

Hattie's Food Hub
**Brand
Guidelines**
2016

A Hattie Larlham Program

Hattie's Food Hub is an innovative Hattie Larlham work training program for people with intellectual and developmental disabilities. Hattie's Food Hub meets an Akron community need for fresh, local food.

Hattie's Food Hub washes, prepares, packages and sells fresh produce grown at Hattie's Gardens and by Northeast Ohio farmers. Committed to the environment and dedicated to nutrition, Hattie's Food Hub is the new corner store.

Hattie's Food Hub will provide a space for local Ohio farmers and food producers to sell their fruits and vegetables directly to Akron families.

Hattie's Food Hub, with Hattie's Gardens, an aquaponics and CSA program and Hattie's Café & Gifts, is part of a sustainable agriculture loop. By growing locally, reducing carbon emissions, recycling and composting, Hattie's Food Hub seeks to reduce our impact on the environment and change the way Akron eats for the better.

01 Intro

The new Hattie's Food Hub logo provides the nonprofit disability program with a strong, contemporary mark. The logo and its supporting materials portray locality, e.g. Akron and Ohio, and reflect sustainable agriculture, but not on an industrial scale.

The mark needed to meet the nonprofit program and packaged product name recognition requirements. One logo could not achieve all requirements. Two or more logos would dilute the message or, worse, confuse food hub audiences.

A two-part logo system was needed. By creating a compartmentalized, hybrid logo, elements could be added or removed to reinforce key brand aspects and address client requirements.

Two-Part Logo System

Program/Inedible

Hattie's Food Hub

- Business Name: Hattie's Food Hub
- Business Marketing and Promotion
 - Signs
 - Banners
 - Merchandise
 - Business Cards
 - Website
 - Rack Cards

Product/Edible

Hattie's

- Develop Product Brand: Hattie's
- Simple, Clean and Identifiable
- Connected to Program
- Build Quality Product Recognition
- Product Packaging
 - Labels
 - Jars
 - Packets
 - Pouches

Two-Part Logo System

Program/Inedible



Product/Edible



Two-Part Logo System

Program/Inedible



Product/Edible



The Hattie's product logo is directly related to the Hattie's Food Hub program logos. This relationship connects and reinforces the two entities, while distinct uses separate from each other. The Hattie's product logo creates a bold, identifiable brand for easy name recognition on crowded shelves.

02 Logo

Program Logo 01



Primary Identity

The primary Hattie's Food Hub logo is an easily recognizable mark for the Hattie Larlham program. This mark is to be used on signs and other promotional materials, on the website and to identify the program or physical structure.

Inedible

The Hattie's Food Hub program logo identifies the building and program services rather than packaged food or produce. Simply put, it is the default logo for Hattie's Food Hub items that cannot be eaten.

Program Logo 01 Variations

◦Hattie's◦
FOOD HUB

◦Hattie's◦
FOOD HUB

In addition to the full-color version on the previous page, the Hattie's Food Hub program logo may appear in one color as above. The logo may also appear in reverse as below. A complete list of approved colors appears later in the Hattie's Food Hub brand guidelines.

◦Hattie's◦
FOOD HUB

◦Hattie's◦
FOOD HUB

◦Hattie's◦
FOOD HUB

◦Hattie's◦
FOOD HUB

◦Hattie's◦
FOOD HUB

◦Hattie's◦
FOOD HUB

Program Logo 02



Promotional Identity

This variation builds on the primary Hattie's Food Hub logo, adding a marketing tag line and wheelbarrow icon. This positions Hattie's Food Hub as a local grower and as a conscientious member of Akron's food community.

Mind the Gap

A clear space is to be maintained around all Hattie's Food Hub logos. The space is equal to the X height of the characters in the Hattie's type.

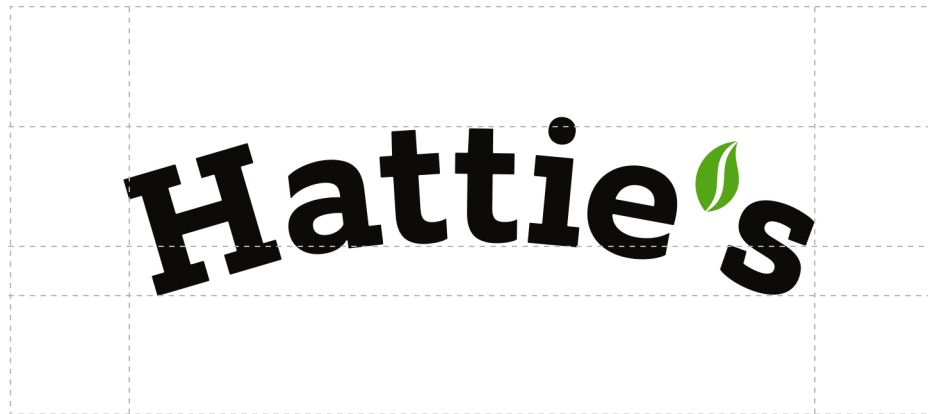
Program Logo 02 Variations



In addition to the full-color version on the previous page, the Hattie's Food Hub promotional program logo may appear in one color as above. The logo may also appear in reverse as below. A complete list of approved colors appears later in the Hattie's Food Hub brand guidelines.



Product Logo 01



Product Identity

Taken from the Hattie's Food Hub logo, the Hattie's mark stands alone to identify Hattie's Food Hub products and produce. It creates an easily read and understood brand that builds on the Hattie Larlham name. The leaf logo element denotes nature, growing and healthy food.

Edible

The Hattie's product logo identifies healthy packaged food or fresh, local produce. It is the default logo for edible Hattie's Food Hub products.

Product Logo 01 Variations

Hattie's

Hattie's

In addition to the full-color version on the previous page, the Hattie's product logo may appear in one color as above. The logo may also appear in reverse as below. A complete list of approved colors appears later in the Hattie's Food Hub brand guidelines.



Aesthetic Variations



03 Color

Primary Color Palette



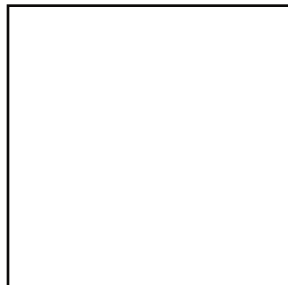
R | 85
G | 166
B | 22
HEX | 55a616

C | 71
M | 11
Y | 100
K | 1



R | 12
G | 11
B | 10
HEX | 0c0b0a

C | 73
M | 67
Y | 67
K | 85



R | 255
G | 255
B | 255
HEX | FFFFFFFF

C | 0
M | 0
Y | 0
K | 0

Secondary Color Palette



R | 46
G | 90
B | 12
HEX | 2e5a0c

C | 78
M | 40
Y | 100
K | 36



R | 33
G | 64
B | 9
HEX | 214009

C | 77
M | 48
Y | 99
K | 56



R | 71
G | 9
B | 35
HEX | 470923

C | 49
M | 91
Y | 59
K | 65



R | 118
G | 230
B | 12
HEX | 76e61f

C | 53
M | 0
Y | 100
K | 0



R | 14
G | 90
B | 107
HEX | 0e5a6b

C | 91
M | 53
Y | 44
K | 22



R | 181
G | 176
B | 163
HEX | b5b0a3

C | 31
M | 26
Y | 34
K | 0



R | 232
G | 100
B | 10
HEX | e8640a

C | 4
M | 74
Y | 100
K | 0



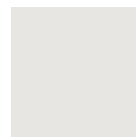
R | 114
G | 110
B | 101
HEX | 726e65

C | 54
M | 48
Y | 55
K | 18



R | 237
G | 88
B | 78
HEX | ed584e

C | 1
M | 81
Y | 70
K | 0



R | 232
G | 230
B | 226
HEX | e8e6e2

C | 8
M | 7
Y | 8
K | 0

04 Type

Typography Palette

Equip Slab Bold

Logo: Hattie's

Equip Slab Extra Bold

Logo: Food Hub

Mission Gothic Regular

Logo: Grow. Eat. Be. Local.

Display and Body Copy, Use Capital Letters

The Equip Slab typefaces are referenced here to identify fonts used in the Hattie's and Hattie's Food Hub logos. The typeface is to be used sparingly or avoided altogether to prevent confusion with or detract from the logo. The Mission Gothic typeface may be used in any additional weight on signs and packages as needed.

Additional typefaces may appear alongside the Hattie's and Hattie's Food Hub logos, provided they are congruent with the brand aesthetic and do not visually conflict or clash with the typefaces in use.

05 Use

Proper Logo Use



Time and care has gone to prepare the logos and guidelines outline in this standards guide. Proper and consistent use of the guidelines governing the Hattie's Food Hub program and Hattie's product logos will build a recognizable name and professional image.

The samples above are improper and unacceptable uses of the Hattie's Food Hub and Hattie's logos. These are to be avoided.

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- A. Do not skew or stretch the logo.
 - B. Do not alter the logo typeface.
 - C. Do not rotate the logo.
 - D. Do not negatively affect the logo's legibility in any way.
 - E. Do not modify the logo.
 - F. Do not use the logo in an unapproved color.

Hattie's Food Hub
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A Hattie Larlham Program
www.hattielarlham.org

