













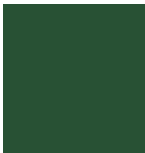









LOGO GUIDELINES			Preferred color of items to use on are greys, black, green tones and kha Reds, yellows, oranges, dark browns are not to be used as logo'd items.	
			<div>TEXTURED BACKGROUND</div>  <div>BLACK</div> 	
WITH LOCATION DESIGNATOR	STACKED		<div>REVERSE</div>   	
				
The location designator and stacked logo are only used with marketing approval. Questions? Reach out to bre.toof@cssfarms.com				
DOS AND DON'TS - LOGO USAGE				
<div>DO allow for adequate space around logo. Use the logo grid as your guide.</div> 		<div>DON'T change the colors or typeface of the logo.</div>  		<div>DON'T alter size or placement of approved logo elements.</div>  <div>DON'T alter the location size, typeface or placement.</div> 
PRIMARY & SECONDARY COLORS			PRIMARY & SECONDARY FONTS	
<div><div><p>PMS 350 CMYK 80 43 83 42 RGB 42 81 53 WEB 2a5135</p></div><div><p>PMS 369 CMYK 67 12 100 1 RGB 98 167 15 WEB 62a70f</p></div></div> <div><div><p>(Used only in support roles. Advertising, website, brochures, & powerpoints)</p><p>PMS 7461 CMYK 96 41 6 0 RGB 0 124 87 WEB 007cbb</p></div><div><p>PMS 519 CMYK 69 89 35 24 RGB 91 50 95 WEB 5b325f</p></div><div><p>PMS Warm Gray 5 CMYK 34 33 37 1 RGB 173 162 154 WEB ada29a</p></div></div> <div><div><p>Grayscale is used in support of colors.</p></div></div>			<div>PRIMARY</div> <div>Gotham abcdef ghijklm nopqrst uvwxyz</div> <div>WEB/PC FRIENDLY</div> <div><div>Futura PT abcdef ghijklm nopqrst uvwxyz</div><div>Montserrat abcdef ghijklm nopqrst uvwxyz</div><div>Arial abcdef ghijklm nopqrst uvwxyz</div></div>	