Farm Brand Guidelines

A farm brand guidelines template for farms that want a consistent look and voice. It records logo use, colors, fonts, voice, and photo style for staff and designers.

Farm / unit: _____ Date: _____ By: _____

Brand story and mission

Logo versions and use rules

Color choices

Fonts

Voice and tone

Photo style

Product label look

Signs and packaging examples

Contact for brand questions

TIP Share a short version with staff, market helpers, and printers so everyone uses the brand the same way.