



BRAND GUIDE



Church Brothers 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

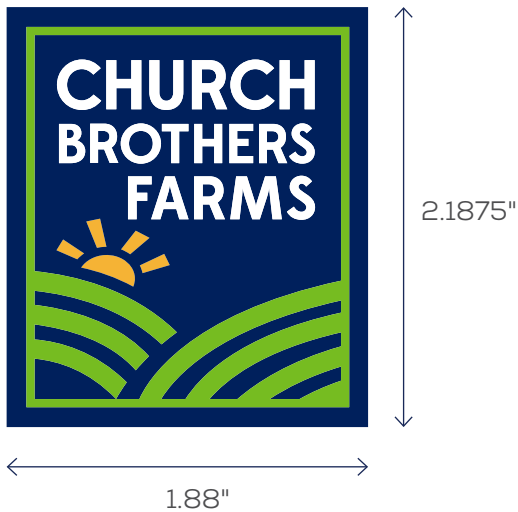
The Reverse logo should be used only if a white or one color application is needed.

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.
- Yellow thread #1624 or closest equivalent to Church Yellow.
- White thread for company name and reverse logo applications.



hat color logo example



hat one color logo example

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.



mens reverse logo example



mens color logo example



womens color logo example



womens blue logo example

Primary Colors

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

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



CHURCH YELLOW

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

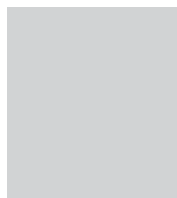
Secondary Colors

For when your powerpoints need some pop



GREY 55%

c0 M0 Y0 K55
R138 G140 B142



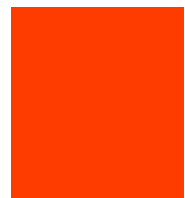
GREY 20%

c0 M0 Y0 K20
R209 G211 B212



SPINACH

c58 M2 Y100 K30
R87 G142 B49



BRIGHT RED

c0 M87 Y100 K0
R35 G31 B32

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

