

Harvest Group
Brand Guidelines



BRAND GUIDELINES

Visual Identity

Harmest

VISUAL IDENTITY

Logos & Marks

Wordmark

The Harvest Wordmark should be used to establish the brand's ownership of, or involvement in, branded content, or when the words "Harvest" and "Group" aren't written out elsewhere. Brochure covers, The first slide in presentations, website header, or on printed advertisements. When in doubt, use the Wordmark.

Logomark

The Harvest Logomark should be used when the audience has already been made aware of the brand's ownership of, or involvement in, branded content, or when the words "Harvest" and "Group" are written out elsewhere. Interior pages of brochures, slides that appear later in a presentation, or in the footer of a website. It can also serve as social media profile images.

The Harvest "Crop"

This confident cropping of the wordmark can be used in similar instances as the Logomark (when audience has already been made aware of the brand's ownership or involvement), but must always align with the bottom edge of any artboard/document/page/slide/etc., and should not be cropped more than it already is to ensure legibility.

The Harvest Wordmark logo features the word "Harvest" in a dark blue, elegant cursive script. A thin horizontal line runs through the middle of the letters. Below the word, the word "GROUP" is written in a bold, uppercase, sans-serif font in a dark orange color.

WORDMARK



LOGOMARK

The Harvest "Crop" logo is a dark blue cursive script of the word "Harvest". The top portion of the letters is cut off, leaving only the bottom half of the word visible. A thin horizontal line runs through the middle of the letters.

THE HARVEST "CROP"

VISUAL IDENTITY

Primary Colors

Atalanta

Named for the man-made reservoir in Rogers, AK, this dark blue strikes a calm and peaceful tone.

PANTONE 7547 C
C=85 M=73 Y=57 K=70
R=19 G=30 B=41
#131E29

Autumn

The changing of seasons means the time is right for harvesting. Your hard work and time has paid off.

PANTONE 1395 C
C=31 M=63 Y=100 K=19
R=155 G=95 B=23
#9B5F17

Primrose

The Primrose is a native Arkansas flower. Its name comes from Latin primus, “prime” meaning “the first to bloom.”

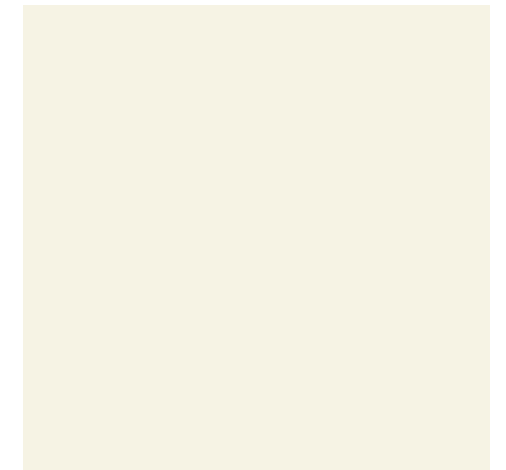
PANTONE 614 C (25%)
C=3 M=2 Y=11 K=0
R=246 G=243 B=228
#F6F3E4



ATALANTA



AUTUMN



PRIMROSE

VISUAL IDENTITY

Color Palette

Primary

Atalanta, Autumn, and Primrose are our primary colors and should be relied on before all others. Atalanta (PANTONE 7547 C) should be used most often, with Autumn (PANTONE 1395 C) and Primrose (PANTONE 614 C 25%) as your next most-considered. Atalanta and Primrose make for the best backgrounds because of their extreme values, allowing for higher contrast. Autumn makes for a better accent color for things like headers, tags, callouts, etc, because it's value falls somewhere between Atalanta Blue and Pale Primrose.

Secondary

These colors are technically the same as the primary palette, but each with different tint (saturation) percentage. These are to be used for color coding needs that go beyond the primary palette or when a specific contrast level cannot be achieved with the primary palette.

Tertiary

These colors (PANTONE 7527 C, PANTONE 458 C, PANTONE 5555 C, and PANTONE 7644 C), are only to be used when absolutely necessary. Charts, graphs, callouts, or color coding systems that require more colors than available in the primary and secondary palettes.



VISUAL IDENTITY

Colorways

Approved Colorways

These pairings ensure the highest contrast and therefore best legibility. There are three approved colorways:

- Atalanta background with Primrose mark
- Autumn background with Primrose mark
- Primrose background with Atalanta mark

Off-Limit Colorways

The off-limit colorways do not allow for high-enough contrast to ensure immediate legibility. Never use the following colorways:

- Atalanta background with Autumn mark
- Autumn background with Atalanta mark
- Primrose background with Autumn mark

But what about **G R O U P** in the Wordmark?

The word *GROUP* is lower in the hierarchy of importance when it comes to audience awareness. So while the contrast might not be necessarily be high enough to ensure immediate legibility, this is okay because the emphasis should be on *Harvest*, which does stand out. In the Off-Limit Colorways, the word *GROUP* appears to stand out more and overpower *Harvest*, which is not ideal.

APPROVED



OK



OK



OK



OK



OK



OK

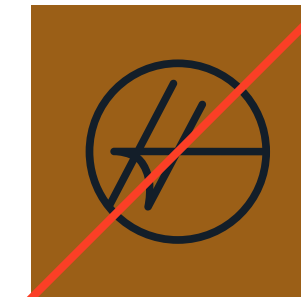
OFF-LIMIT



NO



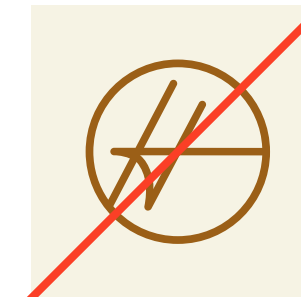
NO



NO



NO



NO



NO

VISUAL IDENTITY

Typography

Headers

To the right are recommended font sizes and leading (line spacing) measurements for headers and titles. H1, H2, H3, H4, H5, and H6 are to be used on the Harvest Group website, but below are additional font sizes and leading measurements to use in other branded materials.

T T 18pt	t A 22pt
T T 24pt	t A 29pt
T T 30pt	t A 36pt
T T 36pt	t A 43pt
T T 48pt	t A 58pt
T T 60pt	t A 72pt
T T 72pt	t A 86pt
T T 84pt	t A 101pt
T T 96pt	t A 115pt
T T 110pt	t A 132pt
T T 136pt	t A 163pt

HEADERS

H1: Proxima Nova 60/72

H2: Proxima Nova 48/58

H3: Proxima Nova 36/43

H4: Proxima Nova 30/36

H5: Proxima Nova 24/29

H6: Proxima Nova 18/22

NOTE

Only two font weights (Regular, Bold) are approved for use. Bold should be reserved for things like section titles/names, column titles, or as seen here on this page in the words *Visual Identity*, *Headers*, and *Note*. Use Regular weight in all other instances.

Typography

Paragraphs

To the right are recommended font sizes and leading (line spacing) measurements for paragraphs and body copy for use in a variety of specified formats.

PARAGRAPHS

Website Body Copy

Donec sed odio dui. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Nulla vitae elit libero, a pharetra augue. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Maecenas faucibus mollis interdum. Donec ullamcorper nulla non metus auctor fringilla.

 16pt 20pt

Printed Body Copy

Donec sed odio dui. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Nulla vitae elit libero, a pharetra augue. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Maecenas faucibus mollis interdum. Donec ullamcorper nulla non metus auctor fringilla.

 12pt 14pt

Fine Print or Captions (for Website & Printed Materials)

Donec sed odio dui. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Nulla vitae elit libero, a pharetra augue. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Maecenas faucibus mollis interdum. Donec ullamcorper nulla non metus auctor fringilla.

 10pt 12pt

© 2020 Harvest Group

Harvest