



BRAND GUIDELINES

Business Name: Atchison Farmers' Market

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ABOUT YOUR BRAND GUIDELINES

The **brand guidelines** document is an in-depth guide on how to successfully use your brand identity and assets. This can be used by you, other designers, web developers and employees. Following this brand guideline will allow for **consistency** across all marketing materials. It includes things like logo usage, typography hierarchy, do's & don'ts, color palette and more!



ABOUT OUR BRAND

Founded in 1998, the Atchison Farmers' Market provides fresh, locally produced vegetables, fruits, meats, baked goods, and other speciality goods to the Atchison County community and beyond. The primary goal in branding Atchison Farmers' Market is to attract even more customers to the market during season. They aim to cater more to health conscious local and regional customers who would benefit by traveling to the market.

Fresh

Healthy

Friendly

Connection

Local





ATCHISON FARMERS' MARKET

EST. 1998

A
F
M



TO SHARE FOOD IS TO SHARE LIFE.

FRESH. FRIENDLY. LOCAL.

FROM OUR FARMS TO YOUR TABLE.

GROWN WITH ♥ BY LOCAL FARMERS.

LOGOS & CLEAR SPACE

A brand logo is a symbol, emblem, typographic, or the combination of all used by businesses to mark its **brand's identity**. Having a unique logo helps your customers to identify & remember your product and quality of your brand.

It's important that your logo is **responsive** and can be used in a variety of different spaces. That's why **variations** of your primary logo have been designed.



PRIMARY LOGO

Breakdown:

- The texture on the type is meant to point to the homemade nature of your products
- The type is placed at slight angles for playfulness and the ligatures (aka tails) of the R and K show connection by interacting with other letters.
- The “radish” icon does many things. It...
 - ...is in the word “Atchison”, showing the reader this is where to go to find the market.
 - ...it also doubles as a pin icon, which is used often to find locations on maps.
 - ...it’s leaves are also stacked bowls, a nod towards the idea of making AFM the place to shop for your food.
- The fact that AFM has existed for 30 years needs to be bragged about. This signals to shoppers you are legit.

Clear Space:

This shows the minimum distance between the logo and other graphic elements. Always allow for a minimum clear space of 62px as shown to the right.

The primary logo is the main voice and signature of your brand. This should be used most frequently when space allows for it. Our logo consists of customised typography & an icon. This should be used on elements like websites, footers, stationery, signage etc.

v1.



v2.



SECONDARY LOGO

The secondary logo or known as the 'alternative logo' uses components from your main logo but in a variation. This is to be used when the primary logo doesn't fit in the required space. It can be used on websites, printed materials and larger elements.

Breakdown:

- The secondary logo has the same elements as the primary logo; however, it is arranged horizontally.

Clear Space:

This shows the minimum distance between the logo and other graphic elements. Always allow for a minimum clear space of 36px as shown to the right.



SUBMARK LOGO

Breakdown:

- “AFM” is a shorted acronym for Atchison Farmers’ Market.

Clear Space:

This shows the minimum distance between the logo and other graphic elements. Always allow for a minimum clear space of 54px as shown to the right.

The Submark Logo is another variation of your logo with another layout giving you versatility when using your branding. This is to be used when your other variations don’t fit in the required space. Use this on social media, printed materials and where space allows for it.

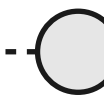
v1.



v2.



LOGO MARK



Logo Marks are a simplified version of your main logo. This consists of an icon/symbol. This can be used in confined spaces like social media profile pictures, stamps, favicon etc. It's best to use this when your other variations simply won't fit.

Breakdown:

- Radish comes from the Latin word radix, meaning “root”. Radishes were used as currency in ancient Egypt.
- The “radish” icon does many things. It...
 - ...it also doubles as a pin icon, which is used often to find locations on maps.
 - ...it's leaves are also stacked bowls, a nod towards the idea of making AFM the place to shop for your food.

Clear Space:

This shows the minimum distance between the logo and other graphic elements. Always allow for a minimum clear space of 40px as shown to the right.



REVERSE COLORS

Making sure you use the logos correctly with the right **brand colors** is crucial.

Follow these next **rules** to ensure you're following the correct colour combinations.

Any **misuse** may result in poor readability, too much contrast and inconsistency.



Eggplant **Pepper** **Carrot**

When you use a lakeshore, moss, or forest backgrounds use the white logo.

Okra **Sprouts**

When you use a clear sky background use white or black.

Sunlight

When you use a sand background use full color, forest green, or black.

Sky

When you use a open air background use full color, forest green, white.

White Background:

When you use a white background use all of your brand colors.



INCORRECT USAGE

Your logo should **not be altered** in any way, including extending, condensing, outlining, adding strokes or drop shadows.

The examples present **incorrect usage** and alterations of administrative logotypes.

Make sure you leave the logo's as they are and do **not break** the rules.





Don't skew and stretch the logo
(always hold shift while scaling).



Don't change the color to something
outside of your brand colours.



Don't change the layout and
arrangement of your logo.



Don't add a stroke to your logo.



Don't tweak individual letters.



Don't add any graphic assets
into or behind the logo.

FONTS

Using a set of **consistent** fonts for your business is going to be crucial because it sets the tone.

Your **fonts** have been chosen to pair perfectly with each other as well as your brand identity. Having different sets of fonts allows for the design to not be repetitive.

By using consistent typography across your brand will make you **recognizable** and memorable.



HEADING FONT:

The primary font is your default typeface & should be used within headers & titles.

ARINOE STAMPTED

This type is a display font that has a ton of character. It is the type used in the logo for the business.

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ

1234567890

SECONDARY FONT:

The secondary font compliments your primary font. This will be used on subheadings.

WILDEN

This type is organic, yet readable. and easy to read making it a perfect complimentary font to Carena.

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ

1234567890

BODY FONT:

The body font compliments your primary font. This will be used on body text.

Alice

This type is a serif that is complimentary to the ligatures in Arinoe and is a free Google font.

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ

1234567890



TO SHARE FOOD IS TO SHARE LIFE.

FRESH. FRIENDLY. LOCAL.

Body copy goes here. Body copy goes here.
Body copy goes here. Body copy goes here.

LEARN MORE

Arinoe was chosen for the header copy because it is bold, connected, and stylized.

Wilden was chosen for button text.

Wilden was chosen for secondary headings because it is bold and readable.

Alice was chosen for the body copy because it is easy to read and complements Arinoe.

COLOR PALETTE

Creating a distinct and complimentary color palette is going to be an important part of building **brand recognition**.

Your **color palette** will be used across your socials, stationery, website and so much more. On the next page is the chosen colour palette and why it's been chosen or your business.



CMYK:

Stands for ‘Cyan, Magenta, Yellow & Key’ colors. They are the colors used in printed materials.

RGB:

Stands for Red, Green & Blue colors. This is used on–screen and for web design.

HEX Code:

This color code is used on–screen and for web design.

Primary Color:

These colors should be the most dominating colour and take up around 60% of the design space.

Secondary Color:

These should use half as much as the primary color (30%).

Accent Color:

These are added colours make a statement within the design and should use up around 10% of the design space.

EGGPLANT

Primary Color

CMYK

C: 52 M: 75 Y: 47 K: 39

RGB

R: 115 G: 67 B: 84

HEX

#734354

PEPPER

Secondary Color

CMYK

C: 29 M: 100 Y: 81 K: 31

RGB

R: 141 G: 24 B: 36

HEX

#8d1824

CARROT

Accent Color

CMYK

C: 22 M: 71 Y: 100 K: 11

RGB

R: 184 G: 89 B: 24

HEX

#b85918

SKY

Accent Color

CMYK

C: 52 M: 25 Y: 35 K: 1

RGB

R: 138 G: 167 B: 165

HEX

#8aa7a5

SUNLIGHT

Accent Color

CMYK

C: 4 M: 7 Y: 31 K: 0

RGB

R: 247 G: 234 B: 192

HEX

#f7eac0

OKRA

Accent Color

CMYK

C: 53 M: 35 Y: 82 K: 22

RGB

R: 120 G: 124 B: 64

HEX

#787c40

SPROUTS

Accent Color

CMYK

C: 39 M: 21 Y: 77 K: 5

RGB

R: 168 G: 170 B: 83

HEX

#a8aa53

EARTH

Accent Color

CMYK

C: 40 M: 76 Y: 76 K: 50

RGB

R: 104 G: 53 B: 40

HEX

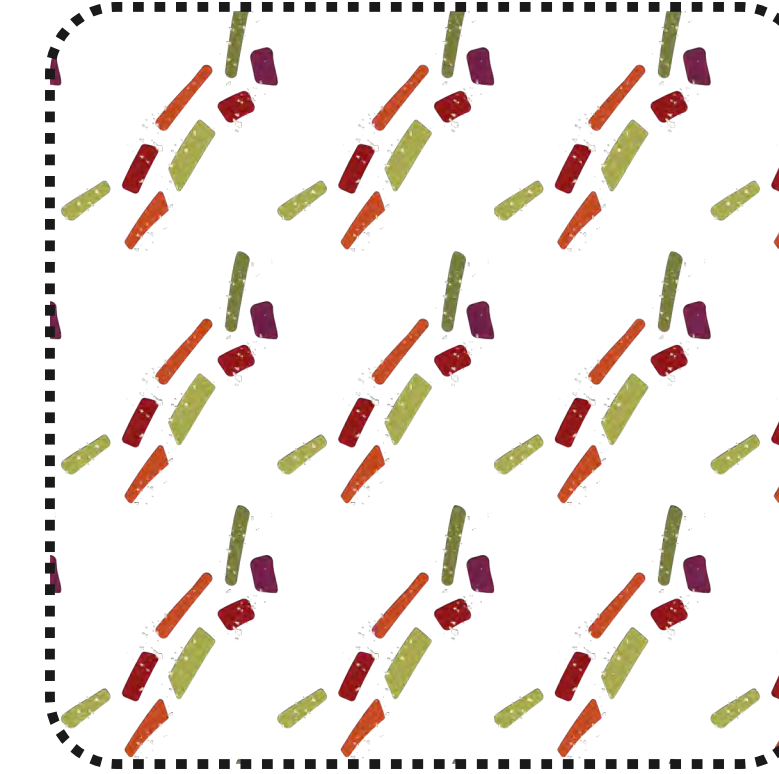
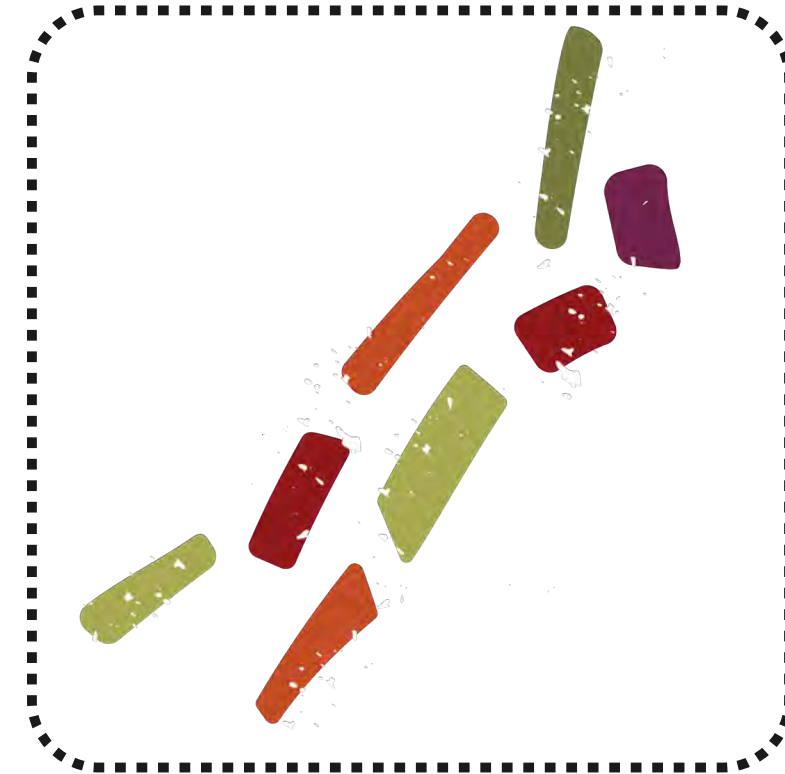
#683528

ILLUSTRATIONS

Illustrations & patterns are an exciting element to your brand. This is where you can bring in your **brand personality** and create a memorable brand experience.

It's also an effective way to build brand **recognition** that carries through your business' physical **presence**, at every touch point, and helps you maintain cohesive branding.





About:

These illustrations/elements were created to give AFM more design options using parts of the logo suite or patterns. These illustrations/elements must be used alongside the primary or secondary logo.

Usage:

Illustrations can be used on there own or as a pattern swatch. This is to be used on websites, stationery, packaging, printed materials, social posts, etc.

PHOTOGRAPHY & SOCIAL MEDIA

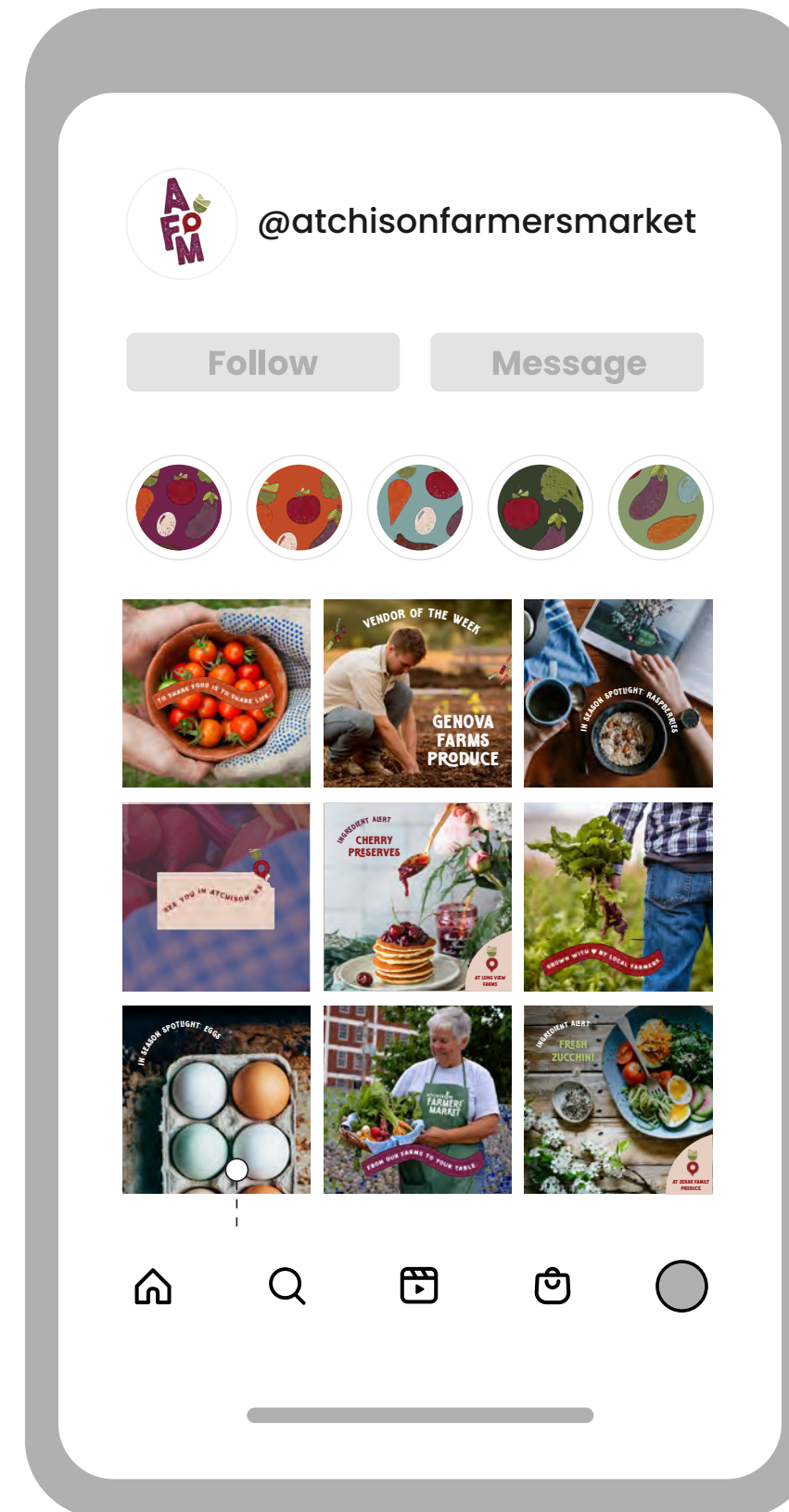
Seeing your **Instagram feed** with the proposed branding can really help **visualize** the possibilities of what you can do with your brand.

This also allows you to visually see how the **branding elements** like color palettes, fonts, photography etc. should be used alongside one another.

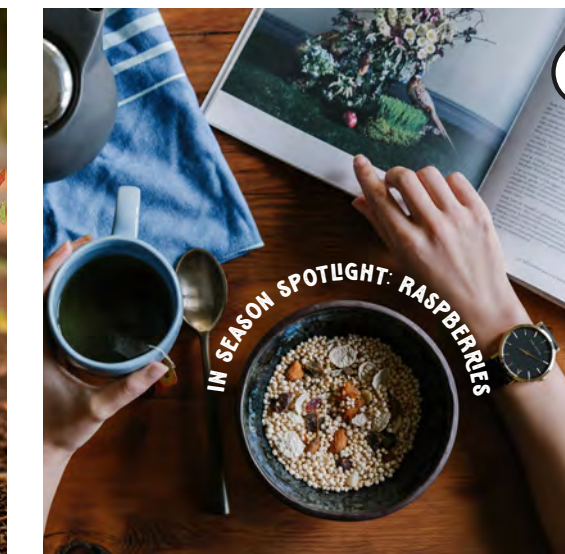


SOCIAL

- Never repeat the same color, always use another brand color inbetween posts.
- Use your font pairings within your posts. Do not use random fonts as this will create an inconsistency.
- Do not use random colors. Stick to your brand colors.
- Keeping things visually consistent is important, make sure your Instagram highlights, stories & posts use your branding (colors & fonts).



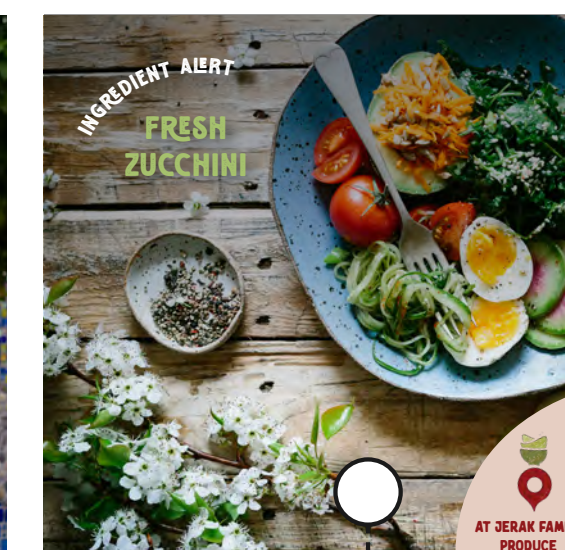
Use minimal text strategically to draw in the eye to your post.



You can pre-plan "in season" spotlights that keep your posts fresh (and remind viewers what can be expected this time of year).



Always try to show real vendors on your feed.



Use images to spark interest, along with a fun "hook" as the first sentence to entice readers to read more.

Show available produce/crops/meat as "available ingredients" to help viewers start thinking of how they can use that item in their kitchen.

BRAND PHOTOGRAPHY

About:

Following a certain photography style within your brand is going to help with showcasing your brand voice, whilst staying consistent.

Having a certain style within your brand can be recognisable to your audience. This direction can be used on your website, & social media.

Photography Direction:

The photography style for Atchison Farmers' Market included saturated, true-to-life colors. Photos should also vary between wide, medium, and tightly shot to remain visually interesting. Your images work alongside your new visual identity to remind your ideal client of the oasis they are wanting to create in their yard.

Free Stock Photo Resources

The goal is to build your own stock photos, but until then you can utilize unsplash.com or pexels.com.

Include hands in a lot of your photography. This stands out because it reminds costumers you are a small, handmade operation.



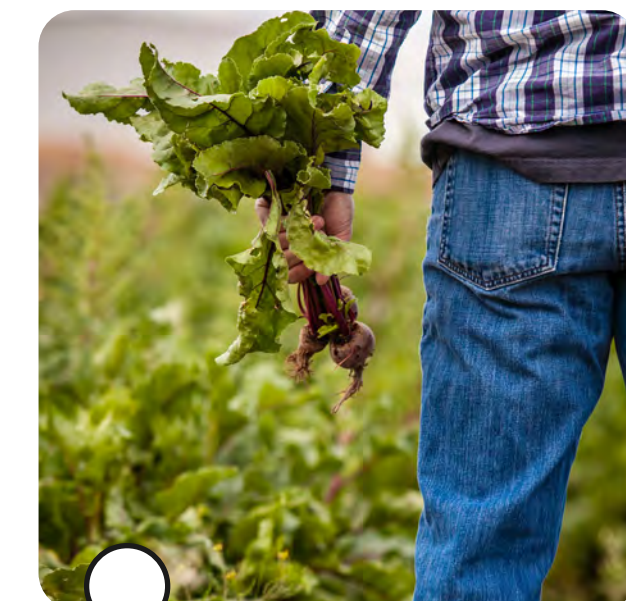
Go for detail. Try to single out specific types of produce in one shot, instead of a bunch of different

Show vendors at work on their land when you talk about them.



Show recipes in their final form - on the table.

Highlight the color/ uniqueness of products as often as you can.



Make your photoshoots go further by capturing tight shots at the same time as the vendor profiles.

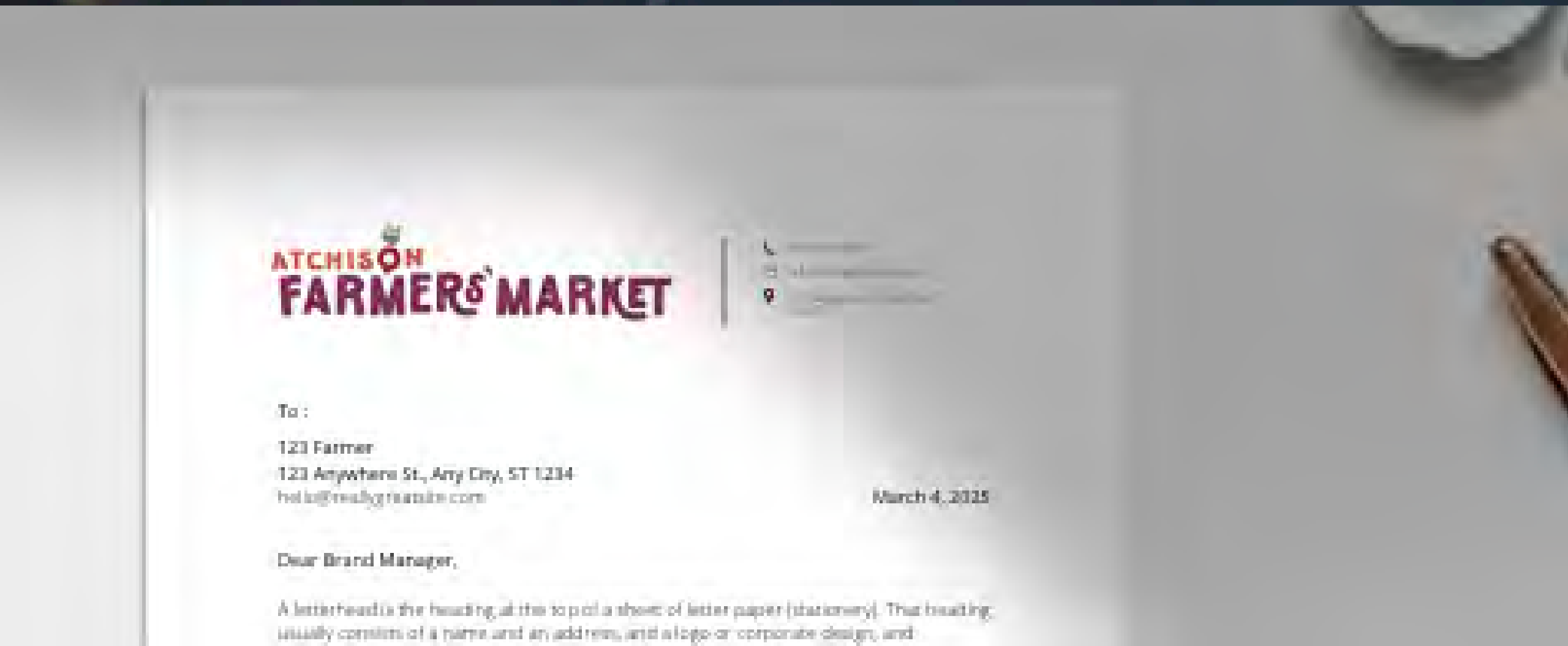
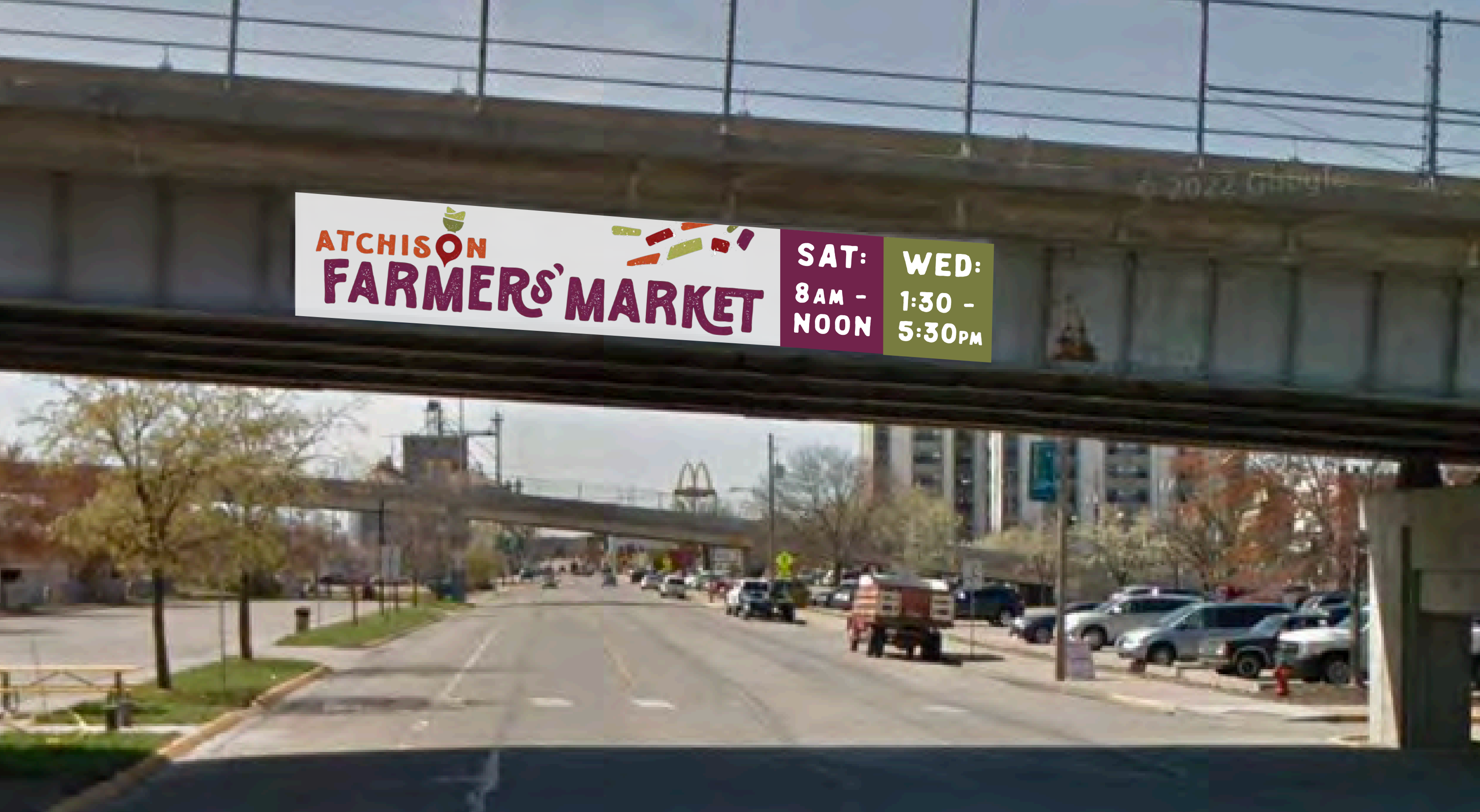
BRAND IN ACTION

Mockups do a great job of showing your **brand in action** so you can see examples of how **your branding** should be used in the future.

Seeing your brand in action allows you to see how your fonts, logo, **placement** & color palette are used and the rules they follow.







KEEP ME SAFE

(and always refer back to this guide)



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