



Maple Woods Farm

Brand Identity 2020

By Kaite Raynard

Brand Identity

01 About



“Experience Farm Fresh Taste

At Maple Woods Farm, we've been producing goods for over 140 years and take pride in continuing long-lasting family traditions started in 1877.

We follow our ancestor's traditional Maple Syrup making process, using galvanized metal buckets to collect the tree sap before boiling it down in an evaporator over a fire pit. We also bake fresh baked goods, following recipes passed down through generations & incorporating hand-picked produce from the farm.

We're here to offer you a *taste of our traditions*.



Target Audience:

Community members living in Pickford MI without the knowledge, space, or time to make maple syrup, grow seasonal produce, and bake fresh baked goods.

Customer Profile 1:

Young families who value fresh produce, handmade products, learning about local history, and supporting the local economy.

- Both parents have jobs outside the home
- Have young children in grade school
- Enjoy being in the outdoors, spending time on the lakes, hiking & camping around the Upper Peninsula of MI

Customer Profile 2:

Retired couples who have their children and grandchildren come home to visit them. They value community involvement, and actively support the local economy and locally made goods.

- They reminisce over their good old days
- They love showing their grandkids around town and teaching them about living in a small in the Upper Peninsula of MI
- They live in the town's center and have small outdoor yards



03 Logo



Primary logo



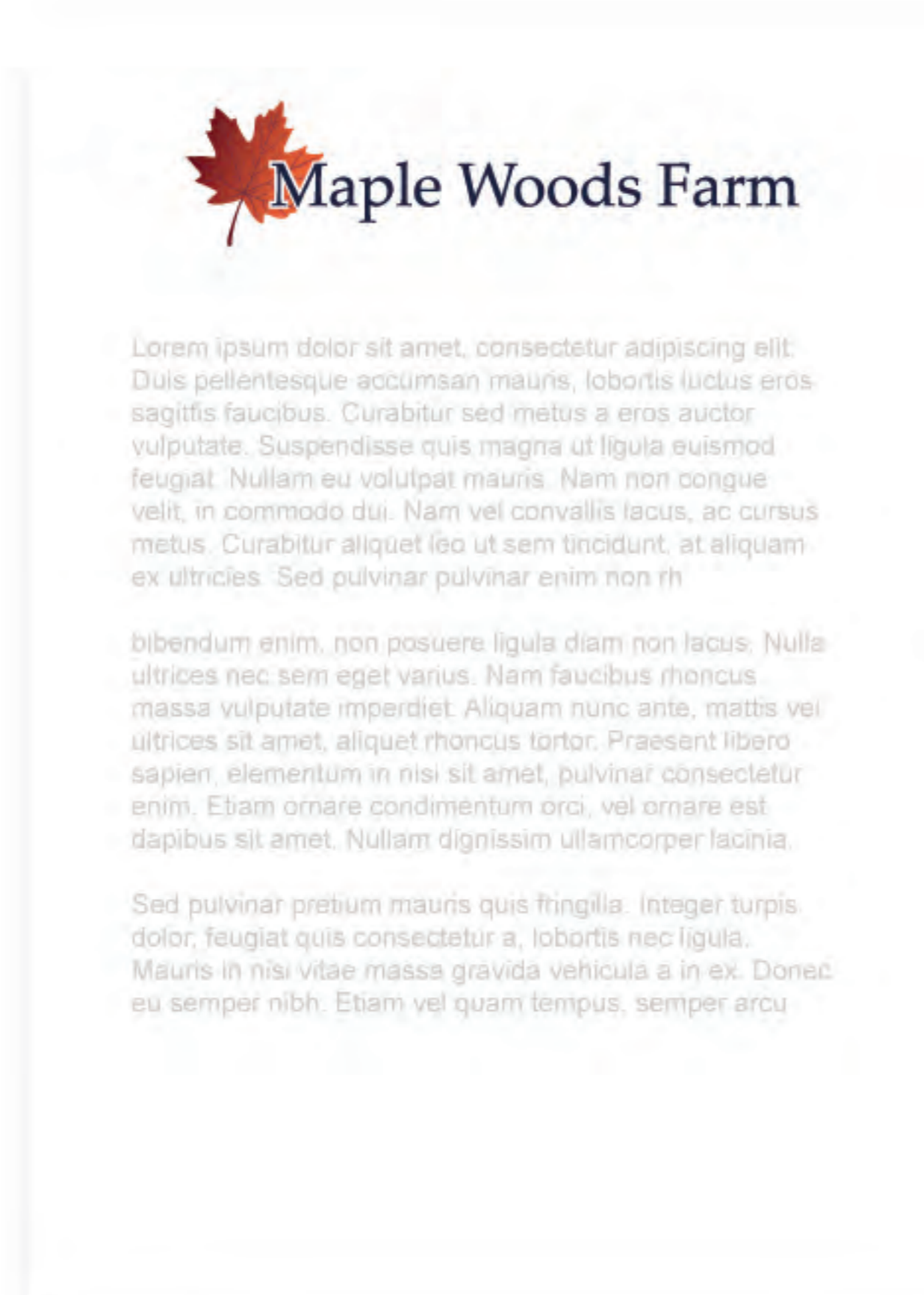
Black version



White version



04 Logo usage



Letterhead example



Photography example



Business card example



Please allow adequate spacing at all times.



Acumin Variable Concept

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

Regular

Semiotics aesthetic freegan pour-over jianbing. Artisan
blog retro neutra.

Italic

*Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.*

Bold

**Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.**



Palatino

Headline font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

Regular

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Bold

**Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.**



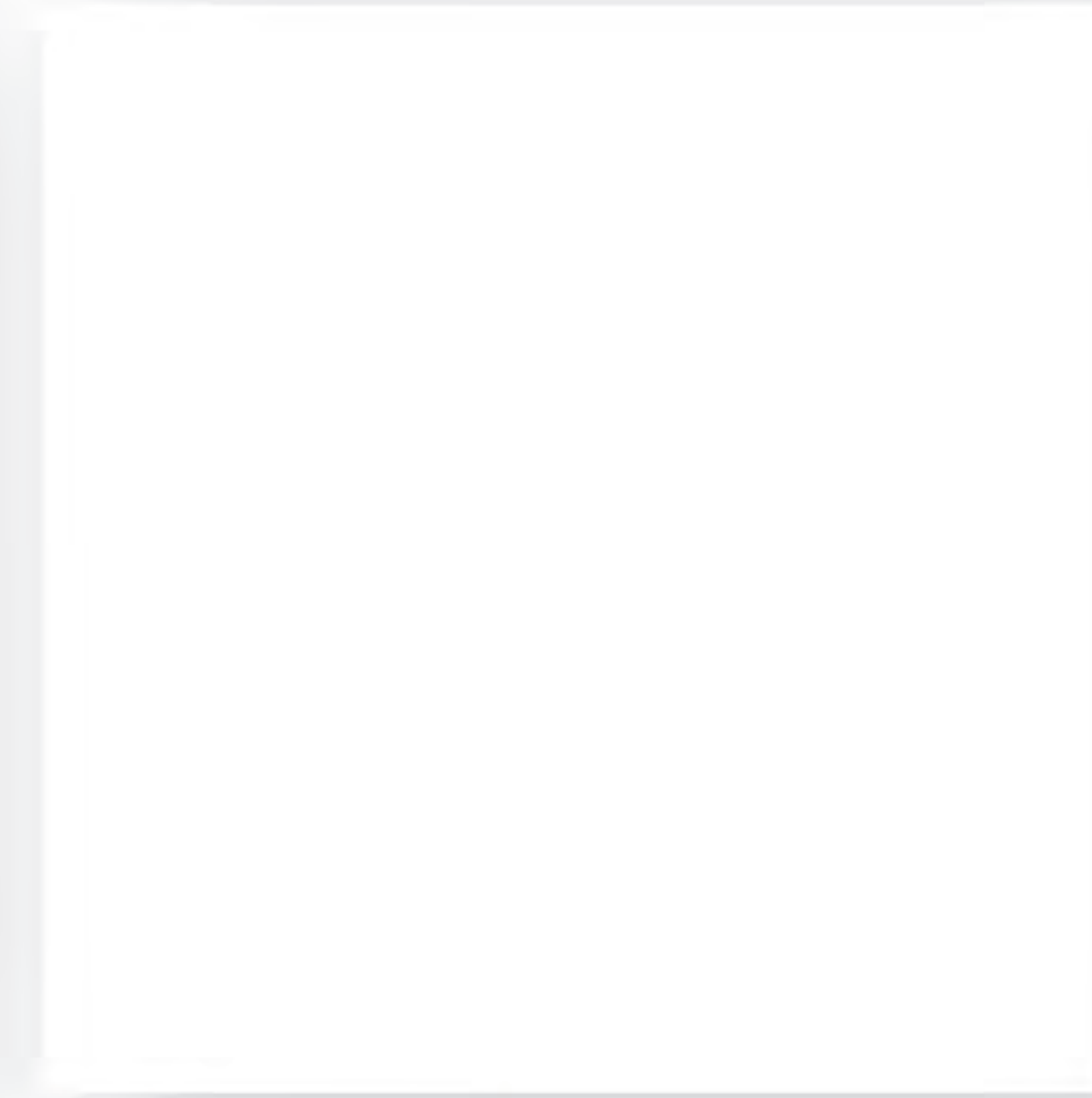
07 Color



HEX 1F2642
R31 G38 B66
C91 M83 Y45 K49



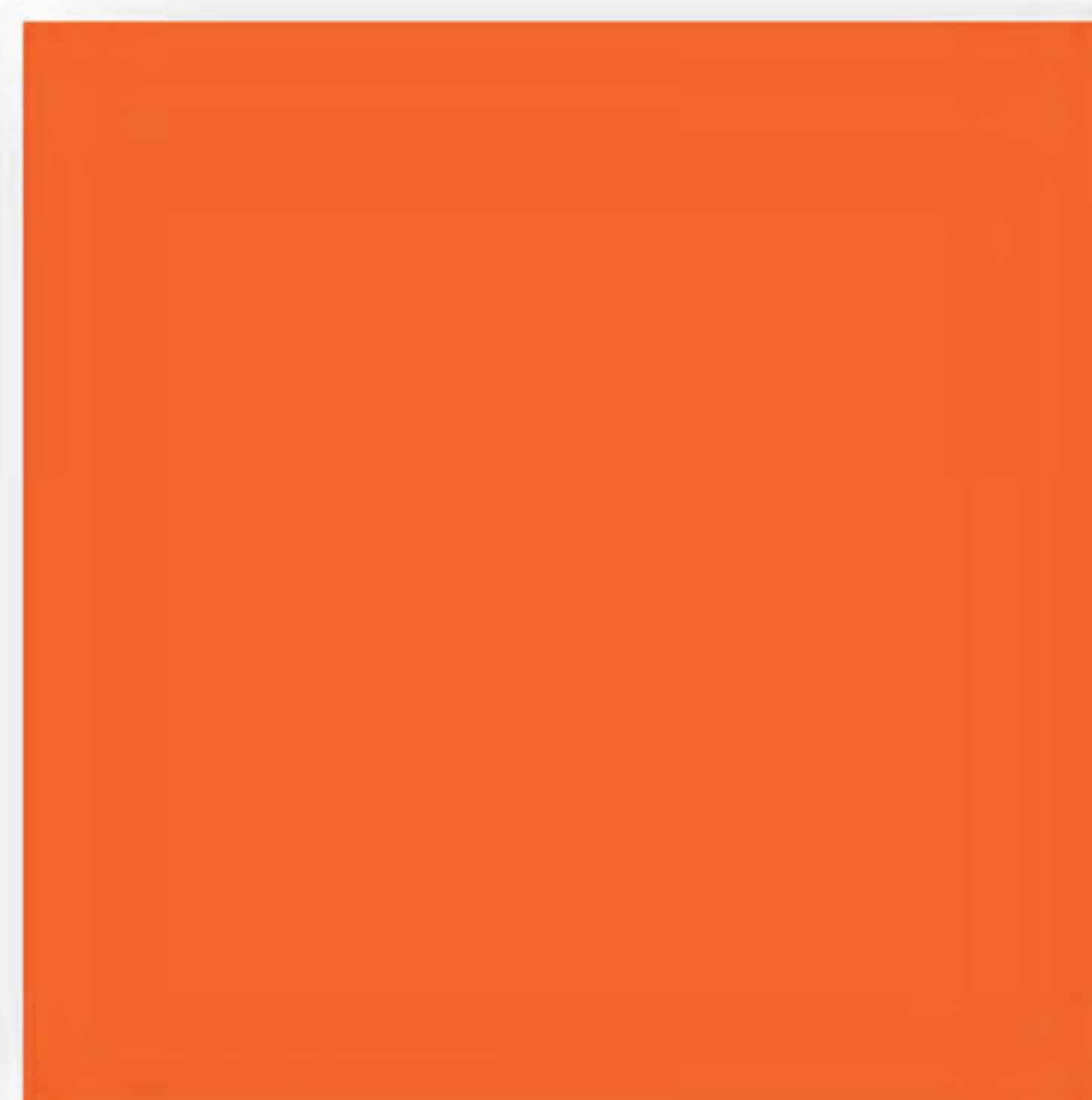
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C77 M41 Y87 K36



HEX FFFFFFFF
R255 G255 B255
C0 M0 Y0 K0



HEX 600517
R96 G5 B23
C34 M100 Y83 K55



HEX F2662D
R242 G102 B45
C0 M75 Y93 K0



HEX CCBD9E
R204 G289 B158
C21 M21 Y40 K0



Brand Identity

08 Slogan

Slogan Font: Palatino Regular

TASTE THE TRADITION

Sub Header Font: Acumin Variable Concept

Experience Farm Fresh Taste Since 1877

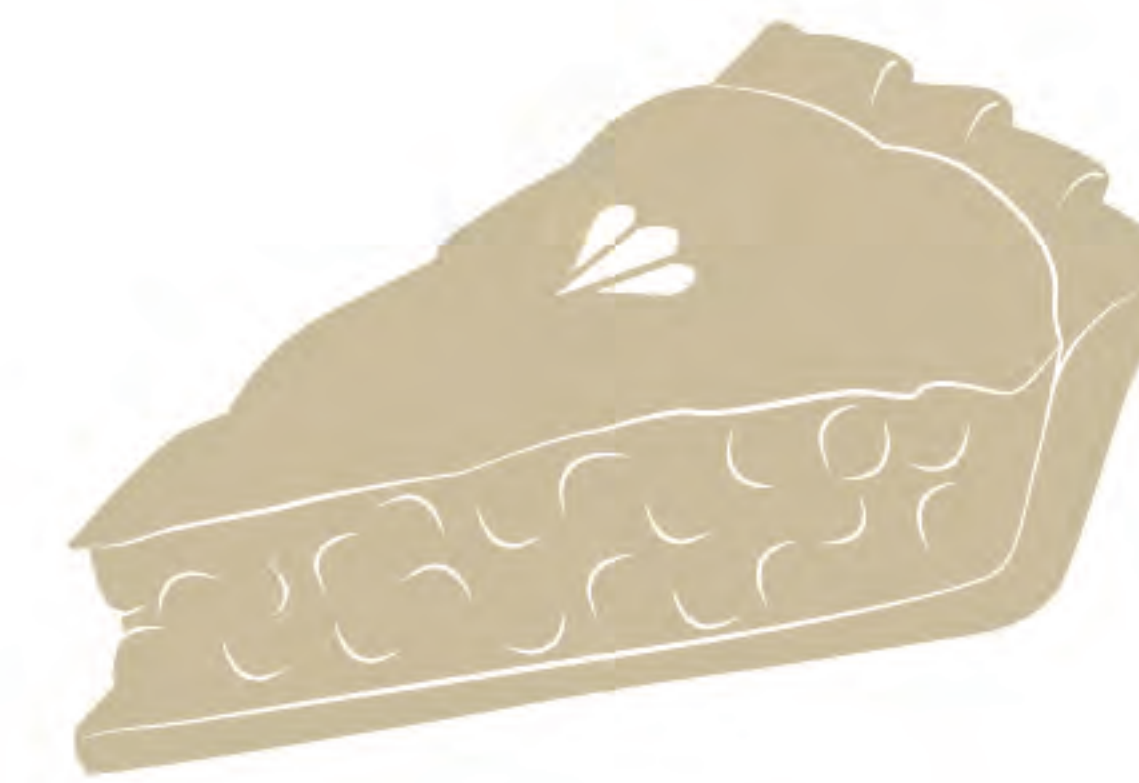


09 Icons

Vector logo icon



Vector product icons



Brand Identity
10 Imagery

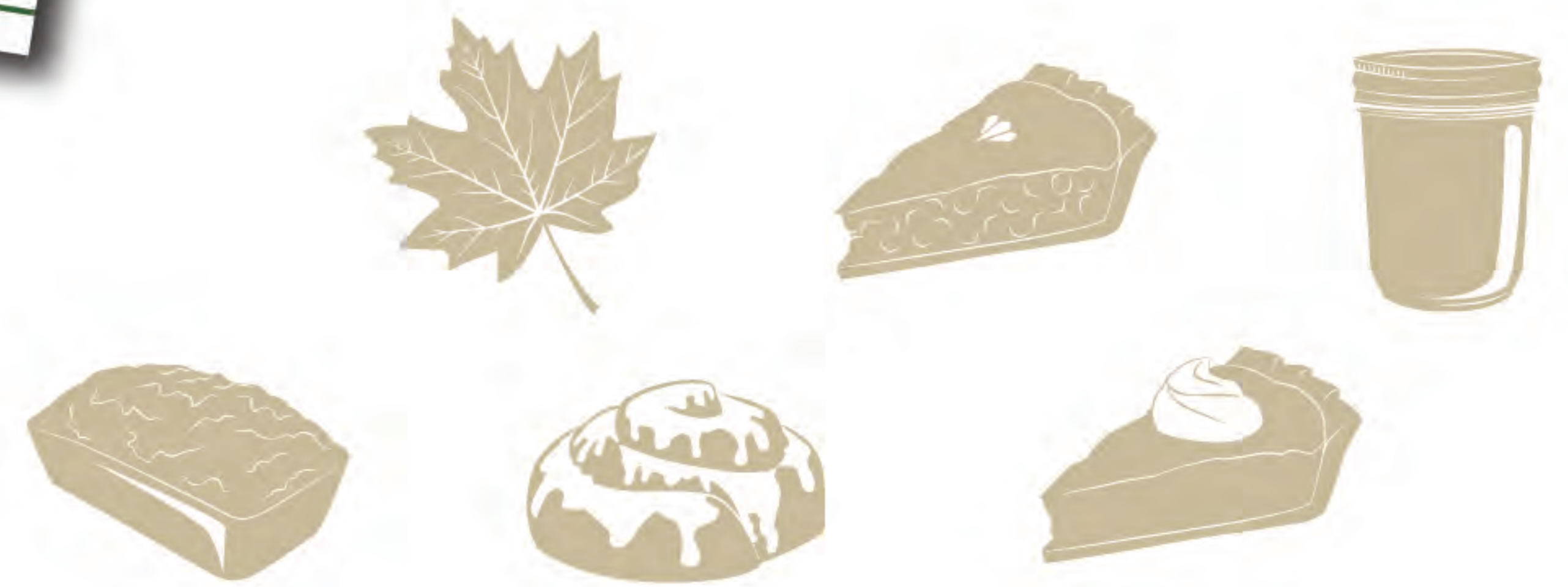
Black and white historical images



Colored product images



11 Usage



12 Glossary

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.



13 Glossary

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.





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