

FOREMOST FARMS BRAND GUIDELINES

LOGOS

PRIMARY LOGO

This is the main Foremost Farms logo and should be used in most situations.



ALWAYS

- Use one of the final, approved logo files provided
- Keep ample “clear space” around the logo that is separate from other elements/texts

DO NOT

- Place over competing background
- Twist or manipulate the shape of the logo
- Change fonts, colors or crop any portion of the logo
- Use the “F” with a circle around it as a stand alone logo. The logo **must** be shown in its entirety.

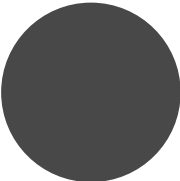
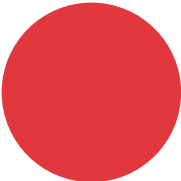
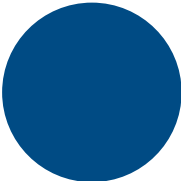


LOGO VARIATIONS



COLOR PALETTE

PRIMARY COLORS



CMYK 100, 56, 0, 34
 RGB 0, 75, 133
 HEX #004b85
 PMS 295

CMYK 0, 91, 76, 6
 RGB 224, 58, 62
 HEX #e03a3e
 PMS 186

CMYK 66, 59, 58, 41
 RGB 71, 71, 71
 HEX #474747

TYPOGRAPHY

The primary Foremost Farms typefaces are Montserrat and Source Sans Pro.

Montserrat is used in any primary headlines and call-outs, while Source Sans Pro is used in body copy and subheadlines.

Montserrat ExtraBold

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
 abcdefghijklmnopqrstuvwxy
 1234567890

Source Sans Pro Regular

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
 abcdefghijklmnopqrstuvwxy
 1234567890