £ ?

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Secondary font is Inter in light. We use this left  
or centrally aligned for body copy.

When Bauhaus Rati Display is not available we  
use Inter in extra light for titles and subtitles.



Rati display extra light

Rati display extra light

Inter light

# Headline

**Subheadline is either left aligned  
or centrally aligned**

Body copy. Berescimint unt aliataturit exceperum et expelent voluptas eos qui omnimus, udem aceriberit, volorporm que soloria cusapel id quate numquiam, quaesserovid qui

ullor ate et repe volore, si nimust, cone ommolenima quam nullacerrum restrum aut dolorer iorerum cuptate et la culpa sum ratem la etur?

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Inter extra light

Inter extra light

Inter light

# Headline

Subheadline is either left aligned  
or centrally aligned

Body copy. Berescimint unt aliataturit  
exceperum et expelet voluptas  
eos qui omnimus, udem aceriberit,  
volorporum que soloria cusapel id  
quate numquiam, quaesserovid qui

ullor ate et repe volore, si nimust,  
cone ommolenima quam nullacerrum  
restrum aut dolorer iorerum cuptate et  
la culpa sum ratem la etur?

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# Colour palette

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Our colour palette is largely monochrome so that the illustrations shine but with a muted green we use as an accent to break up pages and presentations.

#F5F6F1  
R245 G246 B241  
C3 M1 Y4 K0

#212121  
R33 G33 B33  
C72 M66 Y65 K73

#71977A  
R113 G151 B122  
C59 M26 Y59 K4

#FFFFFF  
R255 G255 B255  
C0 M0 Y0 K0



**Fail**  
**Fail**  
**Pass**

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WCAG (Web Content Accessibility Guides) ensure  
that content is accessible by everyone, regardless of  
disability or device.

**Fail**  
**Fail**  
**Pass**

To meet these standards, text and interactive  
elements must have a color contrast ratio of at least  
4.5:1. This page shows which pass and can be  
used.

**Fail**  
**Fail**  
**Pass**

**Pass**  
**Pass**  
**Pass**



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# Illustration



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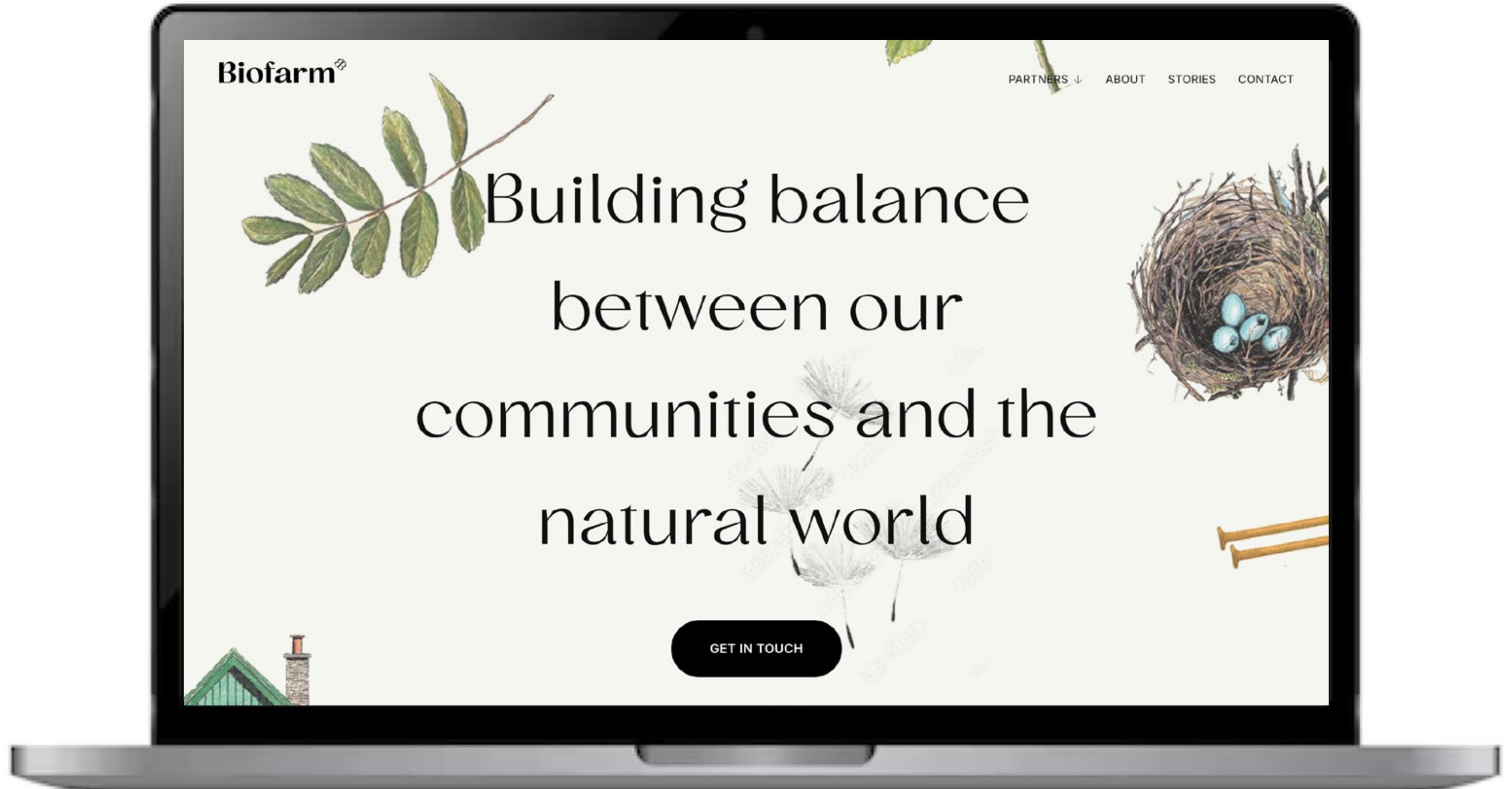
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We have 20 illustrations that represent key items, animals and plants from the industries Biofarm brings together - development, landowners and ecology.

Illustrator Zoe Barker draws beautifully intricate images that capture reality, but the very best version of reality. This is our house illustration style.



The illustrations are used to embellish concise messaging of what Biofarm do as well as in collages.



# Art direction

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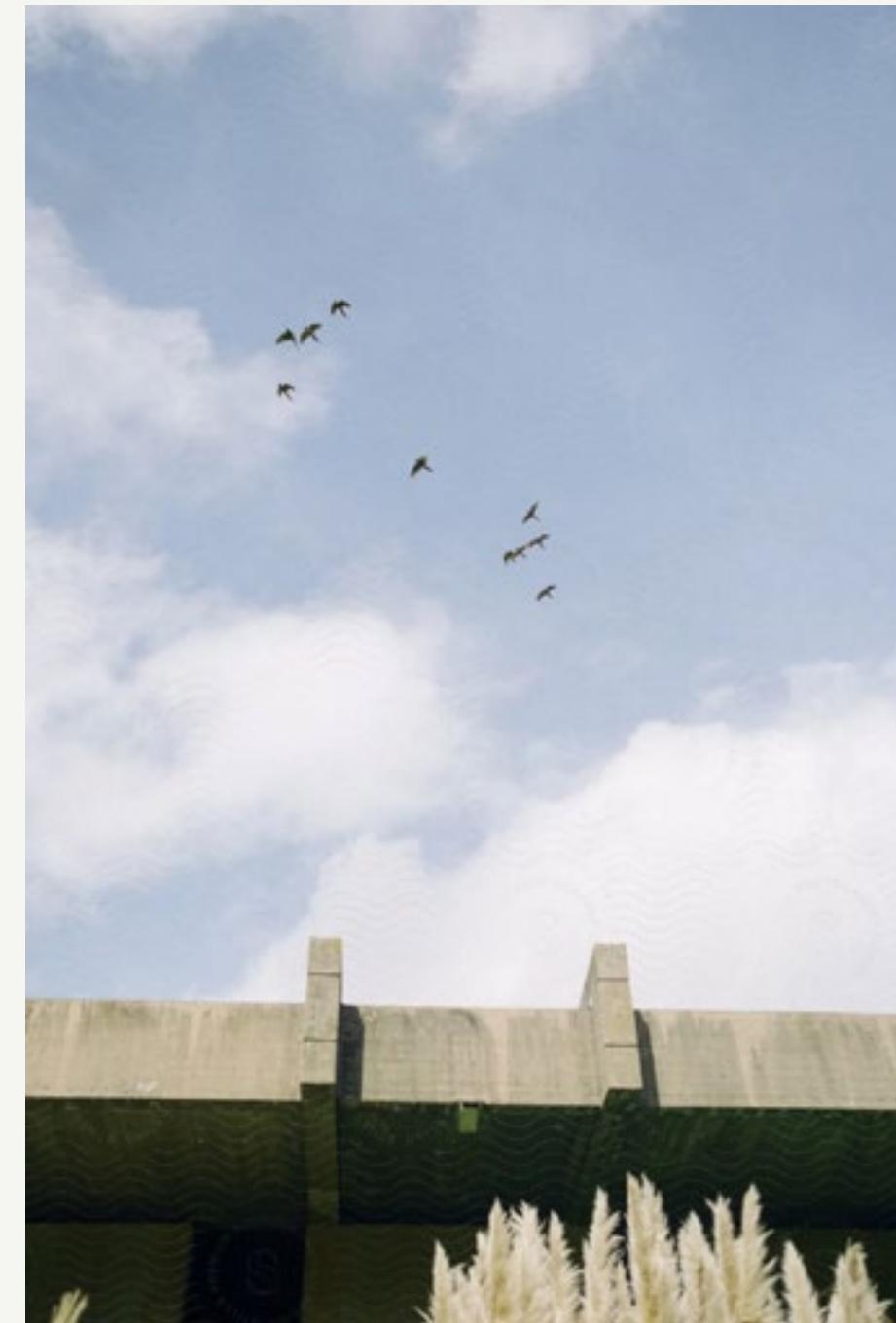
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Hero



Stock

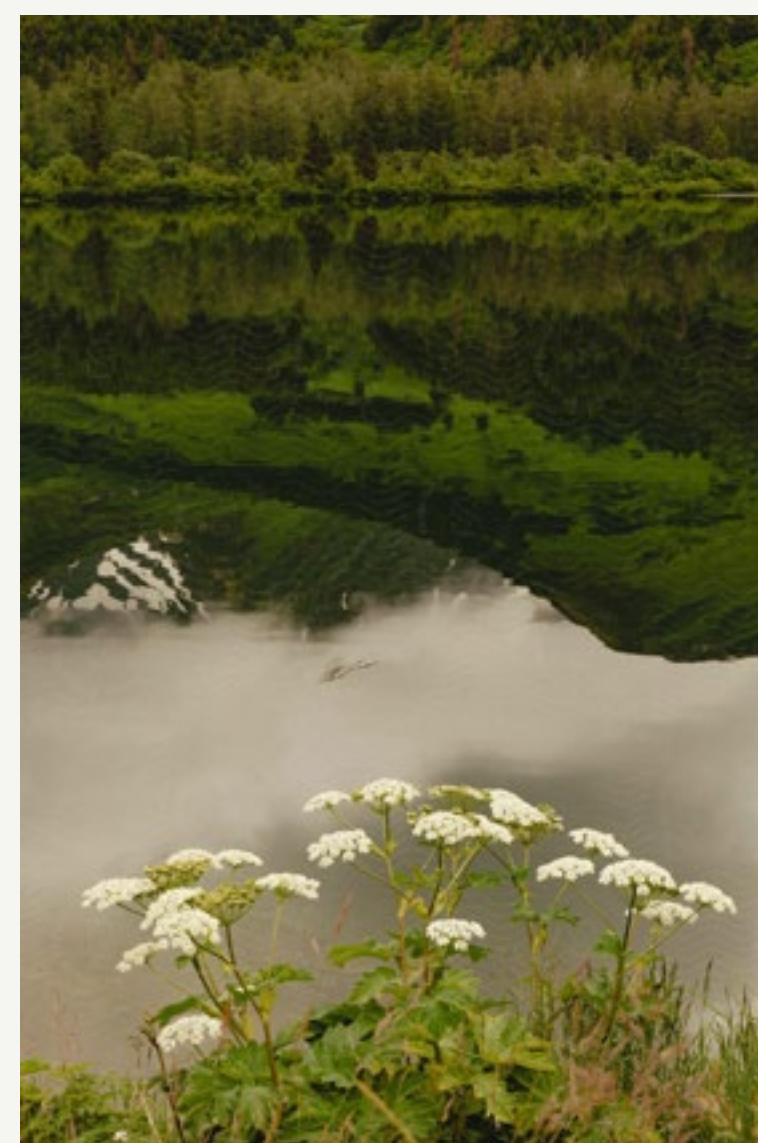
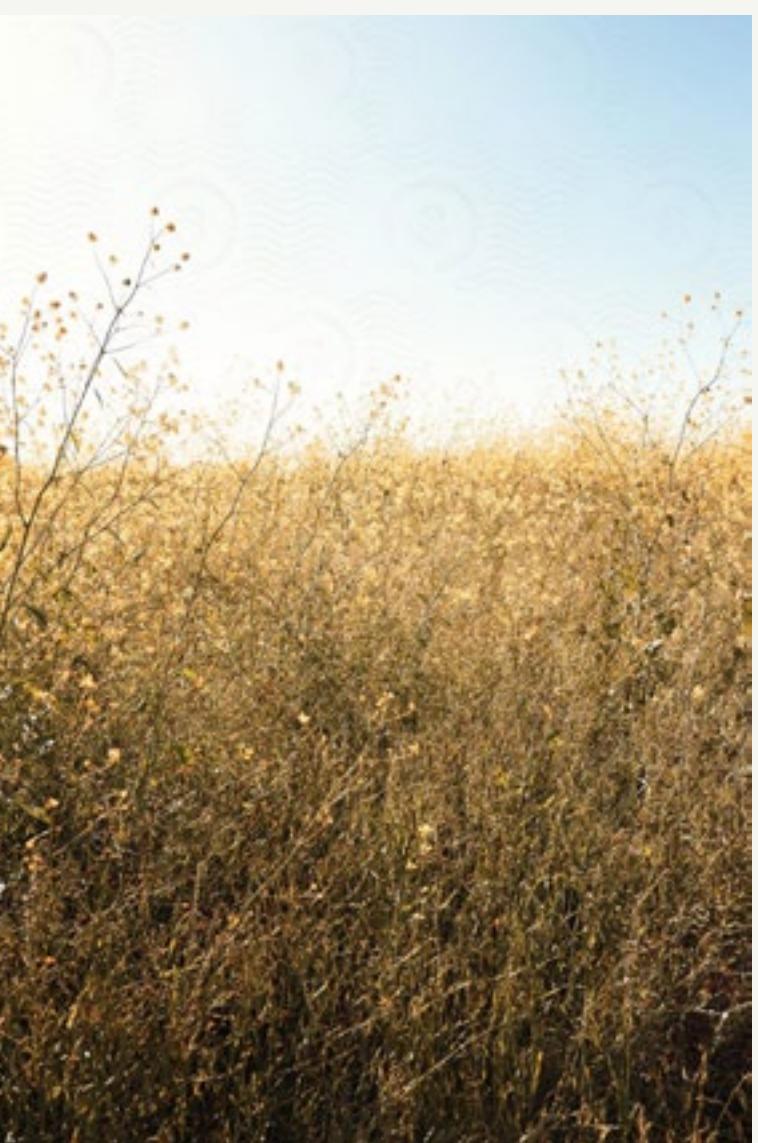


User and staff generated content

We have different types of photography and video for different assets. This section will detail when and where to use each type.

Regardless of the usage or subject, Biofarm's art direction is candid and authentic, capturing those inbetween moments rather than polished shoots.

We come at things from a different angle, up close and personal, with a clear perspective on the world and the outcomes we're looking to drive.



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We have a bank of hero photographer from photographer XXXX. This library covers both the nature and construction sides of the business.

These are our brand photos so are front and centre in key assets, like on the homepage of our website or on title pages in our presentations.

We come at things from a different angle, up close and personal, with a clear perspective on the world and the outcomes we're looking to drive.



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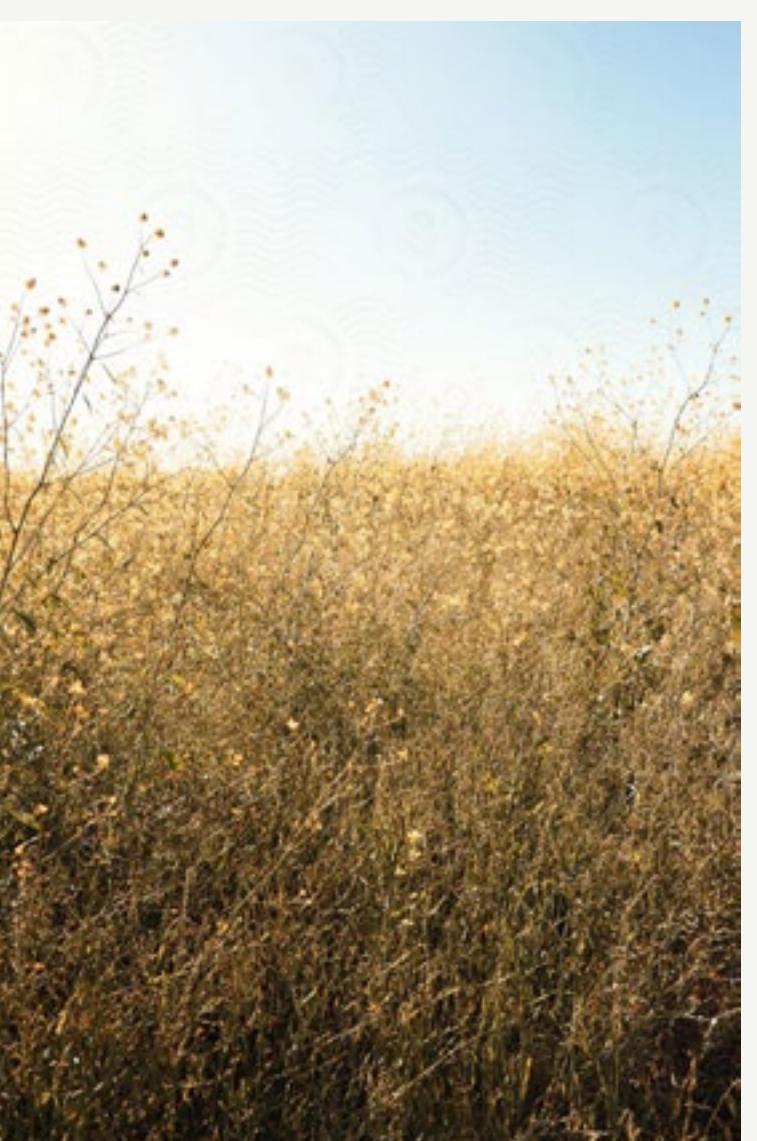
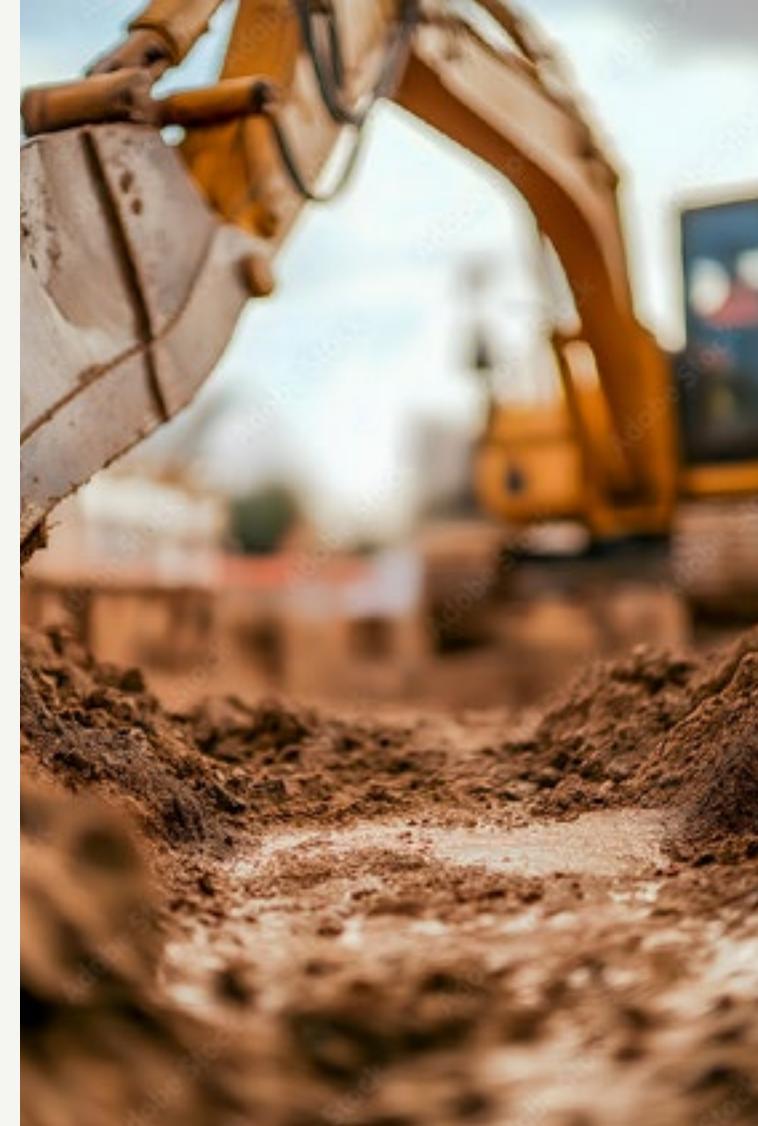
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Where necessary we can supplement our photography and video libraries with stock if the imagery aligns to the tone we have created.

Stock imagery is often staged so it is important to find photos and videos that feel candid. We want the energy that comes from authenticity.

Stay away from people smiling to camera, shiny retouching and faked perfection. Look for the imperfect, messy and real.

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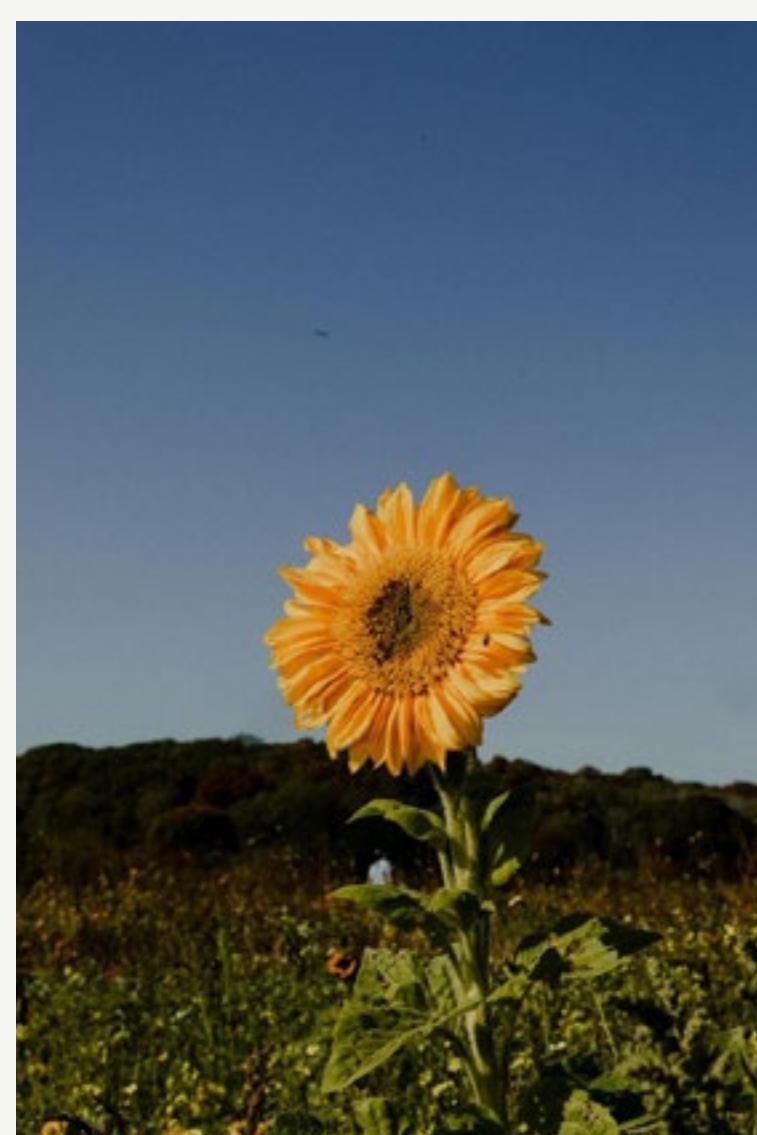
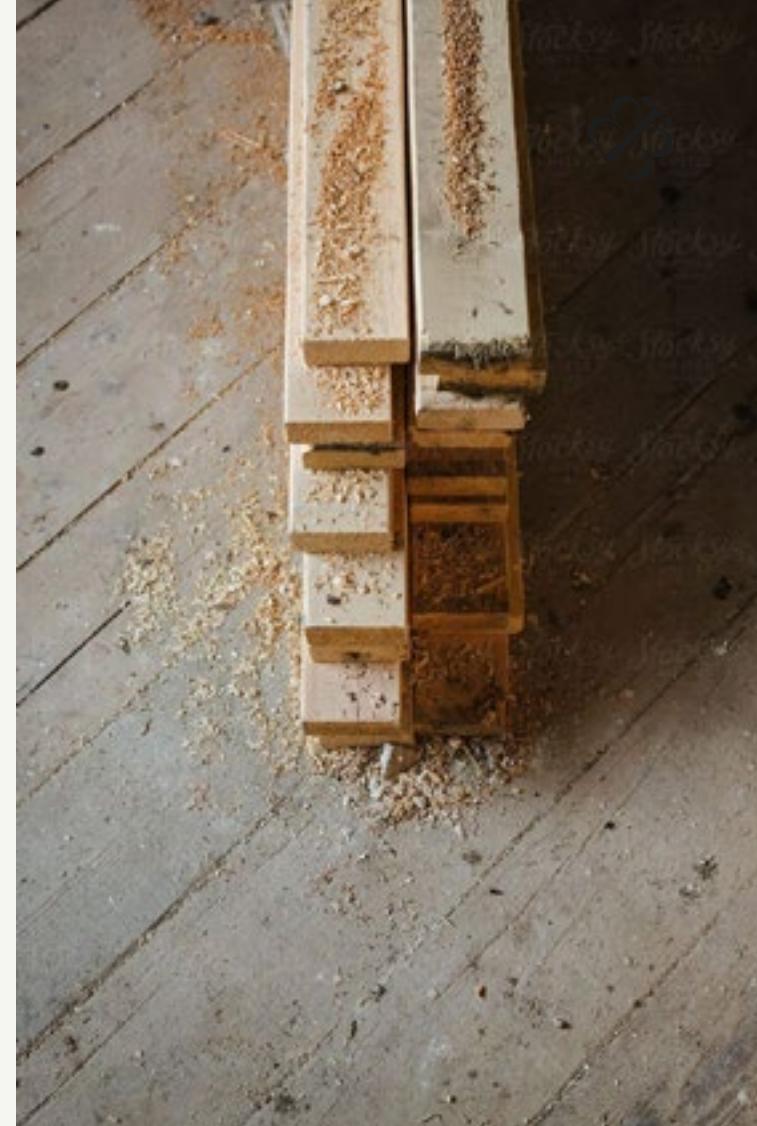
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Imagery to support our content like the stories section of the website we can create ourselves.

Incidental shots like these can be shot on phones, capturing the people and places that make Biofarm.

It could be some equipment that has clearly been used, wildflowers in hedgerows or working hands.



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As well as illustration, photography and video we have collages that combine them. Collage is tactile, organic and real. A true representation of Biofarm.

Layering different imagery represents how Biofarm is an aggregator for multiple industries. They can be tailored for different messages and audiences.



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A smartphone displaying a webpage for 'Local Planning Authorities'. At the top is a photograph of a white butterfly resting on a small potted plant with yellow flowers. Below the image is a large, bold title: 'Local Planning Authorities'. Underneath the title is a paragraph of placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec vitae elementum ante. Nam dui arcu, varius quis viverra in, laoreet ac felis. Nulla et porta ipsum.' At the bottom of the screen is a white button with the text 'FIND OUT MORE' in capital letters.

A smartphone displaying a webpage featuring a photograph of a field of green grass and yellow flowers at the top. Below the image is a large, bold title: 'Loren ipsum dolor sit consecetur'. Underneath the title is a paragraph of placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec vitae elementum ante. Nam dui arcu, varius quis viverra in, laoreet ac felis. Nulla et porta ipsum. Quisque risus sapien, convallis non ornare sit amet, rutrum id velit. Mauris et tellus a purus blandit ornare. Quisque ut fermentum arcu, vel efficitur iacus. Fusce eget leo sollicitudin libero tempus malesuada. Morbi egestas, est quis blandit semper, lorem turpis semper est, eu facilisis sapien sem vitae orci. Duis molestie auctor dui, sed blandit'.

A smartphone displaying a webpage titled 'Our team'. It features a circular profile picture of a man with a beard and short hair, identified as 'Dominic Woodfield Head of Ecology'. Below the profile picture is a paragraph of placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec vitae elementum ante. Nam dui arcu, varius quis viverra in, laoreet ac felis. Nulla et porta ipsum. Consectetur quis. Praesent in facilisis nibh.' At the bottom of the screen is another circular profile picture of a man with short hair, identified as 'Simon Nash Head of Habitat'.

Proposition

Tone of  
voice

Logo suite

Typography

Colour

Illustration

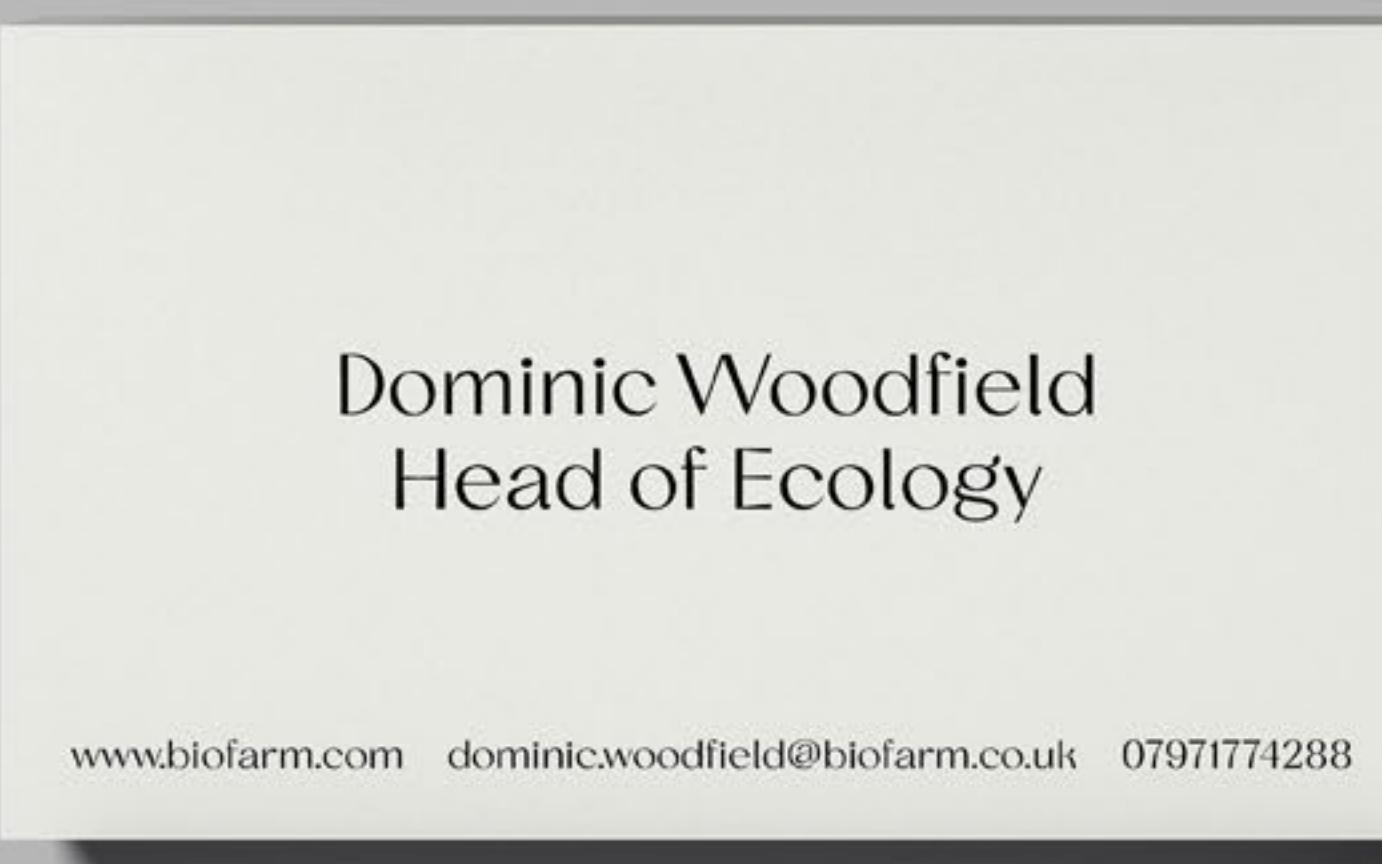
Art direction

Collage

Application



**Biofarm<sup>®</sup>**



Dominic Woodfield  
Head of Ecology

[www.biofarm.com](http://www.biofarm.com) dominic.woodfield@biofarm.co.uk 07971774288

Proposition

Tone of voice

Logo suite

Typography

Colour

Illustration

Art direction

Collage

Application

Putting  
nature back  
where it  
belongs



Biofarm®



Supporting  
the growth  
that builds  
stronger



Biofarm®



Transforming  
unproductive  
land into  
lasting habitats



Biofarm®

KIER

Biofarm®

Partnering to create sustainable ecosystems  
while enabling infrastructure growth

Proposition

Tone of  
voice

Logo suite

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Application

