

Brand Guidelines





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Primary Logo





Logo - Secondary

The primary logo is available in different variations within the colour palette. When the environment doesn't allow for using the primary logo, there are secondary logo versions available. Where the primary logo has already been established, the logo mark tree can be used on its own.

A wordmark logo in colour variations for smaller spaces like social media profiles is also available for use in the branding kit. All logos are available in the following formats - vector .jpeg .png



Colour - Primary

The primary colours for the branding are as follows:

Forest

CMYK 76, 20, 100, 6
RGB 90, 143, 76
Hex #5A8F4C

Fern

CMYK 49, 0, 83, 0
RGB 152, 197, 108
Hex #98C56C

Oak

CMYK 41, 63, 73, 32
RGB 114, 83, 66
Hex #725342

Autumn

CMYK 16, 66, 84, 3
RGB 192, 115, 73
Hex #C07349

Birch

CMYK 3, 6, 6, 0
RGB 243, 236, 232
Hex #F3ECE8

Colour - Categories

The secondary colours for the branding are as follows, and should be used for the specific areas of speciality.

Crop Diversity

CMYK 49, 24, 96, 4
RGB 75, 71, 65
Hex #88a630

Agroforestry

CMYK 75, 10, 85, 1
RGB 63, 160, 80
Hex #3fa050

Business & Markets

CMYK 11, 39, 83, 0
RGB 40, 73, 89
Hex #e3ab3d

Animal Husbandry

CMYK 21, 69, 0, 0
RGB 202, 107, 167
Hex #ca6ba7

Food Systems

CMYK 22, 81, 80, 12
RGB 8, 72, 71
Hex #b54533

Typography

The Primary typeface is Manrope.

It works well with the logo and its legibility makes it extremely versatile. Using Violet consistently will help to make sure all communications feel distinct but on brand.

Manrope is a modern variable typeface with intricate controls when used with professional DTP software.

When used for everyday DTP it is advised that a user sticks to the three weights specified right.

An example of good practice can be seen on the next page.

MANROPE EXTRABOLD

AaBbCcDdEeFfGg
0123456789(),.!?”@#

MANROPE REGULAR

AaBbCcDdEeFfGg
0123456789(),.!?”@#

MANROPE EXTRA LIGHT

AaBbCcDdEeFfGg
0123456789(),.!?”@#

Typography

HEADLINE

Manrope Extra Bold

Beribeati ut occullat
quossit atusam?

SUBHEAD

Manrope Semi Bold

Am qui vitatibus ditatendae odis et
quasperis ullia que voluptas essint
et aspid eum samus.

PULL QUOTE

Manrope Semi Bold

Incto ius et ullectemo blabore el et eius quo mos
mintot atemost esciet millecatem ium eost quo
dolum invellus enia ipsandam faciae. Ita plabore
pudae ea sendit iunto volorest.

BODY COPY

Manrope Semi Bold

Incto ius et ullectemo blabore el et eius quo
mos mintot atemost esciet millecatem ium
eost quo dolum invellus enia ipsandam faci
ae. Ita plabore pudae ea sendit iunto volorest
magnatum se ni tatae volut lisintur?Um vitam
fuga. Sum sum fu gitui ndantur, qui nissinis
audi senimpedit a non rero dolupta nem as et

volupta placcup. Qui rem num et a nust
assitat uriaeptatus porro corehenisto
ipsaperum alitassit ut mos dem perf eru
mquatem eosam explis moles aut offic te
sint, tem quae eium ut aborepedi nonet
erro inullenimpos dolupis autat es repra
peria prae lbusdam doleate.

Photography

Realistic, informative, warm and true to life. These are the aesthetic aims for any photography used within the brand.



Photography



Photography



Brand in action

Here are some examples of the brand in action, using the colourways and different logo marks available.



Digital

Some examples of how the brand may look when used online.

The basics
of
soil fertility



WORLD
DAY OF
FORESTS



Lucy MacLennan
Chief Executive

0777 288 6390
lucy@organicresearchcentre.com
organicresearchcentre.com



Lucy MacLennan
Chief Executive

0777 288 6390
lucy@organicresearchcentre.com
organicresearchcentre.com



Print

Some examples of how the brand may look when used in print.

Paper stock is important, and should always be FSC certified, to reflect the principle values of the Organic Research Centre.







