BRAND STYLE GUIDE *for*
FARM TO INSTITUTION NEW ENGLAND

LOGO

fine FARM to INSTITUTION NEW ENGLAND

COLOR PALETTE

DARK GREEN	LIGHT GREEN	MOCHA	BEIGE	BLUE
RGB: 139, 160, 0	**RGB:** 194, 201, 41	**RGB:** 88, 67, 46	**RGB:** 187, 178, 145	**RGB:** 31, 118, 177
HEX: #8BA000	**HEX:** #C2C929	**HEX:** #58432E	**HEX:** #BBB291	**HEX:** #1F76B1

TYPOGRAPHY

NOVECENTO WIDE or FUTURA CONDENSED — HEADERS

Montserrat — Proxima Nova (webfont) — subheaders, body

Daniel — accents

Wisdom Script — accents

COLOR HIERARCHY

BACKGROUND BASE

ACCENT ACCENT ACCENT

APPLICATION

BLUEBERRY STRATA

FARM TO COLLEGE RECIPE SERIES

Courtesy of the chefs at Unity College

BUTTONS

LEARN MORE

LEARN MORE

FAVICON



BRAND ADJECTIVES

friendly

collaborative

knowledgeable

modern

innovative

healthy

farm-friendly

authentic

Farm to Institution NEW ENGLAND

NEW ENGLAND grown

local

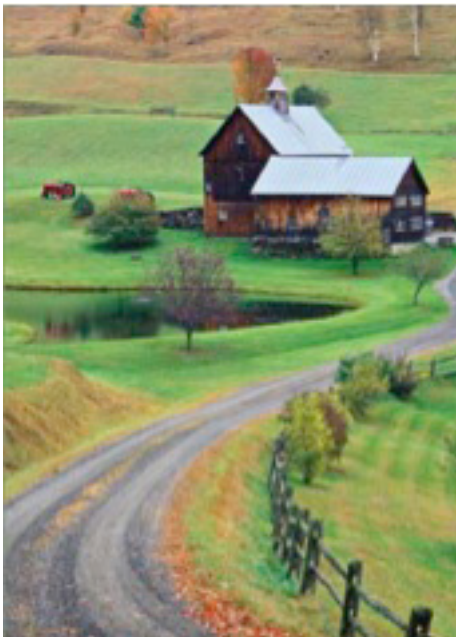
Working to get more New England grown food into schools, hospitals, colleges and other institutions.

SUPPLY. SOURCE. SERVE.

New England grown



MOOD BOARD




WINE
BAKERY
MEATS
MILEGO DNIA.
IMPORTED


NEW PROJECTS
2012-2013 School Year


Gene's SAUSAGE SHOP & DELICATESSEN INC.

Gene's


Gene's SAUSAGE SHOP & DELICATESSEN INC.
EAT SAUSAGE.


PEPPERY BABY WATERCRESS
STEVE'S LEAVES
SPRING WATER


VEGETABLE FARMER'S
GUIDE TO ORGANIC CERTIFICATION
NATIONAL YOUNG FARMERS COALITION
EST 2010

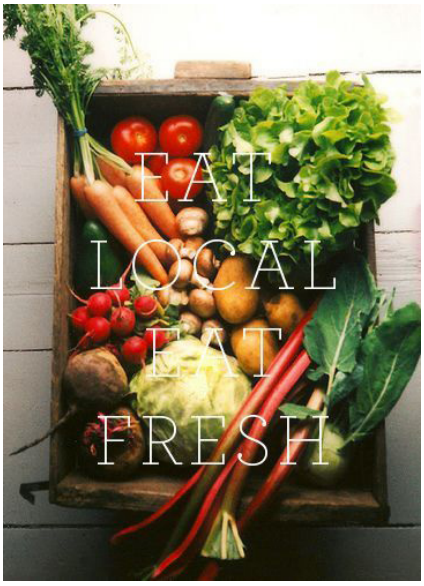



STATE FARM TO SCHOOL LEGISLATIVE SURVEY: 2002-2013
JANUARY 2014
NATIONAL FARM TO SCHOOL NETWORK


RURAL VERMONT
29TH ANNUAL CELEBRATION
THURSDAY MAY 15
6-9PM
POTLUCK ★ STORYTELLING
ANNUAL MEETING ★ CASH BAR ★ AND MORE!
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