



BRAND GUIDE

THE 75 OAKS

A Visual Brand Identity for the Rest of Us



Come Meet Our Brand Guidelines

Welcome to The 75 Oaks Brand Guide

Our guide is designed to help you effectively communicate and visualize “The 75 Oaks” brand. While it is not a definitive guide, it should certainly assist you in the development and decision-making process for any work performed for The 75 Oaks Neighborhood Farm. We hope you find this guide helpful, and please don’t hesitate to reach out to us if you have any questions or concerns.



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The 75 Oaks

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Introduction

Welcome to our Graphic Design Brand Guide. Our guide is designed to help you effectively communicate our brand message through design. This guide outlines our brand's visual identity, including our color palette, typography, logo usage, and other key design elements. It also provides guidelines on how to use these elements to create consistent and cohesive designs that accurately represent our brand. We hope you find this guide helpful and informative, and we look forward to seeing how you bring our brand to life through your designs.

Logo Mark

Our logo that features an oak tree serves as our brand identity and is an important representation of our farm. The tree in the logo represents the 75 oak trees that are present on our farm, which hold great significance for us. The oak tree is a symbol of strength, longevity, and resilience, which aligns with our farm's values. It also represents the natural beauty of our farm and reflects our commitment to preserving the environment. In terms of usage, our logo should be prominently displayed on all marketing materials and should never be altered or distorted in any way without consent. This ensures that our brand is consistently represented and easily recognizable to our customers.



Brand and Tone

At The 75 Oaks Neighborhood Farm, we are passionate about the journey of farming and the adventures it brings. Our values are deeply rooted in sustainability, conservation, and collaboration with the community to provide fresh, natural produce and products. We believe in the power of partnerships and the strength of family to create a personalized experience for our customers.

Our farm-ily is one that is guided by a commitment to quality, education, and transparency in all that we do. We are dedicated to providing our customers with the freshest and most nutritious products possible, grown with care and attention to detail.

We believe that farming is not just a business, but a way of life. It is about fostering a sense of community, preserving the land for future generations, and creating a sustainable future. Our approach is rooted in the belief that by working together, we can achieve great things.

At The 75 Oaks, we are dedicated to providing a personalized experience for all of our customers. We understand that everyone's needs are different, and we work hard to ensure that we are meeting those needs in a way that is sustainable and environmentally responsible.

We are proud of the work we do, and we are committed to sharing our knowledge and experience with others. We believe that education is key to creating a sustainable future, and we are always looking for ways to help others learn about the benefits of sustainable farming practices.

Above all, we value transparency and honesty in all that we do. We believe that by being open and honest with our customers, we can build trust and create lasting relationships that benefit everyone.

One More Thing...

Absolutely nothing here is written in stone. This is a guide for your creative efforts. Please use it as needed and let it help inspire and guide you in your efforts to provide a quality product for The 75 Oaks. We look forward to seeing your creations and encourage you to explore your own interpretations of this brand guide and the elements it provides.

Logo Mark Clearspace

When it comes to using a logo, it's important to obey clearspace guidelines in order to maintain its integrity and legibility. Clearspace refers to the area around the logo that must remain clear of any other design elements, text, or imagery. This space is necessary to ensure that the logo stands out and is easily recognizable.

Failing to adhere to these guidelines can result in a compromised logo that loses its impact and effectiveness. So, always be sure to respect clearspace guidelines when working with our logo.



Download all **creative assets** for **The 75 Oaks** by scanning the code on the left.

Logo Variations

When using variations of logos, it's important to consider the size and dimensions of the space where the logo will be displayed. The standard logo is the most commonly used version and should be used whenever possible. However, there are situations where a horizontal logo may be more appropriate, such as in web headers or social media profiles. It's important to remember that using a variation of the logo should never compromise the integrity or legibility of the design. Always ensure that the logo is easily recognizable and that the clearspace guidelines are respected. By following these guidelines, you can maintain the impact and effectiveness of your logo across all applications.



Logo Placements

Logo placements and sizes are relative and there are no rules around sizing or placement. This will allow for accommodations across many different executions.



2 Color



1 Color



B/W



Reversed



2



Typeface

- 01 Our Typefaces
- 02 Headlines
- 03 Body Copy

Our typefaces were chosen for their complimentary attributes and though each stands on its own, when used in conjunction, they help to establish The 75 Oaks Brand style.

HEADLINES

The headlines are all big, bold, and capitalized. This striking font choice enables us to clearly communicate our message and have it stand out above the noise. Choose your words carefully and be witty, but have fun and exude joy and playfulness.

HEY YOU!

Body Copy

Please write with care. Proofreading your body copy and using correct grammar is an essential aspect of effective communication. The written word is a powerful tool that can convey information, evoke emotions, and inspire action. However, if the message is not conveyed clearly and accurately, it can lead to confusion, misunderstandings, and even loss of credibility.

In today's fast-paced digital world, it's easy to overlook the importance of proofreading and using correct grammar. Many people rely on automated spell-checkers and grammar-checkers, which can be helpful but are not foolproof. These tools can miss common errors such as homophones, incorrect word usage, and incorrect sentence structure.

Proofreading your body copy can help you catch errors that automated tools may miss. It's important to read your content slowly and carefully, taking the time to review every sentence, word, and punctuation mark. This will help you identify errors in grammar, spelling, and punctuation, as well as inconsistencies in tone or voice.

Using correct grammar is also important because it helps ensure that your message is conveyed clearly and effectively. Correct grammar can help you avoid ambiguity, which can lead to confusion and misunderstandings. It can also help you convey your message in a professional and credible manner, which can help you establish trust with your audience.

In conclusion, proofreading your body copy and using correct grammar is essential for effective communication. By taking the time to review your content carefully and using correct grammar, you can ensure that your message is conveyed clearly and accurately, which can help you establish credibility with your audience. Remember, the written word is a powerful tool, and it's important to use it effectively.

ABC ABC

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

This is the Roboto Slab family, which can be used alongside the normal Roboto family and the Roboto Condensed family.

In November 2019, the family was updated with a variable font "Weight" axis.

ROBOTO SLAB

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz
1234567890 !@\$% &*()+ -"" " ?/\

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz
1234567890 !@\$% &*()+ -"" " ?/

Aa

Roboto Slab Font Family

Aa Aa

Robot Slab URL:

<https://fonts.google.com/specimen/Roboto+Slab>

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABC ABC

An Adobe Originals design, and Adobe's first historical revival, Adobe Garamond is a digital interpretation of the roman types of Claude Garamond and the italic types of Robert Granjon. Since its release in 1989, Adobe Garamond has become a typographic staple throughout the world of desktop typography and design. Adobe type designer Robert Slimbach has captured the beauty and balance of the original Garamond typefaces while creating a

typeface family that offers all the advantages of a contemporary digital type family. With the introduction of OpenType font technology, Adobe Garamond has been reissued as a Pro type family that takes advantage of OpenType's advanced typographic capabilities. Now this elegant type family can be used with even greater efficiency and precision in OpenType-savvy applications such as Adobe InDesign.

Adobe Garamond

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@\$% &*()+ -“” ‘?/\

Aa

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@\$% &*()+ -“” ‘?/

Adobe Garamond (PRO) Family

Aa Aa

Adobe Garamond URL:

<https://fonts.adobe.com/fonts/adobe-garamond>

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

3



Color Story

01 Color Story

02 Color Palette

The color palette that was chosen consists of eleven colors that are all inspired by the natural elements found on a farm. The first color is dark gray, which is inspired by the feathers of a black chicken and the black fur of a cow. It represents strength and boldness. The second color is light gray (10% tint), which is inspired by the silver sheen on the feathers of a grey goose and the gray bark of a tree. It represents calmness and stability.

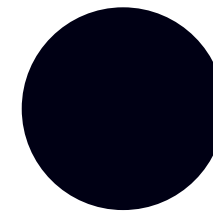
The third color is dark green, which is inspired by the deep green color of the leaves on an oak tree and the green grass that covers a farm. It represents growth and abundance. The fourth color is tan, which is inspired by the color of a horse's coat and the brownish yellow color of hay. It represents warmth and comfort.

The fifth color is brown, which is inspired by the color of soil and dirt, and the brown fur of a cow. It represents simplicity and reliability. The sixth color is light green, which is inspired by eggs produced naturally from a mother hen and the leaves of garden plants. It represents freshness and vitality.

The seventh color is light tan, which is inspired by the color of the sand in a farm and the color of straw. It represents simplicity and naturalness. The eighth color is light brown, which is inspired by the color of wheat and the color of a horse's mane. It represents softness and warmth.

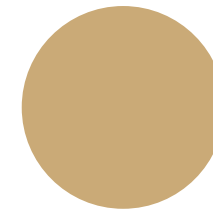
The ninth color is rich yellow, which is inspired by the color of the sun, sunflowers, and the yolk of a farm-fresh egg. It represents happiness and energy. The tenth color is derived from our rich Texas sunsets. It represents a the pause and reflection needed to observe

beauty. The eleventh and final color is dark red, which is inspired by the deep red color of a ripe tomato and the color of a barn. It represents passion and strength. These eleven colors make up a beautiful color palette that represents the natural beauty and elements found on a farm. Each color was chosen carefully to represent the diverse and unique elements of nature, and to create a cohesive and harmonious palette that is both calming and energizing at the same time.



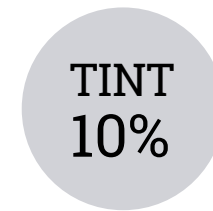
BLACK CHICKEN
433 PMS

CMYK : C=90 M=68 Y=41 K=90
RGB : R=29 G=37 B=45
COLOR : #1D252D



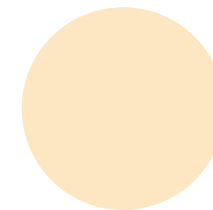
HAY
466 C PMS

CMYK : C=8 M=23 Y=52 K=15
RGB : R=198 G=170 B=118
COLOR : #C6AA76



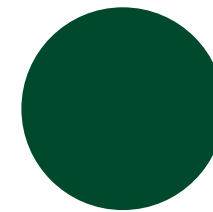
GOOSE GREY
433 PMS

CMYK : C=9 M=6 Y=6 K=0
RGB : R=228 G=229 B=230
COLOR : #E4E5E6



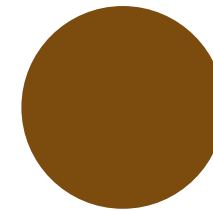
SANDY SOIL
7506 C PMS

CMYK : C=0 M=7 Y=25 K=1
RGB : R=239 G=219 B=178
COLOR : #EFDDB2



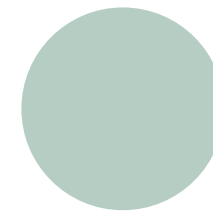
OAK LEAF
350 C PMS

CMYK : C=80 M=21 Y=79 K=64
RGB : R=44 G=37 B=45
COLOR : #2C5234



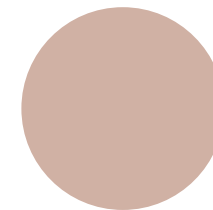
EARTHY SOIL
464 C PMS

CMYK : C=11 M=53 Y=94 K=53
RGB : R=139 G=91 B=41
COLOR : #8B5B29



EGG
5585 C PMS

CMYK : C=23 M=3 Y=19 K=8
RGB : R=167 G=189 B=177
COLOR : #A7BDB1



HORSE'S MANE
4745 C PMS

CMYK : C=5 M=22 Y=23 K=14
RGB : R=205 G=181 B=167
COLOR : #CDB5A7

Three accent colors used for accentuating elements



SUNSHINE
143 C PMS

CMYK : C=0 M=32 Y=87 K=0
RGB : R=241 G=180 B=52
COLOR : #F1B434



SUNSET
159 C PMS

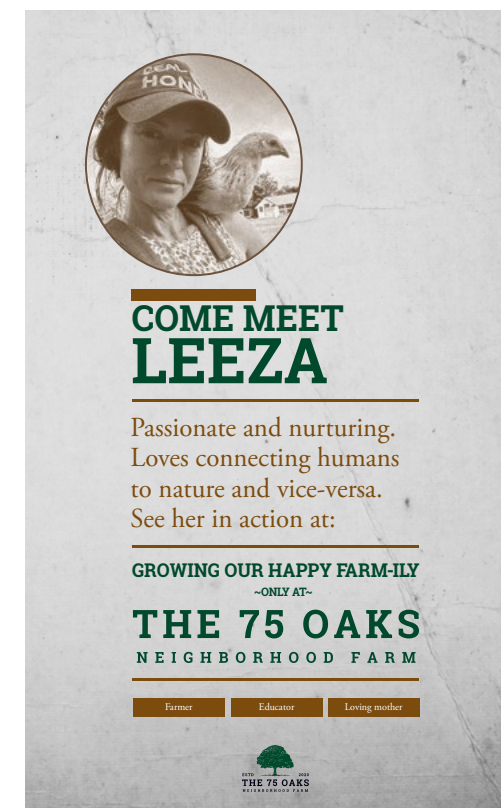
CMYK : C=1 M=72 Y=100 K=7
RGB : R=203 G=96 B=21
COLOR : #CB6015



RIPE TOMATO
201 C PMS

CMYK : C=7 M=100 Y=68 K=32
RGB : R=157 G=34 B=53
COLOR : #9D2235

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Brand Expression

01 Branding

02 Imagery



QUICK RESPONSE (QR) CODE FOR LINKING TO: THE75OAKS.COM

Concepts and Branding Imagery

Our concept revolves around the idea of connection and can be applied in various areas. We strive to connect with each other, the food we grow, nature, our farm, and most importantly, our customers. All these "connections" are a part of our "Farm-ily," and we aim to convey this through our concept.



THE 75 OAKS LOOK AND FEEL

The vintage engraving illustrations used in our stock imagery were paired with a personalized color scheme and story to create a diverse range of themes and content.

Even this design of this brand guide can be used as an example of an expression of our "Brand Activation."



Our Photography

We do not have professional photography - We simply don't. All of our photos are taken with our smartphones under the sun whenever possible. Our love for the natural beauty that is portrayed in our candid images is all that is needed to convey The 75 Oaks essence.



ESTD

2020

THE 75 OAKS
NEIGHBORHOOD FARM

Thank You

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