



Cross Valley Farms®
Brand Guidelines

October 2023

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Brand Statement

FRESH PRODUCE SOURCED AND SELECTED WITH STRICT STANDARDS

Cross Valley Farms® delivers the best in fresh produce, from whole fruits and vegetables to innovative and ready-to-use solutions, saving time and money. Our produce is picked at just the right time to ensure product quality and consistent availability. We source from farms in diverse regions for consistent product, which is packed and delivered with care.

Brand Statement defines the products and benefits of the brand. It's generally used on websites, sell sheets, guides and any promotional pieces that showcase several items of that brand.

Brand Mark



The logo for Cross Valley Farms® (like the company itself) is the epitome of clean, honest and uncomplicated. Its “crate” design represents the local, independent farmer, while a distressed stencil typeface adds authenticity and a down-to-earth feel. All combined, it distinctly conveys “fresh” — local food that travels straight from farm to dinner table.

Protected Space and Minimum Size

To maintain the integrity of this high-quality brand across all applications, it is important to abide by the rules laid out in these guidelines, starting with the protected space and minimum size. The primary logo should appear no smaller than 0.75 inches in width in any application. Always respect the clear space around the logo; it should always measure at least half the height of the "C" for the primary logo or the height of the letter "C" of "CROSS" of the logo.



Incorrect Use of the Brand Mark



Do not change the color.



Do not add a drop shadow.



Do not rotate the logo.



Do not skew.



Do not scale disproportionately.



Do not remove or change the graphics elements.



Do not place on top of busy photography or background color.

Primary Color Palette

Reinforcing the design, the chosen green represents lush farmland and fresh produce. And, more practically, this color reproduces well on corrugates.



PANTONE 363 C

C: 78
M: 5
Y: 98
K: 24

R: 76
G: 140
B: 43

HTML: #4C8C2B

Typography



Brand font headline use
DIN 1451 LT Pro Engschrift

HEADLINE HERE

DIN 1451 LT Pro Engschrift
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body copy for all exclusive brands

Aktiv Grotesk Family

EVERNAT VERUPTIANT

moluptatus eatio velles nisitium nonsed
maionse ctatis sus re elicit fuga. Ut offi-
ciis mi, sunte suntore pelicaerepe esequo
enduciendae nihit, vent aut quo omnis aut
molor as sumquidus, as mi, unt lis dissin
restruntis expl

Aktiv Grotesk Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aktiv Grotesk Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aktiv Grotesk Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aktiv Grotesk Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ANY US FOODS EB BRANDED TEMPLATE/S SHOULD ONLY USE THE FONT: ARIAL.

Photography

Cross Valley Farms® food imagery shows handpicked, farm-fresh fruits and vegetables.

Delicious food and professional kitchen photography are a very important part of every brand when designing collateral and print ads. It is essential that it looks appealing and fresh. Pay close attention to food styling.

Cross Valley Farms images should be photographed with a short depth of field for a soft-focus background. This effect may be achieved in postproduction.



Delicious food photography is a very important part of every brand when designing collateral and print ads. It is essential that it looks appealing and fresh. Food imagery should look like it was prepared in a restaurant by an experienced chef, not like a home-cooked meal.

Raw food ingredients are also acceptable and may be used to tell an ingredient or flavor story. Always choose the freshest and least-processed imagery of raw food ingredients to reinforce the message of quality. Food should be photographed with bright, airy lighting and retouched to eliminate shadows and distracting imperfections.

Images are illustrative of visual styling and are not indicative of product categories.

