



STYLE GUIDE

As our brand expands, it will become increasingly important to maintain a **consistent style** and **visual language** across all areas of the product.

To make sure our brand is consistent across all platforms, we have built the following **style guide** to document the use of brand components to ensure that this is carried out

OUR IDENTITY

Our brand is like us;
fresh, organic, vivid and passionate about health.

We love what we do, and believe our brand not only represents our focus on fresh quality ingredients, but also on cooking good and healthy food while supporting sustainability and local farmers.

Our style guide represents us; it's a part of our image as a supplier of organic food to young city-dwellers across the country.

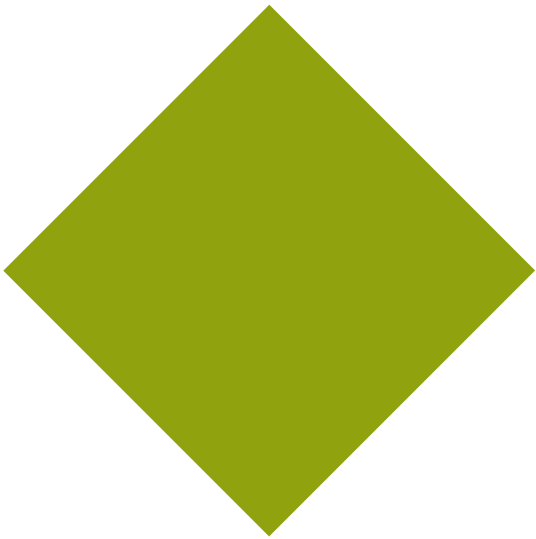
THE LOGO



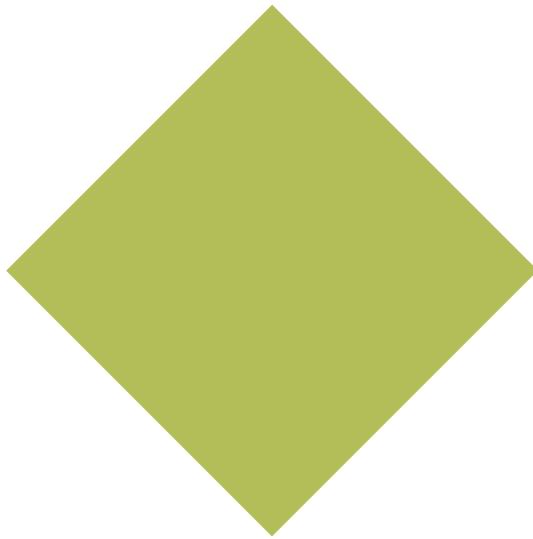
Our signature logo is a square, in which the logotype divide said square into two triangles. Each triangle has its own theme - the one beneath the logo represents the fields, while the one above represents the farmer.

In most cases, this logo is to be used in full. Make sure it is printed on light backgrounds, so the colour is preserved. An alternative inverted version is possible for darker backgrounds, as shown above. A version only containing the logotype and lines may also be used where appropriate. Please ensure to maintain the proper spacing between items and text when using, as well as the proper proportions of the logo.

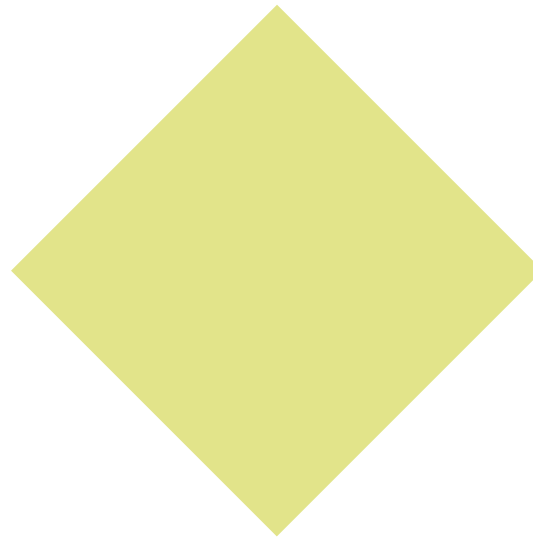
THE COLOURS



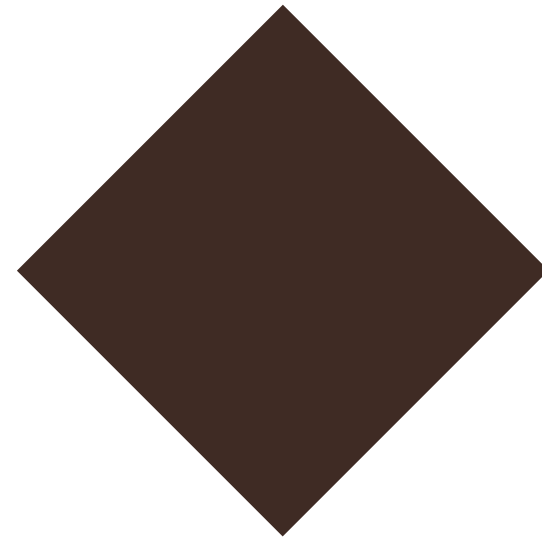
Farm Fresh Green
#90a20e
R: 144 G: 162 B: 14



Farm Grass Green
#b3be58
R: 179 G: 190 B: 88



Farm Light Green
#e2e48a
R: 226 G: 228 B: 138



Earthy Farm Brown
#3f2b24
R: 63 G: 43 B: 36

Our primary colour palette consists of three different shades of green and an earthy warm brown. This palette is to be used in all occasions of which Farm Fresh To You is marketed, as these colours are representing the brand's ideas of fresh and organic healthy food. The percentage of and the distribution in which these colours are used, however, does not matter.

THE TYPOGRAPHY

HEADER AND TITLES

Helvetica Neue Condensed Black, all letters should be written using capitals. When the title consists of more than one word, the first should be marked in green #90a20e while the rest is in brown #3f2b24. If two or four words, divide equally, as seen in the logo.

This is a Body text sample. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer sodales elit non neque varius, ut tempus massa suscipit.

Helvetica Neue Regular, in the colour brown #3f2b24.

THE PACKAGING



As our company is concerned with organic and healthy food, we also try to be environmentally friendly. As such, all of our packaging is recycled cardboard boxes, in three different sizes depending on order - small, medium or large.

All of these boxes look the same regardless of size. They are easy to stack for our drivers, as well as being practical in terms of storing items and keeping them fresh.

DELIVERY VAN



Our delivery vans make use of our signature green which is highly visible to the general public when driving around. Our main logo is found on both sides of the van, while a logotype version is found on the hood. Please note that the logotype has inverted font colours, white instead of green, as the hood itself is green.

FARM FRESH TO YOU
