



Brand Manual

Rules and guides for the
design elements of our
brand





“Branding demands commitment; commitment to continual re-invention; striking chords with people to stir their emotions; and commitment to imagination. It is easy to be cynical about such things, much harder to be successful.”

- Sir Richard Branson

Application Details.

Corporate Identity

A corporate identity is the overall image of a corporation or firm or business in the minds of diverse publics, such as customers and investors and employees. It is a primary task of the company communications department to maintain and build this identity to accord with and facilitate the attainment of business objectives.

Identity Manual

A formal reference document establishing technical and creative standards for a visual identity system. Typical standards include descriptions and specifications for reproducing the logo or logotype stationery system, common print and web applications and examples of use on merchandise.

Logo

A logo is a graphic mark or emblem commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition. Logos are either purely graphic (symbols/icons) or are composed of the name of the organization (a logotype or wordmark).

Typeface/Font Family

In typography, a typeface (also known as font family) is a set of one or more fonts each composed of glyphs that share common design features. Each font of a typeface has a specific weight,

style, condensation, width, slant, italicization, ornamentation, and designer or foundry. There are thousands of different typefaces in existence, with new ones being developed constantly.

Stationery

Stationery has historically pertained to a wide gamut of materials: paper and office supplies, writing implements, greeting cards, glue, pencil cases and other similar items.

Template

A pre-developed page layout in electronic or paper media used to make new pages with a similar design, pattern, or style.

Brand

Brand is the "name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other sellers." Initially, branding was adopted to differentiate one person's cattle from another's by means of a distinctive symbol burned into the animal's skin with a hot iron stamp and was subsequently used in business, marketing, and advertising.

CMYK

The CMYK color model (process color, four color) is a subtractive color model, used in color printing, and is also used to describe the printing process itself. CMYK refers to the four inks used in some

color printing: cyan, magenta, yellow, and key (black). The "K" in CMYK stands for key because in four-color printing, cyan, magenta, and yellow printing plates are carefully keyed, or aligned, with the key of the black key plate.

RGB

The RGB color model is an additive color model in which red, green, and blue light are added together in various ways to reproduce a broad array of colors. The name of the model comes from the initials of the three additive primary colors, red, green, and blue.

Primary Colors

The core selection of identifying colors that are used in a logo.

Palette

A given, finite set of colors for the management of digital images.




SOUTHERN LAYED
ORGANIC FARMING



[HTTP://WWW.SOUTHERN LAYED.COM](http://www.southernlayed.com) 

02 • LOGO BREAKDOWN

Name, corporate logo, colors, typeface - these are the pillars of the identity of the company ensure an individual & consistent image of the company on the market.



01 IT MEANS CAN DO ATTITUDE.

02 IT STANDS FOR UNLIMITED THINKING

03 IT STANDS FOR CUSTOMER ORIENTED

04 IT STANDS FOR KNOWLEDGE SHARING

02 • LOGO BREAKDOWN

Name, corporate logo, colors, typeface - these are the pillars of the identity of the company ensure an individual & consistent image of the company on the market.



Resemble Egg & Poultry Farm

SOUTHERN LAYED

The name of the organisation in full words.

ORGANIC FARMING

The tagline of the organisation.



The full logo of the organisation.

02 • BRAND LOGO

Name, corporate logo, colors, typeface - these are the pillars of the identity of the company ensure an individual & consistent image of the company on the market.



02 • LOGO SAFE AREA

Safe area is used to prevent other elements near the logo that distort the perception of the sign.

The module used to determine the safe area around logo is the width of the LOGO "ICON"

Safe area



02 • LOGO MINIMUM SIZE

We want people to see our logo clearly across all our communications. To make sure it's visible to everyone, we have a minimum size of print & digital print.

There will be occasional exception, such as merchandise & stationery, but please stick to the minimum sizes wherever possible.

Digital:

Minimum width 700s.

Print:

Minimum Width ammo.



70px / 15mm
Minimum Size

02 • INCORRECT LOGO USAGE

Our logo is central to our brand, so please take care when you use it. Here you will find some things to avoid.

- ✘ Do not skew or scale the width or height



- ✘ Do not alter color from accepted standards



- ✘ Do not rotate the logo to any degree



- ✘ Do not fill symbols with color or pattern



02 • GREYSCALE

In greyscale print the logo in black with a 50% black graphic.

On a neutral background, print the logo in black with 50% black background.

On a black background, print the logo white with a 50% black graphic.



02 • BLACK AND WHITE

The monochromatic version has been specifically designed to meet some specific printing requirements.

They should not be used in other circumstances.



A group of brown chickens is shown in a barn-like environment. The chickens are of various breeds, including some with large, ruffled feathers. They are standing on a dirt floor. In the background, there are wooden structures and wire mesh fencing. The overall lighting is somewhat dim, suggesting an indoor or shaded outdoor setting.

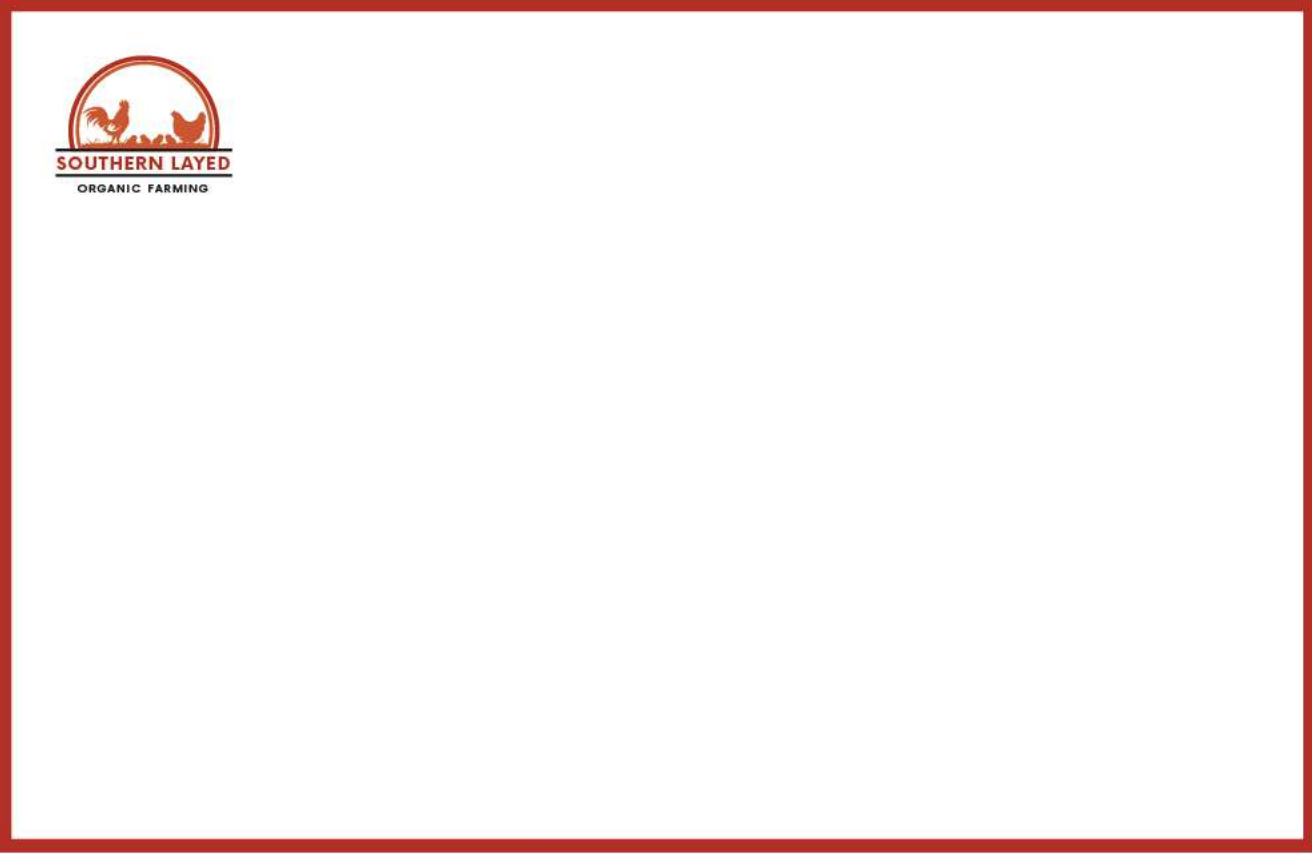
SOUTHERN LAYED

0.3 LOGO POSITIONING

03 • LOGO POSITIONING

Our preferred logo position is in the upper left corner, for the best familiarization with our brand. Our secondary position is in the lower left corner. This position can be used if your audience is already familiar with the brand.

Primary logo position



Secondary logo position

03 • LOGO THIRD PARTY



■ Other Brand Mark

There will be times when the our logo needs to appear alongside other logo because your brand will be working in partnership with third party- part companies.

Your Brand Advantage

Another Brand Advantage

Equivalent Value

One Size

VERTICAL APPLICATION

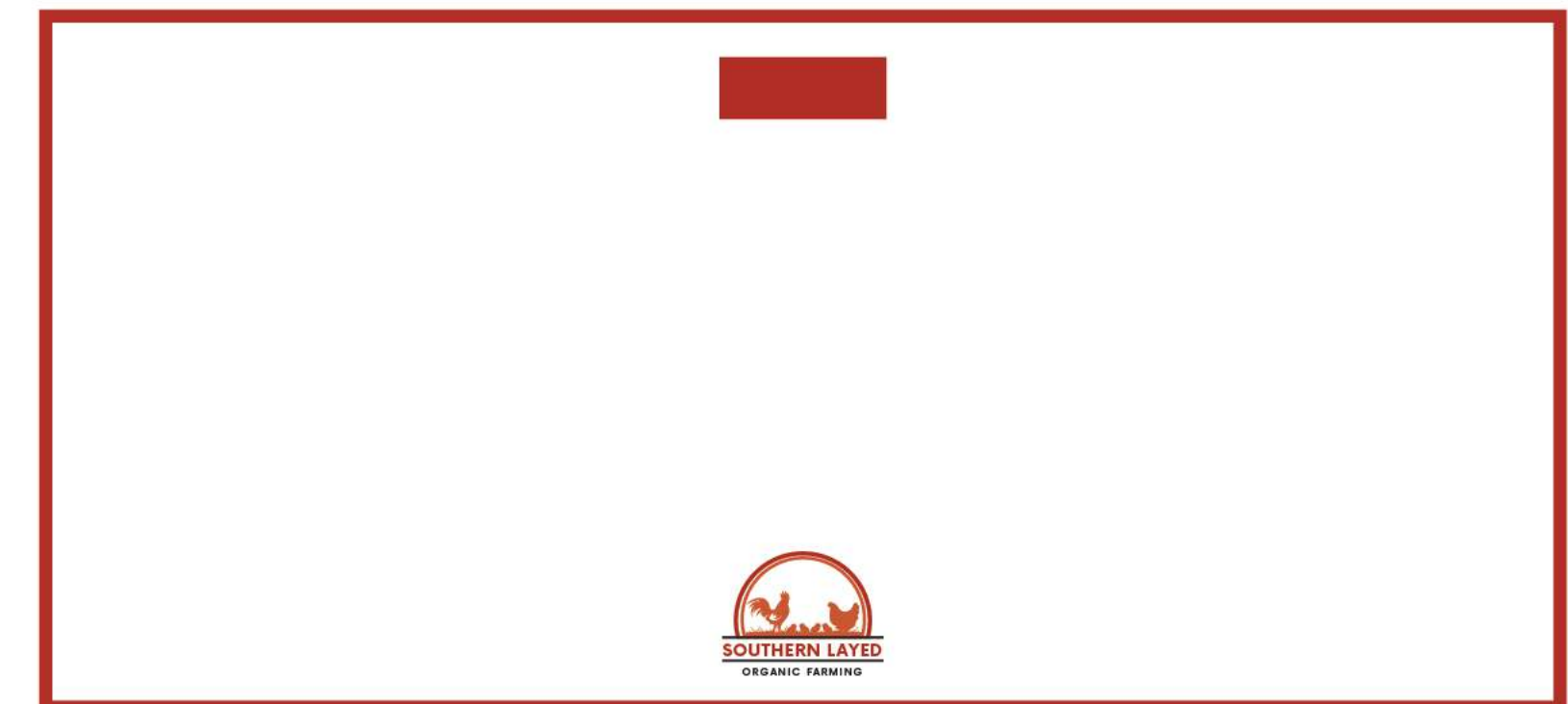
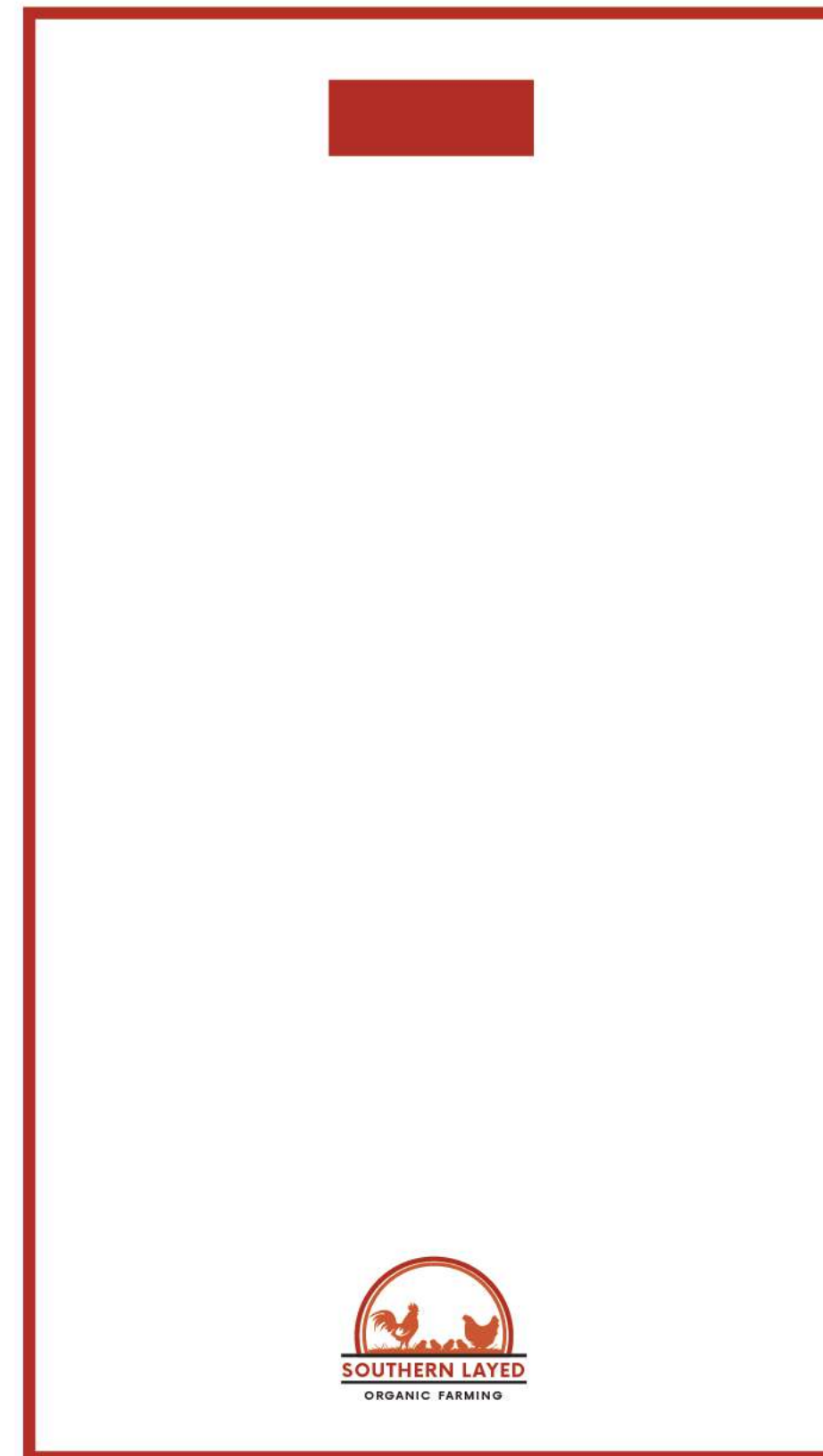
03 • LOGO THIRD PARTY



 GOVERNMENT LOGO

Co-branding with government

When co-branding with the government of Germany must follow the national branding manual.



HORIZONTAL APPLICATION

0.2 • LOGO USAGE

It is crucial when placing the identity that the overall size be considered.

The identity should be used at its maximum scale within space available whilst following clear space rules.

HORIZONTAL LOCKUP PLACEMENT

The Primary Horizontal Lockup **MUST** be utilized when vertical space is limited. See **CORRECT** horizontal Lockup Placement. The Primary Horizontal Lockup **MUST NOT** be utilized when horizontal space is limited. See **INCORRECT** Horizontal Lockup Placement.

CORRECT HORIZONTAL LOCKUP PLACEMENT

Example 1



Placement area available

Example 2



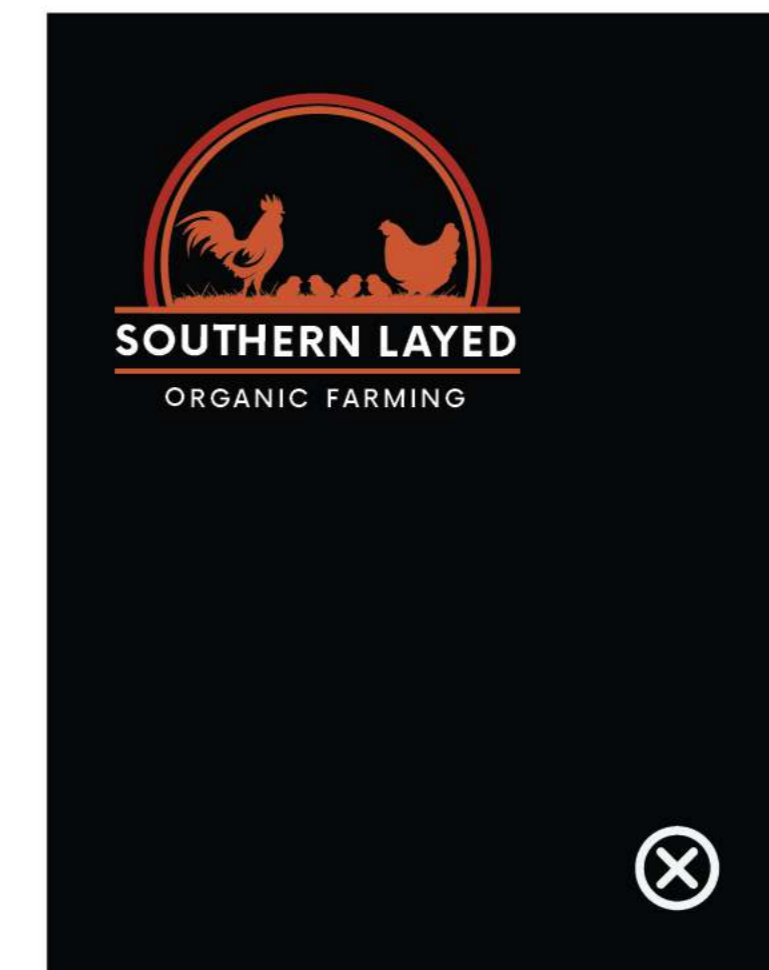
Placement area available

INCORRECT HORIZONTAL LOCKUP PLACEMENT

Example 1



Example 2



0.2 • LOGO USAGE

It is crucial when placing the identity that the overall size be considered.

The identity should be used at its maximum scale within space available whilst following clear space rules.

VERTICAL LOCKUP PLACEMENT

The Primary Vertical Lockup **MUST** be utilized when horizontal space is limited.

See **CORRECT** horizontal Lockup Placement. The Primary Vertical Lockup **MUST NOT** be utilized when Vertical space is limited. See **INCORRECT** Vertical Lockup Placement.

CORRECT VERTICAL LOCKUP PLACEMENT

Example 1



Placement area available

Example 2



Placement area available

INCORRECT VERTICAL LOCKUP PLACEMENT

Example 1



Example 2



0.2 • LOGO VARIATIONS


Logo contain standard size (Variant "A") & small simplified size (Variant "B") for other small graphic elements.



A group of brown chickens, likely Southern Layed, are shown in a barn or coop setting. The chickens are of various shades of brown and are standing on a dirt floor. The background shows wooden structures and wire mesh. The image is dimly lit, with a dark overlay at the bottom where the text is located.

SOUTHERN LAYED

0.4 BRAND COLORS

A group of brown chickens in a farm setting, with text overlaid on the image. The chickens are in a fenced area, and the background shows a wooden structure and some greenery.

Our company colours are professional and modern, expressing who we are. **STRONG RED** is the main colour of the **SOUTHERN LAYED** so it has the strongest presence on our brand.

STRONG RED complements the **DARK GRAYISH RED** colour, creating balance and making the palette more distinctive and sophisticated balances the other colours and gives space to the elements.

Alternative colours should not be introduced into the system, or they would reduce the impact of our colour palette.

The **SOUTHERN LAYED** logotype can be produced only from these colors. Please select the most appropriate color for your communication and over time try to use them equally so we don't become associated with just one color. You should always try to use the positive (main) version of the logo. However, when the background is the same colour as an element of the logo you can use the negative version.

04 • LOGO'S IN COLORS

Each brand logo lockup has several color variations for use on different background types, tones, and colors.

When in doubt, use the most legible version and color of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

Strong Red is our primary color and should be used on Dark Grayish Red complementary color backgrounds. The logo in teal color intended to provide maximum contrast and legibility against light backgrounds.

If color is not an option for technical reasons, or if the brand colors do not provide enough contrast with other visual elements, use the black and white logo options. Do not use any color that is not specifically detailed in this guide.

Color breakdowns are found in section three of this document.



04 • LOGO COLOR MISUSE

This page illustrates more specific examples of how not to use the Southern Layed logo in reference to colour combinations.

When in doubt, always use the approved color combinations listed in this documents.



Do not use more than three primary palette colors in any logo lockup simultaneously.



Do not use off-brand colors. Ensure that the color combination does not cause visual tension.



Do not use colors of same value together. There will not be enough contrast for legibility.



Do not modify the color palette or approach by incorporating a secondary color with tints.

04 • BRAND COLORS

Main brand color we have used are **STRONG RED**

STRONG RED

HEX C85531
RGB 200, 85, 49
CYMK 16, 79, 92, 5

STRONG RED

HEX B22F26
RGB 178, 47, 38
CYMK 21, 95, 99, 13

DARK GRAYISH RED

HEX 231F20
RGB 35, 31, 32
CYMK 0, 0, 0, 100


WHITE

HEX FFFFFFFF
RGB 255, 255, 255,
CYMK 0, 0, 0, 0

A group of brown chickens, likely Southern Layed, are shown in a barn or coop setting. The chickens are of various shades of brown and are standing on a dirt floor. The background shows wooden structures and wire mesh. The image is dimly lit, with a dark overlay at the bottom where the text is placed.

SOUTHERN LAYED

0.5 TYPOGRAPHY

A group of brown chickens is shown in a coop. The chickens are of various breeds, including some with large, ruffled feathers. They are standing on a dirt floor. In the background, there are wooden structures and wire mesh. The text is overlaid on the image in a white, sans-serif font.

Typography is a powerful tool in the development of a creative identity and is a key element to create a cohesive look across all communications. Using a typeface consistently makes it recognisable; it pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand: clean, modern, stylish ,distinctive and legible .Selected fonts are a great Now font from the SANS FAMILY for the logo.

Primary font is a **Now** font family



SOUTHERN LAYED

ORGANIC FARMING

NOW

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,?!(@+=/*)\$%&

Thin

Marty, is that you? That's right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realized I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it's been educational. How's your head?

Regular

Marty, is that you? That's right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realized I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it's been educational. How's your head?

Medium

Marty, is that you? That's right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realized I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it's been educational. How's your head?

JOSEFIN SANS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 . , ? ! (@ + = / *) \$ % &

Thin

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Meduim

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A group of brown chickens, likely a Southern Layed breed, are shown in a wooden coop. The chickens are standing on a dirt floor, and the background features wooden walls and a wire mesh fence. The lighting is somewhat dim, suggesting an indoor or shaded environment.

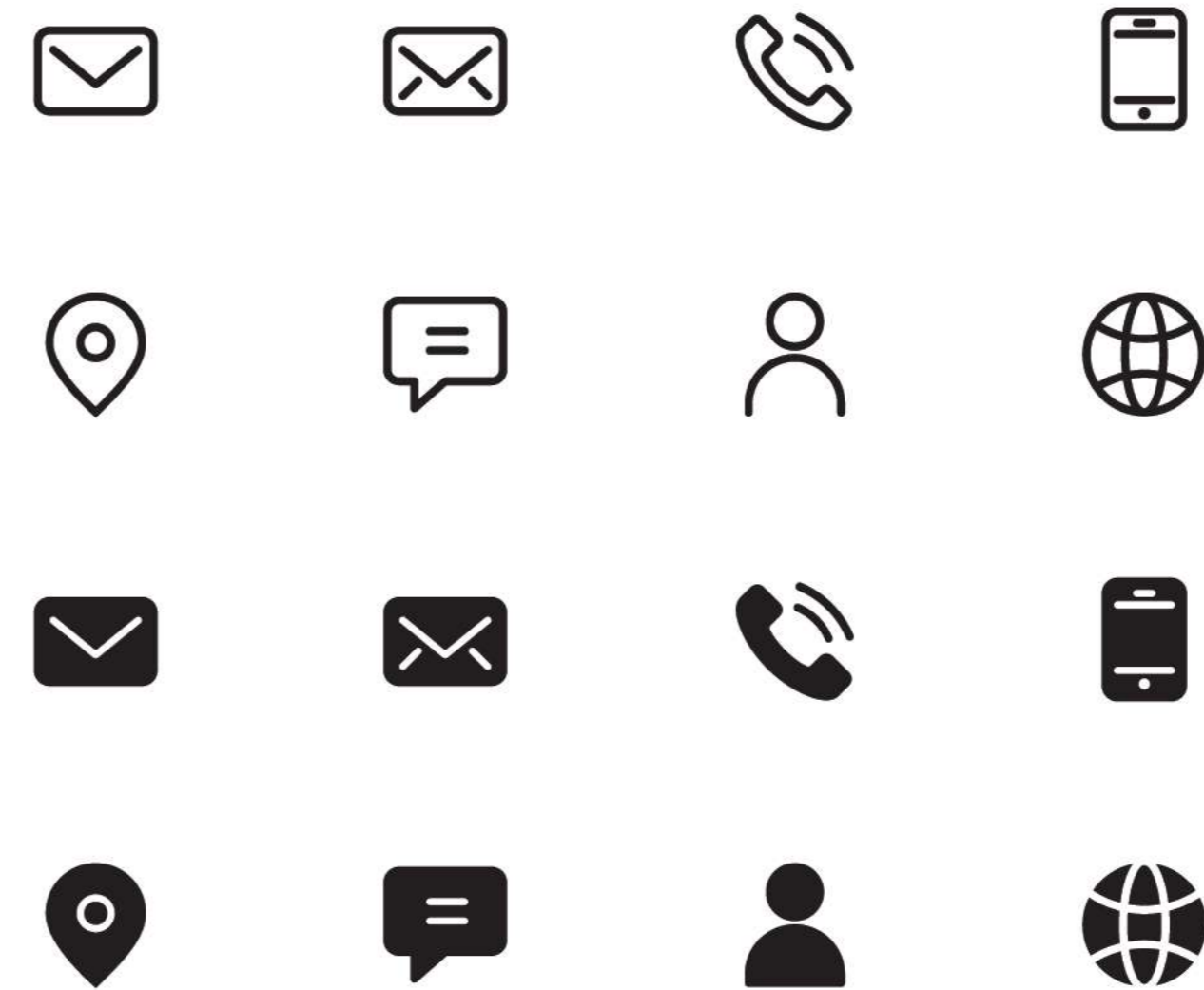
SOUTHERN LAYED

0.6 DESIGN ELEMENTS

04 • ICONS

Icons are essential graphic elements and are one of the most recognised elements of the brand. Icons can help improve usability issues or give a message in a strong and consistent way.

CONTACT ICON SET



04 • ICONS

Icons are essential graphic elements and are one of the most recognised elements of the brand. Icons can help improve usability issues or give a message in a strong and consistent way.

SOCIAL MEDIA ICON SET



04 • PATTERN

By repeating the logo we have create unique pattern that are directly related to our brand.

Used in combination, colors- these pattern can achieve an original look for your brand across many different forms of media and environment.





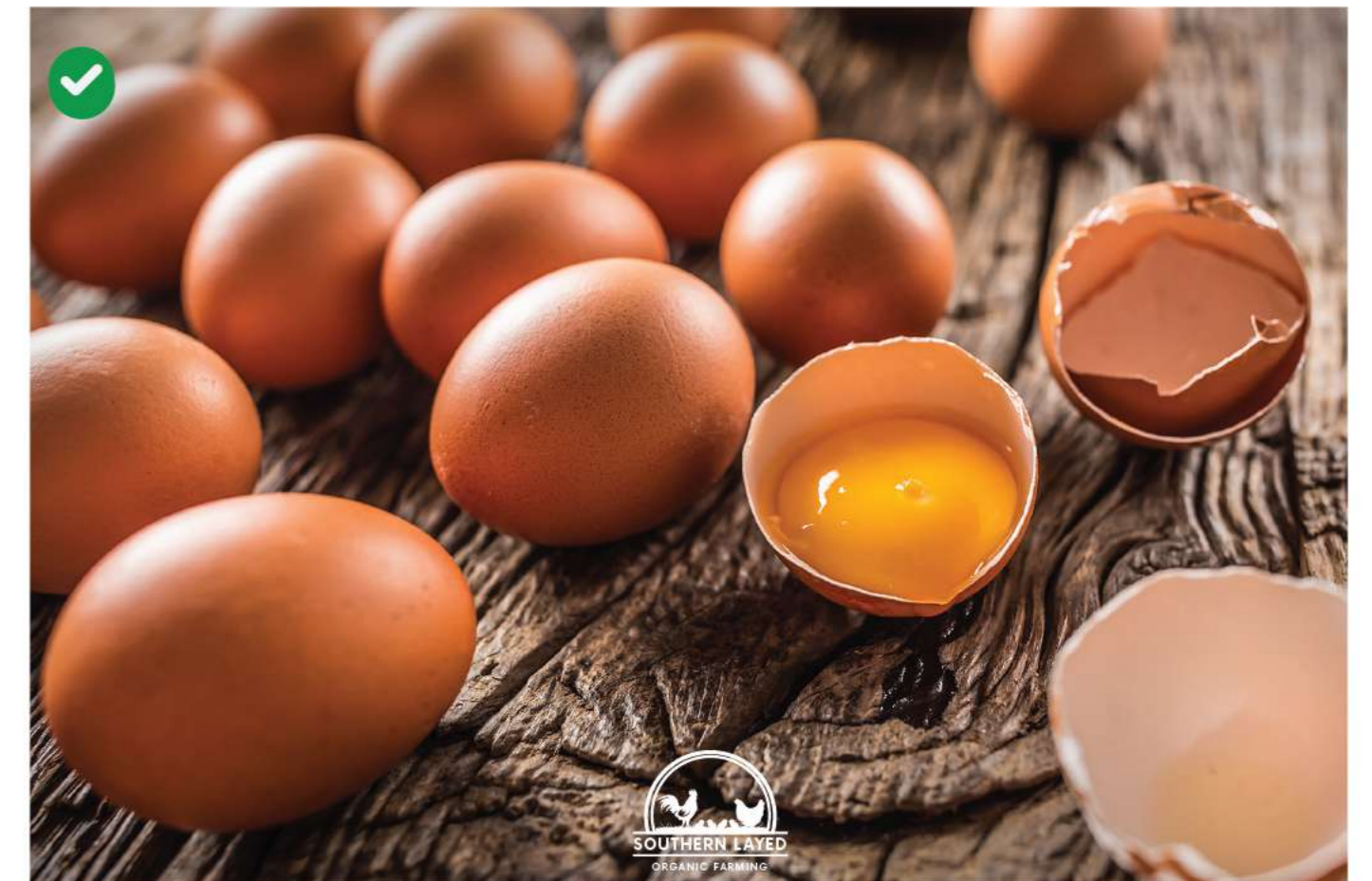
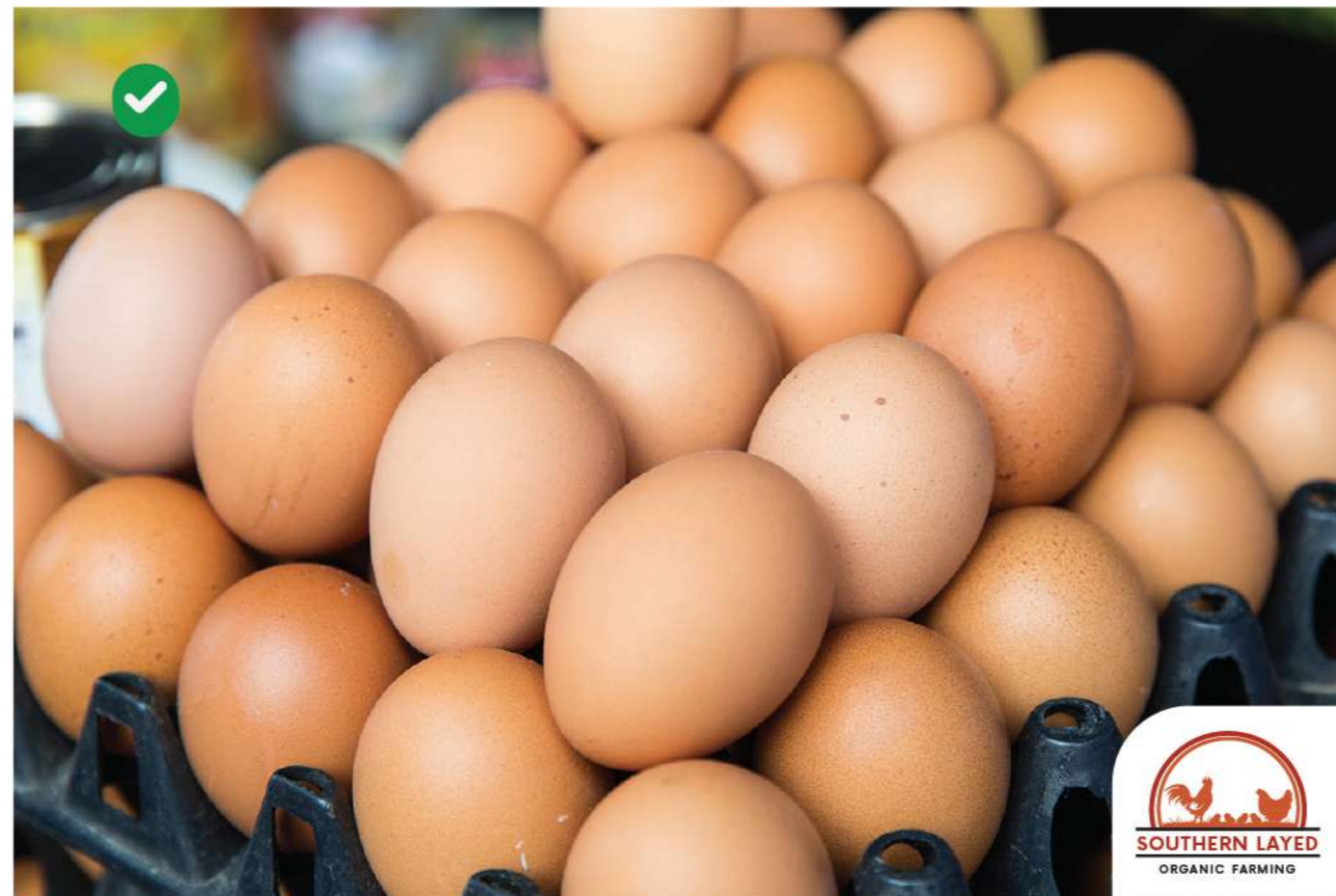
SOUTHERN LAYED

0.7 LOGO ON PHOTOGRAPH

10 • LOGO ON PHOTOGRAPH

Care must be taken to create well balanced and considered compositions: photography is a key part of the identity and the use of color should always feel complimentary to the image.

When placing the logo over photography please choose a pale area of the image to maintain sufficient stand out.



10 • LOGO ON PHOTOGRAPH

When the image is too crowded or a light background, use a background rectangle to make the logo stand out.





Brand Manual

Rules and guides for the
design elements of our
brand

A photograph of several brown chickens in a farm setting, overlaid with a dark, semi-transparent filter. The chickens are of various breeds, including some with prominent red combs. They are standing on a dirt or gravel surface in front of a wooden structure.

Thank
You