



Forty Carrots

Family Center

BRAND **GUIDELINES**

OUR BRAND IDENTITY is the visual representation of how we want to be perceived by professionals and the community.

The following brand guidelines have been developed to help us create and maintain a unified brand image.

Consistency is critical.

Each and every brand touchpoint must be considered carefully, as all work together to create a unified brand impression. While this guide focuses on our visual representation, we should remember that every interaction we have with our audiences - the way we answer the phone, the way we speak about ourselves in public, and the way we treat one another, is a reflection of our brand.

We must live our brand from the inside out!

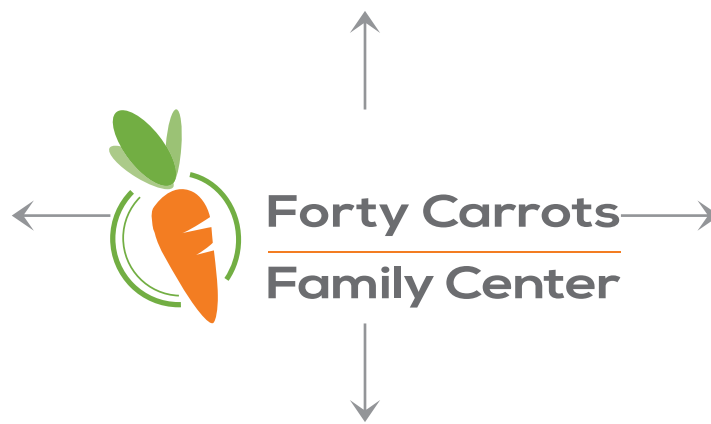


LOGO GUIDELINES

SPACING AROUND LOGO

To maintain the integrity of our logo, always maintain a minimum clear space around the logo. This space will isolate the logo from any competing elements, i.e. - copy, photography, other logos, background patterns, etc.

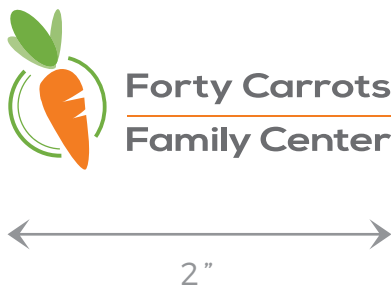
The suggested minimum clear space to maintain around ALL sides of the logo is .50".



MINIMUM LOGO SIZE

The suggested width of our logo should not drop below 2" and the height should always remain proportionate

CORRECT



INCORRECT






LOGO COLORS

FULL COLOR (PANTONE/CMYK/RGB/HEX)

The following breakdowns should be adhered to in order to maintain our brand's consistency.

Full color print in publications or on collateral material, please use Pantone or CMYK

Web, please use RGB or HEX

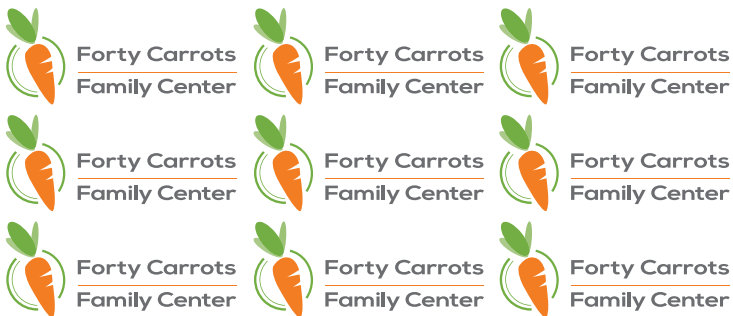
	CMYK 0, 65, 87, 0	RGB + HEX 244, 121, 56 #F47938	PANTONE 165 C
	CMYK 62, 10, 100, 0	RGB 113, 175, 68 #71AF44	PANTONE 368 C
	CMYK 0, 0, 0, 70	RGB 109, 110, 113 #6D6E71	PANTONE 445 C



LOGO DON'TS

Our logo has been specifically designed as a unit and must not be recreated, altered, or distorted in any way. Changes, no matter how small, weaken our logo's impact and detract from the consistent image we want to project. Illustrated below are common mistakes to avoid:

DO NOT CREATE A REPEATING PATTERN ALSO KNOWN AS 'TILING'



DO NOT ROTATE



DO NOT REARRANGE OR RESIZE INDIVIDUAL ELEMENTS OF THE LOGO

Forty Carrots
Family Center



Forty Carrots
Family Center

▶ You may use the carrot as an icon when appropriate as shown in the corners of this document, or as a transparent graphic element to sit behind text. If icon is used behind text, do not decrease opacity below 15%.

▶ **PLEASE DO NOT:**

Bevel or emboss the logo, change the logo colors, crop the logo in any way, add a glow or drop shadow effect, present the logo in an outline only format, place the logo on a similarly colored background, outline the logo in any color, recreate the elements or replace with something else



APPROVED FONTS

Consistent typography in print and web strengthens our brand and reinforces our brand personality and voice.

MONTSERRAT (Light/Regular/Semibold/Bold)

Montserrat is an elegant sans-serif typeface, available in several weights. We use 'semi-bold' or 'bold' for headlines and sub-headlines, 'light' and 'regular' for header call-outs and body copy. Use your discretion with these font weights based on font size and color.

CONTACT US

If you have any questions or concerns about these guidelines, please do not hesitate to get in touch with our marketing and creative team at Be Creative Studios.



JANE BENNETT

Founder | Marketing + Creative Strategist

Office +1 (941) 366-8800

Mobile +1 (941) 266-2846

jane@becreativestudios.com

TARA CONNELLY

Senior Designer + Creative Strategist

Office +1 (941) 366.8800

Mobile +1 (941) 402.7599

tara@becreativestudios.com

