Farm Style Guide Template

A farm style guide template for setting the farm's voice, colors, fonts and photo style, so labels, signs and posts look and sound consistent.

Farm / unit: _____ Date: _____ By: _____

Farm name and story summary

Voice and tone notes

Preferred words and phrases

Words to avoid

Color choices

Font choices

Logo rules reference

Photo style

Label and packaging style

Contact for approvals

TIP Keep the guide to a page or two so people actually use it.