



# BRAND GUIDE



# True Leaf Farms Logo

## COLOR LOGO

The color logo should always be your first choice for applications.



**Color Logo**

## MINIMUM SIZE

**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

## Secondary Logos



### Blue Logo

The Blue logo should be used for one-color applications



### Black Logo

The Black logo should be used for black and white, and greyscale applications.



### Reverse Logo

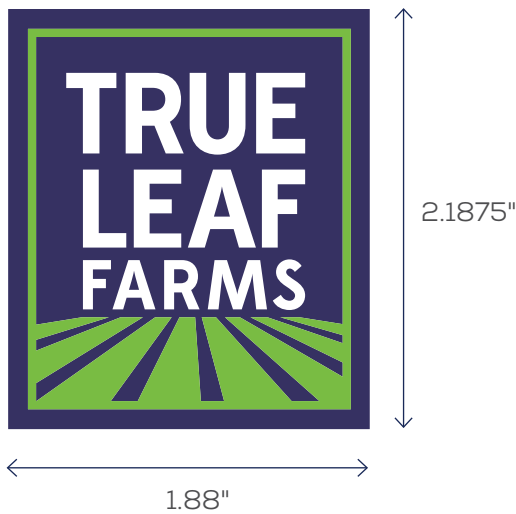
The Reverse logo should be used only if a white or one color application is needed.

# Logo Embroidery Applications

## SIZE REQUIREMENTS

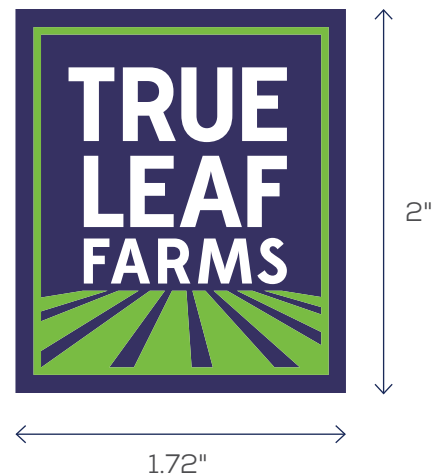
### Men's Clothing and Unisex Hats

Logo must be 2.1875 inches tall by 1.88 inches wide.



### Women's Clothing

Logo must be 2 inches tall by 1.72 inches wide.



## COLOR

- Blue thread #1742 or closest equivalent to Church Blue.
- Green thread #1701 or closest equivalent to Church Green.
- White thread for company name and reverse logo applications.

## APPLICATION

- Color Logo application for navy blue or white fabric.
- Blue Logo application on white fabric.
- Reversed Logo application with one color on navy blue fabric.



hat color logo example



hat color logo example



mens reverse logo example



mens color logo example



womens color logo example



womens blue logo example

# Primary Colors

The primary colors used in the True Leaf Farms logo are the same as our Church Brothers Farms logo, Church Blue and Church Green.

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



## CHURCH BLUE

PANTONE 281C  
c90 M90 Y31 K24  
R54 G49 B98  
THREAD COLOR #1742



## CHURCH GREEN

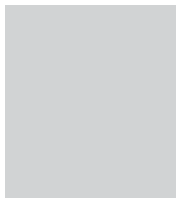
PANTONE 368C  
c58 M2 Y100 K0  
R118 G188 B33  
THREAD COLOR #1701

# Secondary Colors



## GREY 55%

c0 M0 Y0 K55  
R138 G140 B142



## GREY 20%

c0 M0 Y0 K20  
R209 G211 B212



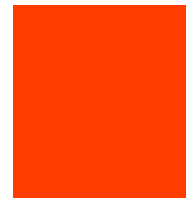
## CHURCH YELLOW

PANTONE 143C  
c2 M32 Y92 K0  
R245 G179 B53  
THREAD COLOR #1624



## SPINACH

c58 M2 Y100 K30  
R87 G142 B49



## BRIGHT RED

c0 M87 Y100 K0  
R35 G31 B32

For when your powerpoints need some pop

# 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  
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](http://Fullsteam.com)