



The City Farm SLO Brand guide

Everything you need to know to help you bring our brand to life. Use this guide as a benchmark to inspire you to create designs that align with City Farm SLO.



Mission

At City Farm SLO our mission is to empower the next generation to live healthier, more prosperous lives through sustainable agriculture and farm based education.



Vision

We envision a world where all people protect our environment and flourish on our land's resources.

The Goals That Drive Us



To strengthen our food system by providing affordable land to enable sustainable small farms.



To promote health, success, and environmental stewardship through farm-based education.



To serve as a model of regenerative and sustainable agricultural practices, seeking to improve the long-term health and productivity of farmland.



To foster a community of people from diverse ethnic, racial, and socio-economic backgrounds who come together around food and farming.

Our Brand

Personality

Our brand personality is sincerity and we want to embody this when creating content. City Farm SLO is known for being straightforward and trustworthy. We value transparency, integrity, and real-life experiences. We pride ourselves on being kind, thoughtful, fun, and community oriented.



Tone of Voice

Human

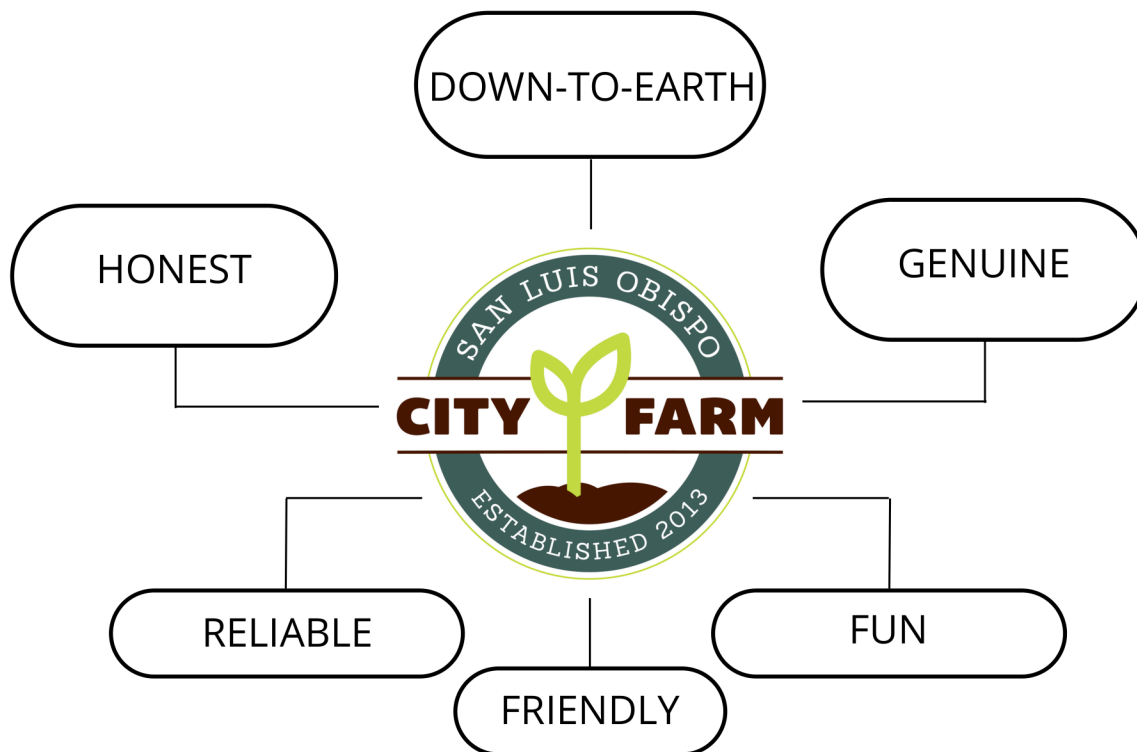
- Empathetic
- Inclusive
- Relatable

Trustworthy

- Intelligent
- Confident
- Clear & Concise

Authentic

- Consistent
- Responsive
- Fun & Energetic



Logos

Full Logo

The full logo should be used over neutral colors that provide great contrast, such as white. Avoid using this logo over dark backgrounds. The full logo works great over video content and images.

Our logos should be used as is. Do not change or alter the logo (including original brand colors) in any way.



Short Logo

The short version of our primary logo gives us flexibility when using our logo for various purposes such as branded merchandise. This allows us to remain consistent with our brand identity. The black logo should only be used over white or light colors. The green logo looks best against dark backgrounds.



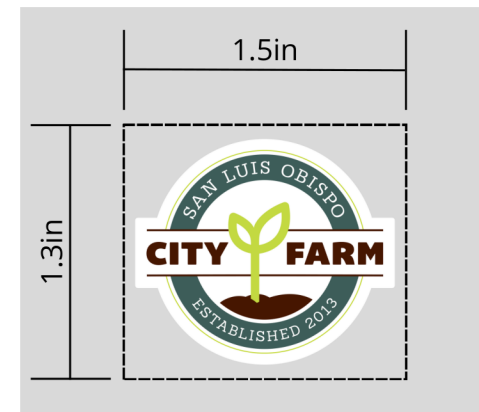
Clear Space

Clear space refers to the proximity of our logo to other visual elements. The minimum amount of space that our logo needs in order to function as intended is 0.25 inches around all four sides.



Sizing

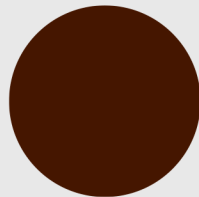
The logo should be a minimum of 1.5 inches wide by 1.3 inches high (144px by 124.8px). When sizing, ensure the logo always remains clear and legible.



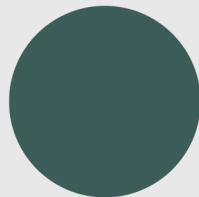
Color Palette



CMYK: 9, 0, 60, 15
RGB: 195, 217, 65
HEX: #C3D941



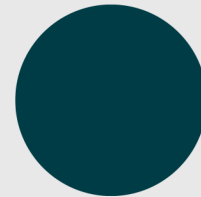
CMYK: 0, 18, 27, 73
RGB: 69, 22, 0
HEX: #451600



CMYK: 0, 18, 27, 73
RGB: 69, 22, 0
HEX: #3D5D59



CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF



CMYK: 27, 4, 0, 73
RGB: 0, 60, 69
HEX: #003C45



CMYK: 0, 1, 9, 3
RGB: 247, 245, 225
HEX: #F7F5E1



CMYK: 13, 1, 0, 8
RGB: 201, 232, 235
HEX: #C9E8EB

CMYK colors are used for printed materials such as posters and brochures. RGB colors are used for digital materials that will be viewed on a screen such as social media posts. HEX codes are similar to RGB but are intended for websites and coding. When working on digital materials, HEX codes are the most convenient option as most creative and design software use them.

Typography

Headers

Clarendon LT

A B C D E F G

H I J K L M N

O P Q R S T U

V W X Y Z

a b c d e f g

h i j k l m n

o p q r s t u

v w x y z

Titles

Futura Light

A B C D E F G

H I J K L M N

O P Q R S T U

V W X Y Z

a b c d e f g

h i j k l m n

o p q r s t u

v w x y z

Body

Avenir Light

A B C D E F G

H I J K L M N

O P Q R S T U

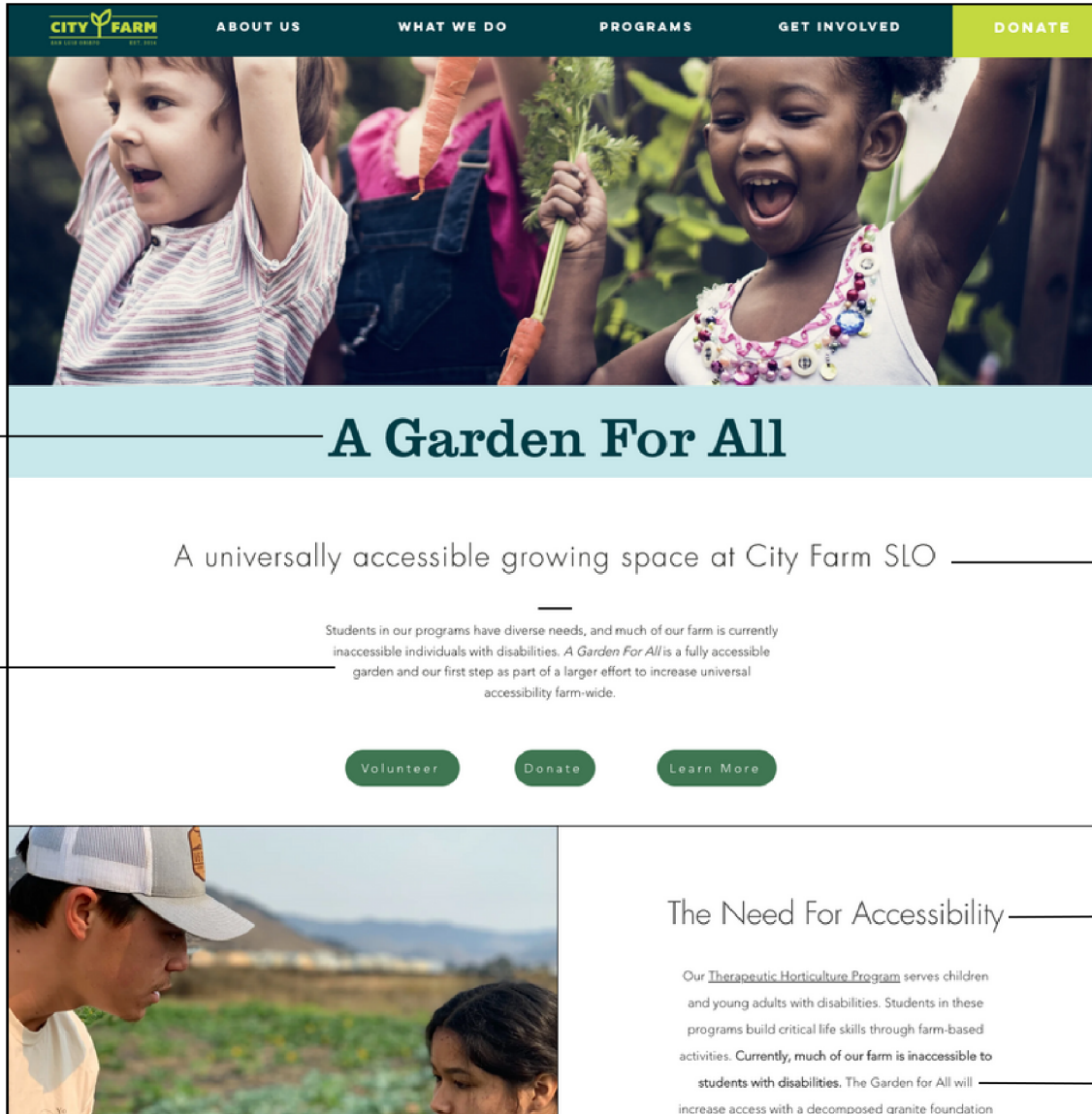
V W X Y Z

a b c d e f g

h i j k l m n

o p q r s t u

v w x y z



HEADER

TITLE

BODY

TITLE

BODY

Imagery

Our imagery should represent City Farm SLO and everything we believe in. We love to share smiles and inspiring moments with our audience. Images should be clear and relevant to the content. Never use blurry images and avoid images with bad lighting. This is an opportunity to visually communicate a message, whether it's exciting updates or upsetting news, it's crucial that we use the appropriate tone of voice to pair with our imagery. Only use imagery that is available in our Google Drive or has been approved by your supervisor.



Google Drive

Our brand kit Google Drive folder is where you can find downloadable assets for your creations. Inside you'll find our logos, fonts, videos, photos, and more. Check it out [HERE!](#)