

AP FARMHOUSE

BRAND IDENTITY GUIDELINES

Visual Standards & Usage Guide

01 — PRIMARY LOGO



The AP Farmhouse logo combines a rooster silhouette — symbolic of the farm, dawn, and natural rhythms — with a radiant sun and rolling green hills, all within a bold circular frame. The bold serif wordmark 'AP FARMHOUSE' grounds the mark with authority and heritage.




LOGO USAGE RULES

Clear Space	Maintain clear space equal to the cap-height of the 'A' in 'AP FARMHOUSE' on all sides.
Minimum Size	Print: 40mm wide Digital: 150px wide
Backgrounds	Preferred: white or light cream. Also approved: solid black. Avoid busy patterns or low-contrast colours.
Do Not Alter	Do not rotate, stretch, recolour, add drop shadows, or apply effects to any part of the logo.
Do Not Separate	The icon and wordmark must always be used together. Do not use the rooster mark alone without brand approval.

02 — COLOUR PALETTE

The brand palette is drawn directly from the logo. Consistent colour use builds instant recognition across all touchpoints.

PRIMARY COLOURS

 Brand Black #000000	 Harvest Orange #D4521A	 Field Green #3A7A2A	
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03 — TYPOGRAPHY

Two typefaces establish AP Farmhouse's typographic identity. Maintain this hierarchy across all printed and digital materials.

DISPLAY / HEADINGS Niagara Solid Headlines • Display • Wordmark	BODY / SUPPORTING Arial Regular Regular • Body copy • Captions
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04 — BRAND VOICE & PERSONALITY

AP Farmhouse communicates with warmth, honesty, and pride. Every word and image should reinforce these brand traits:

- Grounded — rooted in real agricultural values and honest craftsmanship.
- Vibrant — energetic and proud of quality, farm-fresh produce.
- Trustworthy — clear, direct language that builds lasting relationships.
- Community-minded — celebrating the land, the farmer, and the table.

05 — QUICK REFERENCE: DOS & DON'TS

✓ DO	✗ DON'T
<ul style="list-style-type: none">• Use approved, high-res logo files• Maintain brand colour hex codes• Use logo on approved backgrounds• Keep icon and wordmark together• Maintain required clear space	<ul style="list-style-type: none">• Recolour or alter the logo• Use unapproved colour combinations• Stretch or distort the mark• Separate icon from wordmark• Place on cluttered backgrounds