



Style Guide

Logo Styles

There is one primary True Leaf Farms logo with three secondary color variations.

1. Color Logo
2. Blue Logo
3. Black/White Logo
4. Reversed Logo

The color logo should always be your first choice for applications. The Blue logo should be reserved for one-color applications and the black and reversed logos should be used only in black/white or grayscale applications.



Color Logo



Blue Logo



Black Logo



Reversed Logo

Logo Applications

MINIMUM SIZES

Print: Minimum size for printed applications is .75 inches wide.

Web: Minimum size for web and screen applications is 54 pixels wide.



.75 inch print

54 pixels web

EMBROIDERY

- Recommended size for T-shirt embroidery is 2 inches.
- Minimum size for embroidery and screen print applications is 1.25 inches.
- Color Logo application for navy blue or white fabric.
- Blue Logo application on white fabric.
- Black Logo application on navy blue or black fabric.



1.25 inch minimum embroidery



2 inch recommended T-shirt embroidery

Color Specification

The **primary colors** used in the Church Brothers Farms logo are **Church Blue** and **Church Green**.

Church Yellow is used as a secondary and highlighting color.

The use of Pantone Matching System (PMS) colors is recommended when an exact color match is desired.



TRUE LEAF BLUE

Pantone 281c

c100 m90 y31 k34



TRUE LEAF GREEN

Pantone 368c

c58 m2 y100 k0

email Signature

The below format is recommended for email signatures. Please do not personalize the email signature with additional colors, fonts or graphics.

Employee Name:
Arial Black • Size 14 • Color Black

Additional Information:
Arial Regular • Size 14 • Color Black

Space Between Signature
Information and Logos

Logos:
Use Agency Provided Logo Grouping Only

Employee Name
Job Title
Church Brothers Farms | True Leaf Farms
Address Line 1
City, State, Zip Code
email address
www.ChurchBrothers.com



Contact Information

Full Steam Marketing & Design
60 West Market Street
Suite 150
Salinas, CA 93901

Phone: 831.757.4164

Fax: 831.757.7574

Fullsteam.com