



*Glenview
Farms®*

Glenview Farms®
Brand Guidelines

October 2023

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Brand Statement

FROM THE FARM TO YOU

It all begins at Glenview Farms® – a wide range of versatile, quality dairy and dairy alternative options delivered to you that ensure the excellence and convenience you’ve come to expect.

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 woodcut style of the Glenview Farms® logo hints at the tradition of a long-established company. Sharpening the existing illustration from the old logo both supports this history and updates the brand for today's marketplace. A handwritten font helps to establish an honest and friendly brand character.

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 logo should appear no smaller than 1.5 inches in width in any application. Smaller usage could result in the elements of the logo filling in. The clear space around the logo must always be at least half the diameter of the logo.

For brand-related marketing collateral, the brand should appear on the left. For product-specific Glenview Farms® items, the brand should appear on the right or where space is available.



Protected space = half of diameter



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

Using just two logo colors, red and black, showcases simplicity and represents the iconic red barn, which represents tradition and trust.



PANTONE 200 C

C: 3
M: 86
Y: 62
K: 9

R: 186
G: 12
B: 47

HTML: #BA0C2F

Process Black

C: 0
M: 0
Y: 0
K: 100

R: 0
G: 0
B: 0

HTML: #000000

Typography

The primary typeface used for Glenview Farms® is Meta Plus Bold. It was chosen for its clean lines and readability. Typeset headers in uppercase using this typeface.

The secondary typeface for Glenview Farms is Meta Plus Normal. Use where the design permits.

NOTE: Headers for body copy should be typeset using Aktiv Medium, and the body copy should be typeset using Chronicle Roman.

Typography



Brand font headline use

FF Meta Pro Bold

HEADLINE HERE

FF Meta Pro Bold

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 offici-
is 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

Delicious food photography is a very important part of every brand when designing collateral and print.

Shoot food from unexpected angles and zoom in for texture and detail. Styling should be natural and less controlled. Drips, pours and falling details define this totally edible photographic style. Shallow depth of field and wood textures are other key elements for Glenview Farms® photography.

Use the Glenview Farms wood texture where appropriate.



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. Always choose the freshest and least-processed imagery of raw food ingredients to reinforce the message of quality. Food

should be photographed on wood textures with airy or moody lighting. Use shallow depth of field for application shots. When selecting imagery or when planning a shoot, opt for high-quality photography that has a farm-like look and feel.

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

