



CINNAMON RIDGE FARMS

DONAHUE, IOWA

Brand Style Guide



WELCOME

Cinnamon Ridge Farms is a family-owned, family-run robotic dairy farm. This brand style guide encapsulates the essence of our farm, weaving together tradition, innovation, and the rustic charm of the heartland.

Our style can be summed up in two words: “Shabby Chic.”

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1 OUR MISSION



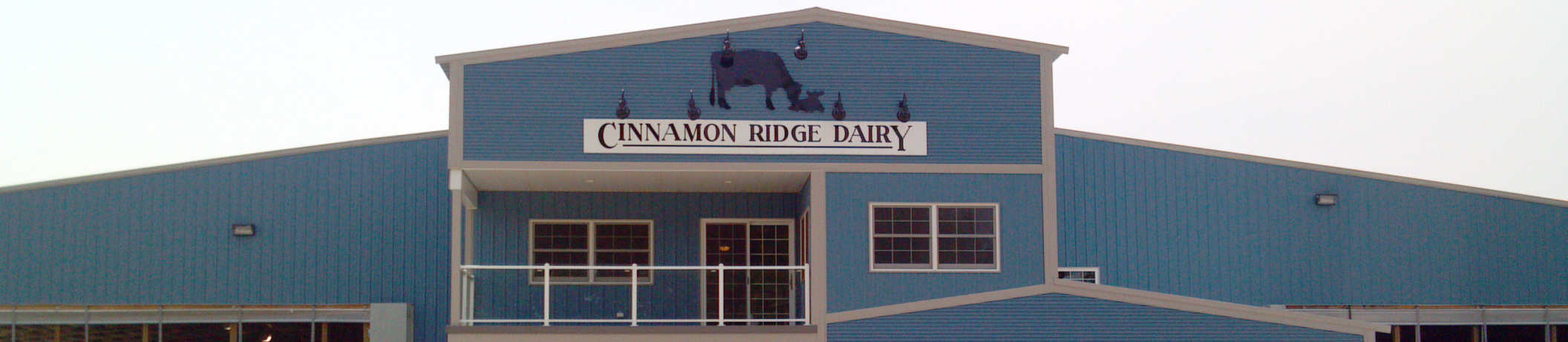
Enrich and educate kids and the community about dairy farms



Provide delicious cheese to customers and retailers



Provide a delightful event space for farmers and the community





2 THE COWS

We are proud to be the country's leading Jersey herd for milk, protein and cheese yield production, a position we have held for years. Our team has worked hard to achieve this feat—one we set our eyes on about eight years ago.





2 THE CHEESE

At Cinnamon Ridge Farms, we take pride in crafting exquisite cheese from the milk of our nationally acclaimed cows, consistently ranking #1 in the nation for milk production. Our content and gratified cows are a testament to the notion that happy cows indeed yield bountiful milk.



3 LOGO



Primary Logo

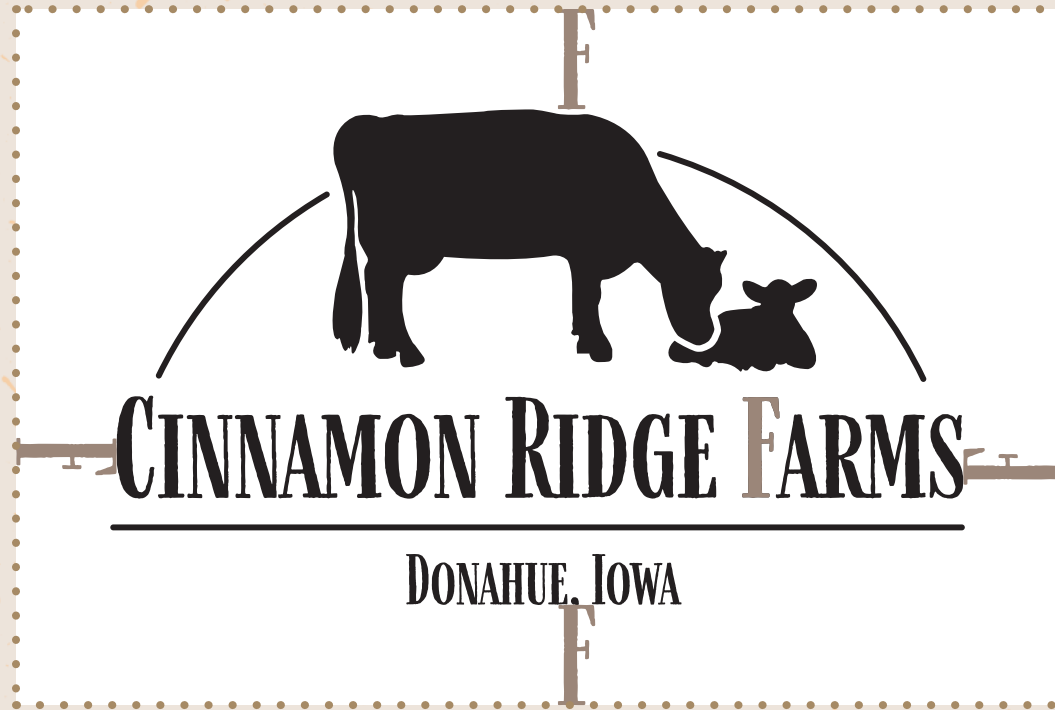


Variant 1: sans town



Variant 2: enclosing circle

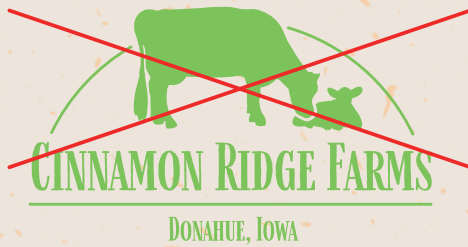
3 LOGO: SPACING



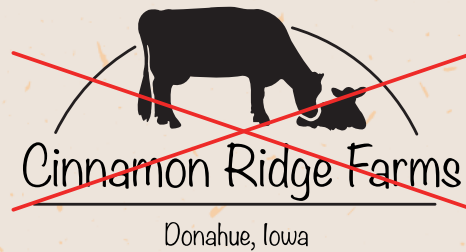
The logo uses the sizing of the uppercase letter “F” as a guide for spacing around elements. Do not allow any other items to intrude this space.

3 LOGO: USAGE RULES

The following usages are not compliant with the rules of the Cinnamon Ridge Farm brand. Avoid these types of image treatments.



Do not set the logo in unapproved colors outside the brand color scheme.



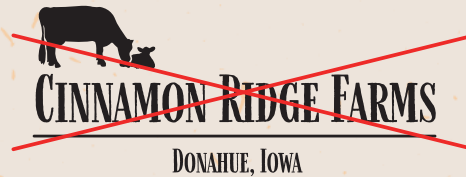
Do not set the text in a different typeface.



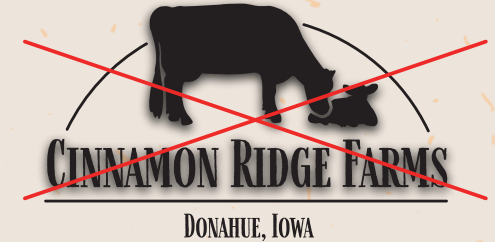
Do not skew the logo. Preserve the image ratio when resizing.



Do not place the dark version of the logo on top of busy backgrounds.



Do not reposition graphics in the logo.



Do not add stylistic effects such as drop shadows.

4 COLOR: PALETTE



Barn Blue

#394A59
C79 M63 Y47 K32



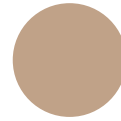
Sky Blue

#DCE4F2
C12 M6 Y1 K0



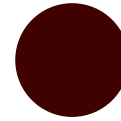
Jersey Brown

#A68965
C34 M42 Y65 K7



Khaki

#BFA288
C26 M35 Y47 K1



Black Bean

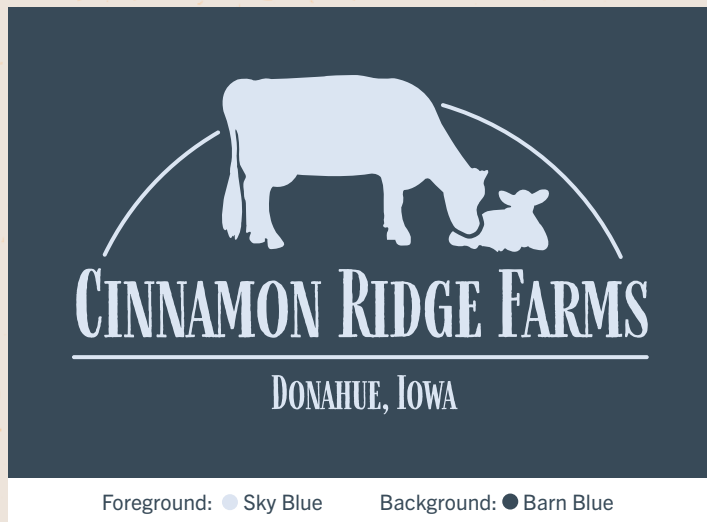
#400101
C49 M83 Y74 K73



Sunset Orange

#E58837
C7 M55 Y90 K1

4 COLOR: APPLICATION



4 TYPOGRAPHY

AA

FARMHAND

Usage: Logo, print heading, page title
- 18pt print
- Web page titles/H1

Aa

Trade Gothic LT Next Bold

Usage: Headings
- 18pt print
- 24px web

Aa

Trade Gothic LT Next

Usage: Body Copy
- 12pt print
- 18px web

Cinnamon Ridge Farms uses the Farmhand typeface (by Adobe) to emphasize its Shabby Chic nature. Farmhand should be used sparingly, with most headings and text using Trade Gothic LT Next Bold.

Both are licensed through Adobe Fonts.

5 IMAGE TREATMENT

The Cinnamon Ridge Farm brand makes use of texture and color to simulate the feeling of being on the farm. Our photos use a blue overlay to send the feeling of our farm barns, and our textures bring to mind a feeling of “shabby chic.” Black-and-white photos are also an acceptable treatment, as are full-color photos.

Full color



Black and White

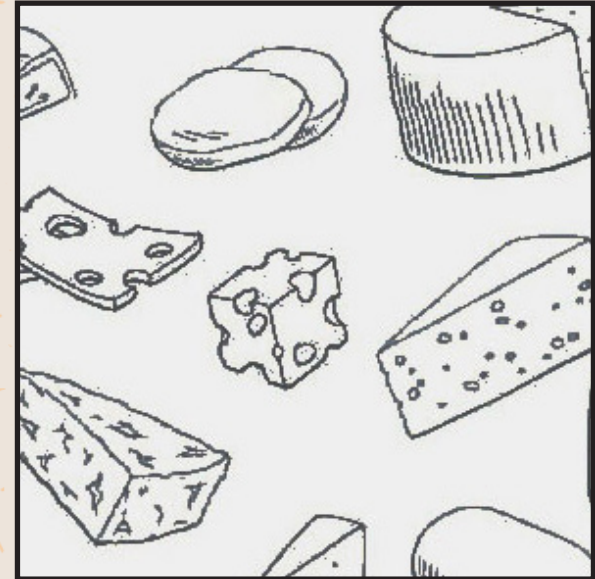


Barn Blue Multiply



6 TEXTURE

The Cinnamon Ridge Farm brand also makes use of texture to make the brand feel rustic and hand-crafted. Textures include wood grain paneling colored blue to make you think of our blue barns, and patterned cheeses to emphasize packaged quality.



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