FARM SCHOOL ON WHEELS
BRAND IDENTITY GUIDE

BRAND IDENTITY
PRIMARY LOGO VARIATIONS

Logos are known as marks. The primary mark is the visual representation of the brand's likeness and will likely be an easily recognizable and distinctive construct for the brand's audience. The primary mark is the preferred visual representation for communicating brand likeness where applicable by safe zones and spatial limitations.

BRAND IDENTITY
LOGO VARIATIONS

Grey Scale Concepts

Black & White Concepts

When applying your marks, there are likely to be moments when a full color version is not appropriate. Included in the brand identity guide are grayscale, and black and white versions of the marks. Additionally, Clicksuasion Labs suggests inserting the black and white marks within any trademark applications with the United States Patent and Trademark Office.
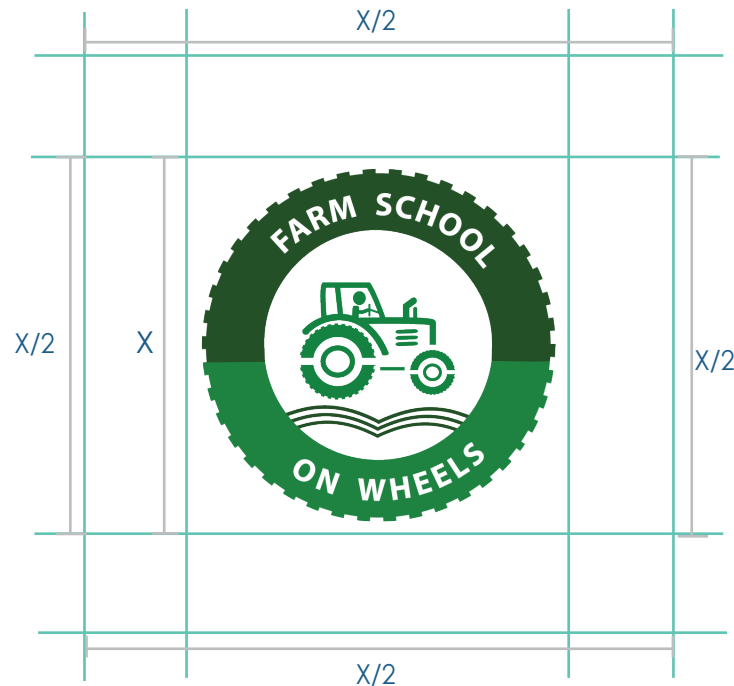
BRAND IDENTITY
LOGO VARIATIONS: REVERSED

When applying your marks, there are circumstances that could require an all-white version. An all-white version of each mark is included in the brand identity guide. When using an all-white version, the suggested background color is Considering Canary.

BRAND IDENTITY
SAFE ZONE REQUIREMENTS

The Safe Zone provides white space and clearance from visual elements that are likely to distract your brand's audience. A good practice for building brand equity is limiting the visual elements that encroach upon the Safe Zone.

The minimum Safe Zone surrounding the mark is equivalent to one-half inch (½") of the height of the mark. The primary mark should be no smaller than one inch (1") wide when applied to print locations and forty-eight (48) pixels wide when applied to locations with limited spatial requirements.

X/2

X/2   X

X/2

X/2

Safe Zone

X - Mark Height

X/2 - 1/2 inch clearance

Smallest Print for print or digital

1 in or 96 pixels tall for Primary Mark

BRAND IDENTITY
TYPOGRAPHY

The primary typeface is **Myriad Pro Bold.** The primary font should be applied to headlines, sub headlines, short statements, and could be applied within body copy to emphasize a message.

The secondary typeface is **Myriad Pro Regular**. The secondary typeface should be applied to the body of text.

Tracking is defined as the space between characters. As characters become smaller they become more challenging to read. The tracking for font sizes equal to or greater than 12 are best applied with a zero (0) tracking. For font sizes equal to or smaller than 11 are best applied with a tracking between fifty and one hundred (50 - 100).

Accent Typeface
Raustila

JUSTIFICATION & TYPOGRAPHY ALIGNMENT
Justified text is spaced to the left and right sides of the text block. The suggested justification for the brand is left-aligned; however, center- or right-justification could be applied where applicable for spatial requirements. Furthermore, when applying a center- or right-justification, the text should be limited to avoid cognitive taxation when engaging with the brand.

18 pt

Myriad Pro Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

12 pt

Myriad Pro Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

8 pt

Myriad Pro Regular with trackeing set to 50
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

20 pt

Raustila
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

# BRAND IDENTITY
COLOR OPTIONS

The psychology of color can enhance the brand and build trust and familiarity by targeting memory and associated emotions. The primary colors are (1) Considering Canary and (2) Tech Safe Blue. The complimentary colors are (1) Teal Appeal and (2) Portal Purple.

HEX colors are best applied to on-screen applications and web design. RGB colors are best applied to video, television, and large screens. CMYK colors are best applied in digital printing, which is Ideal for full-color brochures, flyers, posters, postcards and similar printed materials. Web Safe colors are best applied to web design and on screen applications when a brand targets consumers who are likely to use electronic devices that were manufactured prior to 2006.
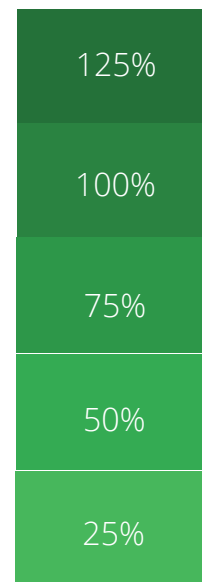
Primary colors

Golfing Green
HEX 254F27
RGB 37, 79, 39
CMYK 53, 0, 51, 69
WEB SAFE 336633

| 125% |
| 100% |
| 75% |
| 50% |
| 25% |
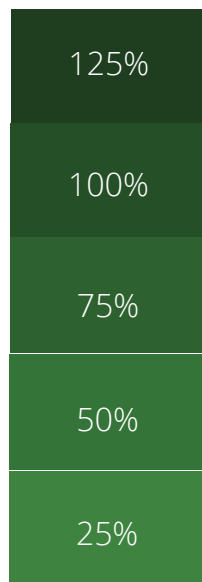
Grassy Green
HEX 298340
RGB 41, 131, 64
CMYK 69, 0, 51, 49
WEB SAFE 339933

| 125% |
| 100% |
| 75% |
| 50% |
| 25% |

Alternate & Supporting Colors

Bark Brown
HEX 563512
RGB 86, 53, 18
CMYK 0, 38, 79, 66
WEB SAFE 663300

Orchid Orange
HEX bf7c2a
RGB 191, 124, 42
CMYK 0, 35, 78, 25
WEB SAFE cc6633

Yarrow Yellow
HEX f3cb51
RGB 243, 203, 81
CMYK 0, 16, 67, 5
WEB SAFE ffcc66

Banksia Beige
HEX d9c381
RGB 217, 195, 129
CMYK 0, 10, 41, 15
**WEB SAFE** cccc99

BRAND IDENTITY
PATTERNS

Patterns should be applied when brand likeness is required to fill white space. Patterns are likely to maintain the audience's attention with slight differentiation from the primary and alternate marks. The application of consistent visual representations is likely to assist with building trust and familiarity.
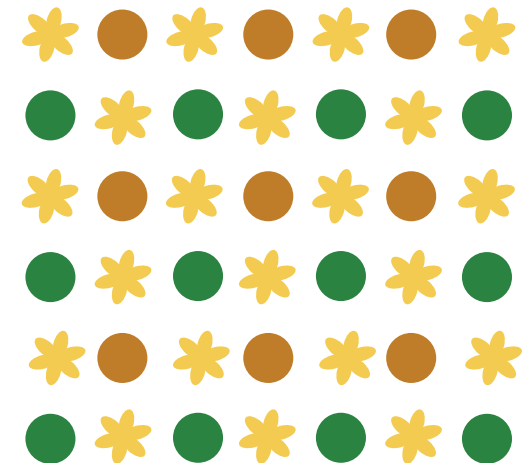
Two color pattern

Four color pattern
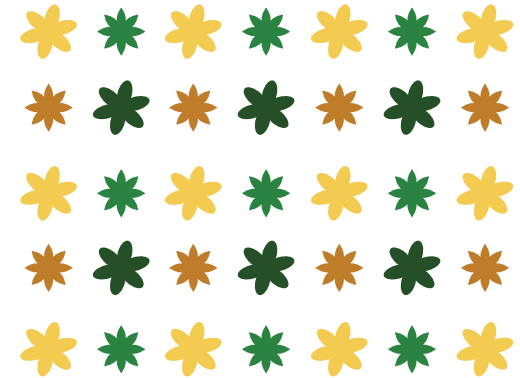
Three color pattern

FARM SCHOOL ON WHEELS
BRAND IDENTITY GUIDE