



TRUEST

FARMS



# TRUEST

Truest Farms is a first-generation family farm operating out of Mechanicsburg, Ohio. The focus is on sustainability, regenerative agriculture, and livestock as well as market gardening. The goal is to produce food in its truest form using nature and ethics as a guide to provide local, sustainable nutrition for all to enjoy.

# LOGO

Horizontal Combination Mark



# LOGO

Icon Display



# LOGO

Text Display

# TRUEST

FARMS

# COLORS



## Fern Green

Green is the color of life, renewal, nature, and energy, is associated with meanings of growth, harmony, freshness, safety, fertility, and environment.

**HSB** - 84,41, 42  
**RGB** - 90, 109, 63  
**CMYK**-64, 39, 86, 24  
**HEX**-#5A6D3F  
**PANTONE** - 574 C



## Flavescent

**HSB** - 49,43,100  
**RGB** - 255, 237, 143  
**CMYK**-1,3,55,0  
**HEX**-#FFED8F  
**PANTONE** - 100 C



## Soya Bean

**HSB** - 39,30,41  
**RGB** - 107, 96, 74  
**CMYK**-52,51,70,28  
**HEX**-#6B604A  
**PANTONE** - 7561 C

A collection of approximately 15 speckled quail eggs is scattered across the left side of the image. The eggs are light-colored with dark brown and black spots. The background is a dark, textured surface, possibly a wooden table or a similar material, which provides a natural and rustic setting for the eggs. The lighting is soft, highlighting the texture of the eggshells and the surface they rest on.

There is a **right** way  
to produce food

**TRUEST FARMS**



**TASTE  
SOMETHING  
REAL**

**TRUEST FARMS**



# CONSUMER PROFILE

**Geographic:** Located in Mechanicsburg, Springfield, Marysville, Dayton, or Columbus.

People that appreciate or value where their food comes from and **what impact that has on the environment.**

People who love **local family business**, shopping at farmer's markets.

**Conscientious** people

## Customer Benefits

The customer will feel like they are making a difference.

The customer knows that Truest has done its homework.

## Customer Pain Points

Tired of food that is positioned as "good" but cuts corners.

Not sure who to trust when it comes to ethically produced food.

# TYPOGRAPHY

## ACUMIN - EXTRA CONDENSED BOLD FOR HEADERS

Hobeaux is the body font for Truest Farms. Designed by James Edmondson from OH no Type Co., Hobeaux captures the playful soul of Truest Farms that balances out the rigidity of acumin as a header. While Truest Farms takes food seriously, the goal isn't nutritional and environmental dogma, but rather it is a way of living that leads to a richer life.

### **About OH no Type Co.**

We don't make fonts to make money, we make money to make more fonts. We emphasize organic over geometric, lively over perfect, and good spacing above all else. Ohno is serious about having fun.

### **About James Edmondson**

James is a type designer based in Oakland, California. He studied graphic design at California College of the Arts, and graduated from the Royal Academy of Art's TypeMedia program in the Netherlands. Through his foundry OH no Type Co., he creates custom and retail typefaces. In 2018, James co-founded Future Fonts, a platform for distributing fonts in-progress. James teaches type design in the Extended Program at Type West and occasional workshops here and there.