



Patuxent Farms®
Brand Guidelines

October 2023

Table of Contents

Brand Statement	3
Brand Mark	4
Protected Space and Minimum Size	5
Incorrect Use of the Brand Mark	6
Primary Color Palette	7
Typography	8
Photography	9

Brand Statement

FROM FARM TO FLAVORFUL

With authentically fresh flavors, Patuxent Farms® meats are wholesomely delicious from beginning to end. You can always count on the finest quality, taking you back to the farm and fields.

Brand Mark



The logo for Patuxent Farms® takes the shape of a heritage-style sign, reminiscent of those used to display a farmer's family name on their property. The slab serif typeface blends a traditional serif and modern sans serif for an updated appearance. Complementing the farm character and feel are three animal icons, which differentiate the main protein offerings within the line.

Protected Space and Minimum Size

To keep the integrity of the brand consistent across all applications, it is important to abide by the rules laid out in these guidelines, beginning with the protected space and minimum size. The Patuxent Farms® 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.



Incorrect Use of the Brand Mark

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



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

Green represents the grassy pastures associated with traditional farms. Clean and fresh in tone, this color also punctuates the superior nature of the brand’s minimally processed products — products that are a cut above. It’s also design-friendly, translating well to corrugates and across all color libraries.



PANTONE 363 C

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

R: 76
G: 140
B: 43

HTML: #4C8C2B

PANTONE 418 C

C: 33
M: 23
Y: 34
K: 68

R: 81
G: 83
B: 74

HTML: #51534A

PANTONE 395 C

C: 7
M: 0
Y: 79
K: 0

R: 237
G: 236
B: 63

HTML: #EDEC3F

Typography



Brand font headline use
Rockwell Std Regular

HEADLINE HERE

Rockwell Std Regular
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.



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.

