



FRASER VALLEY ARTISANS
FOODHUB

How we look.

FRASER VALLEY ARTISANS FOOD HUB
BRAND GUIDELINES

VERSION 1.0

SIMPLICITY IS THE
ULTIMATE FORM OF
SOPHISTICATION.

Leonardo da Vinci

THIS IS A GUIDE TO THE BASIC ELEMENTS THAT MAKE UP OUR BRAND. IT WILL LET YOU GET TO KNOW US BETTER...

Contents

03	LOGO Rationale Construction Exclusion Zone Minimum Size Application Family/Variations
08	COLOR Primary/Secondary Palette Application
09	TYPOGRAPHY Print Online Logo
10	STYLE GUIDE
11	CHECKLIST

What is a Brand Identity?

A brand identity represents the values, services, ideas and personality of an organization. It is designed to increase recognition and build perceptions of the organization in its chosen marketplace.

This brand identity needs to be graphically represented and usually includes elements such as logos and supporting graphics, color palette, typography and photography choices and can, within its guidelines, use examples to visualize how a brand should be depicted across various different visual media.

Why use these guidelines

Our organization needs to manage how its brand is represented across all visual media in various different situations.

The corporate identity system in this document has been created to fulfil this purpose and the guidelines herein explain how to correctly depict and embody our brand ethos consistently across different applications and in various markets to maintain the integrity of our organization..

This document is also available at:
<https://www.fraservalleyartisansfoodhub.com/brand-guide>

OUR LOGO IS VERY PRECIOUS TO US. WE TOOK OUR TIME DEVELOPING OUR BRAND SO PLEASE BE NICE TO IT.

Rationale

Our logo was developed to be modern and future-proof, updating our public persona and realizing the design with new techniques. It is a distinctive mark and brand that seeks to present the Fraser Valley Artisans Food Hub as a forward-thinking, professional organization.

Construction

The graphic element is constructed using a natural motif, applied in a strong, bold approach.

The typographic element is designed to complement and enhance the logo graphic. Existing in harmony, it neither dominates or becomes insignificant.

The two combine for a clean, modern and professional look.

Color Treatment

There is one preferred full-color option for stacked and landscape variations shown here. These logos should be used whenever possible.

THE LOGO, *delightful am I not.*

01 STACKED



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02 LANDSCAPE



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EXCLUSION ZONE, a little elbow room to help us stand out.

The minimum exclusion zone margin for all our company logos is based on the dimensions of the central circle in the logo graphic. With all logos, a clear-space of the circle must be maintained on all sides. When our corporate color is used behind the logo it must extend to a minimum of the same dimensions as one circle on all sides.

On all sides, the exclusion zone should be measured from the farthest edge of the logo. No element may encroach on this space.



MINIMUM SIZE, bigger is better.

Landscape logos must not be reproduced at a size smaller than 14mm in height.

Square logos must not be reproduced at a size smaller than 25mm in height.

WE WANT TO LOOK GOOD ALL THE TIME, SO TAKE TIME TO CONSIDER HOW TO APPLY OUR LOGO.

We don't want to come across all doom and gloom, but there is a right way and a wrong way to present our logo.

01 Space around the logo

Always leave the logo some space to breathe. Try to use white or neutral backgrounds.

02 If you have to...

If it's unavoidable to sit the logo on a color or a photo, use the negative logo.

03 Not right

Do not rotate the logo.

04 Color clash

Do not place the logo on the wrong colors.

05 No thanks

Do not add embellishments like drop-shadows, embossings etc. to the logo.

01



02



03



04



05



**SAY HELLO TO EVERYONE
IN THE FAMILY.** IF YOU CAN'T
FIND IT HERE, WE DON'T
WANT YOU TO USE IT.

**Our organization's logo exists in a stacked
and a landscape version.** While the landscape
option is the preferred logo, use of any of
the logos should be determined according
to their suitability for the application.

The use of the circle graphic in isolation should
be carefully considered and implemented, and be
restricted to supporting promotional materials. It is
not recommended that the circle graphic be used as
the default identifier in place of the complete logo.

A social media version of the logo is included in the
accompanying package for use as an icon, favicon,
or where a circle or square is required.

Landscape Version



Stacked Version



OUR COLORS DEFINE OUR BRAND. WE'RE BOLD, BRIGHT AND CONFIDENT. SIMPLE AND TO THE POINT.

The corporate color palette includes a teal blue, a mid tone green and a mid tone orange. Color matching standard Pantone® references are included to ensure accuracy when reproducing the palette.

Also included are the references for CMYK, RGB and HEX Values for consistency across different media. Where possible, the logo should be reproduced in the CMYK color process. Equivalent colors can be composed using the RGB and HEX references included when the logo is to be used digitally.

Color Palette // Primary

These are our corporate primary colors for our logo, text and headers.



pantone 1235 C
cmyk 1 : 35 : 100 : 0
rgb 249 : 175 : 26
hex # F9AF1A



pantone 4212 C
cmyk 48 : 11 : 100 : 0
rgb 149 : 184 : 62
hex # 95B83E



pantone 2235 C
cmyk 80 : 32 : 41 : 5
rgb 49 : 134 : 141
hex # 31868D

Color Palette // Secondary

These are secondary colors for the reversed out version of the logo



pantone 2235 C
cmyk 80 : 32 : 41 : 5
rgb 49 : 134 : 141
hex # 31868D



pantone N/A
cmyk 0 : 0 : 0 : 0
rgb 255 : 255 : 255
hex # FFFFFFFF

TYPOGRAPHY IS THE BACKBONE OF DESIGN, GETTING IT RIGHT IS PARAMOUNT.

Typefaces. Print.

Our corporate typefaces include Raleway and Franklin Gothic. These full font families comes in a range of weights to suit a multitude of purposes. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letter forms.

Typefaces. Online.

When technology allows for it, Raleway and Franklin Gothic should be used in any web applications. The default fall-back corporate font is Arial which should be utilized to ensure acceptable degradation when these fonts are not available.

Typography. Logo.

Our logo font is Raleway, a specialized font and it is included in the accompanying package. To install the font on your computer, copy the folder to your hard drive, unzip it and then right click on the font files in the folder and click "Install".

Headline Fonts - Raleway

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(,;?!£\$&@*) 0123456789

// Black

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(,;?!£\$&@*) 0123456789

// Regular

Body Copy Fonts - Franklin Gothic Medium Condensed

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(,;?!£\$&@*) 0123456789

// Medium Condensed

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(,;?!£\$&@*) 0123456789

// Demi Condensed

MORE TYPOGRAPHY...

HERE ARE A FEW
MORE THINGS YOU
SHOULD KNOW.

Logo Font - Raleway

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!\$&@*) 0123456789**

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Application

The specialized font used in the logo design should never be used for any other application. It may be separated from the circle graphic, but the words should not be edited, or re-coloured for any other purpose. This will insure that our branding retains integrity and we don't experience drifting of our brand.

BEST TO HAVE A CHECKLIST. THEN YOU KNOW THAT YOU HAVE DONE EVERYTHING RIGHT.

The Checklist...

01 The Logo

Only use logos that are complete and in an appropriate version, created from original digital artwork. Please check that you have respected the minimum size and exclusion zone requirements.

02 Backgrounds

The logo should not appear on clashing colours or cluttered images without being reversed out.

03 Graphics

Check that any supporting graphics or graphic elements do not marginalize, obscure or overpower our logo.

04 Typography

Check that our corporate typefaces have been used appropriately where applicable.

05 Design

Be sure to provide these guidelines to third parties or collaborating partners.

A final thought.

If in doubt, take a look back through this document, all the answers are there.

We don't ask for much, just a little love and respect for our branding which is why we think we've created a flexible system that won't stifle your creativity.

Enjoy the Fraser Valley Artisans Food Hub Brand.

THIS DOCUMENT MAY BE MADE AVAILABLE IN ALTERNATIVE FORMATS ON REQUEST. PLEASE CONTACT US FOR FURTHER DETAILS.

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