# Fleet Farm™

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# LOGO USAGE GUIDELINES

Fleet**F**Farm

Our brand identity is the purest expression of our brand—and also its most meaningful. The consistent treatment of the brand identity helps us build a strong and lasting impression of the brand for all of our audiences. The brand identity must always stand out clearly and legibly.

The FleetFarm brand identity must ALWAYS include all of the graphic elements—as shown. Therefore, the wordmark must be used in combination with the "double-Fs"-icon—as shown.

The kerning and relationship between the letterforms and graphic components must always remain consistent and cannot be altered or adjusted in any way.

**TAGLINE**

When the tagline is used in combination with the brand identity, the placement, kerning and relationship between graphic components must always remain consistent and cannot be altered or adjusted in any way.

**BRAND IDENTITY**

Fleet**F**Farm

**BRAND IDENTITY + TAGLINE**

Fleet**F**Farm
Built for real life

**Fleet Farm**

The brand identity must always stand out clearly and legibly, free of visual clutter. Clear space and minimum size standards help to ensure that our identity is given the prominence it deserves.

## CLEAR SPACE

Always maintain a minimum clear space around the brand identity—as shown. The clear space measurements reflects the width of the letter "r" in the word "Farm" from the brand identity.

No other brand identities or graphic elements should appear within this clear space other than the brand tagline or community/state name. This clear space should always be scaled using the same proportions as the brand identity.

## MINIMUM SIZE

A minimum size has been set for the brand identity. It may not be scaled down any more than the minimum size shown. This helps to ensure that the brand identity is always legible.

When referring to the size of the brand identity, we use the overall height of the full brand identity—including the "double-F" icon as a visual reference.

**CLEAR SPACE RULES**

**Fleet Farm**

WIDTH OF LETTER "r"

WIDTH OF LETTER "r"

WIDTH OF LETTER "r"

WIDTH OF LETTER "r"

**MINIMUM SIZE**

0.125" H  **Fleet Farm**

## PRIMARY APPLICATION

The primary brand identity is most representative of our brand. Always strive to use this version whenever possible.

## SECONDARY APPLICATIONS

Where certain production limitations exist, the secondary brand identity applications may be used. The one-color reverse (white) brand identity may be used on a dark background or our brand orange background. The one-color positive (black) brand identity should only be used when limited to black ink.

## BRAND IDENTITY ON IMAGES

The brand identity may be used over a background image, provided there is sufficient contrast between the brand identity and the image for optimum legibility.

On a light background image, use the two-color brand identity. On a dark background image, the white identity should be used.

Avoid placing the brand identity on any image that has a bold texture or variations in shades that compromise legibility or visually compete with the brand identity.

### PRIMARY
### BRAND IDENTITY

Fleet Farm

### SECONDARY
### ONE-COLOR BRAND IDENTITY

Fleet Farm

ONE-COLOR APPLICATION—WHITE (REVERSE)

Fleet Farm

ONE-COLOR APPLICATION—BLACK (POSITIVE)

**Fleet Farm**

Our brand identity is the foundation of our brand. It is important to maintain the integrity of the brand identity at all times — therefore it should not be adjusted, altered, or placed inappropriately in any way.

Maintaining executional consistency and adhering to these guidelines will ensure a strong, consistent, and ownable brand presence.

DO NOT REMOVE OR CHANGE THE GRAPHIC ELEMENTS

DO NOT ALTER THE RELATIONSHIP BETWEEN THE ELEMENTS

DO NOT SUBSTITUTE TYPEFACES, WEIGHTS OR CASE SETTINGS

DO NOT DISTORT, ROTATE, REFLECT OR SKEW

DO NOT DISPROPORTIONATELY SCALE

DO NOT CHANGE THE APPROVED COLORS

DO NOT PLACE ON AN ANGLE

DO NOT OUTLINE OR ADD SPECIAL EFFECTS

DO NOT ADD A DROP SHADOW

DO NOT PLACE WITHIN A SHAPE

DO NOT USE WITHIN A BODY OF TEXT

DO NOT PLACE ON A BACKGROUND THAT MAKES IT ILLEGIBLE