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## **T H E B R A N D B O O K**

This is the brand manual for the logo used by “Farm Fresh to You”. Following these guidelines will ensure that the logo is used in a way that upholds the standards and keep the brand looking professional and consistent.

## **B R A N D O V E R V I E W**

The American company “Farm Fresh to You” is planning an expansion into the Norwegian market by collaborating with local organic farmers on the west coast of Norway, bringing fresh seasonal products directly to the customer’s doorstep. This brand guide and the new logo have been designed and developed for this purpose.

## OUR VISION

“Farm Fresh to You” is the # 1 chosen supplier for home delivery of organic fresh fruit and vegetables, helping our customer to a healthier life.

## OUR MISSION

“Farm Fresh to You” and local organic farmers are bringing fresh seasonal produce right to the customer’s doorstep. A delivery of organic fresh fruit and vegetables with good quality and price.

## CORE VALUES

We value **local** farmers and locally produced fruits and vegetables.

We value **organic** produced fruit and vegetables.

We value **fresh** fruits and vegetables.

We value **quality** at every step, from locally produced organic fruits and vegetables, packaging, transport and delivery to the customer’s doorstep.



**LOCAL  
ORGANIC  
FRESH  
QUALITY**



## LOGO

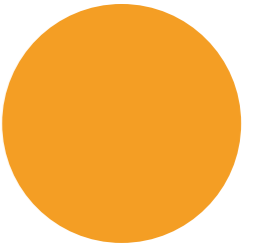
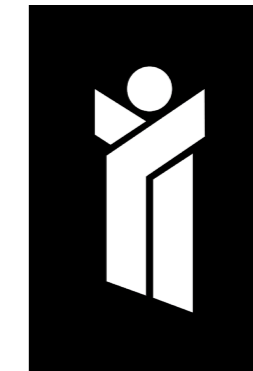
The logo of Farm Fresh to You has been re-designed in 2020 with a desire for a visual identity that is simple, neat and modern.

Farm Fresh to You's new logo symbolizes growth in a modern form, two plants growing up, they also symbolize the two letters F in Farm Fresh. The yellow circle symbolizes the sun and the triangle at the bottom is the earth.

LOGO PRIMARY:



LOGO SECONDARY:



## LOGO USE

Do not stretch:



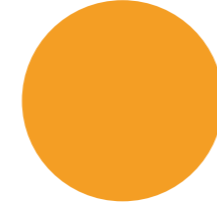
Do not tilt:



Do not squish:



Do not change color:



## LOGO USE

On white:



On dark:



On color:



## COLOR

Color is an integral part of the brand identity. Consistent use of the color palette not only reinforces the cohesiveness of the brand, but color also serves a psychological purpose by communicating a certain feeling or message to the audience.

The Farm Fresh to You colors were chosen carefully and the green and orange color palette feels inviting, warm, and exiting.

Color psychology suggests green inspire to nature, growth, environment, and harmoni, while orange exudes encouragement, creativity, food, warmth and sosiability.



## COLOR

#066938	#12A538	#F29E05	#FFFFFF	#000000
RGB 6,105,56 HSV 150,94,41 CMYK 94,0,47,59 LAB 39,-38,20 PANTONE 3500 CP	RGB 18,165,56 HSV 136,89,65 CMYK 89,0,66,35 LAB 59,-58,45 PANTONE 2423 CP	RGB 242,158,5 HSV 39,98,95 CMYK 0,35,98,5 LAB 72,22,76 PANTONE 137 CP	RGB 255,255,255 HSV 0,0,100 CMYK 0,0,0,0 LAB 100,0,0 PANTONE 663 CP	RGB 0,0,0 HSV 0,0,0 CMYK 0,0,0,100 LAB 0,0,0 PANTONE 6 CP
#0A4034	#787877	#A0A09F	#0C3C2C2	#F0F0F1
RGB 10,64,52 HSV 167,84,25 CMYK 84,0,19,75 LAB 24,-20,2 PANTONE 560 CP	RGB 120,120,119 HSV 60,1,47 CMYK 0,0,1,53 LAB 50,0,1 PANTONE Cool Gray 9 CP	RGB 160,160,159 HSV 60,1,63 CMYK 0,0,1,37 LAB 66,0,1 PANTONE 422 CP	RGB 195,194,194 HSV 0,1,76 CMYK 0,1,1,24 LAB 79,0,0 PANTONE 428 CP	RGB 240,240,241 HSV 240,0,95 CMYK 0,0,0,5 LAB 95,0,0 PANTONE 663 CP

## T Y P O G R A P H Y

### **Futura PT Medium**

Use for logo

abcdefghijklmnopqrstuvwxyzaeoå  
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ

### *Modish Regular Italic*

Use for logo

abcdefghijklmnopqrstuvwxyzaeoå  
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ

## T Y P O G R A P H Y

### **Montserrat**

Use for highlights

**abcdefghijklmnopqrstuvwxyzaeoå**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ**

### **Open Sans Bold and Regular**

Use for headings and body copy

**abcdefghijklmnopqrstuvwxyzaeoå**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ**

abcdefghijklmnopqrstuvwxyzaeoå  
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ



## S O C I A L M E D I A

### Emojis

Emojis should follow the season and the natural elements whenever possible

### Dates & Times

Dates should appear: 22.11.2020

Times should appear: 10:30

### Hashtag Usage & Branded #

Hashtags should be added as the first comment and not at the end of a caption.

#farmfresh #organicvegetables #organicfruit #freshdelivery #doorstepdelivery

#localfarmers #farmfreshtoyou



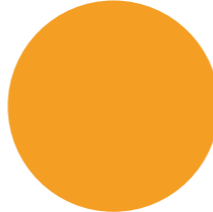
## I M A G E R Y

Organic fresh fruit and vegetables, alone or several together.

Examples:



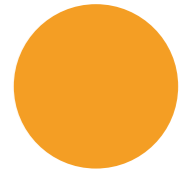
# TOUCHPOINTS



# TOUCHPOINTS



# TOUCHPOINTS





If you are ever in doubt about how to use Farm Fresh to You's branding element, just look at this guide. These guidelines are quite flexible and should allow enough creative freedom to use logos of your choice, while ensuring that the brand looks best for all uses.

**To access the brand toolkit:**  
[www.farmfreshtoyou.com/brand](http://www.farmfreshtoyou.com/brand)