



FISHERS ISLAND OYSTER FARM

BRAND STYLE GUIDE

2015

NOTE FROM FISHERS ISLAND OYSTER FARM

The following style guide for Fishers Island Oyster Farm highlights the visual elements that encompass our brand. These standards are intended to be tools and guidelines that enable us to maintain a consistent identity and presence.

Please refer to this when developing any internal or external communications for and with Fishers Island Oyster Farm.

THE LOGO

For screen display (web, email, ppt), use a .JPG or .PNG file.

For print, use a .PDF or .EPS file.

Logo color should be HEX #013548 (blue) and HEX #90999F (grey).

Pantone colors: blue should be close to PMS 533C or PMS 532C, grey should be close to PMS 436 or PMS 437.

Please refer to CMYK and RGB breakdowns below.



C: 98% M: 70% Y: 49% K: 44%
R: 1 G: 53 B: 72



C: 46% M: 33% Y: 31% K: 1%
R: 144 G: 153 B: 159



LOGO TREATMENT



LOGO BLACK



LOGO REVERSED (KNOCK OUT)
BOX DOES NOT PRINT

ALTERNATE LOGO

The alternate text logo can be used in place of primary logo when the design specifications require or is better suited to a rectangular shape.

The alternate logo may not be used in conjunction with primary logo.

**FISHERS ISLAND
OYSTER FARM**

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LOGO CLEAR SPACE

Minimum clearspace is the smallest distance allowed between the logo and the edge of a page, the edge of an image, or body copy; maintaining it at all times ensures prominence and legibility.

Minimum logo size should be w 0.65" x h 0.66".
Alternate logo size should be w 1" x h 0.17".
Anything smaller will be illegible.



MISUSE

In order to preserve the integrity of the brand, it is imperative that you avoid changing or distorting the FIOF logo. Below are some examples of logo misuse.



Do not rotate the logo



Do not change logo colors



Do not lighten the logo



Do not skew or distort logo



Do not change proportions



Do not use shadow



Do not overlay on color/image

**FISHERS ISLAND
OYSTER FARM**

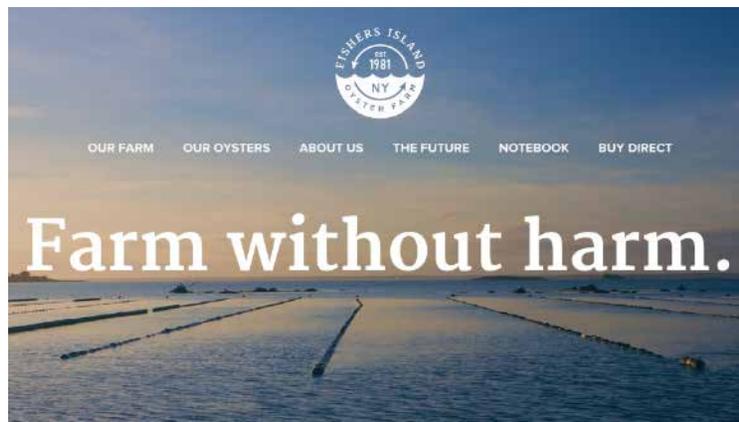
Do not scale individual parts of logo

BACKGROUND OR IMAGE OVERLAY

“Sticker” version of logo may be used over photography. The Sticker version is the primary logo with circular white background. Background can not be any other shape.

Reversed logo (knock out) may be used on solid or darkened, near solid background.

Logo overlay should always be 100% opaque (no transparency).



TYPEFACES

MONTSERRAT BOLD : For headlines, preferably ALL CAPS

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 | !?&%()**

MERRIWEATHER BOLD : For print & web headlines

**Abcdefghijklmnopqrstuvwxyz
0123456789 | !?&%()**

MERRIWEATHER REGULAR : For print & web copy

Abcdefghijklmnopqrstuvwxyz
0123456789 | !?&%()

PROXIMA NOVA REGULAR : For web headlines

Abcdefghijklmnopqrstuvwxyz
0123456789 | !?&%()

FREIGHT SANS PRO : For web copy

COLOR PALETTE

The follow color palette establishes the recommended mood for Fishers Island Oyster Farm materials. The tones should feel natural, but vibrant.



THE EMBLEM

For screen display (web, email, ppt), use a .JPG or .PNG file.

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EMBLEM USAGE

For internal communications, the emblem may be used in solitude on materials that display the logo in a prominent place.

For external communications, the emblem may not be used as a standalone. The emblem must always appear with the alternate logo to ensure brand recognition.

The emblem may not appear directly next to the primary logo. The alternate logo may appear beneath the emblem as an approved lock up.

Please reference the logo clearspace guidelines on page 5 and logo misuse examples on page 6 for a better understanding of how to treat the emblem similarly.



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