



BRANDING GUIDELINES

NORTHWEST FOOD HUB NETWORK





wide

wordmark



compressed

brandmark



LOGO COLOR VARIANTS



full



spinach



black



celery



white

LOGO USAGE WITH IMAGES

04



DETAILED IMAGE

Use full logo in solid circle or on solid color strip when logo is used on a busy background such as detailed images.



BLURRED IMAGE

Use white logo or stark contrasting logo over blurred, non-detailed images.

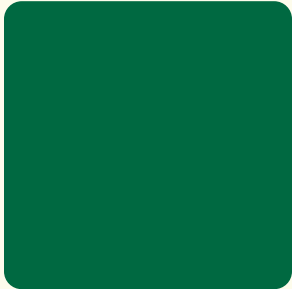


DON'T DO

Do not place any version of the logo on busy backgrounds or detailed images without adding a solid background behind the logo.

COLORS

PRIMARY COLORS



SPINACH

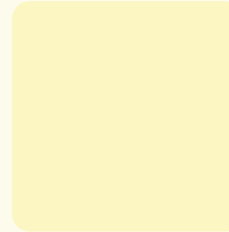
HEX: #006443
CMYK: 96. 2. 80. 47
RGB: 0, 100, 67
PMS: 3425 C



CELERY

HEX: #78BF26
CMYK: 54. 0. 100. 0
RGB: 120, 191, 38
PMS: 368 C

SECONDARY COLORS



DAIKON

HEX: #F1E8C1
CMYK: 1. 1. 29. 0
RGB: 241, 232, 193
PMS: 7499 C



WHEAT

HEX: #CBA058
CMYK: 8. 29. 71. 9
RGB: 203, 160, 88
PMS: 7407 C



MIDNIGHT

HEX: #003340
CMYK: 100. 11. 20. 82
RGB: 0, 51, 64
PMS: 547 C

TYPOGRAPHY

PRIMARY FONT

MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

- Use this font for headlines, statistics, addresses
- Get the font at: fonts.google.com

SECONDARY FONTS

VOLLKORN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

- Use this font for body copy, descriptions, captions
- Get the font at: fonts.google.com

HANDMADE WANDERLUST FONT

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

- Use this font sparingly for occasional headlines or labels
- Get the font at: creativemarket.com

