

5 Acre Farms



- a passionate community based farm -

Brand Identity

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- a passionate community based farm -

black and white version
used in corner





What we're about:

5 Acre Farm is a passionate, community focused farm that specializes in entertaining and educating families on the ethical nature of farm to table practices. We believe that local and sustainable lifestyles will help build and strengthen better communities. Our farm is available for workshops, weddings and other events that bring the community together.



pumpkin patch
in the fall



farm to table
workshops



primarily
grow corn



Logo Variations



Main Logo



Alternate versions



Logo on black background



Crete
Round

header font

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

Zilla Slab

secondary header font

- similar to Crete Round,
but with more type styles

Regular

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh

Italic

*Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh*

Bold

**Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh**



Calibri

Headline font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

Body Font

Regular

Lorem ipsum dolor sit amet, consectetur adipiscing
elit, sed diam nonummy nibh euismod tincidunt ut

Italic

*Lorem ipsum dolor sit amet, consectetur adipiscing
elit, sed diam nonummy nibh euismod tincidunt ut*

Bold

**Lorem ipsum dolor sit amet, consectetur adipiscing
elit, sed diam nonummy nibh euismod tincidunt ut**



It's Just Black



HEX 000000
R0 G0 B0
C30 M30 Y30 K100

Barn Red



HEX c35146
R195 G81 B70
C24 M83 Y79 K0

Sky Blue



HEX 60aec3
R96 G174 B195
C61 M15 Y19 K0

Corn Yellow



HEX fdbd4d
R253 G189 B77
C0 M28 Y80 K0



Brand Application

horse riding along
the beach



Facebook Banners

820px x 312px

general farm scene



Business Cards

3.5 in x 2 in size



enlarged version





Kaylee if she turned 2D and was a vector graphic

Kaylee Joy

Great at everything

- Logo design
- Brand Identity
- Web

Kaylee is very cool and is extremely experienced in Adobe Illustrator, after having used it for one quarter of the school year. There is nothing else to explain.

web: www.joydesigns.ca

phone: 250-569-5253

email: joydesigns@gmail.com



RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.



JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

Lossy

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.





the horse is carrying the circle
on his back because he is
incredibly talented



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5 Acre Farm

www.fiveacrefarms.ca

+800 508 7234

info@fiveacrefarms.ca

