



Good for you, good for our planet

Graphic Standards

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Brand Identity

Fresh City Farm

Fresh City Farms base their business model in those values to offer their products in an innovative way that will make a change in the manner in which customers shop and eat.

Design Objectives

Develop a conscious approach to Fresh City's branding to visually represent its values and commitment to customers as well as the environment.

Unify Fresh City's identity by creating consistent design across platforms to cultivate a deeper relationship with costumers.

Focus on the marketing that new costumers may encounter, to create awareness of the importance of conscious shopping as well as what it entails for the planet.

Design a branding system that can facilitate and motivate the customers, to interact and engage with all the products and services offered by Fresh City while having an enjoyable experience.

Essence Words

High Quality

Ecologic

Connection

Local Economy

Personality

Innovative

Fresh City Farm's novelty in the market is their approach to their service. They don't identify themselves as a CSA because there's no sharing of risk, which is the heart of the CSA model. They guarantee the produce in every box.

Concerned about the environment

When designing the business strategy a factor they considered was the environmental impact of their operations. Fresh City Farm ran a study of their greenhouse gas emissions and getting your produce from Fresh City rather than (a big box grocer) is 75% less greenhouse gas emissions in terms of the farm-to-table transportation.

Connected with the user

The design the experience thinking about the customer, their needs and concerns. Not one from a convenience perspective but also a product quality perspective.

Concerned about the local economy

The business model empowers the local economy. Fresh City acknowledge there is a huge local multiplier, so for every buck, you spend at Fresh City, almost \$2.80 stays in the local economy. So, we've got a multiplier of 2.8 rather than the 1.5 you'd get (at a big-box grocer).

Objective

Mission

Fresh City makes it simple to eat a healthy and seasonal diet. We are a city farm and work with some of Ontario's best makers to deliver fresh and healthy produce and meals to your family. From sourcing from organic farms, to packing in reusable tote bags, to delivering in electric bikes, we take pride in serving people and planet.

Audience

Fresh City has a very narrow niche they are targeting with their products. They have developed a specific profile for their clients, they want to offer their services to people that are invested in conscious shopping. People that are interested in a high-quality product that will promote values just as: local commerce, organic foods, environmentally friendly activities, healthy lifestyle. They also target more tech-savvy customers, mainly because most of their services are online-based.

To better serve those needs, Fresh City has focused on making sure their products are the best quality and ethically conscious possible. They have increased the prices to be able to reach the clientele that values quality over price.

Logo

Primary Version

The logo design for Fresh City Farms uses typography as the main element to convey the brand personality. The typeface used in the logo was specifically designed for the company.

The primary version of the logo uses a variety of bright colors and the preferred display is with a navy blue background. However, it can also be used in white background for uses such as the stationary applications.

In cases where the background uses the bright colors or it is transparent the logo will be displayed all in white. Such as packaging or merchandise applications



FRESH CITY

Logo

Secondary Version

This version of the logo will be used when there are spacial constrains and the logo needs to be displayed in a vertical setting, such as the icon for the mobile app.

The secondary version of the logo uses a variety of bright colors and the preferred display is with a navy blue background. However, it can also be used in white background for uses such as the stationary applications.

In cases where the background uses the bright colors or it is transparent the logo will be displayed all in white. Such as packaging or merchandise applications



FRESH
CITY

Logo

Clearspace

Refer to this measurements to leave adequate space between the graphic elements



Typography

Secondary serif typeface

The typeface Optima Nova was chosen for all the text used to represent the brand identity of Fresh City Farms.

This styled sans serif typeface was selected to bring contrast to the expressive costume sans serif used in the logo.

This typeface was selected in order to improve legibility and readability to the complementary text of the brand.

Optima Nova

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Bold




A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

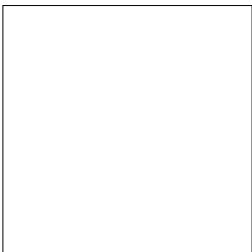


a b c d e f g h i j k l m n o p q r s t u v w x y z

Color

The colors used across the brand identity is inspired in the diversity of lines of products offered by Fresh City Farms.

The Palette was created to connect with their customers in a personal level as well as to represent their vibrant and involved personality.

Pantone	CMYK (Print)		RGB (Digital)		
7546 C	C	82	R	41	
	M	71	G	50	
	Y	51	B	65	
	K	50	HEX #293241		
123 C	C	0	R	255	
	M	19	G	204	
	Y	90	B	48	
	K	0	HEX #FFCC30		
2027 C	C	0	R	240	
	M	86	G	75	
	Y	74	B	71	
	K	0	HEX #F04B47		

Pantone	CMYK (Print)		RGB (Digital)		
000 C	C	0	R	255	
	M	0	G	255	
	Y	0	B	255	
	K	0	HEX #FFFFFF		
7738 C	C	73	R	80	
	M	14	G	161	
	Y	94	B	78	
	K	1	HEX #50A14E		
3577 C	C	48	R	125	
	M	12	G	188	
	Y	4	B	222	
	K	0	HEX #7DBCDE		

Do's

Appropriate use of the identity

In the instance that the surface where the identity needs to be placed is transparent, the graphic elements will use white as the primary color.

Primary Version



Secondary Version



Do not's

Inappropriate use of the identity

The logo was designed to be displayed in deferent surfaces and context. Avoid using the logo inappropriately.

Use the logo glyph, don't type out the logo in other weights.



Don't stretch or manipulate the logo



Don't pair the logo with marks that may be confused as logos.



Don't use inappropriate background colors



Only use the specified colors



Don't type out Fresh City in any other fonts.



Visual Elements

Supporting visuals

These graphic elements are to be use in order to reinforce the identity by visually representing the branding without the presence of the logo.

Graphics

A bar that displays the four brand colors to reinforce the brand identity on instances where the logo can not be displayed.

The bar can be displayed vertically or horizontally depending in the application and the available space. E.g. in the stationary elements.

Only to be used in white background.



Illustrations

These simple line illustrations are to be use in order to reinforce the identity by visually representing ingredients in certain packaging or merchandise, so it can be easily identified as well as create a cohesive feeling across the branding elements.



Photography

Style and textures

Products

Photography for shopping purposes will use a minimal and clear language with strong lighting and no decorations. With the objective of properly showcasing the products to the customer with the necessary visual information for a purchasing decision.



Advertising

Photography for marketing purposes will use a minimal and modern feeling with strong lighting and wooden textures. With the objective of showcasing the freshness and local feeling of the products offered to the customers.



Stationary

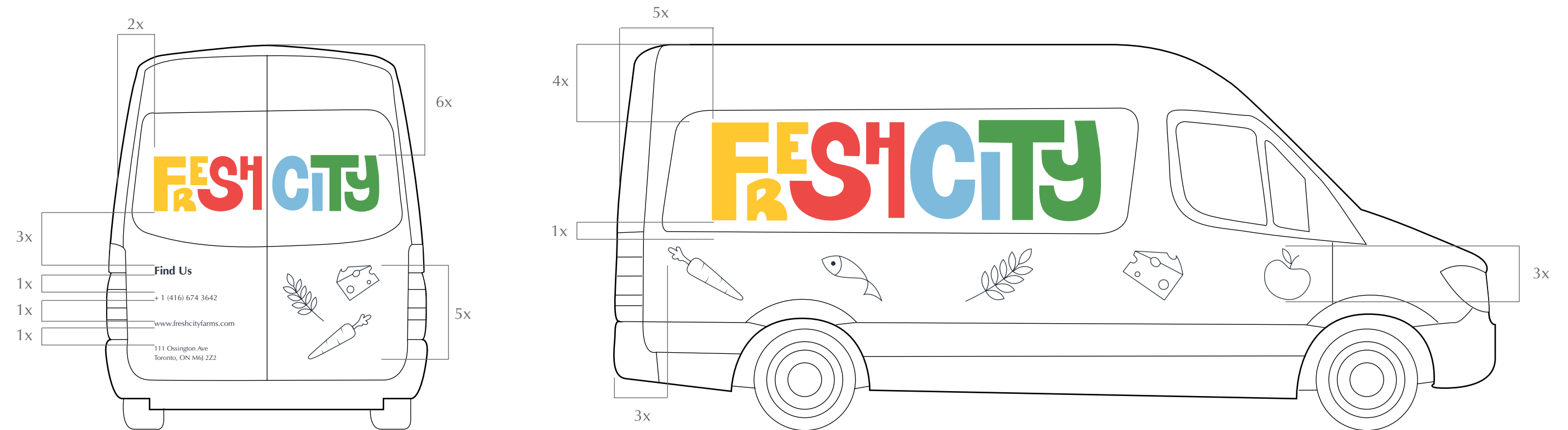


Vehicle

Guidelines

The visuals used in the vehicles are very important for the Fresh City Farms because if a big part of their daily operations. It is also a big point of contact with costumers as well as suppliers.

It will also provide advertisement benefits since the vehicles would mainly operate in the center of the city where it will be able to catch the attention of many potential customers.



Vehicle



Mobile App

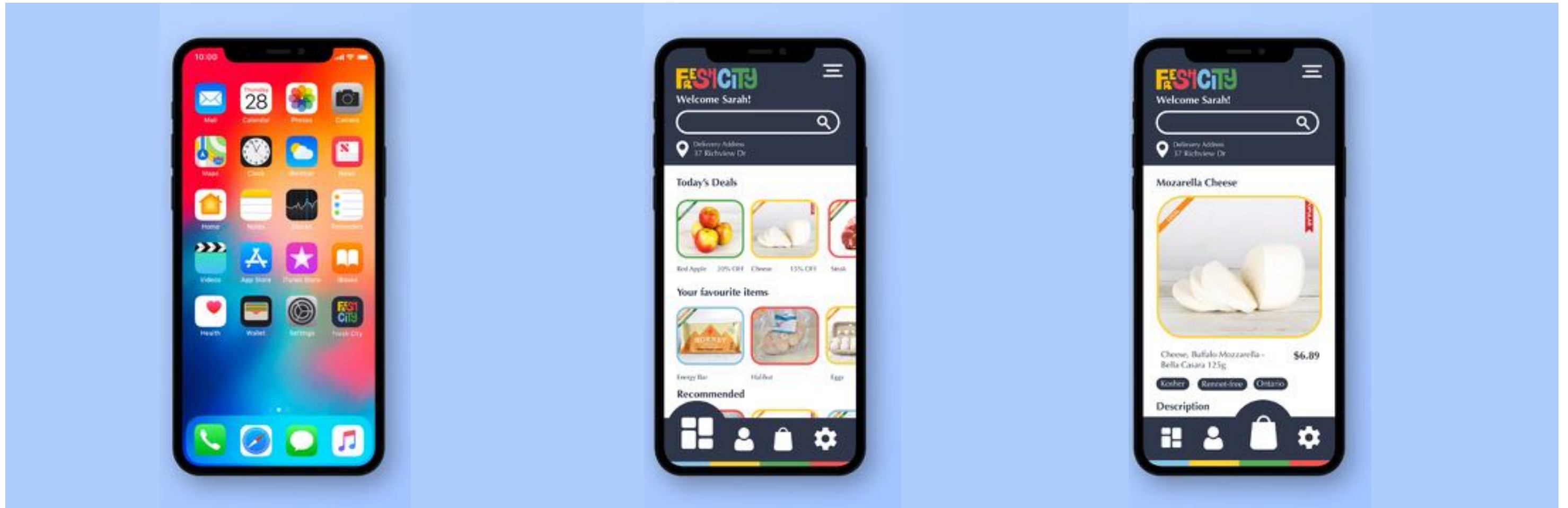
Guidelines

The design of the mobile app is very important for Fresh City Farms, in the past years it has become a main point of sales for the company.

The design aims to be user friendly to facilitate the shopping experience as well as to create a engaging interaction with the user.



Mobile App



Packaging

Guidelines

The visuals used in the delivery bags as well as the products produced by Fresh City Farms have been redesigned to be able to represent the brand in a cohesive manner.

It is important for Fresh City Farms to be identified by their customers.



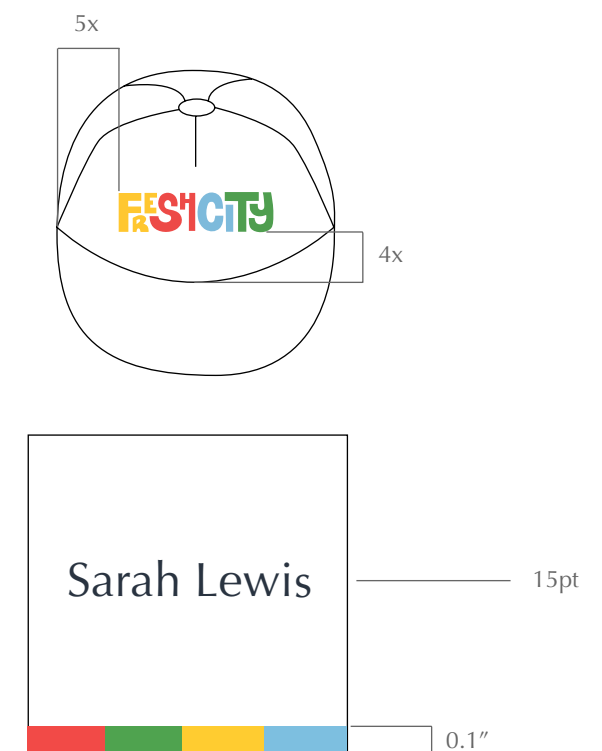
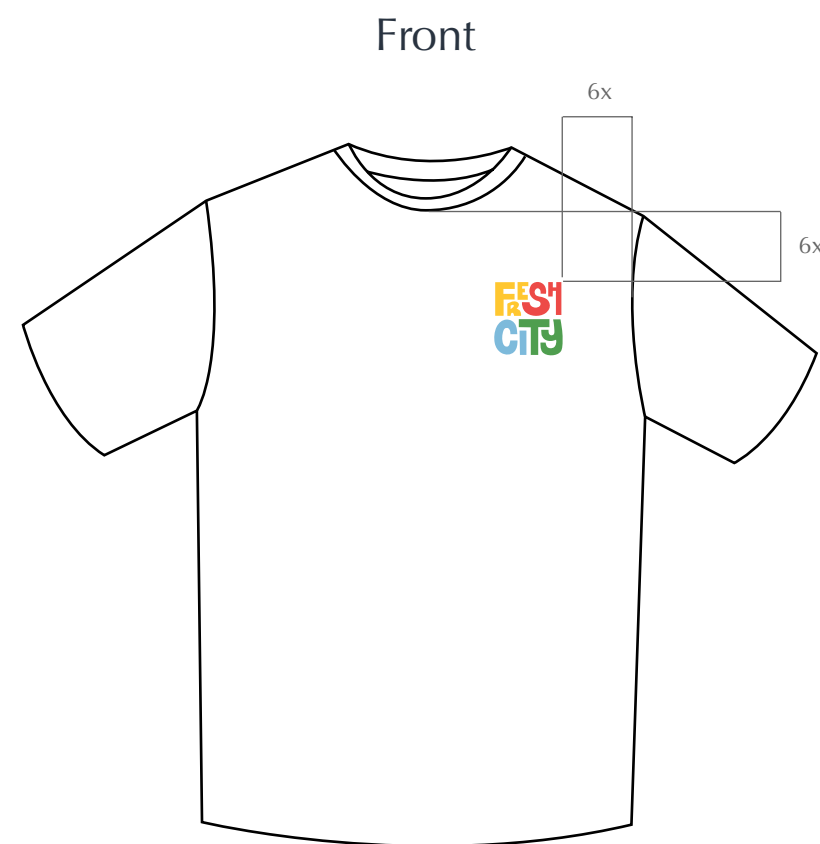
Packaging



Merchandise

Guidelines

The merchandise is mostly aimed for uniforms and clothing items that the employees are prompted to wear, the objective is to create a cohesive experience for the costumers when interacting with the brand. As well as attract new consumers by identifying the brand identity in different scenarios.



Merchandise



Logo Animation

Guidelines

The logo animation will mostly be displayed for advertisement purposes, such as video adds and micro animations for digital material.

The animations needs to be displayed with the navy blue background and it will finish with the logo displayed in the screen as the only elements for more clarity.





Good for you, good for our planet

Fresh City Farms

YSDN 4007

Corporate Identity Design

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