

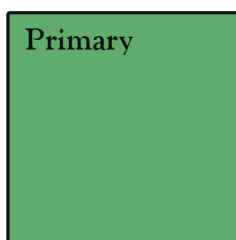
FPO STYLE GUIDE

Our Ethos

At FPO we pride ourselves on providing the South East with locally sourced organic produce fresh from our local historic family farms. Extra personal care on the part of our hard-working farmers allows us to keep the crucial organic status that sets us apart and keeps unwanted chemicals away from our produce. The unique farms in our collective contribute their own expertise, which all come together to provide our exceptional variety, delivering on the “Full Plate” from nothing but local and organic produce.

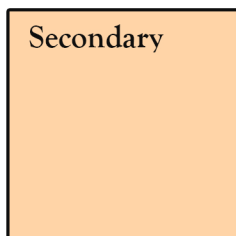
Colour Palette

Our associated colours are to be applied across our branding, unifying our produce and promoting the values of our collective.



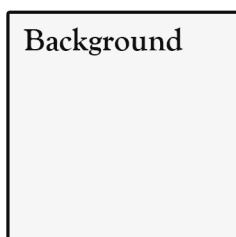
Green #5FAC6C
R95 G172 B108
C66 M11 Y76 K1

Our green colour must be used in this exact form as a crucial part of the identity that unifies our individual farms. The green resembles our connection and respect to nature in the ethical organic farming we take pride in.



Tan #FFD5A8
R255 G213 B168
C0 M18 Y36 K0

This tan colour provides some contrast to the green whilst keeping subtle and connected to the earth, as our organic practices are.



White #F6F6F6
R246 G246 B246
C2 M2 Y2 K0

As seen on the plate itself, keeping backgrounds light will help to bring out the positivity, professionalism and openness of the empty plate ready to be filled by our great variety.

Typeface

Our associated typeface is Goudy Old Style. We use this typeface as one which enables clear readability and in how its classic Serif appearance seems to connect with the local history of our farms. We also appreciate the curvature of the typeface to aid our friendly image and connection with nature.

We expect the typeface to be applied across consistently in our branding, with:

- 1) **BOLD ALL-CAPS** on the largest of titles, reflecting our logo's type
- 2) **Bold** on subheadings, for emphasis and as a general aid to readability when appropriate.
- 3) Regular use of the typeface will apply to the majority of instances and especially when working with large blocks of text such as this.

Our Logo and Icon



Our logo uses our brand colour palette to convey to our customers our unique ability to supply for the “full plate” with 100% organic local produce. The full name square logo is used on our signage, packaging and most promotional contexts, though we also have a simple icon with our “FPO” acronym. The icon is only to be used in places where our full name is given separately closeby and where the main logo would be too small for the full name “FULL PLATE ORGANICS” to be easily read.

Exclusion Zone



For our logo to stand out on any design, we have established this area in which no other design features should be placed. The background colour/image of a design is the exception to this rule, which should not be the green or tan colour of our palette or anything too similar, so that our logo doesn't fade into the background itself.

The size of the exclusion zone extending from the logo should be 25% of the height of the logo.

Logo Misuse



DO NOT re-colour the logo in any way. Leave the logo in its current form and colour palette.



DO NOT rotate, skew, warp or alter the logo's proportions at all.



DO NOT change the typeface or font styling of the logo.



DO NOT edit the logo in a way which adds or removes elements. Leave imagery as it is.



DO NOT add filters, borders or any extra stylisation and digital effects to the logo.



CONSIDER placing in non-colour carefully; avoid doing so where possible.