GOOD EARTH ORGANIC FARMS
STYLE GUIDE

COLEEN LOCHABAY DESIGN

GOOD EARTH

FULL COLOR LOGO

CLEAR SPACE: WIDTH OF CAPITAL 'O'
OF THE BERG TYPEFACE
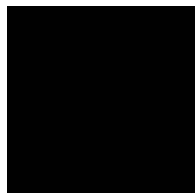

LOGO USAGE
CLEAR SPACE & SIZING

HEX: #231F20
RGB:(35,31,32)
CMYK: (0, 0, 0, 100)

HEX: #568759
RGB:(86,135,89)
CMYK: (70,28,78,10)

HEX: #86AB8B
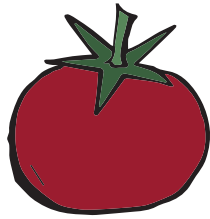RGB:(87,150,177)
CMYK: (51,19,53,1)

ORGANIC PALETTE
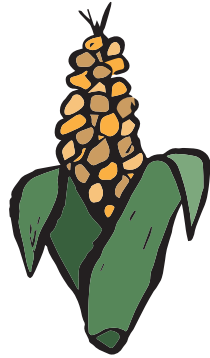TRI-COLOR COMBINATION

Organic Vegetable farmer
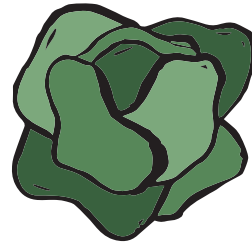
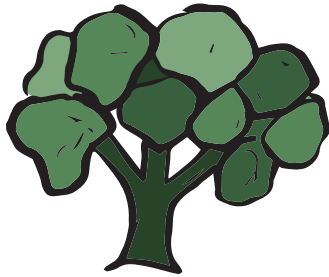TALLITHA

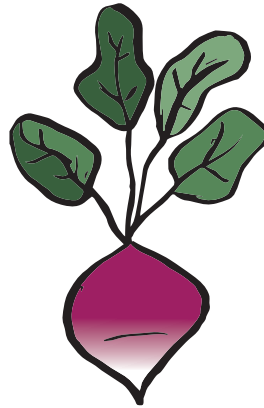ORGANIC FARM PRODUCTS
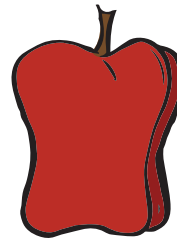
BERG

TYPOGRAPHY
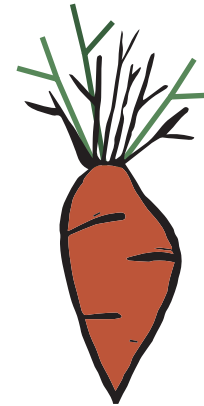HANDWRITTEN & STAMPED

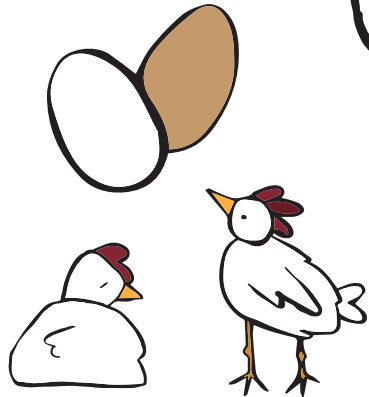TOMATO

CORN

LETTUCE

ONION

BROCCOLI

RADISH

RED PEPPER

CARROT
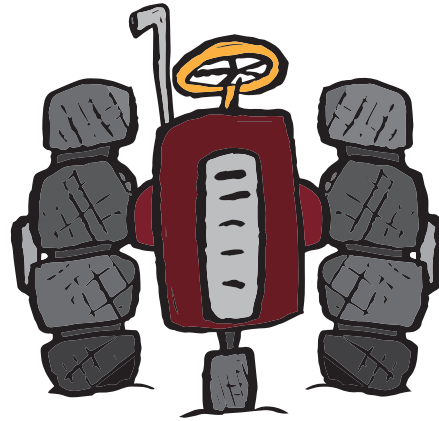
KIT OF PARTS
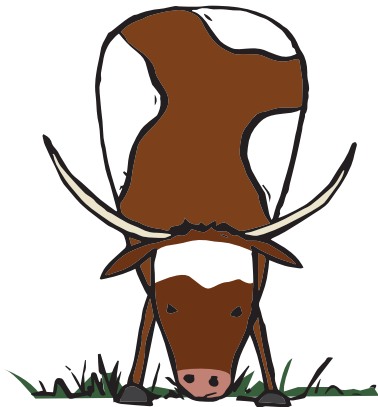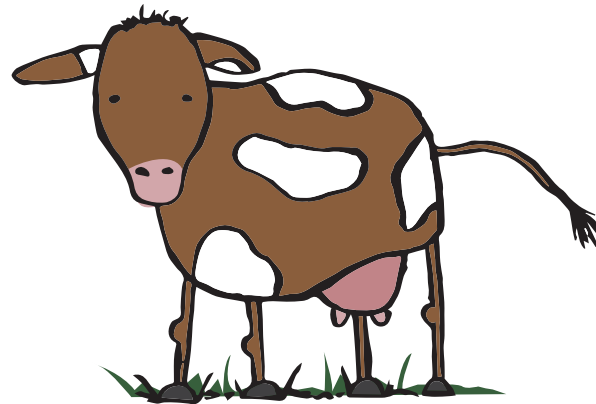ILLUSTRATIONS/VISUAL ASSETS

CHICKENS & EGGS

ORGANIC FARMER

TRACTOR

LONGHORN STEER

DAIRY COW

DAIRY PRODUCTS

KIT OF PARTS
ILLUSTRATIONS/VISUAL ASSETS

GRAIN FREE GRANOLA

VANILLA COCONUT

Good Earth
ORGANIC FARMS

100% ORGANIC PRODUCTS
LOCALLY GROWN   NON-GMO

VEGETARIAN—PALEO—KETO-FRIENDLY

NET WT.
8OZ (227g)

9 780211 459678

WHOLE BABY ASPARAGUS

PRE-WASHED—READY TO EAT

Good Earth
FRESH VEGGIES

NON-GMO • PESTICIDE FREE
NATURALLY FERTILIZED

VEGETARIAN—PALEO—KETO-FRIENDLY

NET WT.
10OZ (283g)

9 780211 459678

FOOD LABELS
FOR PRODUCT PACKAGING

GRASS–FED
RIBEYE

KEEP REFRIGERATED

Good Earth
ORGANIC
BEEF

NO HORMONES OR ANTIBIOTICS
FREE-RANGE ANIMALS

U.S. INSPECTED AND PASSED BY DEPT. OF AGRICULTURE

NET WT.
8OZ (227g)

9 780211 459678

WHOLE
MILK

HIGH VITAMIN D

Good Earth
ORGANIC
MILK

NO HORMONES OR ANTIBIOTICS
FROM HEALTHY COWS

ULTRA PASTEURIZED—USDA ORGANIC

HALF GALLON
(1.89L)

9 780211 459678

FOOD LABELS
FOR PRODUCT PACKAGING

FOOD LABELS
FOR PRODUCT PACKAGING

PACKAGING
MILK CARTON AND CLEAR-COVERED TRAY

GRAIN FREE
GRANOLA
VANILLA COCONUT

Good Earth
ORGANIC
FARMS

100% ORGANIC PRODUCTS
LOCALLY GROWN · NON-GMO

VEGETARIAN · PALEO · KETO-FRIENDLY

NET WT.
8OZ (227g)

GRASS-FED
RIBEYE
KEEP REFRIGERATED

Good Earth
ORGANIC
BEEF

NO HORMONES OR ANTIBIOTICS
FREE-RANGE ANIMALS

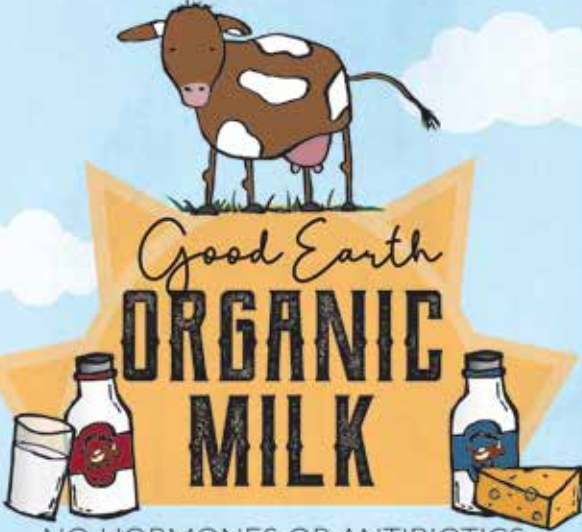U.S. INSPECTED AND PASSED BY DEPT. OF AGRICULTURE

NET WT.
8OZ (227g)

PACKAGING
CLEAR-COVERED MEAT TRAY