

# Glossary

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## **1. About**

Learn about 5 Acre Farm!

This page will help you in understanding the brand.

## **2-3. Logo + Variants**

Take a look at the main logo, and all the colour variants.

## **4. Branding**

Check out the business cards and the Facebook Logos that have been provided.

## **5-6. Typography**

These are the fonts that will be used by 5 Acre Farm

## **7. Colour**

This is the colour palette of the 5 Acre Farm brand, all HEX, RGB, and CYMK values have been provided.

## **8. The Designer**

All contact and business information for the designer behind the creation of this logo have been provided.

## **9. End**

This is the end page of this package.



Brand guidelines

# *From farm to table,*

Lorem ipsum dolor sit amet, debet sadipscing  
his ut. Vis cu iusto indoctum rationibus, vix  
novum nostrud tistique in, corpora appareat  
inimicus quo et. Utinam laudem eligendi id  
cum. Nostrud molestiae has at, cu alii regione  
rationibus vel, est an nisl vivendo.

(website)

(contact information)



## 03 Logo Variants



Additional versions...



Additional versions...



Additional versions...

# Cabin

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()\_+="':?><

Regular

Semiotics aesthetic freegan pour-over  
jianbing. Artisan blog retro neutra.

Medium Italic

*Semiotics aesthetic freegan pour-over  
jianbing. Artisan blog retro neutra.*

SemiBold Italic

***Semiotics aesthetic freegan pour-over  
jianbing. Artisan blog retro neutra.***

# Literata

Headline font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()\_+=":?><

Regular

Semiotics aesthetic freegan pour-over  
jianbing. Artisan blog retro neutra.

Italic

*Semiotics aesthetic freegan pour-over jianbing.*  
*Artisan blog retro neutra.*

Bold

**Semiotics aesthetic freegan pour-over  
jianbing. Artisan blog retro neutra.**

Brand guidelines

# 07 Color



HEX 8B0018  
R139 G0 B24  
C0 M100 Y80 K50



HEX DE8F42  
R222 G143 B66  
C12 M50 Y85 K0



HEX ACA137  
R172 G161 B55  
C38 M30 Y100 K0



HEX D3BB4C  
R211 G187 B76  
C10 M15 Y80 K10

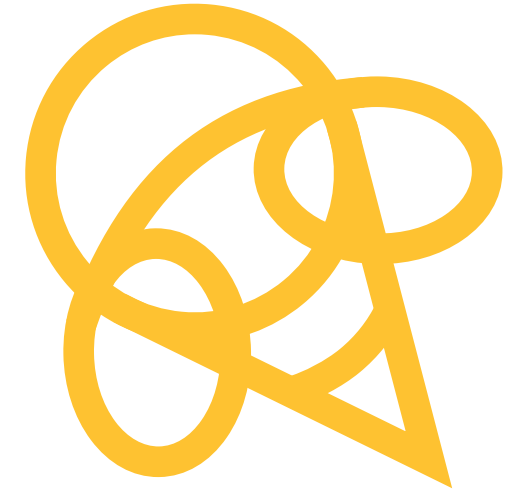


**Emma Kibbee**

**Experience skill set**

Logo design

Brand Identity



**View portfolio**

**Invite to work**

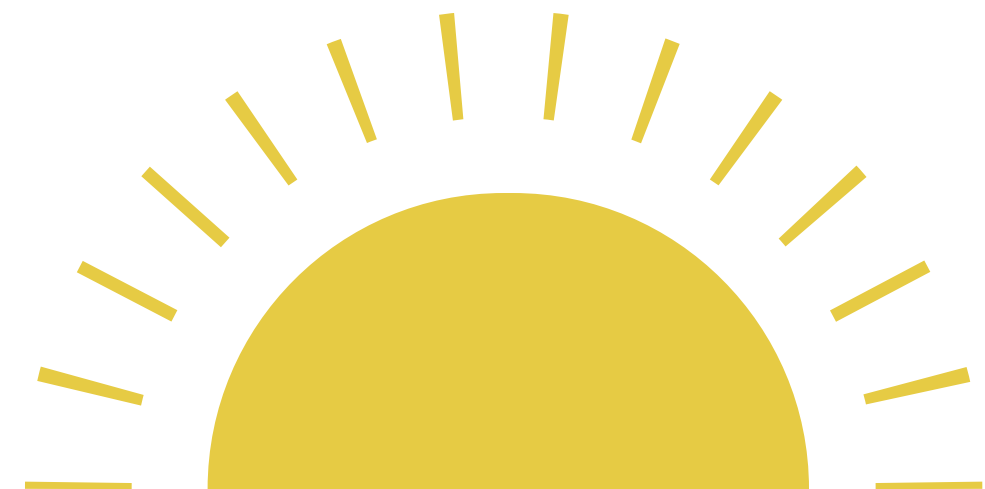
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Brand guidelines



Brand guidelines

04 Branding



Facebook Banners



## 02 Logo



Primary logo