

LOGO COMPOSITION

Two variations of the Local Food Hub logo have been established to create a visual standard—minimizing variation and aiding consistency among printed, electronic and promotional materials.

Organizational Branding

VA BANNER The VA icon was chosen to communicate the local (VA) origin of the product on materials that may be visible in other states (such as stationery, truck signage, etc.).

Product Branding

APPLE SEAL The apple was chosen to showcase the largest crop Local Food Hub distributes. The seal is versatile and perfect for stickers, clings and promotional material.

The font for Local Food Hub, Cheltenham, has elements of both an old style and transitional face, and complements virtually any body type.

To give the Local Food Hub logo its proper prominence, a reserved area surrounds it. Nothing may intrude into this area. To maintain the integrity of the logo, do not place other marks, photos, graphic art, etc., within the minimum clear space (equal to the letter F at approximately 100% logo size) shown below.



CONSUMER-FACING POSITIONING

We're an area nonprofit, supporting small farmers, and our local economy by bringing locally sourced, healthy food from the farm to you.

LOGO AND TAGLINE

Providing access to farm sourced food for everyone. This tagline identifies the mission of Local Food Hub succinctly and should be incorporated when space allows. Below are the absolute minimum sizes for Local Food Hub logos. Use the minimum size logo when space is restricted. Use of a larger logo with tagline is the preferred. (If the minimum size logo option [without the tagline] is necessary, the tagline can be typeset as a headline or in body copy.)



1.75 inch / 140px width minimum with tagline



.75 inch / 65px minimum with tagline



1 inch / 80px width minimum without tagline



.5 inch / 35px minimum with tagline

PREFERRED TYPEFACE

Our primary typeface is Cheltenham ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%\$^&*()

Secondary typeface is Sentinel ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%\$^&*()

Third typeface is Berthold Akzidenz Grotesk ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%\$^&*()

For web/screen and PC applications when the preferred set is not available

ALTERNATE TYPEFACE

Our primary typeface is Domine ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%\$^&*()

Secondary typeface is Open Sans ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%\$^&*()

Secondary typeface is Oswald ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%\$^&*()

COLORS

These colors may be used extensively both for large areas of color or as an accent color. The suggested stock is dull, (matte or satin) coated. Super smooth is recommended when printing on an uncoated stock.



PMS 690U PMS 690C CMYK = 0/100/0/60 RGB = 102/0/51 HEX: 7d0849



PMS 583U PMS 383C CMYK = 20/0/100/20 RGB = 178/187/30 HEX: b1ba1e