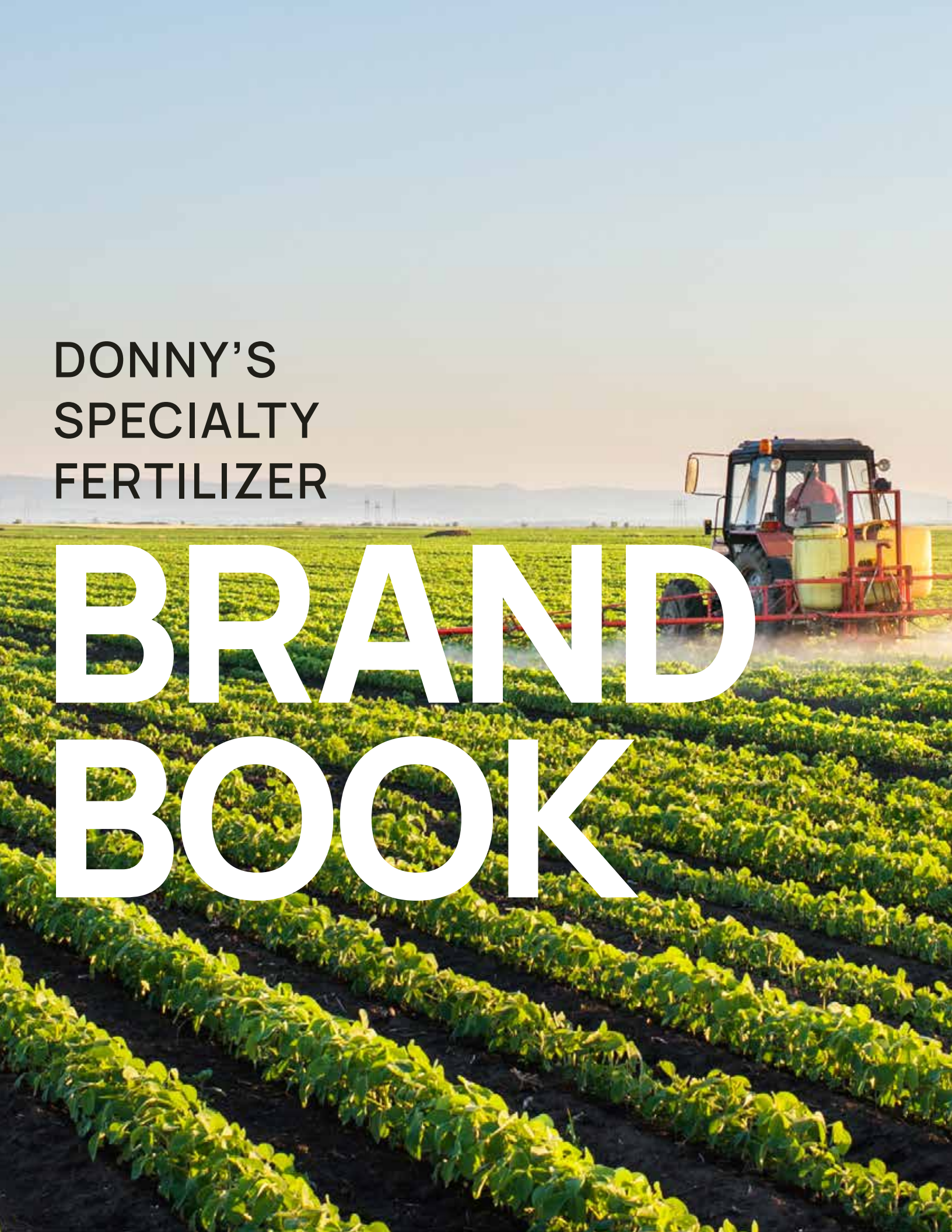


**DONNY'S
SPECIALTY
FERTILIZER**

BRAND BOOK



The purpose of this guide is to ensure that the **DONNY'S SPECIALTY FERTILIZER BRAND** is communicated consistently. These guidelines showcase the logo, their file formats and usage, along with the brand colors, typography, social icons and photography. It is important that the logo usage follows these guidelines to maintain a consistent quality image. The logo and its elements are never to be altered in any way.

OUR STACKED LOGO



OUR IDENTITY TELLS A STORY THROUGH OUR LOGO MARK, COLORS AND CHOSEN TYPOGRAPHY.

Consistent use of our and should never be altered, distorted or re-created in any way, and should never be used under 1 1/2" in size.

Our logo can be used with or without our tagline.

For color variations refer to page 8.

OUR HORIZONTAL LOGO



Consistent use of our horizontal logo is essential in creating a united brand identity. The logo is supplied as artwork and should never be altered, distorted or re-created in any way, and should never be used under 1 1/2" in size.

Our logo can be used with or without our tagline.

For color variations refer to page 8.

1c BLUE



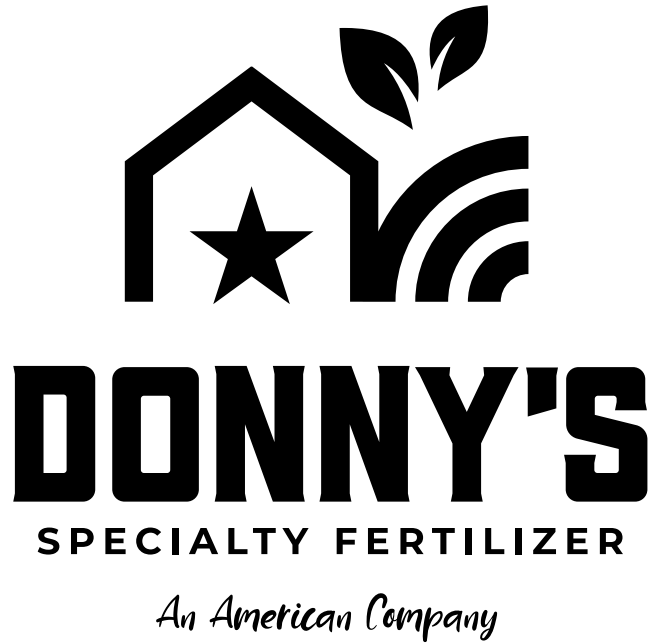
DONNY'S

SPECIALTY FERTILIZER

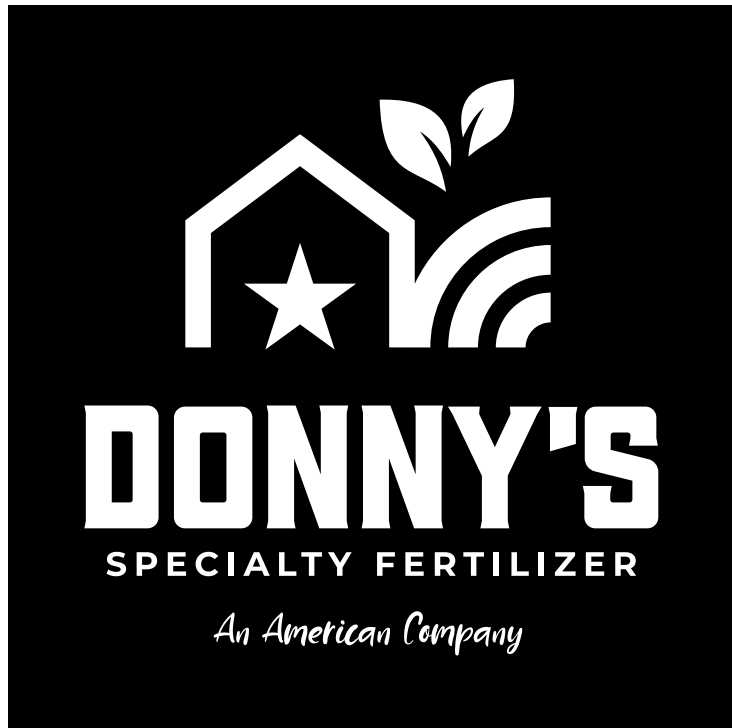
An American Company

The above color and our full color logos on the previous pages, show the ONLY colors that can be used for our logo. For color variations refer to page 8.

1c Black



Reverse
White



The above Black and Reverse White logos should only be used when requested by a vendor, or when printing a black and white marketing or press document.

CLEAR SPACE

CLEAR SPACE: Always maintain a 3/4" minimum margin of clear space around the logo. Do not Rotate, stretch or condense the logo.



The clear space is measured from the height of the logo mark to the bottom of the tagline, or logo text when tagline is not present.

Always position the logo for maximum impact and give it plenty of room to breathe. This will help to ensure our logo's visibility and legibility.

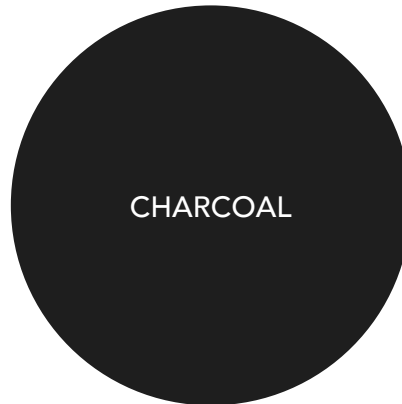
Understanding the clear-space rule is essential, as it is also the standard for logo position and scale on most printed communications. In that regard, the clear space rule should be maintained as the logo is proportionately enlarged or reduced in size.

MINIMUM SIZE



When reproducing the Donny's Specialty Fertilizer logo, be conscious of its size and legibility. Our logo should never appear less than 3" wide in printed materials, and no less than 96px wide digitally.

COLOR PALETTE

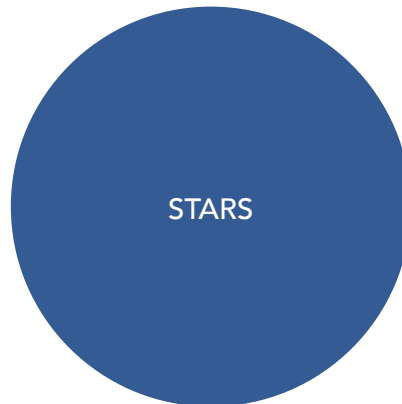


Pantone Black 6 C

CMYK
0, 3, 23, 88

RGB
31, 30, 24

Hex/Web
1f1e18

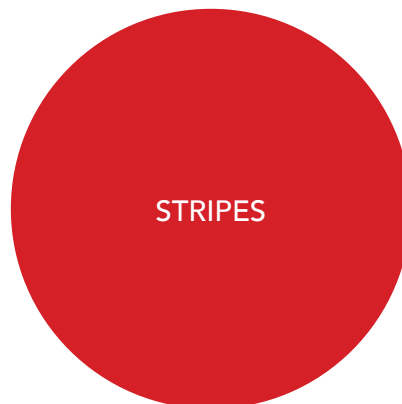


Pantone 653 C

CMYK
64, 39, 0, 42

RGB
53, 91, 149

Hex/Web
355b95

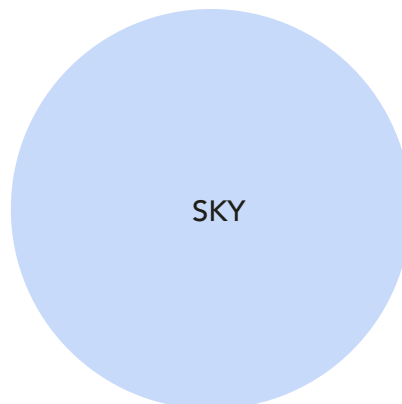


Pantone 186 C

CMYK
0, 85, 82, 16

RGB
213, 32, 39

Hex/Web
d41f26



Pantone 544 C

CMYK
20, 13, 0, 2

RGB
200, 218, 250

Hex/Web
c8dafa

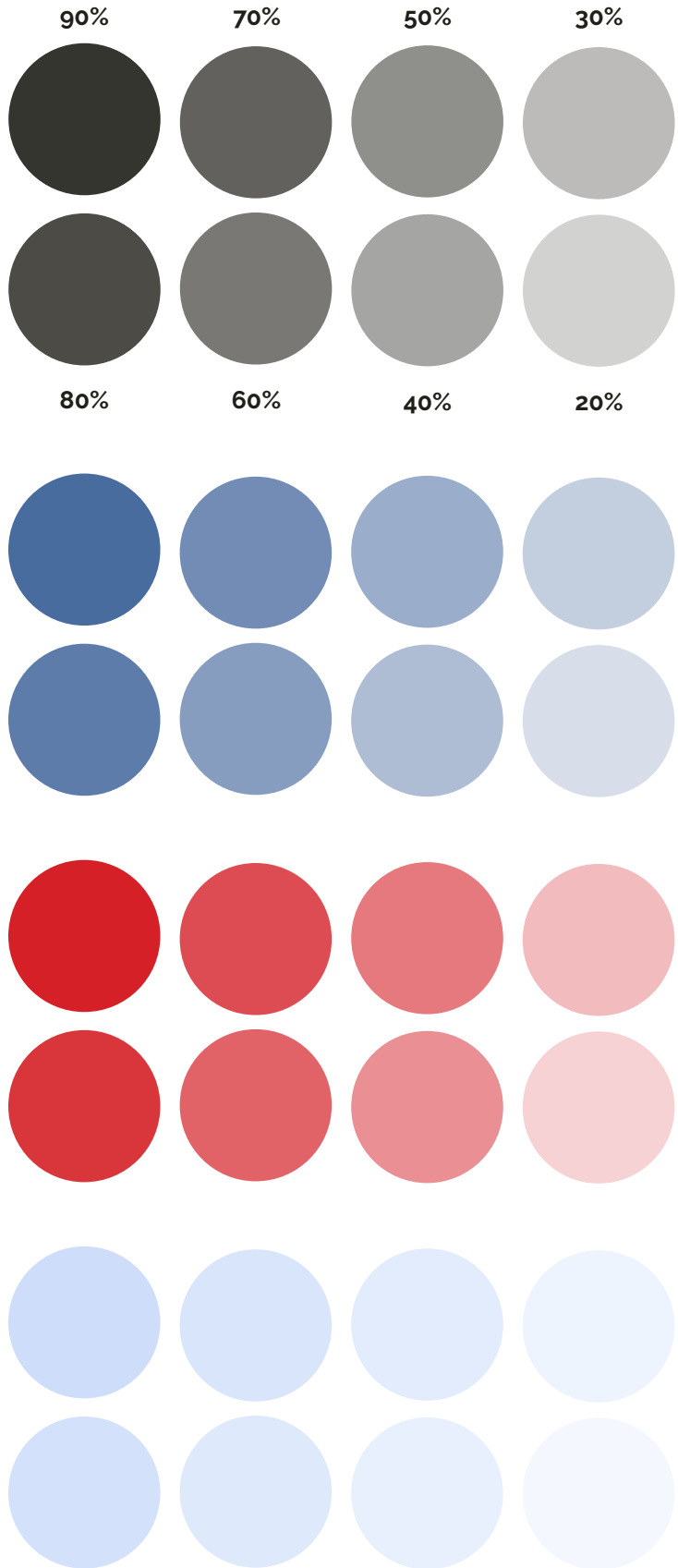
THE DONNY'S COLOR
PALETTE HAS BEEN
CREATED TO REFLECT
THE SPIRIT OF OUR
AMERICAN BRAND.

The colors shown in this section that are marked "Pantone" are derived from the Pantone Matching System. The Pantone Matching System is a worldwide printing, publishing and packaging language for the selection, marketing and control of color.

The Pantone colors are provided as Pantone Solid Coated. Uncoated values can be matched if needed. Do not use the Pantone colors to create the CMYK trap, RGB, or Hex Values.

PANTONE® is a registered trademark of Pantone Inc.

COLOR TINTS



Tints of the Donny's Specialty Fertilizer color palette can be used as background colors and in charts and diagrams when a clear visual hierarchy of information is needed. Use a transparency of color (not a tint) when overlaying on photographs.

For consistency, use only the percentages shown on this page. Never use a tint less than 20%.

TYPOGRAPHY

MANROPE FONT FAMILY

Manrope Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Manrope Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Manrope SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Manrope Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Manrope ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

THE WAY THE
TYPOGRAPHY IS USED
TELLS A STORY ABOUT
OUR BRAND.

The **Manrope** font family has been chosen as our print body copy font for it's modern approach and easy to read style. Manrope can also be used as paragraph headers if needed. Manrope is for PRINT & WEB USE.

Herbarium is our script display font. It should only be used for header copy of three words or less and for call-out copy. Herbarium is a PRINT ONLY font. If used for web it will need to be created as art.

The above typefaces are licensed fonts for use with the Donny's Specialty Fertilizer brand. In no circumstances should you use any other fonts unless directed to do so.

Herbarium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

OUR SOCIAL ICONS



Donny's social icons should be used in the colors show here,
or reverse white when needed.

OUR PHOTOGRAPY STYLE



The use of lifestyle photographs will help to enhance the Donny's Specialty Fertilizer brand. The selection criteria for images must always be carefully considered to ensure the visual is appropriate for use. Overall, imagery should be geared toward agriculture and farm, turf sports, and residential landscaping and gardening. All imagery should reflect the American East and East Coast (Midwest, Northeast, Mid-Atlantic and Southeast).

All stock photography should be purchased and licensed for use to Donny's Specialty Fertilizer.



DONNY'S

SPECIALTY FERTILIZER

An American Company