BRAND STYLE GUIDELINES

SEPTEMBER 2020

Fleet Farm®

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.

Fleet Farm's name, logos, and tag lines are all registered with the United States Patent and Trademark office.   The logos specified on these pages are subject to Trademark regulations and enforcements under registration numbers 5,597,209 – 5,597,210 –5,597,211 – 5,597,212 – 5,685,935 - 1,535,902.

BRAND IDENTITY

Fleet**F**Farm.®

Fleet**F**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

Width of "r"

Width of "r"

Width of "r"

Width of "r"

MINIMUM SIZE

0.125" H

Fleet**F**Farm

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 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)

TERTIARY
TWO-COLOR BRAND IDENTITY

Fleet Farm

TWO-COLOR APPLICATION - WHITE/ORANGE (REVERSE)

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

The consistent use of our Color Palette helps us establish a distinct visual appearance for our brand.

In addition to the brand's primary color palette, a secondary palette offers extended options to help neutralize the bright orange in our primary palette.

REMEMBER

Whenever possible, utilize Pantone® inks rather than attempting to re-create the colors through the four-color (CMYK) process.

The appearance of our brand colors will differ from spot-color (PMS PANTONE® color) to a four-color process (CMYK). In addition, there will be slight color variance when printing on different paper stocks.

While color variations in printing and production can't be eliminated completely, they can be minimized.

For color matching—and to minimize any visual differences—always refer to the Pantone Matching System and match to PANTONE® color swatches.

PRIMARY BRAND PALETTE

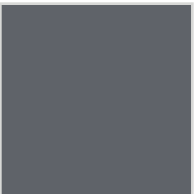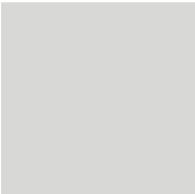| PANTONE 165 C	BLACK	WHITE
C-0 / M-74 / Y-94 / K-0 R-255 / G-103 / B-31 #FF671F	C-0 / M-0 / Y-0 / K-100 R-44 / G-42 / B-41 #000000	C-0 / M-0 / Y-0 / K-0 R-255 / G-255 / B-255 #FFFFFF

SECONDARY BRAND PALETTE

PANTONE COOL GRAY 9 C	PANTONE COOL GRAY 6 C	PANTONE COOL GRAY 2 C
C-30 / M-22 / Y-17 / K-57 R-117 / G-120 / B-123 #75787B	C-16 / M-11 / Y-11 / K-27 R-167 / G-168 / B-170 #A7A8AA	C-5 / M-3 / Y-5 / K-11 R-208 / G-208 / B-206 #D0D0CE
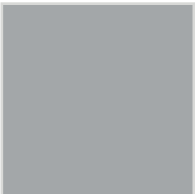
The brand's typographic style is simple, clean, and bold.

These selected typefaces represent the brand and should be used for all communications and collateral.

Gotham is the primary typeface used in all design applications. Its clean, simple design and variety of weights make it ideal for many applications.

TYPESETTING RULES

Always use a typographer's eye for typesetting—kerning any irregularities in the spacing between letterforms and leading for awkward spaces between copy lines.

PRIMARY TYPEFACE - GOTHAM BOLD + MEDIUM + BOOK (for main type purposes - wayfinding, headers, short body copy, etc.)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890+/&!?$*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890+/&!?$*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890+/&!?$*