



BRAND GUIDELINES

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# CEDAR POND FARMS

[CEDARPONDFARMS.COM](http://CEDARPONDFARMS.COM)

## Brand guidelines

# Master Logo

The main color choice for our logo is Cedar Pond Farms ( Blue Color ). It is intended to be used on clean, extensive knowledge, luxury and image keys in order to maintain legibility.

.01



Vertical Version



Horizontal Version



Brand guidelines  
Logo  
Variations

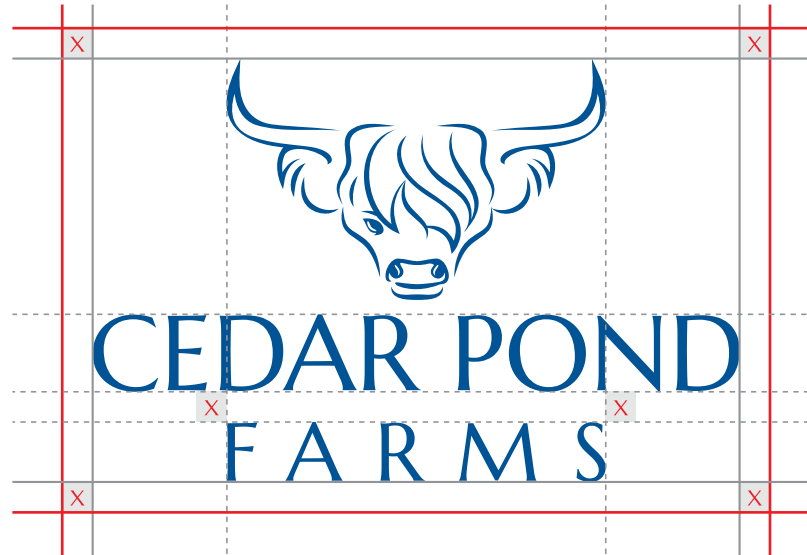
.03

*with name venue :*



Brand guidelines  
Clear Space

.04



Primary Font

Marcellus  
Font

ABCDEFGHIJKLM  
NOQRSTUVWXYZ

abcdefghijklm  
nopqrstuvwxyz  
1234567890!/?/><

Secondary Font

Spartan  
Family Font

ABCDEFGHIJKLM  
NOQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890!/?/><

ABCDEFGHIJKLM  
NOQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890!/?/><

**ABCDEFGHIJKLM  
NOQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890!/?/><**

Brand guidelines

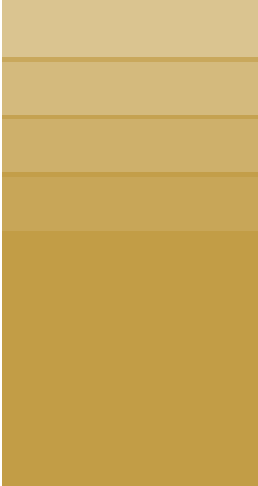
Color Palette



Primary Color

Blue

Hex #005394  
RGB 0, 63, 148  
CMYK 99 74 14 0



Gold

Hex #C28D46  
RGB 194, 157, 070  
CMYK 25 26 87 0



Black

Hex #231F20  
RGB 35, 31, 32  
CMYK 70 60 64 74

BW Gradient



100%  
Black

10%  
Black

## Brand guidelines

### Logo Usage

.07

To maintain full legibility, never reproduce the logo at widths smaller than 32mm (for print) or 90 pixels (for screen). There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.

90px or 32mm



#### Minimum width

The logo minimum width is 90px or 32mm.



#### Maximum width

There is no maximum size defined for this logo.

## Brand guidelines

### Logo Avoid

Here are a few examples of practices to avoid.

.08



DON'T STRETCH, CONDENSE  
OR CHANGE THE DIMENSIONS  
OF THE IDENTITY



DON'T SKEW OR BEND THE  
IDENTITY IN ANY WAY



DON'T USE COLORS OTHER THAN  
THOSE SPECIFIED IN THIS DOCUMENT



DON'T ALTER THE PLACEMENT  
OR SCALE OF THE ELEMENTS &  
ELIMINATING (EXP : FARM LETTER)



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**THANK YOU**

CEDARPONDFARMS.COM