



FARM STER

BRAND IDENTITY GUIDE

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VISUAL IDENTITY

Farmster is an app-based service that delivers locally-sourced, fruits, vegetables, meat, and dairy products. It encourages people to support local farmers in their communities and care more about the people who produce their food. Farmster can be described by these tone words:

Unique • Inviting • Caring
Natural • Community • Hard-working

In order to connect these tone words with Farmster's service, its visual identity centers around a modern and clean look. The shape of the location mark combined with the shape of a carrot conveys the idea of delivery of local fresh fruits, vegetables, and other products. The location mark also creates a sense of community and an emotional impression.

BRAND STYLESCAPE

FARMSTER

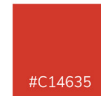


Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ

KansasNew

ABCDEFGHIJKLMNOPQRSTUVWXYZ



#C14635



#DD8C44



#6E8B5A

The stylescape includes inspirations from photos of nature, fresh ingredients, and delivery services. It also includes icons and illustrations that use fruity and diverse colors, which is consistent with the tone of the brand.

The persona is created as a potential user of the service who is progressively-minded, empathetic, and caring.

TYPOGRAPHY

Headings

Font-size: 32pt;
Font-weight: Regular

EB GARAMOND

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sub-headings

Font-size: 20pt;
Font-weight: Bold

Europa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Text

Font-size: 12pt;
Font-weight: Regular

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



TYPOGRAPHY

Headings of the brand should be EB Garamond. The size of heading should be 32 pt. All letters should be in upper case. The serif font is consistent with the modern aesthetic of the brand.

Subheadings of the brand should be Europa. The size of sub-headings should be 20 pt. Body Text should be Lato Regular 12 pt. The sans serif fonts should be used to increase readability in communications from the brand.

For the logo, the color of the headings should be black on light background and white on dark background. Font sizing can have regular variations in different situations as needed. However, the ratio of font size and symbol size should be maintained as the same.

COLOR USAGE



R: 101
G: 141
B: 84
C: 64%
M: 27%
Y: 82%
K: 9%

#658C53



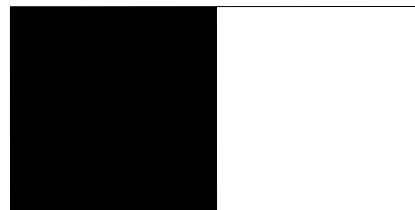
R: 233
G: 136
B: 44
C: 6%
M: 55%
Y: 95%
K: 0%

#E9882C



R: 219
G: 109
B: 39
C: 10%
M: 69%
Y: 100%
K: 1%

#DB6D27



#000000

#FFFFFF

The colors chosen for the logo is inspired by the concept of delivering local vegetables. The colors of the symbol are similar to colors of a carrot, which represent nature and fresh ingredients.

The application of warm colors in the logo including yellow and orange evokes warmth, reminding people of sunshine and farms. The green color indicates nature and vegetables. The orange color provides more depth and details to the logo as it represents the wrinkle on the carrot. The center of the logo should be white instead of transparent in order to be seen clearly on any background. I used the Eyedropper tool in Adobe Illustrator and Adobe Color Wheel to choose the colors.

The color of the wordmarks should be black or white based on the color of the background.

LOGO USAGE

Size and Spacing



FARMSTER



FARMSTER

The icon can be placed either between “FARM” and “STER” or before “FARMSTER.” The spacing between letters and the icon should be the same as that of the bottom of the icon and the baseline of letters.

When the font size is 64 pt, the spacing between the icon and letters should be 0.125 inches. The spacing should always be proportionally correct.

LOGO USAGE

Acceptable Variations

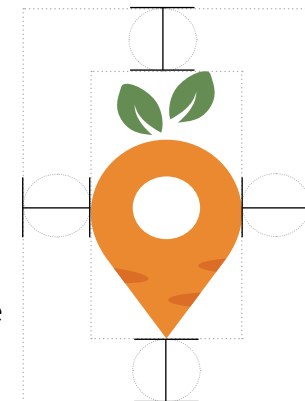


Black and White Version



EXCLUSION ZONE

The icon can be used independently. As the diagram indicates, when the icon is to be used independently then the 'exclusion zone' is equal to the distance of the white circle in the center of the icon.



LOGO USAGE

Incorrect Logo Use



Don't change the color of the icon



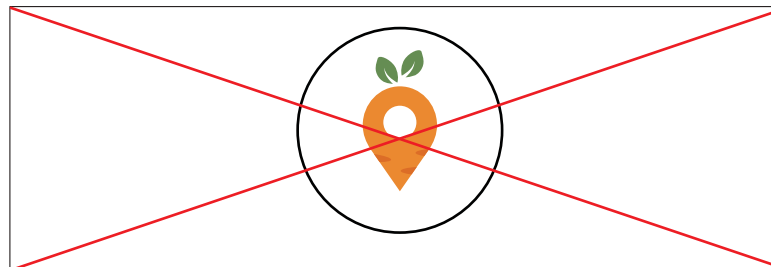
Don't place the icon on the right side



Don't add drop shadows or other text



Don't rotate it



Do not placed the logo within another solid shape



Don't resize any part of the logo

REAL LIFE USE

