

BRAND GUIDELINES

CONTENTS

What's inside

About the Brand 03

Mission, Vision & Purpose 04

The Pillars 05

Taglines 06

Personality & Voice 08

Logo Suite 09

Logo Misuse 15

Color 16

Typography 18

Iconography 21

Brand in Action 22

Photography 26

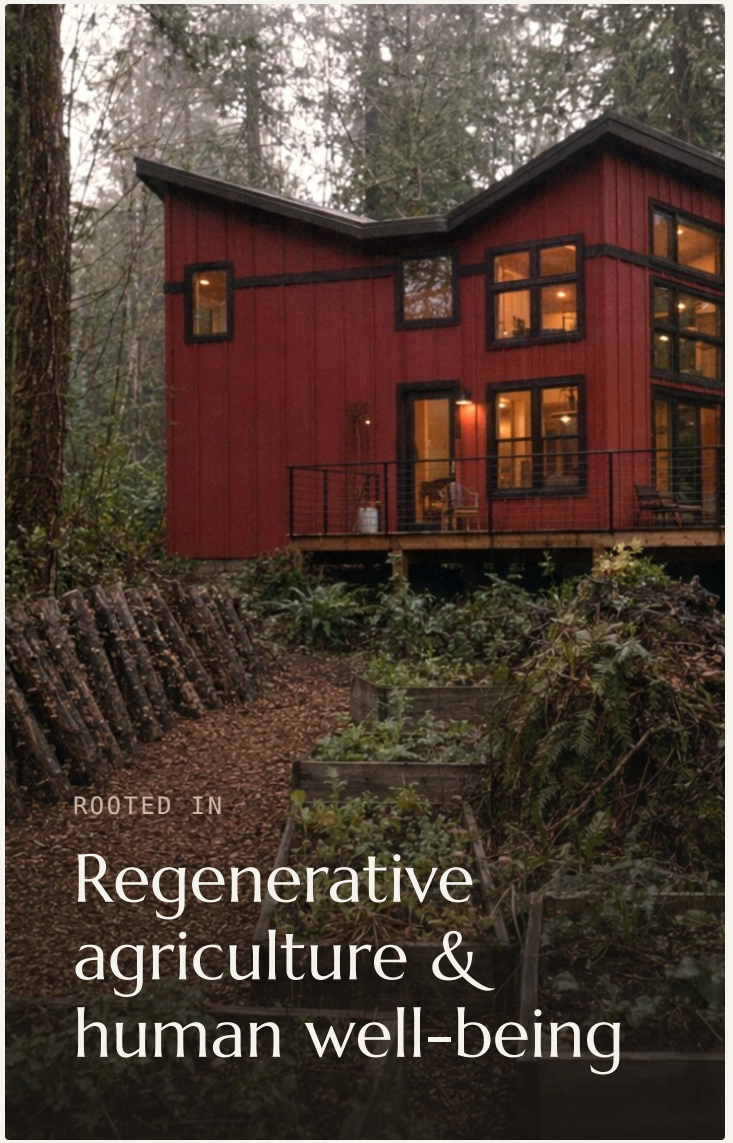
Using These Guidelines 27

Who we are

Forest Farm WA is a regenerative agriculture and land-stewardship project rooted in the belief that healthy land creates healthy lives.

Set within the forests of Washington State, we are building a living model of restoration where research, education, and real-world farming come together. Our land is home to regenerative crops, green tea bushes, ginseng trial plots, and specialty botanicals, cultivated with agroforestry and soil-first practices designed to heal ecosystems while producing meaningful yields.

Beyond farming, Forest Farm is a place for connection. Through on-site cabins, retreats, and workshops, we invite people to live within the rhythms of the land. We are cultivating more than crops, we are cultivating a future where people and the planet thrive together.



Mission, vision & purpose

MISSION

To advance regenerative agriculture and human well-being.

The reason we exist, the daily work of healing land and the people connected to it.

VISION

To lead the Pacific Northwest in a regenerative revolution, reviving the human–forest connection through agritourism that heals ecosystems and strengthens our community.

PURPOSE

We believe healthy land creates healthy lives. Every cabin stay, trial plot, and gathering is in service of one idea, that people and the planet can thrive together, and that restoration is a future worth building toward.

What holds us up

Three commitments guide every decision, from the crops we trial to the guests we host. They keep the brand honest and consistent as we grow.

01

Ownership

Balance above all.

We steward the land and the business with care, taking responsibility for the long-term health of both.

02

Community

We bring people on the journey with us.

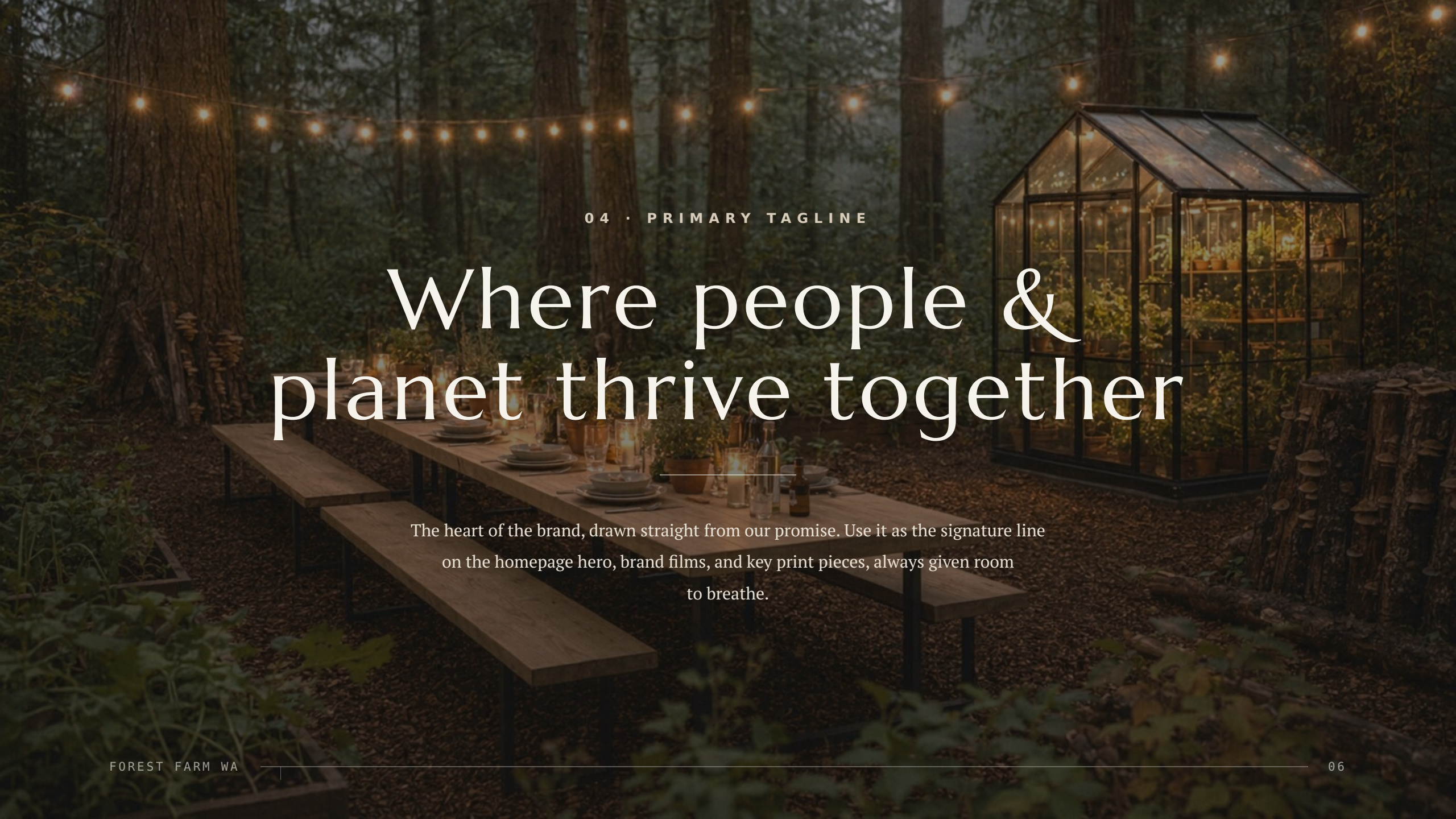
Restoration is shared work. We invite farmers, researchers, and curious minds into the process.

03

Resilience

We build what comes next.

We plant for a future we may not see, building systems, soil, and community that endure.



04 · PRIMARY TAGLINE

Where people & planet thrive together

The heart of the brand, drawn straight from our promise. Use it as the signature line on the homepage hero, brand films, and key print pieces, always given room to breathe.

Supporting lines

Short, characterful lines that add personality across social posts, merchandise, signage, and email. Rotate them; never crowd two together. (Proposed, grounded in the site's own language.)

- Rooted in restoration
- Healthy land, healthy lives
- Reviving the human–forest connection
- Cultivating more than crops
- Soil first. Future forward.
- Live within the rhythms of the land

05 · PERSONALITY

How we show up

Forest Farm feels like a walk in the woods with someone who knows the land well, calm, warm, and quietly certain. We are grounded and unhurried, guided by evidence but never clinical. We welcome people in rather than lecture, and we speak with the steady optimism of those who plant for the long term.

OUR PERSONALITY

Grounded · Regenerative · Welcoming
Research-led · Quietly optimistic

VOICE

Warm, clear, and purposeful. We favour plain words and real detail over jargon and hype.

WE SAY	“Come see how it grows.”
NOT	“Leverage our synergistic agri-solutions.”
WE SAY	“Healthy land creates healthy lives.”
NOT	“Best-in-class sustainability outcomes.”



06 · LOGO SUITE

The logo

Primary logo

Our engraving-style emblem, a forest cabin framed by evergreens, arched with the name and founding year. It leads wherever the identity appears. Choose the colorway whose ink holds clear contrast with its background; minimum size 130 px / 32 mm. There is no reversed (white) version of the logo yet, so keep it on light or mid-tone grounds and never on dark backgrounds or photos.



FOREST · CANVAS



FOREST · SAND



FOREST · WHITE



BARK · CANVAS



BLACK · CLAY



BLACK · EMBER



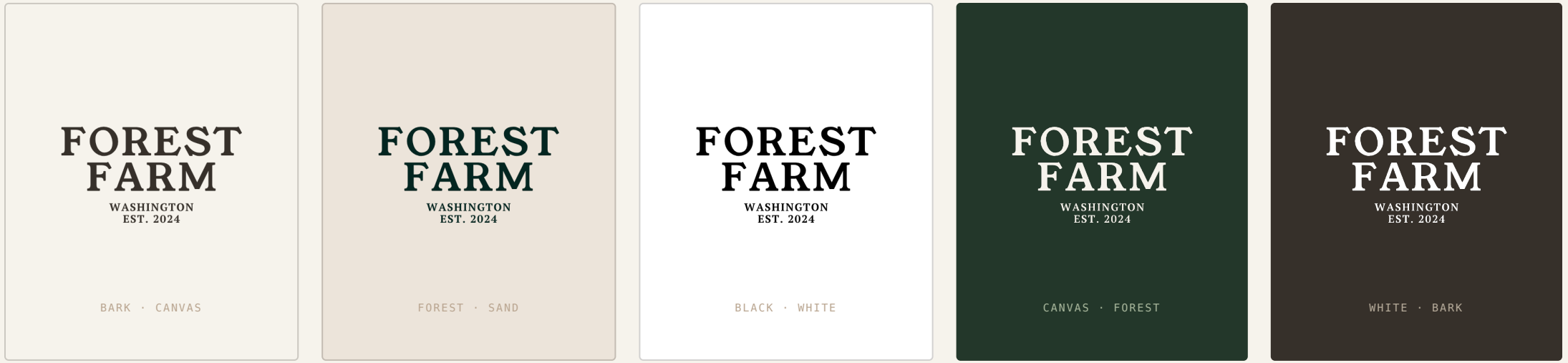
BLACK · SAND



BLACK · WHITE

Monogram

The stacked wordmark, our name over the founding line, for square and vertical spaces where the horizontal lockup is too wide: profile avatars, square social posts, stamps, labels, hang-tags, and centred merchandise. It comes in the same five inks; keep the dark inks (Bark, Forest, Black) on light grounds and the light inks (Canvas, White) on deep grounds.



Submark

The illustrated scene on its own, cabin, forest, and garden, without the ring or lettering, as a compact mark for avatars, stamps, wax seals, and small merch. **Going smaller:** below ~48 px even this is too fine; a further-simplified single-cabin icon should be drawn for favicons.



FOREST · CANVAS



FOREST · SAND



FOREST · WHITE



BLACK · WHITE

06 · LOGO SUITE

Secondary logo

The horizontal wordmark, our name on its own, for email headers, website navigation, and wide lockups where the full emblem is unnecessary or would render too fine. It comes in five inks. Place the dark inks (Bark, Forest, Black) on light grounds, and the light inks (Canvas, White) on deep grounds or photography. Give it clear space of at least one cap-height on every side.

FOREST FARM

BARK · CANVAS

FOREST FARM

FOREST · SAND

FOREST FARM

BLACK · WHITE

FOREST FARM

CANVAS · FOREST

FOREST FARM

WHITE · BARK

Clear space & minimum size

Give the logo room to breathe. Keep clear space of at least one-quarter of the emblem's diameter, “x”, on every side, free of type, photography, and other marks. Never reproduce it below the minimum sizes.



CLEAR SPACE = ¼ DIAMETER (x)



MINIMUM SIZE

Please don't

The logo should never be altered. Keeping it consistent is what makes it recognisable. Avoid the following.



✕ Don't stretch or distort.



✕ Don't squash the proportions.



✕ Don't rotate the logo.



✕ Don't recolor off-palette.



✕ Don't add shadows or glows.



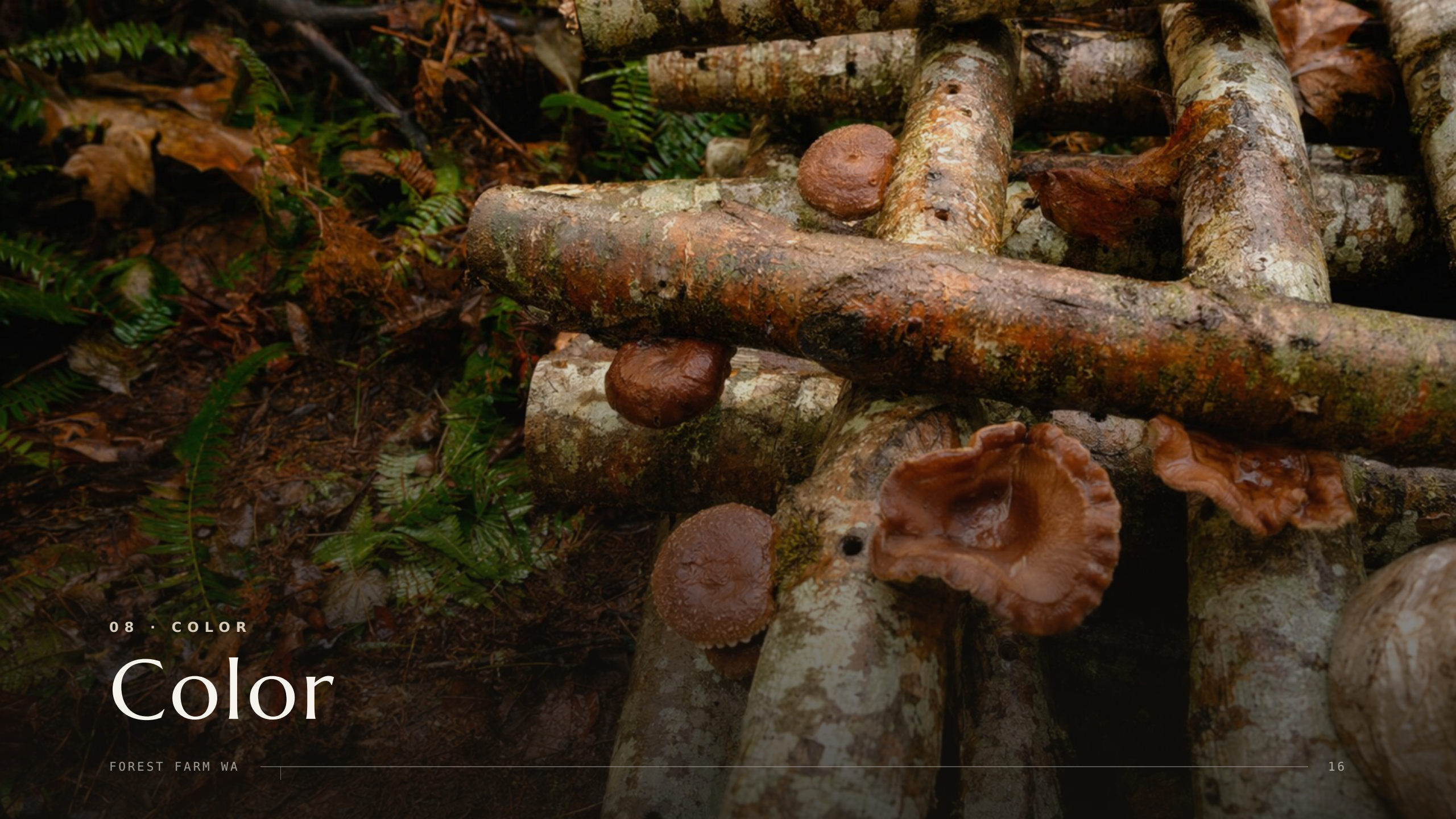
✕ Don't put a cream badge on color, use the matching colorway.



✕ Don't outline or frame the logo.



✕ Don't shrink past the minimum size.

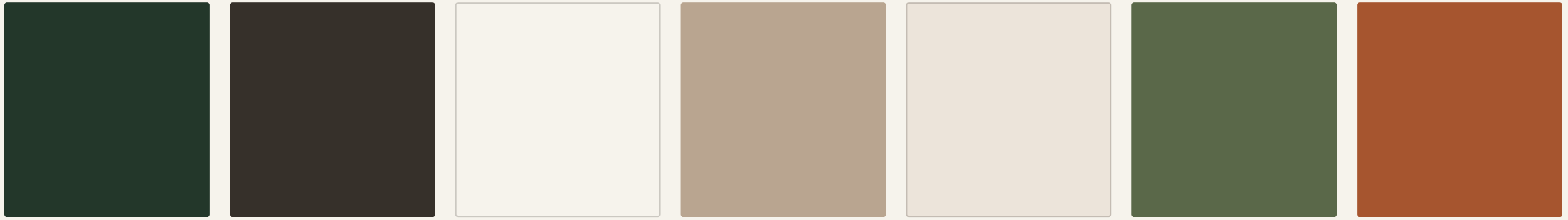


08 · COLOR

Color

The palette

Earthy and cohesive, the honest colors of land being tended. Neutrals lead; forest green anchors the logo, and moss and ember appear only as accents. Bark, Canvas, Clay and Sand are drawn from the live site; Forest Green is the logo color; Moss and Ember are accents.



Forest Green
LOGO · DEEP

HEX 23372A
RGB 35·55·42

Bark
PRIMARY · 45%

HEX 36302A
RGB 54·48·42

Canvas
PRIMARY · 25%

HEX F6F3EC
RGB 246·243·236

Clay
SECONDARY

HEX B9A590
RGB 185·165·144

Sand
NEUTRAL

HEX ECE4DA
RGB 236·228·218

Moss
ACCENT · 10%

HEX 5A6849
RGB 90·104·73

Ember
ACCENT · 5%

HEX A6552F
RGB 166·85·47

Proportion. Let neutrals carry the design (Bark + Canvas + Sand ≈ 85%), Clay support (≈ 10%), and Moss or Ember punctuate (≈ 5%). Ensure text always meets AA contrast, Bark on Canvas, Canvas on Bark or Moss.



09 · TYPOGRAPHY

Typography

09 · TYPOGRAPHY

Type system

LOGO TYPEFACE · RUNDECK TEXTURE

FOREST FARM

The distressed vintage slab serif in the logo wordmark. The tagline line, “Washington · Est. 2024”, is set in **Special Elite** (free, Google Fonts / Canva). Both are **reserved for the logo only**, never for headlines or body copy.

DISPLAY · MARCELLUS

Aa Rooted

Headlines & display. Uppercase, generously letterspaced (.05–.6em). Elegant and airy.

BODY · PT SERIF

Healthy land creates healthy lives.

All body copy and longer text. Warm, highly readable, set 15–17px / 1.8 line height.

TYPE SCALE

Sizes in pt, ready to set in Canva.

Title	MARCELLUS · 48 · CAPS
Subtitle	PT SERIF ITALIC · 24
Heading	MARCELLUS · 34 · CAPS
Subheading	PT SERIF BOLD · 22
Section header	SPECIAL ELITE · 14 · CAPS
Body	PT SERIF · 12
Quote	PT SERIF ITALIC · 24
Caption	SPECIAL ELITE · 10

Marcellus, PT Serif & Special Elite are free in Canva and Google Fonts. Special Elite is the small-label accent (echoing the logo tagline); use it only for section headers and captions. Rundeck Texture is logo-only.

Hierarchy in use

RETREATS · WASHINGTON STATE

Live within the rhythms of the land

Cabins · workshops · regenerative farming

From green tea bushes to ginseng trial plots, our forest is a living model of restoration. Stay a while, join the work, and reconnect with the natural world.

DO & DON'T

- ✓ Set headlines in Marcellus caps with open letterspacing.
- ✓ Keep body copy in PT Serif, left-aligned, ample leading.
- ✓ Reserve italic serif for a single tagline or quote.
- ✕ Don't set long passages in all caps.
- ✕ Don't crowd lines, protect the white space.
- ✕ Don't introduce fonts outside the system.

Iconography

A line-icon set for wayfinding, amenities, web, and print, drawn to match the emblem's engraved line: single weight, rounded joins, one flat ink. The botanical marks double as decorative accents and stamps.



FERN



TEA LEAF



MUSHROOM



MYCELIUM



EVERGREEN



CABIN



SUN



TRAIL

STYLE RULES

Single-weight line, rounded caps and joins, roughly a 2px stroke on a 24px grid. One flat ink (Bark or Forest green) on a light ground. Never fill, outline, or mix stroke weights, and keep generous padding around each icon.

EXTEND THE SET

Need an icon we don't have? Pull from **Phosphor Icons** (phosphoricons.com), free and open-source (MIT), using the **Thin** or **Light** weight recolored to Bark. **Tabler** and **Lucide** are good alternatives; never mix libraries.

Applied · signage

The first thing a guest sees, the welcome sign at the turn off the road.



Trailhead signage

Applied · the doorstep

At the cabin door and the woodshed, the brand shows up in the everyday.



Doormat



Firewood & totes

Applied · stationery

Cards guests keep, from the founder's card to the little things around the cabin.



Loyalty card



Business card



Caps

Applied · the stay

The welcome kit, the morning mug, and what the farm sends home, the pieces that make a stay feel considered.



Welcome kit



Enamel mug



Mushroom packaging

Photography

Imagery should feel like the forest at first light, soft, natural, and unposed. Favour real hands in the soil, morning haze through trees, close details of tea leaves, ginseng, and mushrooms. Warm, earthy grading; never over-saturated or stocky.

- ✓ Natural light, shallow depth, honest texture.
- ✓ People at work, planting, gathering, resting.
- × Harsh flash, heavy filters, artificial staging.


THE CABIN


TERRACED GARDEN


CABIN INTERIOR


FOREST SAUNA



Using these guidelines

These guidelines keep Forest Farm WA consistent across everything we make, for our team, designers, and partners. If you are ever unsure whether something is on brand, reach out to whoever shared this guide with you before you publish.

Where people & planet thrive together.

FORESTFARMWA.COM · @FORESTFARMWA · WASHINGTON STATE