



cultivation

AGRICULTURAL MARKETING LLC

Serving rural communities and agricultural businesses through
cohesive branding and messaging.

FULL COLOR LOGO

The full color logo is to be used as often as it is appropriate. This logo is best suited for light-medium backgrounds, and should be used on the majority of external materials.



ADDITIONAL LOGO OPTIONS

When a background becomes darker, or busier, one of the logo options below can be utilized. If the background is extremely busy, use one of the logos in the right column that refrains from using the icon.



CLEAR SPACE & MINIMUM SIZE

In use of the logo at any size, ensure that there is adequate white space left around the logo's perimeter (roughly equaling the height of "cultivation"). Including white space, do not make the logo and surrounding space smaller than 1.5 inches. These considerations will help to secure Cultivation Agricultural Marketing LLC's brand.



LOGO USAGE DO'S & DONT'S

Following these simple guidelines will ensure that Cultivation Agricultural Marketing LLC is represented visually in the best way possible. If there are any questions, please reach out to info@cultivationagmarketing.com.

DO follow spacing suggestions.

DO observe minimum size requirements.

DO use original vector files.

DO choose logo marks appropriately depending on usage.

DO NOT alter logo color.

DO NOT alter proportions.

DO NOT remove any elements of the logo.

DO NOT use logo in a sentence.

DO NOT add a dropshadow.

DO NOT rotate the logo.

DO NOT alter fonts.

DO NOT blur the logo.

COLORS

Pantone 7546 C, 166-14 C, and white are the three colors to be used when representing the brand. For selective purposes, black can be used.



PANTONE 7546 C
#253746



PANTONE 166-14C
#D8D458



#FFFFFF



FOR SELECTIVE USE
#000000

TYPEFACE

Futura is the chosen all use font for Cultivation Agricultural Marketing LLC. Stud Regular is the other logo font, it is not to be used outside of the logo.

stud, regular

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz

futura, medium

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz

futura pt, light

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz



headline



subhead



body

ICON USAGE

Icons can be used as a stand-alone item for internal purposes, and on business cards, when the full logo is shown somewhere else on the card.

