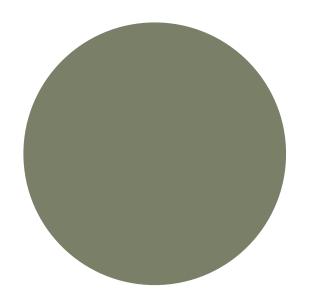


BRANDING FOR

## OAKS & SPROUTS



It is loud, but not obnoxious. It feels gender neutral. It is a balance of classic and modern. The sprouts are based off of a basil plant and conveys rich nutrients as well as flavor. The diamond and the rectangle lean into the beginnings of a geometric pattern you might see on a quilt, which grabs from the feeling of small family farm rather than industrial farming. Fractals are also common in African patterns, something we talked about including in some way.



## triadic color scheme

Rather than the less stimulating monochromatic, analagous, or complementary, schemes, this triad scheme is louder but the neutral shades balance out the loudness with elegance and maturity.





### base color

BASE COLOR: Flax Smoke

**HUE: 69** 

HEX: #7c806a RGB: 124, 128, 105

Green is the color of nature, appropriate for a brand known for a kind of nutrient density the earth provides. It also signifies renewal and abundance and new beginnings. It's appropriate for designs related to wealth, stability, renewal, and nature. Brighter greens are more energizing and vibrant, but olive greens are more representative of the natural world.

#### accent color

ACCENT COLOR: Cumin

**HUE: 16** 

HEX: #9B4622 RGB: 154, 68, 31

This reddish brown will make us think of earth's natural colors: dirt, clay, and wood. It adds warmth to your look. The reds in the brown connote anger and passion, appropriate notes for the inclusion of "justice" from the oaks of righteousness referred to in Isaiah 61.

#### accent color

BASE COLOR: Mid-Gray

HUE: 255

HEX: #EBECCA RGB: 100, 97, 108

This color is used as a gray, but it has notes of purple and blue in it. The purple is what makes this feel higher-end and mature. The blue is what makes it feel responsible, which is a nod to the sustainable aspects of Oak and Sprout's farming practices.

## Font Pairing

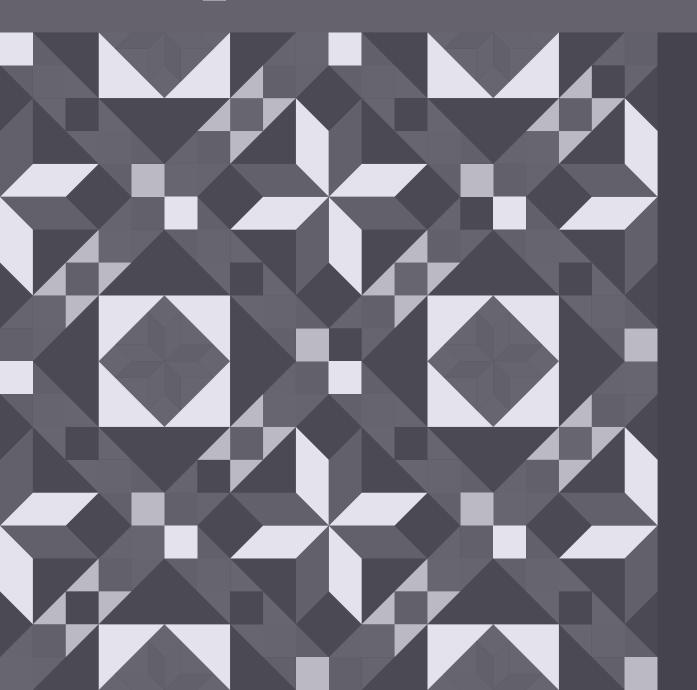
## DAPIFER

#### HALYARD DISPLAY

Halyard sans serif font pairs well with Dapifer. It's also made by Joshua Darden. Halyard radically extends the typographic utility of the now hyper ubiquitous category: the Grotesque Sans. Halyard's personality is at once familiar and pleasingly distinctive. The Halyard superfamily is beautifully robust and lively, ready to work at any size. While starkly different in appearance, Halyard's optical subfamilies perform with consistent personality at their intended sizes — creating the impression of single type design.

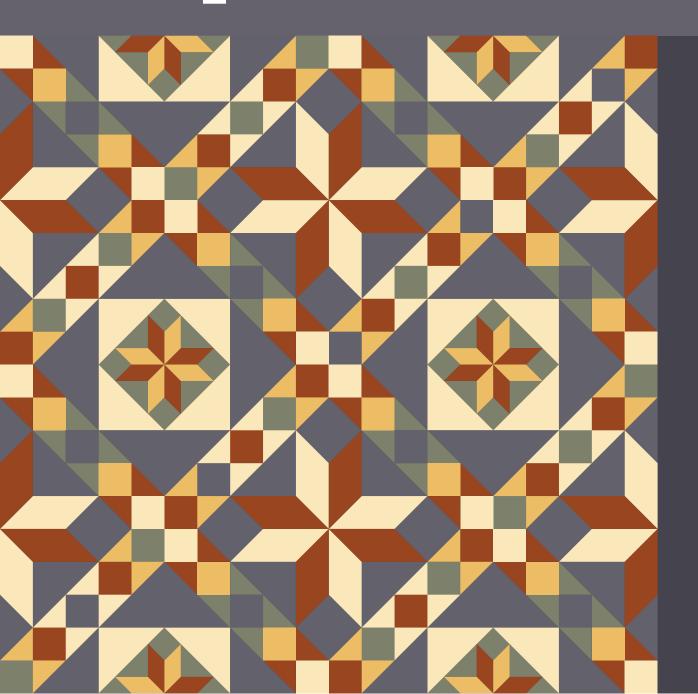
Springing forth from the premise of an unbracketed "Old Style", Dapifer expresses the canonical serif face within the rational framework of a slab serif. Dapifer sources strokes from designers as varied as William Morris and Emil Rudolf Weiss to provide a host of alternate forms with which to define a flexible, precise typographic voice. Dapifer was designed by Joshua Darden who is considered to be the first African American credited as a typeface designer. Darden says of his fonts, "It is aware of its time and place but functioning far into the future." This intention seems to suit a multi-generational farm well, as it is both timeless and relevant.

# Shapes & Textures



Patterns and textures affect mood. Fractal patterns and mudcloth patterns will add notes of Africa to the look and feeling of the brand. Most farm brands in your industry are rustic in feeling, using vintage shading and wood grain textures, and so using patterns that are more African and geometric will help you stand out without losing the feeling of farming. In fact, many people will see the patterns and think of quilts and family farms.

# Shapes & Textures



Patterns and textures affect mood. Fractal patterns and mudcloth patterns will add notes of Africa to the look and feeling of the brand. Most farm brands in your industry are rustic in feeling, using vintage shading and wood grain textures, and so using patterns that are more African and geometric will help you stand out without losing the feeling of farming. In fact, many people will see the patterns and think of quilts and family farms.



# OAKS & SPROUTS



## OAKS & SPROUTS





