



BRAND GUIDELINES

the brandbook for country pure foods



TABLE OF CONTENTS



COUNTRY PURE FOODS

- 1.1 LOGO
- 1.2 TYPE & COLOR

SIDEKICKS

- 2.1 LOGO
- 2.2 TYPE & COLOR

SIDEKICKS CELEBRATIONS

- 3.1 LOGO
- 3.2 TYPE & COLOR

VBLEND

- 4.1 LOGO
- 4.2 TYPE & COLOR

ARDMORE FARMS

- 5.1 LOGO
- 5.2 TYPE & COLOR

FUN!

- 6.1 LOGO
- 6.2 TYPE & COLOR

VITAMOST

- 7.1 LOGO
- 7.2 TYPE & COLOR

GLACIER VALLEY

- 8.1 LOGO
- 8.2 TYPE & COLOR

COUNTRY PURE FOODS

1.1 LOGO

1.2 TYPE & COLOR

Correct Logo Use:



Black and White Logo:



Colors:



Logo Colors:



Type:**MONTSERRAT: WEB**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

ARIAL: WEB

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

NEW SPIRIT: WEB

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CENTURY SCHOOLBOOK: LOGO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

ROBOTO: PRINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

FRANKLIN GOTHIC: PRINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

1.2 INFORMATION

Type: Montserrat, Arial and New Spirit are the web fonts. Century Schoolbook is the logo font. Roboto Slab and Franklin Gothic are the print colors.

Color: Pantone 518 C, Pantone 466 C and Pantone 5615 C are the general color. Follow the logo when creating for logo specific materials. For more specific colors, please reach out to CPF marketing.

Apperal Logo: Please contact marketing for apperal use.

SIDEKICKS

2.1 LOGO

2.2 TYPE & COLOR

Correct Logo Use:



White Logo:



Outlined Logo:



Colors:**2.2 INFORMATION**

Type: VAG Rounded STD is the primary font. Angelina is the secondary font.

Color: Pantone 325 C and Pantone 205 C are the logo colors. Pantone 286 C is the supporting color. For more specific colors, please reach out to CPF marketing.

Apperal Logo: Please contact marketing for apperal use.

SideKicks Specific Type:**VAG ROUNDED STD: PRIMARY****ABCDEFGHIJKLMNOPQRSTUVWXYZ****abcdefghijklmnopqrstuvwxyz****1234567890****ANGELINA: SECONDARY***ABCDEFGHIJKLMNOPQRSTUVWXYZ**abcdefghijklmnopqrstuvwxyz**1234567890*

SIDEKICKS CELEBRATIONS

3.1 LOGO

3.2 TYPE & COLOR

Correct Logo Use:



White Logo:



Outlined Logo:



Correct Logo Use with Tagline:



A Flavor for Every Occasion!

Outlined Logo with Tagline:



A Flavor for Every Occasion!

Colors:**Product Colors:****3.2 TIFORMATION**

Type: VAG Rounded STD is the primary font. Roboto Slab is the secondary font.

Color: Pantone 2735 C is the general color. Follow the product colors when creating product specific materials. For more specific colors, please reach out to CPF marketing.

Apperal Logo: Please contact marketing for apperal use.

SideKicks Celebrations Specific Type:**VAG ROUNDED STD: PRIMARY**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ROBOTO SLAB: SECONDARY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

VBLEND

4.1 LOGO

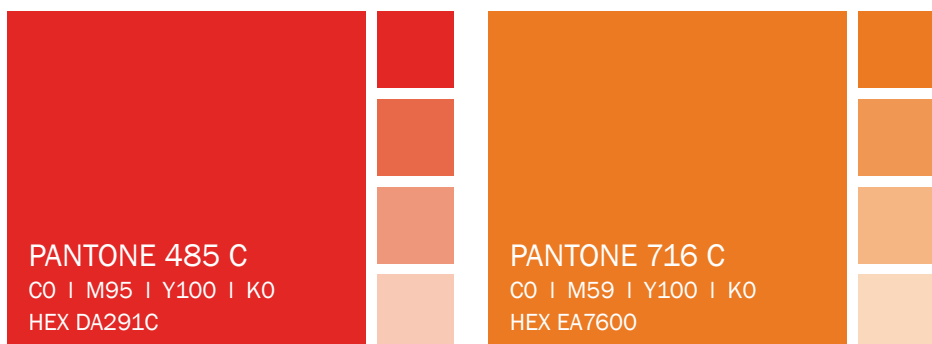
4.2 TYPE & COLOR

Correct Logo Use:



White Logo:



Colors:**VBlend Specific Type:****ROBOTO: PRINT/PRIMARY**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

FRANKLIN GOTHIC: PRINT/ SECONDARY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

4.2 INFORMATION

Type: Roboto is the primary font.
 Franklin Gothic is the secondary font.

Color: Pantone 485 C and
 Pantone 716 C are the colors.
 For more specific colors, please
 reach out to CPF
 marketing.

Apperal Logo: Please contact
 marketing for apperal use.

ARDMORE FARMS

5.1 LOGO

5.2 TYPE & COLOR

Correct Logo Use:
All Applications:
(except plant-based beverages)



White Logo for All Applications:
(except plant-based beverages)



Black Logo for All Applications:
(except plant-based beverages)



Correct Logo Use for Plant-Based Beverages:



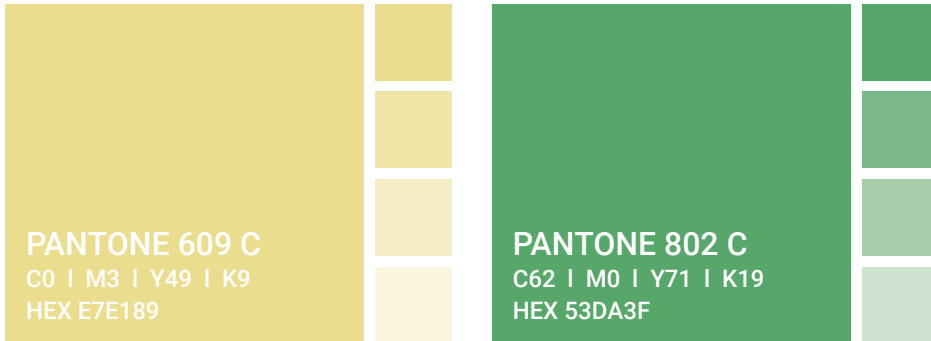
White Logo for Plant-Based Beverages:



Black Logo for Plant-Based Beverages:



Colors:



Ardmore Specific Type:

Arvo: PRIMARY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ROBOTO: SECONDARY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

5.2 INFORMATION

Type: Arvo is the primary font.
Roboto is the secondary font.

Color: Pantone 609 C and
Pantone 802 C are logo colors.
For more specific colors, please
reach out to CPF marketing.

Apperal Logo: Please contact
marketing for apperal use.

FUN!

6.1 LOGO

6.2 TYPE & COLOR

Correct Logo Use:



Black and White Logo:



Colors:



FUN! Specific Type:

ROBOTO: PRINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FRANKLIN GOTHIC: PRINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

6.2 INFORMATION

Type: Roboto and Franklin Gothic are the primary font.

Color: Pantone 361 C is the logo color. For more specific colors, please reach out to CPF marketing.

Apperal Logo: Please contact marketing for apperal use.

VITAMOST

7.1 LOGO

7.2 TYPE & COLOR

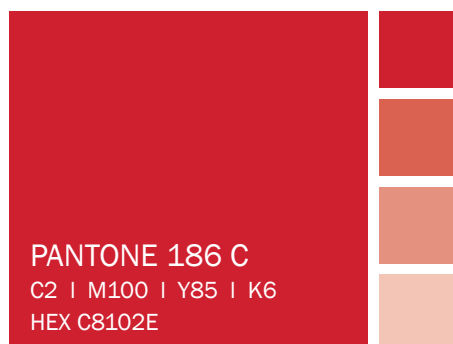
Correct Logo Use:



Black and White Logo:



Colors:



Vitamost Specific Type:

ROBOTO: PRINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FRANKLIN GOTHIC: PRINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

7.2 INFORMATION

Type: Roboto and Franklin Gothic are the primary font.

Color: Pantone 186 C is the logo color. For more specific colors, please reach out to CPF marketing.

Apperal Logo: Please contact marketing for apperal use.

GLACIER VALLEY

8.1 LOGO

8.2 TYPE & COLOR

Correct Logo Use:



GLACIER
VALLEY®

Black and White Logo:



GLACIER
VALLEY®



Colors:**Glacier Valley Specific Type:****ROBOTO: PRINT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FRANKLIN GOTHIC: PRINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

8.2 INFORMATION

Type: Roboto and Franklin Gothic are the primary font.

Color: Pantone 2935 C and Pantone 3405 C are logo colors. For more specific colors, please reach out to CPF marketing.

Apperal Logo: Please contact marketing for apperal use.

