



ALPINE ORGANICS

BRAND GUIDE

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Official Logo



The official logo includes both the crest and brand name set inline with each other. This logo should not be displayed at less than 120px.

Here are five different versions of the official logo utilizing five separate color combinations.



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Alternative Logo

The alternative logo features an enlarged crest set behind the brand name with a three-color scheme. This logo should not be displayed at less than 150px.

Here are four different versions of the alternative logo utilizing four separate color combinations.



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Brand Crest

The brand crest is to be used as supplemental branding or in situations where there isn't enough room to properly display the full logo.

Here are four different versions of the brand crest utilizing four separate color combinations.



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Color Palette

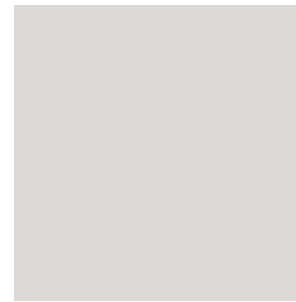
These are the official brand colors which are reflected in the logo, and are to be the only colors used for any other documents or branding related to Alpine Organics.



PANTONE 7496 C
RGB: R-119, G-136, B-28
Hex: #77881C



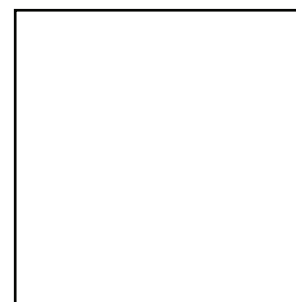
PANTONE 383 C
RGB: R-170, G-173, B-0
Hex: #AAAD00



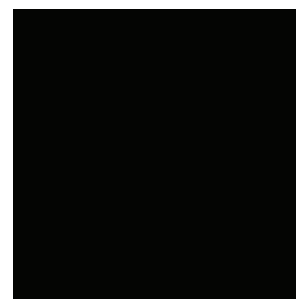
PANTONE Cool Gray 1 C
RGB: R-219, G-217, B-214
Hex: #DBD9D6



PANTONE Black 7 C
RGB: R-62, G-57, B-53
Hex: #3E3935



White
RGB: R-255, G-255, B-255
Hex: #FFFFFF



Black
RGB: R-0, G-0, B-0
Hex: #000000

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Typography

Berlin Sans FB is the official and preferred font of Alpine Organics, and should be used for both headlines and text whenever possible.

The recommended system font alternative to Berlin Sans FB is Arial, which can be substituted when using systems or programs where Berlin Sans is not available.

Berlin Sans FB Demi Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Berlin Sans FB Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Arial Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Arial Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**



Brand Identity

The guiding principles that define Alpine Organic's approach are providing high end freeze-dried foods and camp cookware to hiking enthusiasts. The look and feel of the product line should be clean, lightweight, and eco-friendly.

The specific market needs that the company addresses include alternative freeze-dried foods to what you find elsewhere, with a focus on natural and locally sourced foods. This is achieved through partnerships with local farms to provide better ingredients than other freeze-dried food brands.

The market segment served are outdoor enthusiasts, particularly those with high food standards such as ethically sourced meat and organic fruits and vegetables. Also those who choose to support local farmers over imported ingredients, or anyone who prioritizes good food on backcountry trips.

Alpine Organics: Providing high quality freeze dried foods that you can feel good about.