It's FARMalicious™

A STYLE REFERENCE

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NOTE: This is an interactive pdf. If you click on the name or page number, you will go to that page. When you click on the upper title bar on any page, it will take you back here.

The Farmalicious Mantra

It's how we measure ourselves. Every scoop, dip, tablespoon and dash. It's farmers owning the company. It's cows loving their farmers. It's rBST-free milk. It's the thickest sour cream, the cookingest butter and the best cottage cheese in the world. It's you cooking the most tantalizing, mesmerizing, freakishly great tasting food in your life. It's farm meets delicious. It's Farmalicious. It's Darigold.

Farmalicious Defined

Darigold is Farmalicious. And Farmalicious is an unexpected word that surprises, delights and challenges people to think differently about dairy. It's more than a hybrid of the words "farm" & "delicious." It's the attitude that dairy doesn't have to be dull. And it's a part of everything Darigold does as a brand.

Four Signature Styles

The following families of design are the current directions of how we at Darigold represent ourselves. They aren't fixed formats, they're evolving design directions which allow slight advancements in each design solution. Each direction should allow and encourage the designer to use and interpret the elements as they see fit.

Fresh

Real Foodies eat in.
It's FARMalicious
DARIGOLD
SINCE 1918

My COMPLIMENTS
TO THE FARMER
It's FARMalicious
DARIGOLD
SINCE 1918

FARM MEETS Delicious
That's FARMalicious
DARIGOLD
SINCE 1918
FARM MEETS Delicious
That's FARMalicious
DARIGOLD
SINCE 1918

TARRAGON CREAM SAUCE
1/4 cup dry vermouth
2 tablespoons minced sweet onion
1 clove garlic, thinly sliced
1 cup Darigold heavy cream
3 tablespoons chopped french tarragon
full recipe at facebook.com/darigold
That's FARMalicious
DARIGOLD
SINCE 1918

BUTTERED PASTA
W/ CHOPPED PISTACHIOS
1 stick Darigold butter, clarified
1/4 cup chopped shallots or onion
1/4 cup diced pancetta (optional)
1/2 cup coarsely chopped shelled pistachios
1-1/2 cups halved cherry tomatoes (optional)
1 box (14.5 oz) spaghettini pasta
1/2 cup shredded Parmesan cheese
1/4 cup chopped fresh parsley
full recipe at facebook.com/darigold
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Red/White

WHO'S YOUR Dari?
It's FARMalicious™
DARIGOLD®
SINCE 1918
00125
CLEAR CHANNEL

YOU ARE
WHAT YOU
Bake!
It's
FARMalicious
DARIGOLD
SINCE 19
CLEAR CHANNEL
YIELD

WHIP IT,
WHIP IT
Good.
It's FARMalicious
DARIGOLD
SINCE 1918
00125
CLEAR CHANNEL

It's FARMalicious
DARIGOLD
SINCE 1918
LAKE UNION
301
ARIGOLD

Red/Blue

(2) Darigold
www.facebook.com/darigold
Reader
Darigold
Home
Will
Darigold
Fridge of Gold Sweepstakes
Like
Create Page
Recent
2013
2012
2011
2010
2009
Founded
Guess how many sticks of butter are in this fridge
Win this fridge!
Here's how:
1) Like us
2) Guess how many sticks of Darigold butter are in the fridge.
3) You could win a new refrigerator!
DARIGOLD
SINCE 1918
About
Create Ad
Create Page
Developers
Careers
Privacy
Cookies
Terms
Help
Facebook © 2013 · English (US)

GUESS HOW MANY STICKS
OF BUTTER ARE INSIDE
AND YOU COULD
WIN THIS FRIDGE!
DARIGOLD
SINCE 1918
ENTER TO WIN THIS FARMALICIOUS FRIDGE AT
FACEBOOK.COM/DARIGOLD.

DARIGOLD
SINCE 191

Butter

BETTER BUTTER BETTER
That's FARMalicious
DARIGOLD
SINCE 1918

THE 2012 BETTER BUTTER BETTER
WINNER!
Congrats Haley Alaji
That's FARMalicious
DARIGOLD
SINCE 1918

BE A BETTER
BUTTER
Lover
It's FARMalicious
DARIGOLD
SINCE 1918

WHO'S THE BETTER
Butter Lover?
CASANOVA
DON JUAN
DARIGOLD
SINCE 1918
VOTE HERE:
Facebook.com/Darigold
It's FARMalicious

Logo Guidelines

FULL COLOR

BLACK

WHITE

The Darigold logo is a part of everything we do and should be handled with respect. Giving it proper, safe distance from additional elements will help its legibility and impact. A good rule of thumb is leaving a space equal to 1/4 the height of the logo. Standard logos should be displayed like above, generally appearing in red, black, or white depending on its background.

1

2

3

4

5

6

For more dynamic layouts there are corner bleed versions of the standard Darigold logo. Essentially the standard Darigold logo has been rotated 8° and moved to a corner. The only exception is #6 which was rotated 8.2°.

Farmalicious has a custom logo lockup as well. In this case it requires a safe distance equal to the cap height of “FARM”.

Above is the rare case when it is acceptable to override the minimum space rules of the standard Darigold logo. The two logos are positioned so their baselines match.

The Farmalicious logo also has an official lockup with the forks as well.

This lockup can be in Darigold red or reversed in white as seen here.

Ride my bike Pro — SHOWN AT 59PT

HANNAH — SHOWN AT 43PT

HANNAH EXPANDED — SHOWN AT 39PT

Thirsty Rough — SHOWN AT 48PT

ENDORFINA — SHOWN AT 39PT

Poplar — SHOWN AT 46PT

Futura Bold — SHOWN AT 37PT

ALDINE EXPANDED — SHOWN AT 28PT

Lauren* — SHOWN AT 40PT

* LAUREN IS A LITTLE ROUGH AROUND THE EDGES. BEFORE YOU ARE DONE PLEASE CONVERT YOUR TYPE TO OUTLINES. THEN REMOVE AND ALTER EACH NODE TO MAKE IT MORE SMOOTH AND GRACEFUL.

FARM
Delicious MEETS

Dynamic headlines can be built from multiple title fonts. In this case the fonts are chosen to best represent the tone and description of the word it is displaying. This should be the case in any event where a dynamic headline is created.

OUR COMPANY

RECIPES

FARMALICIOUS

These are examples of section titles displayed in Hanna. It generally should be ALL CAPS to be consistent and legible.

EX.

25pt
36pt
14pt
22pt

Sample Title

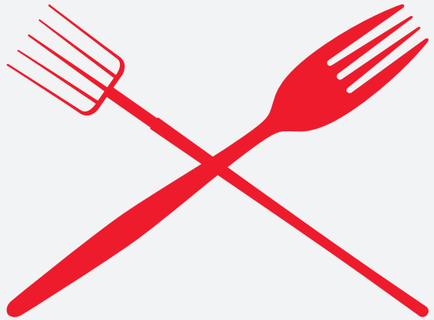
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex eacom modo consequat. Duis aute irure dolor in reprehender.

Here is an example of sizing and spacing for basic copy layouts. The goal is to create a balance that breathes well and is consistent throughout a variety of executions.

Graphic Assets

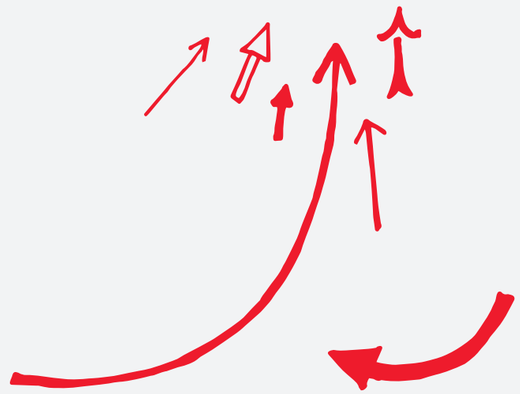
COW1

CROSS FORKS



TIC MARKS

ARROWS

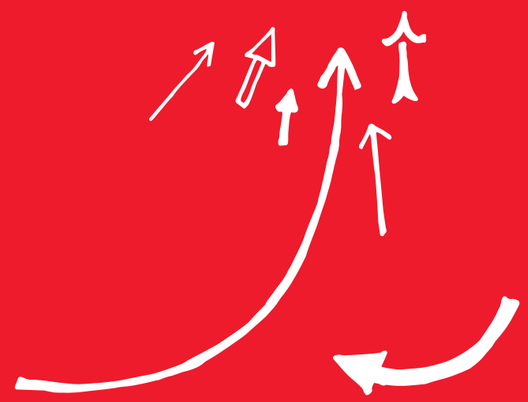


COW1

CROSS FORKS

TIC MARKS

ARROWS



S007

S006

S007

S006

RGB: 236, 28, 46
CMYK: 0, 100, 91, 0

RGB: 139, 206, 210
CMYK: 50, 0, 18, 0

RGB: 0, 165, 173
CMYK: 78, 12, 33, 0

RGB: 46, 49, 146
CMYK: 0, 50, 20, 0

RGB: 247, 245, 196
CMYK: 3, 0, 28, 0

RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

RGB: 38, 36, 37
CMYK: 72, 66, 66, 70

Please use these colors to keep our brand consistent across all print and digital media.

RGB: 139, 206, 210
CMYK: 50, 0, 18, 0

RGB: 0, 167, 175
CMYK: 78, 12, 33, 0

RGB: 238, 230, 173
CMYK: 7, 5, 38, 0

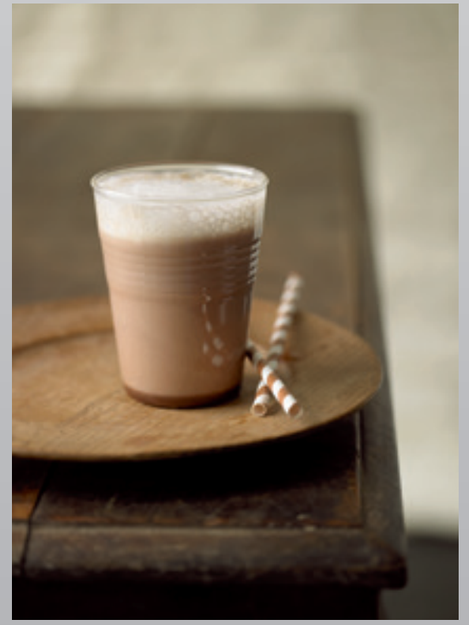
RGB: 238, 224, 131
CMYK: 8, 6, 60, 0

The above gradients are a nice way to add subtle aesthetic textures to large color fields. Please note that the lightest color fills the top third of the swatch.

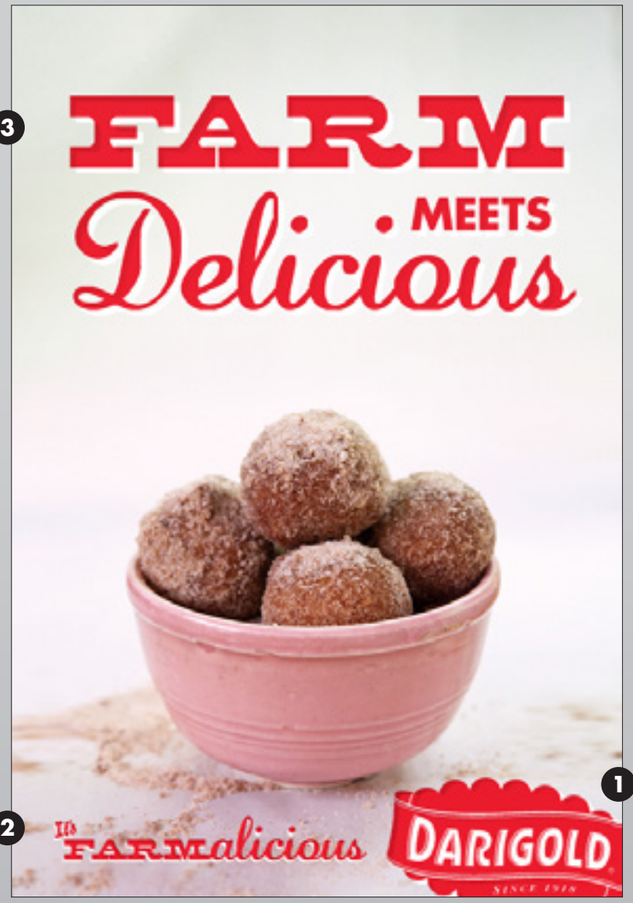
Photography

Portraits should be photographed in a simlar manner to these taken by David Rose. Subjects should be lit as naturally as possible and feature Darigold products or prepared dishes that use Darigold ingredients.

If new photography is needed, please follow the style of Jane Armstrong's photography in existing Fresh Magazines. The overall feel should look fresh with clean light and well balanced products.



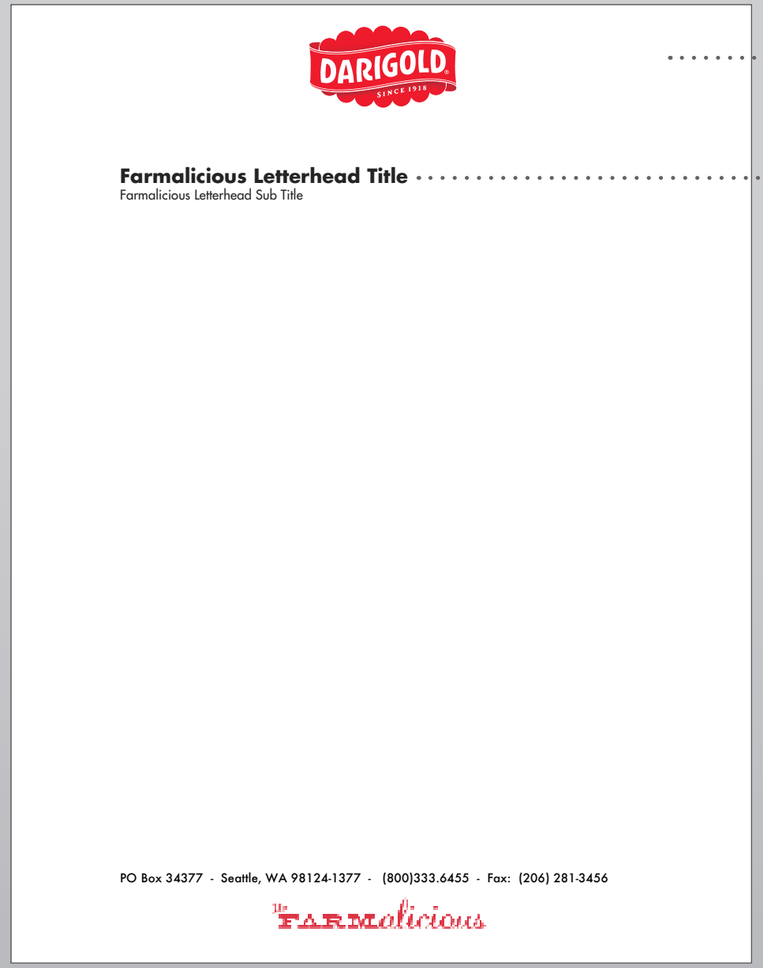
If new photography is needed, please follow the style of Jane Armstrong's photography in existing Fresh Magazines. The overall feel should look fresh with clean light and well balanced products.



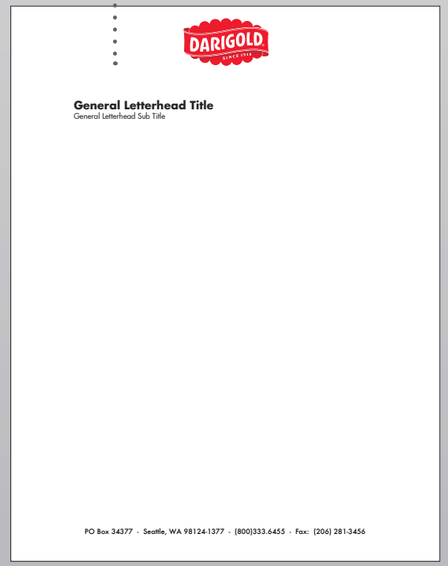
Photos are generally treated as full bleed elements with enough unobstructed clear background for type to have a safe area to live. Type should never overlap hero elements of photos. This will help the legibility and improve the overall design.

1. Darigold Standard or Alternate Logo
2. Farmalicious Tagline
3. Headlines / Titles
4. Body Copy

Templates



Farmalicious Word Template



General Word Template

Darigold has simple letterhead with one slight variation between the two versions. One version is branded with Darigold and Farmalicious, the other is only branded with Darigold.

PPT Title/Divider Option #1

PPT Image/Graph Page Option

PPT Standard Page Option #2

In addition to Word Templates, the Farmalicious aesthetic also has a standard PPT template set. It continues to follow the simple graphic rules set by the rest of the campaign shell by incorporating consistent color pallets, photography styles and font families. Above are examples of what the PPT slides look like. The end goal is to create a template general enough to present a variety of content while still capturing the personality of Farmalicious.

DARIGOLD®

SINCE 1918

It's FARMalicious™

THANK YOU!