Logo Lock-ups

Reach Farmers Faster is an online tool - created by Environmental Initiative and Trust In Food™ social purpose initiative of Farm Journal - to help organizations design data-driven outreach in conservation agriculture. The primary logo "lock-up" includes Environmental Initiative + Trust in Food™ logos in white on the dark green background as shown below. Any edges of the logo container that do not go offscreen/off the page should have rounded corners.

The secondary logo treatment includes Environmental Initiative, Midwest Row Crop Collaborative, and Trust in Food logos as shown here.

Walmart Foundation Logo

The Walmart Foundation logo should appear in full color outside of the main logo lock-ups. If a header and/or funding explanatory copy is not paired with the logo, then *"Made possible by"* in Lato italic should be included either above or beside the logo to provide context.

Made possible by

Made possible by

All uses of the Walmart Foundation logo must be approved by Walmart Foundation before use.

Logo Rules

Spacing

A space equal to the "+" symbol should be around the logos.

Full Color

The logos should be full color when they appear together in a grid, website slider, or Powerpoint presentation.

Contrast

Only display the white logos on the dark green background to ensure there is enough contrast and consistency across marketing channels.

Additional Rules

Please follow these guidelines for individual logos:

The Trust in Food and Midwest Row Crop Collaborative logos must include the parent brand attributions below them.

Must use the Walmart Foundation logo with "Walmart" in dark blue and includes "org" after the spark symbol as shown on bottom left corner of this document.

Colors

Color plays an important role in the brand identity. Hues from Trust in Food™ and Environmental Initiative's Midwest Row Crop Collaborative were adopted to create the foundation of the color palette.

The dark green should be used as the primary color on all collateral materials. Grass green is meant for accents and to draw atttention while sage and tans are intended to be background colors.

Never use 100% black for body copy. Always use the grey shown below.

Note: Colors shown below and on subsequent pages are in RGB because this brand guidelines book will likely be viewed on-screen. RGB/Hex hues will typically look lighter on-screen compared to CMYK swatches. Always print with CMYK colors and request printed proofs whenever possible.

DARK GREEN	**C:** 90 **M:** 33 **Y:** 100 **K:** 24 **R:** 0 **G:** 107 **B:** 53 **Hex:** #006B35
GRASS GREEN	**C:** 59 **M:** 23 **Y:** 100 **K:** 4 **R:** 119 **G:** 153 **B:** 3 **Hex:** #779903
SAGE	**C:** 27 **M:** 8 **Y:** 53 **K:** 0 **R:** 193 **G:** 206 **B:** 144 **Hex:** #C1CE90
TEXT GREY	**C:** 67 **M:** 54 **Y:** 46 **K:** 40 **R:** 60 **G:** 61 **B:** 62 **Hex:** #434343
BACKGROUND TAN	**C:** 8 **M:** 7 **Y:** 10 **K:** 0 **R:** 233 **G:** 230 **B:** 224 **Hex:** #E9E6E0
AIRY TAN	**C:** 4 **M:** 3 **Y:** 4 **K:** 0 **R:** 242 **G:** 241 **B:** 239 **Hex:** #F2F1EF

Typography

When used appropriately, typography is a powerful piece of the brand identity toolkit. The font family "Lato" is recommended for use across all collateral materials.

The font family includes 10 different weights. Lato Bold should be used for headings in both print and digital collateral. Lato Regular is most appropriate for paragraph copy. "Hairline" and "Hairline Italic" are not recommended because they are too light for easy readability.

Headings should be in sentence case. Buttons and short calls to action should be all caps.

Lato can be downloaded for free from Google Fonts at **https://fonts.google.com/specimen/Lato**.

Typography Samples

Heading 1

Heading 2

Heading 3

Heading 4

This is an example of call out text.

BUTTON

Photography

Photography used across marketing channels must be full color and depict agricultural settings. The primary images should include people. Subjects can be posed or engaging with one another and/or the agricultural setting in natural, genuine poses. Photos that focus on crops, farms, fields, livestock, and sustainable practices can be used as secondary images. A mix of macro and landcape images can be used.

AI-generated images may NOT be used.

Photo Examples