2024 Salvation Farms Brand Guidelines

Created 3/12/24 by Paul Hansen at Ecopixel (www.ecopixel.com)

About These Guidelines

Using the enclosed styles consistently will strengthen perceptions of the Salvation Farms brand.

- Keep it simple!
- Themes: Organic, natural, warm, welcoming, strong, supportive
- A range of color allows design consistency while livening up individual pieces.
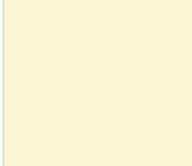- Resist the urge to tweak it — consistency wins.

Colors

- Colors from the farm and garden.
- Use Sweet Corn, Carrot, and Soil to avoid a Christmas-y look.
- Don't pick colors from the square swatches below — use the values provided in text.
- Where possible, prefer the Hex (RGB) color.
- CMYK and Pantone colors are digital conversions that have been fine-tuned. Before committing to a print job, look at a Pantone book and check the proof. As a guide, perceptual descriptions follow some of the color names below.

PRIMARY

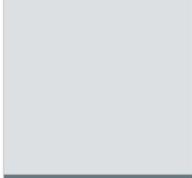|			
	Kale — dark green with a hint of blue Hex (RGB): #0f5d35 CMYK: 89 / 37 / 93 / 34 Pantone: 554 C		**Apple** — ruby-tinged, slightly faded Hex (RGB): #b4283f CMYK: 21 / 97 / 74 / 10 Pantone: 703 C
	Lettuce — yellowish green Hex (RGB): #a8cd66 CMYK: 38 / 2 / 78 / 0 Pantone: 366 C		**Soil** — reddish brown Hex (RGB): #694223 CMYK: 41 / 67 / 90 / 43 Pantone: 469 C
	Sweet Corn — soft yellow Hex (RGB): #f9e176 CMYK: 3 / 8 / 65 / 0 Pantone: 127 C		

TINTS & ACCENTS

For subtle contrast or for readability (4.5:1 contrast is for WCAG/ADA accessibility).

	Light Lettuce Hex (RGB): #e4f0d1 CMYK: 11 / 0 / 22 / 0 Pantone: 25% Lettuce		**Cabbage (4.5:1 with white text)** Hex (RGB): #729e25 CMYK: 62 / 19 / 100 / 3 Pantone: 370 C
	Light Sweet Corn Hex (RGB): #fdf6d5 CMYK: 1 / 1 / 19 / 0 Pantone: 25% Sweet Corn		**Carrot (4.5:1 with white text)** Hex (RGB) #d47d11 CMYK 15 / 58 / 100 / 2 Pantone 1385 C

LOGO

Additional colors found only in the logo. Minimize use elsewhere.

	Dark Barn Red — deep ruby Hex (RGB): #660112 CMYK: 34 / 100 / 87 / 52 Pantone: 7421 C		**Orange Peel** — bright orange Hex (RGB): #ff9f00 CMYK: 0 / 44 / 99 / 0 Pantone: 1375 C
	Metal Roof – blueish gray Hex (RGB): #dce0e3 CMYK: 12 / 7 / 7 / 0 Pantone: 649 C		**Lemon Yellow** — bright yellow Hex (RGB): #fef250 CMYK: 3 / 0 / 84 / 0 Pantone: 101 C
	Dark Metal Roof – blueish gray Hex (RGB): #677780 CMYK: 63 / 45 / 41 / 9 Pantone: 431 C		

COMBINATIONS

Take care to avoid text with insufficient contrast. These combos are good:

- Soil background with Light Sweet Corn text
- Kale background with Light Lettuce text
- Carrot background with white text
- Cabbage background with white text
- Light Lettuce background with Kale text
- Sweet Corn background with Soil text

Typography

All typefaces can be downloaded for free from Google Fonts for use in any medium.

- **Headlines:** [Aleo](#) (black/900): Contemporary slab serif, designed to pair with Lato.
  Colors: Soil preferred, Kale also OK

- **Secondary Headers:** [Geologica](#) (bold/700): Sturdy humanist-geometric typeface.
  Colors: Soil preferred, Dark Carrot or Dark lettuce also OK

- **Tertiary Headers:** Aleo (bold/700). Short headlines set in all caps with some letter spacing works well. Avoid all caps with longer headlines.

- **Text:** [Lato](#) (regular, bold, italic): A modern humanist typeface with semi-rounded details — serious but also warm and friendly. Also good for pull quotes.
  Colors: Black in print, dark gray online (#222222)

EXAMPLE

Why Our Work Matters

Supporting Local Farms

METHODS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam vel velit quis leo porta convallis. Nunc pretium tortor vitae purus commodo, eget gravida mi auctor.

A Longer Tertiary Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam vel velit quis leo porta convallis. Nunc pretium tortor vitae purus commodo, eget gravida mi auctor.

Logo

Bold colors are complemented with the sturdiness of Aleo (black/900).

GUIDELINES

- **Clear space:** Avoid placing other elements too close to the logo (space equivalent to the height of the barn roof, or half the height of the artwork, would be good).
- **Stickers:** A white all-around margin (equivalent to the white space between the text and the artwork) would be good for stickers. Do not shrink the text relative to the artwork.
- **Reversed:** Make the text white when placing the logo on top of a photo or dark background color. Ensure there is sufficient color contrast for high text legibility.

STYLES

- **Stacked:** The primary preferred version of the logo, with the artwork above the text.
- **Horizontal:** Use when the logo is small (to avoid the text becoming too small), or where a horizontal orientation is necessary, such as websites or banners.
- **Square**: For social media profile image/avatar usage only, where the organization's name will always appear nearby.

FILE FORMATS

- **Original:** The original Adobe Illustrator files in RGB color. These should only be needed when editing the logo and should not be used directly. *Prefer the outlined type versions to avoid variations in text alignment.*
- **RGB (Online and MS Word):** SVG and PNG files with RGB colors. Prefer SVG if it is supported by the software or service you are using (like Microsoft Word).
- **Print**: Press-ready CMYK and Grayscale PDFs (editable in Illustrator). *Your print company can easily swap CMYK for Pantone if you are printing spot color inks.*