FARMER BROTHERS

COFFEE CO

BRAND GUIDELINES FOR MEDIA

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THIS IS THE **FARMER BROTHERS** BRAND GUIDE. IT DEFINES WHO WE ARE **AT OUR CORE,** AND HOW WE PRESENT OURSELVES TO THE WORLD. HOW WE **BUILD CONNECTIONS.** HOW WE LIVE OUT OUR BELIEFS. HOW WE COMMUNICATE. **HOW WE LEAD.**

PURPOSE OF
THE BRAND GUIDE

The purpose of this guide is to ensure our brand is presented correctly, cohesively and consistently across all visual and verbal touchpoints. In this guide you'll learn about the identity of Farmer Brothers.

Please follow these guidelines, they help to ensure the strength of our brand.

BRAND INTRODUCTION

OUR BRAND IS THE SUM OF THE PERCEPTIONS WE HAVE IN THE MARKETPLACE

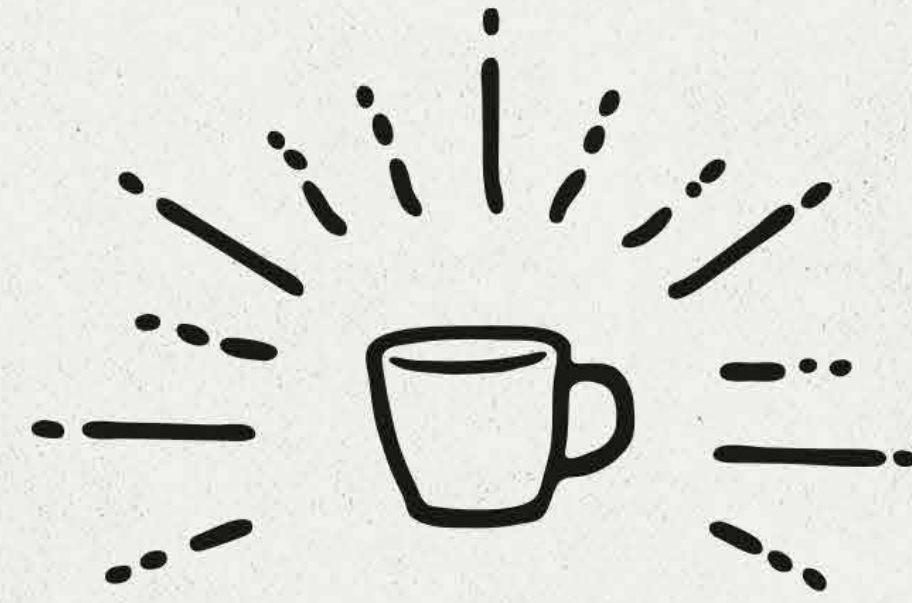## IT'S A REFLECTION OF OUR IDENTITY AT ITS CORE.

When we know who we are, we'll know what to say. Nurturing our brand is essential to serving our stakeholders–it directly impacts the trust and loyalty we'll develop in the marketplace.

Farmer Brothers is a beloved, known and experienced brand among our clients, partners, employees and future employees. Shepherding our brand standards will ensure we maintain this position for 100 years to come–and more, too.

OUR
TAGLINE

GOOD DAYS NEED GOOD COFFEE

FARMER BROTHERS

OPTION 1

FARMER BROTHERS

MAKE THE DAY

OPTION 2

LOGO

THE NEW FARMER BROTHERS LOGO CAPTURES BOTH OUR HISTORY AND FUTURE IN THIS PRESENT MOMENT

You will learn the story of our new logo and crucial rules for maintaining consistent brand identity when using it. By adhering to these guidelines, you guarantee a consistent visual representation of our brand, so it is accurately recognized wherever the logo is displayed.

PRIMARY LOGO

The core logo mark preserves the heritage of the past by carrying the original crest arching into the Farmer Brothers name.

FARMER BROTHERS
COFFEE CO

SECONDARY LOGOS

Secondary Logo versions are inspired by vintage advertisements and barbershop window signage. This retro modern aesthetic remains timeless and is designed for flexibility to work at large and small scale in future applications.

FARMER BROTHERS
COFFEE Co.

FARMER
BROTHERS
COFFEE
Co.

FARMER
BROTHERS

FARMER
BROTHERS
COFFEE
CO

COLOR VERSIONS

The Farmer Brothers logo should only use colors from the Primary Palette: Coffee Black, Foam, Golden. The background color may be chosen from either the Primary or Secondary Palette, but must not be in the same color family as the logo color. For example, if Golden is being used as the logo color, then the background should not be a shade from the Golden color swatches.

CLEAR SPACE

Clear space is the area surrounding the signature that must always be free of any text or graphic elements. It ensures that the signature stands distinct in any environment.

The clear space in the Farmer Brothers logo is measured by the height of the letter "o" in the wordmark and is shown to the right as "x".

The minimum clear space must always be 1x on all sides of the signature. Whenever possible, the amount of clear space should be greater than 1x.

MINIMUM SIZE

Our logo is designed to scale up or down, print or digital. To ensure our logo is always legible, the Farmer Brothers logo should never be smaller than 30 pixels wide.

FARMER BROTHERS
COFFEE CO

30px

FARMER BROTHERS
COFFEE CO

UNACCEPTABLE USAGE

For Farmer Brothers to be properly presented, care must be taken to ensure correct and consistent logo use in every application. Altering or redrawing the logo in any way weakens the power of the brand and what it represents. Some common misuses are shown here.

Do not scale individual elements of the logo.

Do not skew or stretch the logo.

Do not alter the hierarchy of the logo.

Do not warp or distort the logo.

Do not portray the logo in different typefaces.

Do not alter the spacing of the logo.

SIGNAGE

The Farmer Brothers logo isn't just seen on marketing materials or internal communications, it's also proudly displayed at our corporate and field offices in the form of signage. Guidelines have been developed which dictate where and how these signs should be placed. It's important to follow these rules because this is where our logo is at its largest and most prominent.

COLOR

OUR BRAND COLORS VISUALLY COMMUNICATE OUR VALUES AND PERSONALITY

The colors we choose aren't simply an aesthetic choice, they symbolize important aspects of our company. Each hue evokes an emotion from the viewer that is directly connected with our brand. We are grounded, dependable, friendly and confident. Our brand colors reflect this and create an emotional connection with our investors, partners, employees and recruits.

These colors are foundational to the Farmer Brothers brand identity. To maintain consistency, it is essential that our colors are always reproduced accurately. These charts indicate color values for the Farmer Brothers identity broken down by HEX, RGB, CMYK and PANTONE color values.

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COFFEE CO

PRIMARY PALETTE

The colors seen here should be the first choice when creating
a piece of communication. This palette serves as the timeless
foundation for the brand—strong and black like the coffee our
people rely on, punctuated by a versatile foam white.

FOAM

HEX F0F1EC
RGB 240.241.136
CMYK 4.2.5.0
PMS COOL GRAY 1 40

COFFEE BLACK

HEX 1E1E1A
RGB 30.30.26
CMYK 71.64.59.77
PMS BLACK 2

HEX E2E4DB
RGB 226.228.219
CMYK 11.6.13.0

HEX C8CBBC
RGB 200.203.188
CMYK 22.14.26.0

HEX 92938A
RGB 146.147.138
CMYK 45.36.43.3

HEX 575753
RGB 87.87.83
CMYK 62.54.58.31

HEX 30302E
RGB 48.48.46
CMYK 69.63.64.62

SECONDARY PALETTE

These colors compliment our primary brand colors, with each hue being inspired by the core emotional connections we create through our dedication to quality service. Golden creates the friendly warmth of sunlight and the prestige of our premium products. Mahogany evokes the richness and familiar comfort that we deliver to our customers. Denim speaks to our rugged,

blue-collar reputation for quality and reliability. As the name suggests, we use these colors as a secondary choice when creating a piece of communication. The primary colors are always the default choice, and these simply play a supporting role. It's important to be mindful of how much we're using secondary colors, over-reliance can harm brand identity.

GOLDEN

HEX AF9864
RGB 175.152.100
CMYK 32.36.70.4
PMS 468 U

MAHOGANY

HEX 5B322C
RGB 91.50.44
CMYK 43.74.71.51
PMS 483 U

DENIM

HEX 273347
RGB 39.5.71
CMYK 86.74.48.45
PMS 546 U

| C4B07D | D9CC94 | E5DBA8 | EDE5BF | F5F0D4 |

| 80453D | 8F524C | A36B69 | B58987 | D9BDB5 |

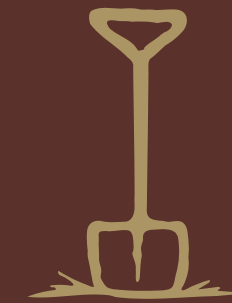| 33425C | 405978 | 73829C | 94A3B8 | B2BFCF |

FARMER BROTHERS
COFFEE Co.

FARMER
BROTHERS

SUN'S UP
ESTD   1912
CUPS UP

SINCERELY
FARMER
BROTHERS

MAKE THE DAY WITH GOOD COFFEE
FARMER
BROTHERS

TYPOGRAPHY

WORDS CAN CONVEY
MORE THAN WHAT WE
READ IN A SENTENCE

A typeface helps convey our brand's personality. It also enhances brand recognition and consistency across all channels, helping establish a strong visual identity. Moreover, the typeface's readability ensures effective communication of the brand's message, impacting how we're perceived by our audiences. In essence, the right typeface is integral to crafting a unique and memorable brand personality.

PRIMARY FONT

The primary typeface is Tay Dreamboat Thin, used for headlines. A modified version of it is part of the Farmer Brothers logo. As such it should never be used to type out the Farmer Brothers wordmark, which is treated as a separate entity.

TAY DREAMBOAT THIN

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 ! ? @ # % &

SECONDARY FONT

The typeface used for body copy is Elza Regular.
It is legible and clean; perfect for everyday use.

Elza Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! ? @ # $ % ^ & * ( )

MICROSOFT-FRIENDLY FONT

The Microsoft-friendly typeface used for body copy is Microsoft Sans Serif Regular. Legible and clean like Elza, it should be used for standard communications like emails and PowerPoints.

Microsoft Sans Serif Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! ? @ # $ % ^ & * ( )

FARMER BROTHERS
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HIERARCHY

The hierarchy of type is crucial in effective design and communication. Headlines should command attention with bold fonts and larger sizes. Subheads come next, providing additional context or breaking down the content into digestible sections. Body copy is considered the primary text. It should be legible and in a readable font size, ensuring the audience can engage with the content comfortably.

HEADLINES
TAY Dreamboat Thin

HEADLINE

SUBHEADS
TAY Dreamboat Thin

SUBHEAD

BODY COPY
Elza Regular

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TYPOGRAPHY DO'S

DO

Do ensure proper spacing and margins between elements. Vertical spaces should be consistent multiples of the main element.

2X	
1X	**HEADLINE**
1X	**SUBHEAD**
2X	

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DO

Do reduce headline and subhead proportions when more information is necessary.

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1X	
1X	**APITIUM EOS MAXIMUS. SAM QUIDICIPSAM TIM QUE SOLOR ALIBERIBUS ASPISCIIS ET RESSUM.**
1X	

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DO

Do maintain consistent vertical and horizontal margins based on the main graphic element. Margins should not be the smallest spacer.

1X	**NUM QUI BEATEM**
1X	
1X	**MET DOLORE VIDEMPORI CORIBUS ACES ET EUM FACEPROVIT EOSAPERUM ILIBUS APIS NONET QUIS MO EUM ET EROVIDERIT.**
2X	
1X	

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FARMER BROTHERS
COFFEE CO

TYPOGRAPHY DONT'S

DON'T

Don't use the same vertical space between each element or reduce margins to a single spacer.

DON'T

Don't use vertical heights of different proportions between elements. Vertical spaces should be consistent and multiples of even numbers.

DON'T

Don't break the typography hierarchy of headline, subhead and body copy.

1X
1X
1X
1X

HEADLINE

SUBHEAD

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APITIUM EOS MAXIMUS   SAM QUIDICIPSAM TIM QUE SOLOR ALIBERIBUS ASPISCIIS RESSUM.

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NUM QUI BEATEM

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WEB-FRIENDLY FONTS

For consistency of the Farmer Brothers brand, use
the selected web-friendly font for email signatures.
This font will translate across various platforms.

HEADLINES AND SUBHEADS

For headlines and subheads, use Grandstander
Semibold. Always keep this font capitalized
with the tracking set to 200.

BODY COPY

For body copy, use Manrope Regular.

DOWNLOAD

Grandstander Font Family
https://fonts.google.com/specimen/Grandstander

Manrope Font Family
https://fonts.google.com/specimen/Manrope

HEADLINE

SUBHEAD

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FARMER BROTHERS

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