



Branding and Identity

Style guidelines

Style Guide

- Logo
- Internal File Organization
- Grid System
- Website Color Palette
- Tone and Voice
- Typography
- Buttons and Links
- Form Elements
- Third Party Icons/Logos
- Tips for Photographing Crystal & Linen

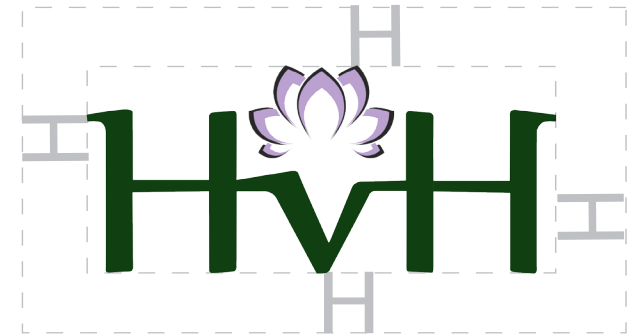


Logo

LOGO MARK WITH TEXT - SPACING



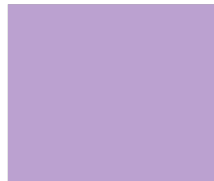
LOGO MARK ALONE - SPACING



LOGO MARK COLORS



#103F11
R=16 G=63 B=17
C=82 M=47 Y=98 K=57
H=120 S=74 B=24



#BBA1D0
R=187 G=161 B=208
C=25 M=38 Y=0 K=0
H=272 S=22 B=81



#282828
R=40 G=40 B=40
C=71 M=65 Y=64 K=68
H=272 S=0 B=15

LOGO TYPOGRAPHY COLORS



#103F11
R=16 G=63 B=17
C=82 M=47 Y=98 K=57
H=120 S=74 B=24

LOGO TYPOGRAPHY

Avenir LT Std 35 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

LOGO MARK WITH TEXT STACKED - SPACING



CORRECT LOGO USAGE



OK TO USE STACKED VERSION WITH CORRECT SPACING



OK TO USE IN GREY SCALE



OK TO USE IN BLACK ON WHITE BACKGROUND



OK TO USE IN ONLY WHITE ON BLACK BACKGROUND



OK TO USE HvH AND FLOWER BY ITSELF

HvH Specialty Growers

OK TO USE COMPANY NAME IN AVENIR FONT FAMILY BY ITSELF



OK TO USE PURE WHITE ON COMPANY GREEN BACKGROUND



OK TO USE WHITE WITH LAVENDER FLOWER ON COMPANY GREEN BACKGROUND

INCORRECT LOGO USAGE



DO NOT CHANGE POSITION OF ELEMENTS



DO NOT STRETCH OR DISTORT



DO NOT CHANGE ELEMENTS SIZE OR PROPORTIONS TO ITSELF



DO NOT CHANGE COLORS OR FONT STYLES



DO NOT ADD EFFECTS



DO NOT ADD OR OVERLAP ADDITIONAL ELEMENTS



DO NOT USE WITH ELEMENTS MISSING

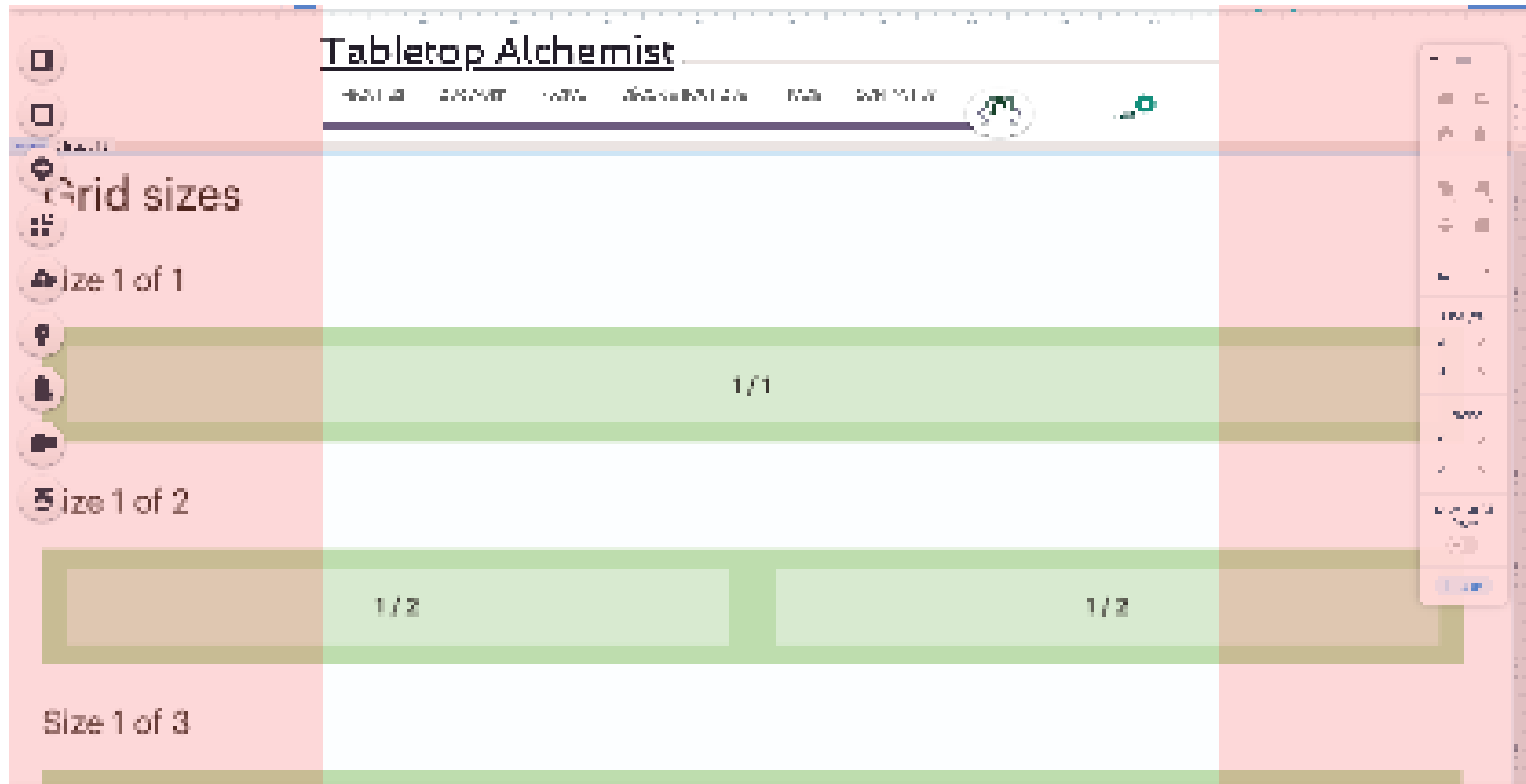


DO NOT USE NON APPROVED COLORED BACKGROUNDS OR COMBINATIONS

Grid System

Most of the website the images and graphics will spread across the screen. It is important to note that as the screen size gets smaller, any thing in the far left and far right side columns will NOT be visible. (Tablet, Phone, etc.)

DO NOT PUT TEXT OR LINKS IN LEFT OR RIGHT COLUMNS.



Website Color Palette

Page Background Color

Use: The background color behind all viable page content.

#FFFFFF

R=225 G=225 B=225

C=0 M=0 Y=0 K=0

Primary Colors

Use: In colored content boxes as background and frames.

#BCDFCD

R=188 G=223 B=205

C=26 M=1 Y=22 K=0

#2F7D56

R=47 G=125 B=86

C=82 M=29 Y=78 K=14

#183F2B

R=24 G=63 B=43

C=83 M=47 Y=81 K=56

#6C9E85

R=108 G=158 B=133

C=61 M=22 Y=54 K=2

#41BAAE

R=65 G=186 B=174

C=68 M=2 Y=38 K=0

#96BEAA

R=150 G=190 B=17

C=43 M=11 Y=37 K=0

Secondary Colors

Use: As supporting lines, bars, and shadows.

#BCDFCD	R=188	G=223	B= 205	C=26	M=1	Y=22	K=0
#2F7D56	R=47	G=125	B=86	C=82	M=29	Y=78	K=14
#183F2B	R=24	G=63	B=43	C=83	M=47	Y=81	K= 56
#6C9E85	R=108	G=158	B=133	C=61	M=22	Y=54	K=2

Site Full Color Spectrum

#FFFFFF	R=225	G=225	B=225	C=0	M=0	Y=0	K=0
#FAFAFA	R=251	G=249	B=249	C=1	M=1	Y=1	K=0
#DBDBDB	R=219	G=219	B=219	C=13	M=10	Y=10	K=0
#CCCCCC	R=205	G=204	B=203	C=19	M=15	Y=16	K=0
#A0A09F	R=160	G=161	B=160	C=40	M=32	Y=33	K=0
#9C9C9C	R=154	G=154	B=155	C=42	M=34	Y=34	K=0
#605E5E	R=96	G=94	B=94	C=61	M=54	Y=53	K=25
#3E3E3E	R=62	G=62	B=62	C=68	M=61	Y=60	K=49
#00000	R=0	G=0	B=0	C=75	M=68	Y=67	K=90

Site Full Color Spectrum

#BCDFCD	R=188	G=223	B= 205	C=26	M=1	Y=22	K=0
#96BEAA	R=150	G=190	B=17	C=43	M=11	Y=37	K=0
#6C9E85	R=108	G=158	B=133	C=61	M=22	Y=54	K=2
#19B567	R=33	G=180	B=102	C=77	M=0	Y=82	K=0
#2F7D56	R=47	G=125	B=86	C=82	M=29	Y=78	K=14
#183F2B	R=24	G=63	B=43	C=83	M=47	Y=81	K= 56
#B6E8E3	R=184	G=226	B=223	C=27	M=0	Y=13	K=0
#8DD1CA	R=141	G=209	B=202	C=44	M=0	Y=24	K=0
#41BAAE	R=65	G=186	B=174	C=68	M=2	Y=38	K=0
#2B7C74	R=43	G=125	B=117	C=82	M=33	Y=55	K=11
#163E3A	R=22	G=62	B=58	C=86	M=53	Y=66	K=52
#F4C0AF	R=244	G=192	B=175	C=2	M=28	Y=26	K=0
#E99F86	R=233	G=158	B=134	C=6	M=44	Y=44	K=0
#DE5021	R=222	G=80	B=33	C=8	M=83	Y=100	K=1
#943616	R=148	G=55	B=31	C=27	M=87	Y=100	K=26
#4A1B0B	R=74	G=27	B=11	C=43	M=81	Y=84	K=66
#F4eAB1	R=243	G=233	B=176	C=5	M=4	Y=37	K=0
#E9DB89	R=233	G=219	B=137	C=9	M=8	Y=56	K=0
#DEC328	R=222	G=195	B=38	C=15	M=18	Y=99	K=0
#94821B	R=148	G=130	B=27	C=41	M=39	Y=100	K=12
#4A410D	R=74	G=66	B=25	C=57	M=56	Y=100	K=51
#9F7BED	R=143	G=123	B=185	C=47	M=55	Y=0	K=0
#FF4040	R=255	G=64	B=64	C=0	M=88	Y=74	K=0
#ED1566	R=237	G=21	B=102	C=0	M=99	Y=38	K=0
#D51043	R=213	G=31	B=69	C=11	M=100	Y=72	K=1
#4682B4	R=70	G=131	B=181	C=75	M=42	Y=10	K=0

Typography

With exception of the logo's typeface, HvH Specialty Growers has two main typeface/fonts.

Avenir and Avenir Light are sans-serif clean and clear without being cold and robotic, they have more of a "Human Touch" feel. These nuances aid in legibility and give Avenir a harmonious and sensible appearance for both texts and headlines, thus reflecting the HvH Specialty Growers brand perfectly.

Typeface

Avenir

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Avenir Light

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Primary Typeface/Font Colors

#FFFFFF	R=225	G=225	B=225	C=0	M=0	Y=0	K=0
#00000	R=0	G=0	B=0	C=75	M=68	Y=67	K=90
#19B567	R=33	G=180	B=102	C=77	M=0	Y=82	K=0
#2F7D56	R=47	G=125	B=86	C=82	M=29	Y=78	K=14
#183F2B	R=24	G=63	B=43	C=83	M=47	Y=81	K= 56
#3E3E3E	R=62	G=62	B=62	C=68	M=61	Y=60	K=49
#D51043	R=213	G=31	B=69	C=11	M=100	Y=72	K=1

H1 Avenir - Medium - 40 - #000000;
#FFFFFF

Use : Section Headers

H2 Avenir - Medium - 30 - #183F2B

Use : Botanical Common Name

H3 Avenir - Medium - 26 - #000000; #19B567

Use : Farm Stand Call Out

H4 Avenir - light - Italic- 24 - #3E3E3E

Use : Botanical Botanical Name

Body 1 Avenir - Medium - 20 - #3E3E3E

Use : Paragraph Text Through-out
Site

Body 2 Avenir - Medium - 20 - #2F7D56

Use : Links and Information

Body 3 Avenir - Medium - 18 - #3E3E3E

Use : Team Identification

Body 4 Avenir Light - Light - 15 - #3E3E3E

Use : Agri-Tourism note, About Us