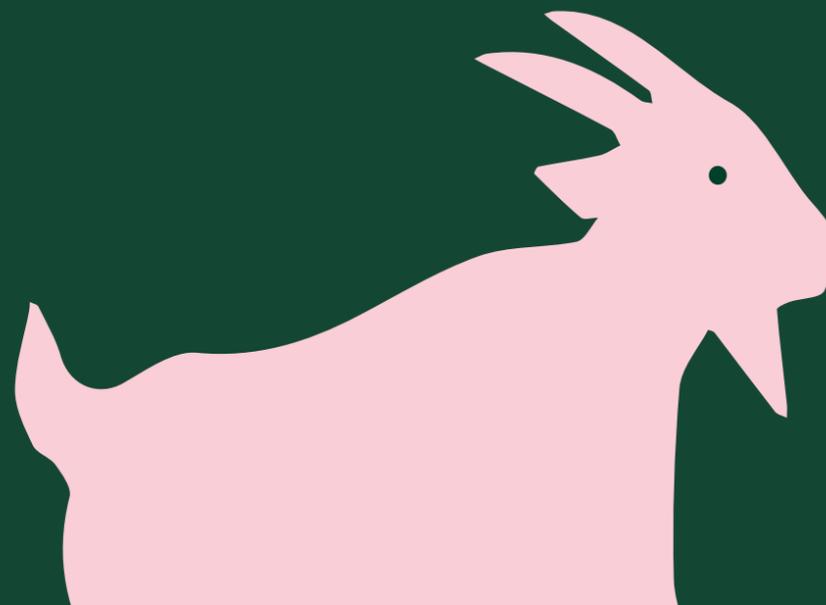
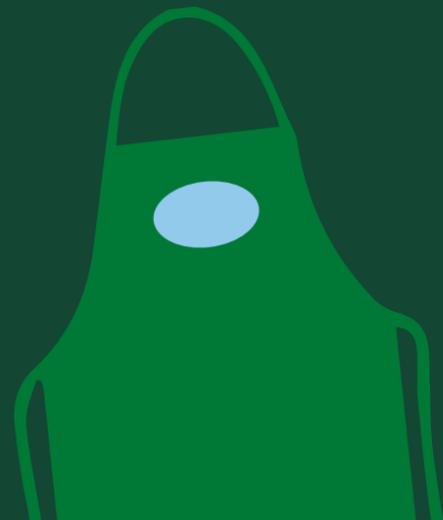


Berkshire Food Co-op

# Brand Guidelines



# Preface

Who we are informs what we look like and how we communicate. The following sections review our new look, language, and brand experience. Throughout, we'll explore the elements that make up the Berkshire Food Co-op brand, bringing it to life.

We were created by and for the families in the Berkshires to improve life in our community. The Berkshire Food Co-op has and always will have a “do it yourself” aspect to who we are.

This brand update aligns with our move to a custom store made for what we do. While it will be a welcome change in many ways (hello, new freezer), we wanted to maintain the handmade, personal touch that is central to the Berkshire Food Co-op's identity.

The result includes visual and verbal elements that are playful, bright, clean, and a little quirky – just like us.

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# Visual Identity



## Logo

This logo is the guiding post for the Berkshire Food Co-op brand. It conveys the future of our work and the character of our organization.

Berkshire  
Food Co-op

## Logo Use

Use the one-line logo when your design is centered. Place it in the center at the top or bottom of your page.

Use the two-line logo when your design is left aligned. Place it in the top or bottom left corner of your page.

Always keep a standard amount of white space, as measured by the capitalized F, around the logo.

ONE-LINE

Berkshire Food Co-op

TWO-LINE

Berkshire  
Food Co-op

CLEAR SPACE



## Logo Don'ts

1. Do not stretch or skew the logo.
2. Do not pull apart the logo.
3. Do not color the logo.
4. Do not rotate the logo.
5. Do not add elements to the logo.
6. Do not adjust letter spacing in the logo.
7. Do not outline the logo.
8. Do not add drop shadows to the logo.

~~Berkshire  
Food Co-op~~

~~Berkshire  
Co-op~~

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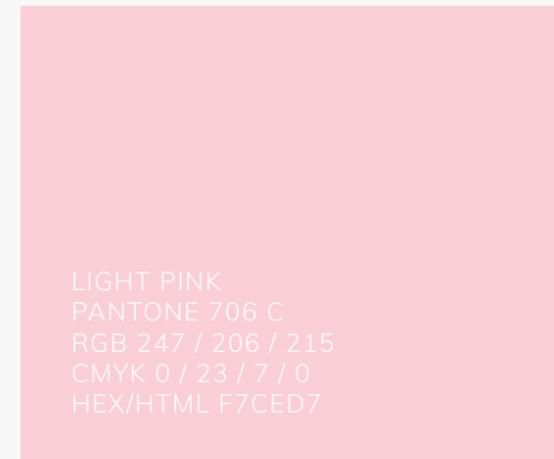
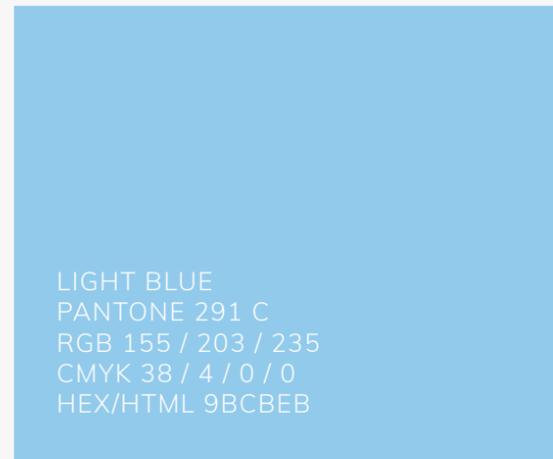
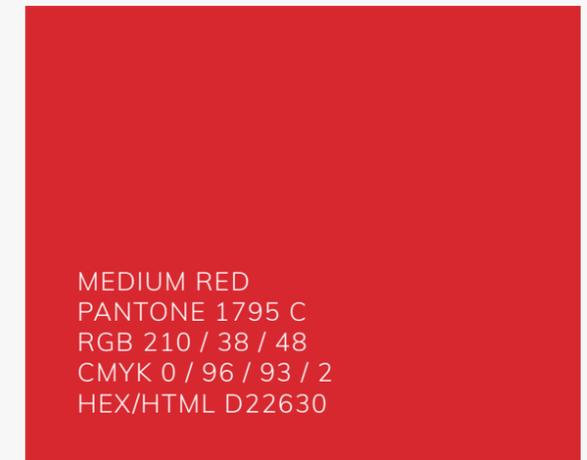
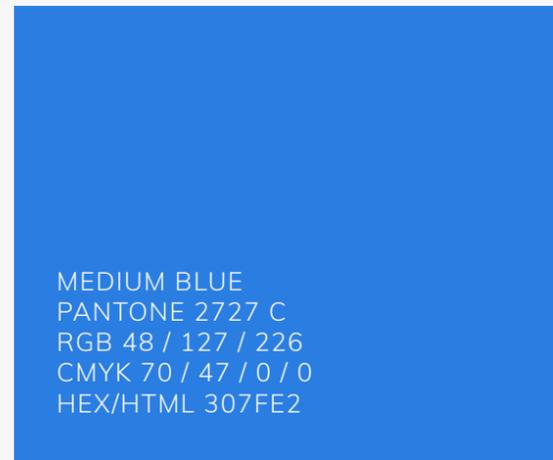
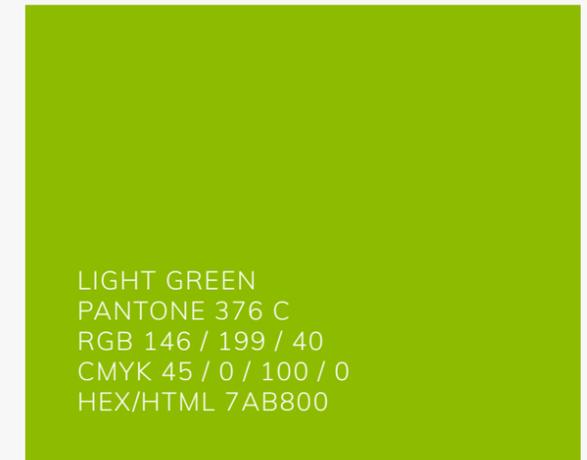
~~Berkshire  
Food Co-op~~

# Color Palette

Color has an enduring emotional appeal. The Berkshire Food Co-op's colors are energetic, bright, and fun.

Never use tints or shades of these colors.

By pairing the colors consistently, you can harness the Berkshire Food Co-op's personality.



# Typography

Fonts express as much as words.

They convey feeling, establishing a consistent and ownable visual language for the Berkshire Food Co-op.

# Gelo XBold is the headline font.

The body copy font is Muli Light.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl.

DOWNLOAD OUR FONTS

Get Gelo XBold at <https://daltonmaag.com/library/gelo>

Get Muli Light at <https://fonts.google.com/specimen/Muli>



# Illustrations

## About Our Illustrations

As we grow, there are a few things that will change. Space. Layout. Lighting. But there is one thing that will never change, and that's our people. We help each other, encourage each other, make things for each other. You can see this clearly in our final campaign update video, where we celebrated reaching our goal by dancing with cardboard food cutouts in front of a hand painted sign. Our illustration set offers this sense of human touch, bringing our brand story to life.



# Illustration Set

Our illustration set includes imagery from our market, including bulk foods, drinks, basics, and produce. Try not to veer away from these products, as they are reflective of who we are and what we have to offer.

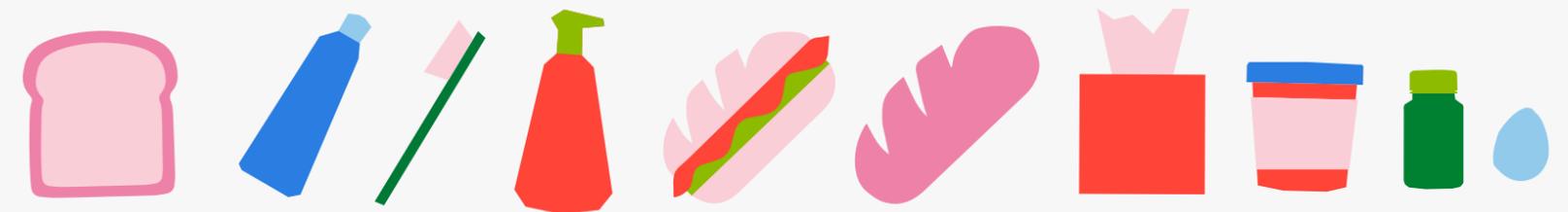
BULK



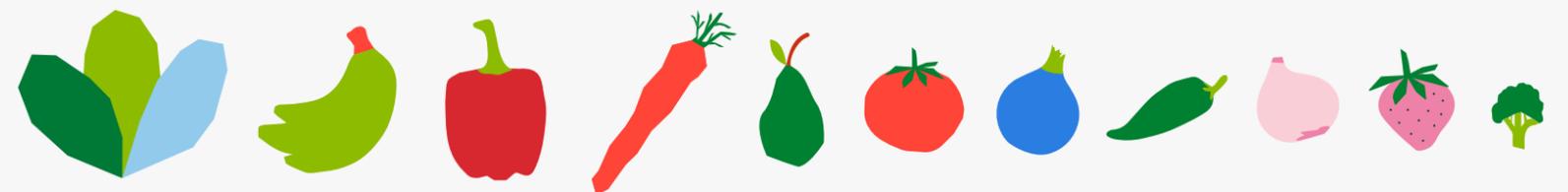
DRINKS



BASICS



PRODUCE



# Illustration Set Continued

Our illustration set also includes imagery from around the Berkshires; scenery, farm equipment, animals and items from our store. Try not to veer away from these products, as they are reflective of who we are and what we have to offer.

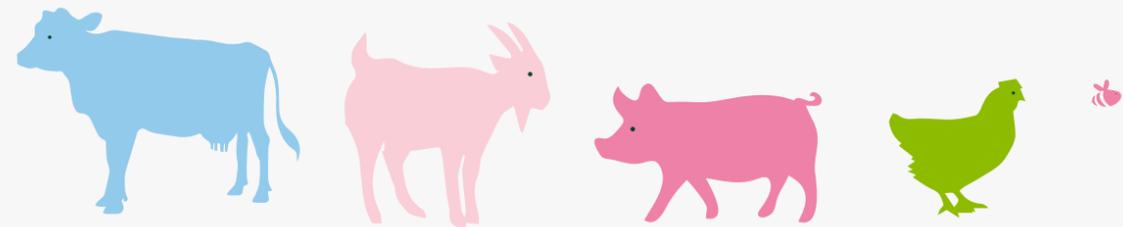
SCENERY



FARM



ANIMALS

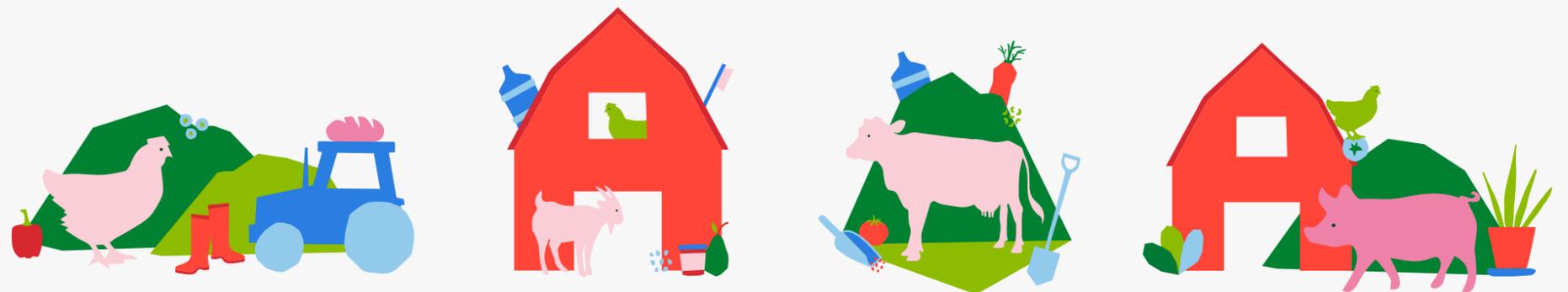


MARKET



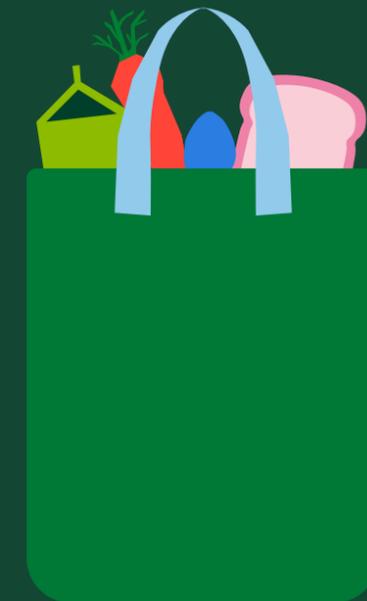
# Farm Lockups

These lockups are made up of scenery and products from our illustration set, stacked to form scenes that capture the spirit of the Berkshire Food Co-op.



# Market Lockups

These lockups are made up of market elements and products from our illustration set, gathered to form scenes that capture the market essence of the Berkshire Food Co-op.



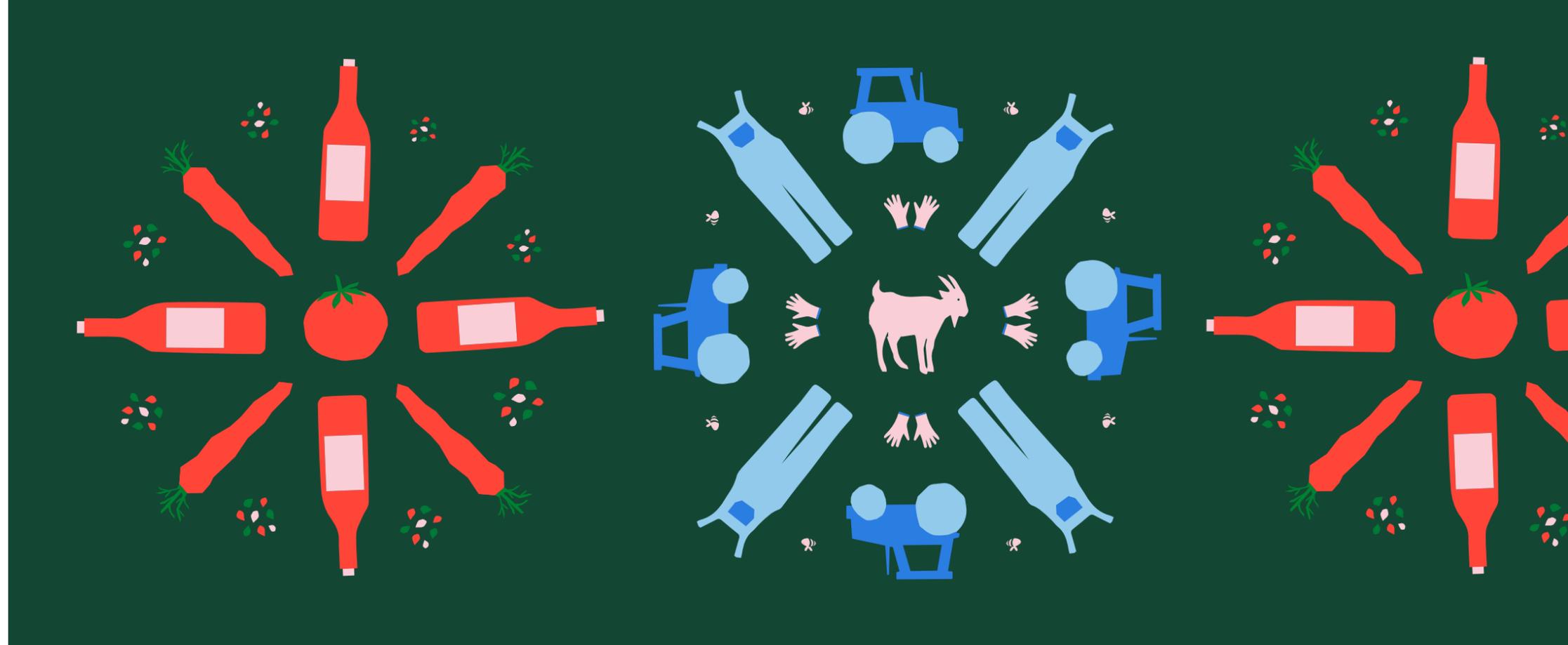
# Patterns

These patterns are for use on the Berkshire Food Co-op brand materials.



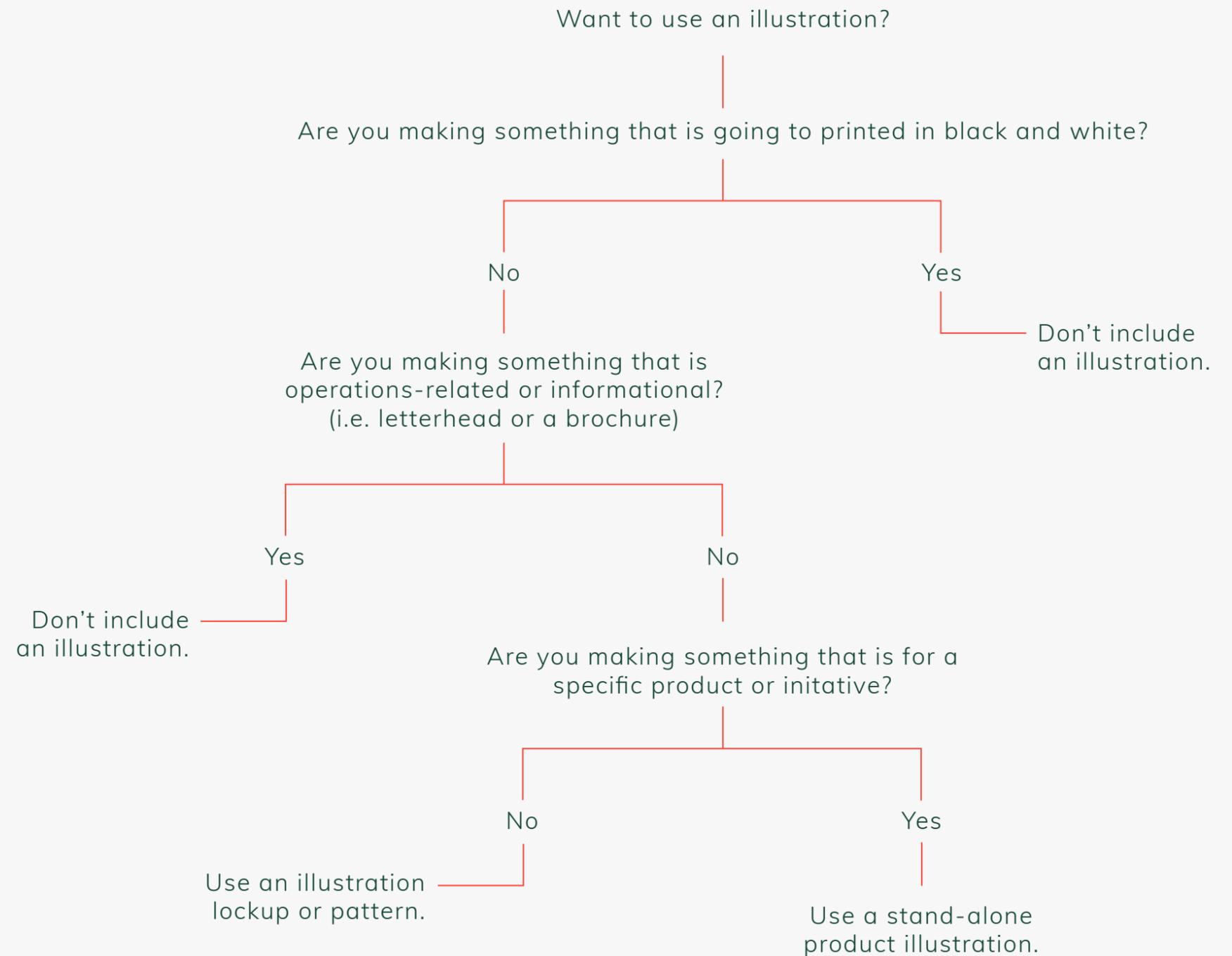
# Patterns

Use these patterns, or create your own, for use on the Berkshire Food Co-op brand materials.



# Decision Tree

Use this flow chart when you are wondering if you should use illustrations. It will help guide which illustrations you use to ensure consistency and relevance.



# Handwritten Taglines

Our five taglines are rendered here in Sunrise International, a handwritten block font.

These should be used in launch campaign materials and for broad brand moments, like a window installment or on our website.

Don't try to copy this font when writing on materials by hand in real life.

## HORIZONTAL

---

IT'S WHAT WE'RE MADE OF

REAL FOOD MATTERS

REAL FOOD. REAL GOOD.

COOPERATIVELY OWNED.  
COMMUNITY FOCUSED.

FOOD IS OUR MIDDLE NAME.

## STACKED

---

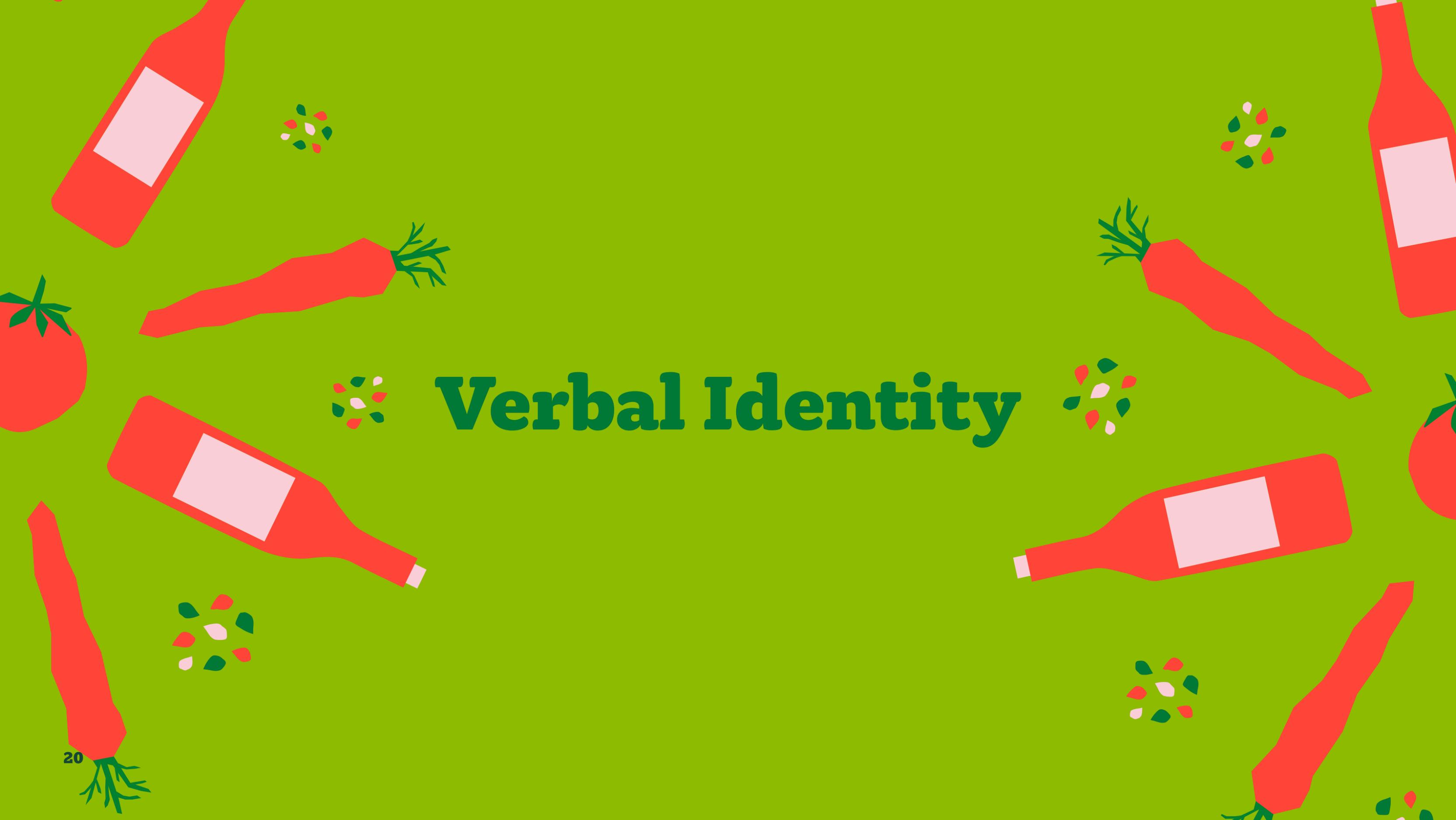
IT'S WHAT  
WE'RE MADE OF

REAL FOOD  
MATTERS

REAL FOOD.  
REAL GOOD.

COOPERATIVELY  
OWNED.  
COMMUNITY  
FOCUSED.

FOOD IS OUR  
MIDDLE NAME.



# Verbal Identity

# Foundational Language

This language is the cornerstone of the Berkshire Food Co-op communications.

It provides the keywords for all language.

## DESCRIPTIVE TAG

---

Market and Café

## TAGLINES

---

It's What We're Made Of

Real Food Matters

Real Food. Real Good.

Cooperatively Owned.

Community Focused.

Food Is Our Middle Name.

# Foundational Language

This language is the cornerstone of the Berkshire Food Co-op communications.

It provides the keywords for all language.

## ELEVATOR PITCH

---

We were created by and for families in the Berkshires to bring real food to our friends and neighbors.

Everything we sell is thoughtfully chosen, so you can rest assured that it's good for you and for our community.



# Cards

Use these layouts when making business cards, owner cards, associate cards, and gift cards.

BUSINESS CARD



**Edward "Ted" Moy**

Director of Store Services

P (413) 528-9697

E [tmoy@berkshire.coop](mailto:tmoy@berkshire.coop)

42 Bridge St  
Great Barrington, MA 01230

[www.berkshire.coop](http://www.berkshire.coop)

OWNER CARD



.....  
Signature

If found, drop in any mailbox; postage guaranteed.

Berkshire Food Co-op  
42 Bridge Street  
Great Barrington, MA 01230

[www.berkshire.coop](http://www.berkshire.coop) / (413) 528-9697



# Stationery

Use these templates for letterhead and envelopes.

## LETTERHEAD

### Berkshire Food Co-op

(413) 528-9697

[www.berkshire.coop](http://www.berkshire.coop)

42 Bridge St  
Great Barrington, MA  
01230

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Sincerely,

*Ted Moy*

## #10 ENVELOPE

**Berkshire  
Food Co-op** | 42 Bridge St  
Great Barrington, MA 01230

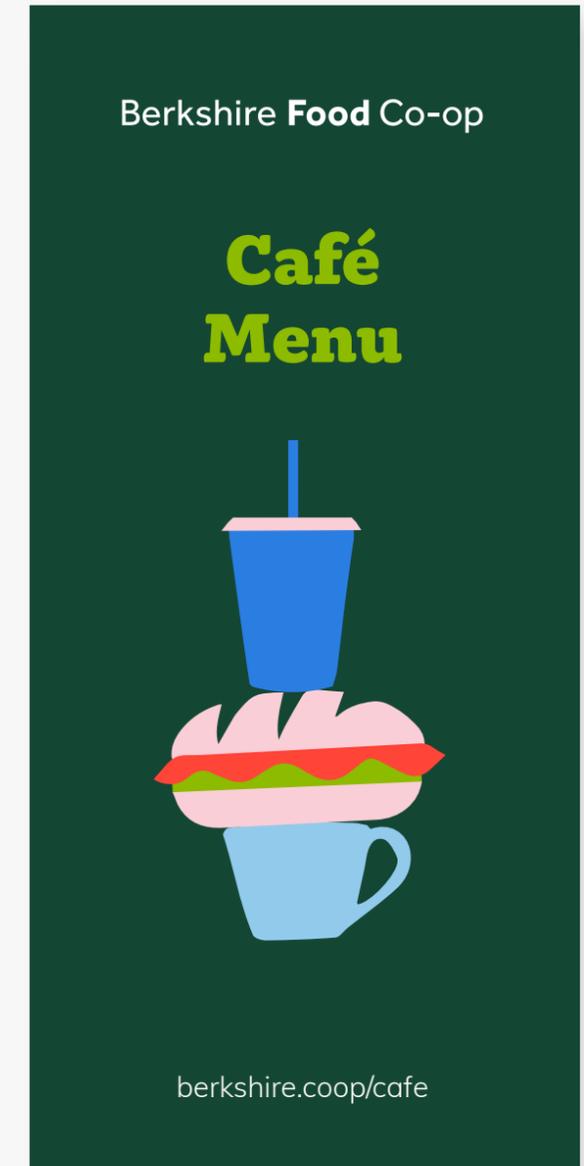
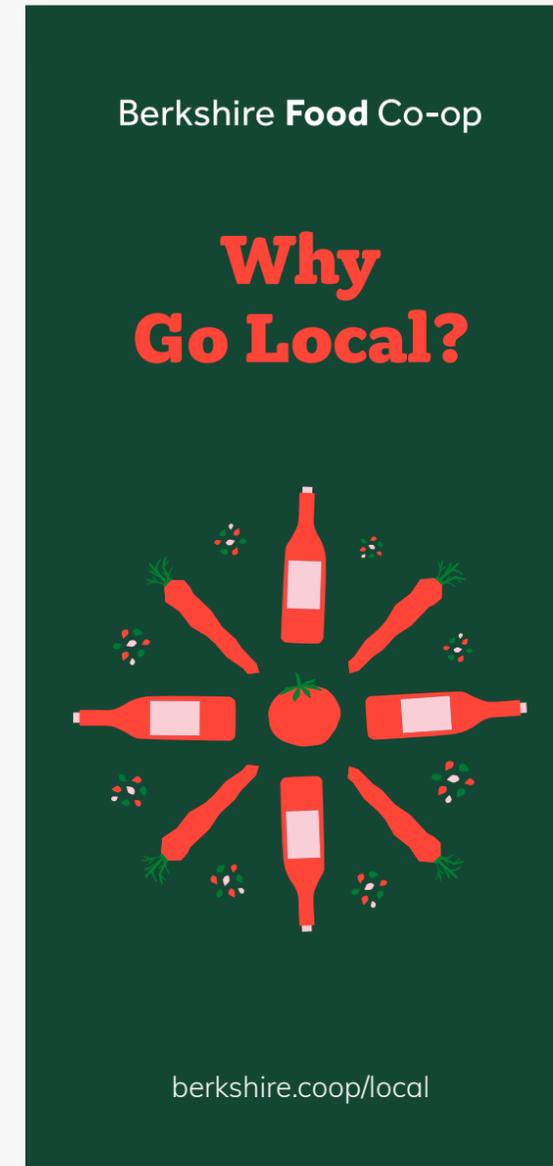
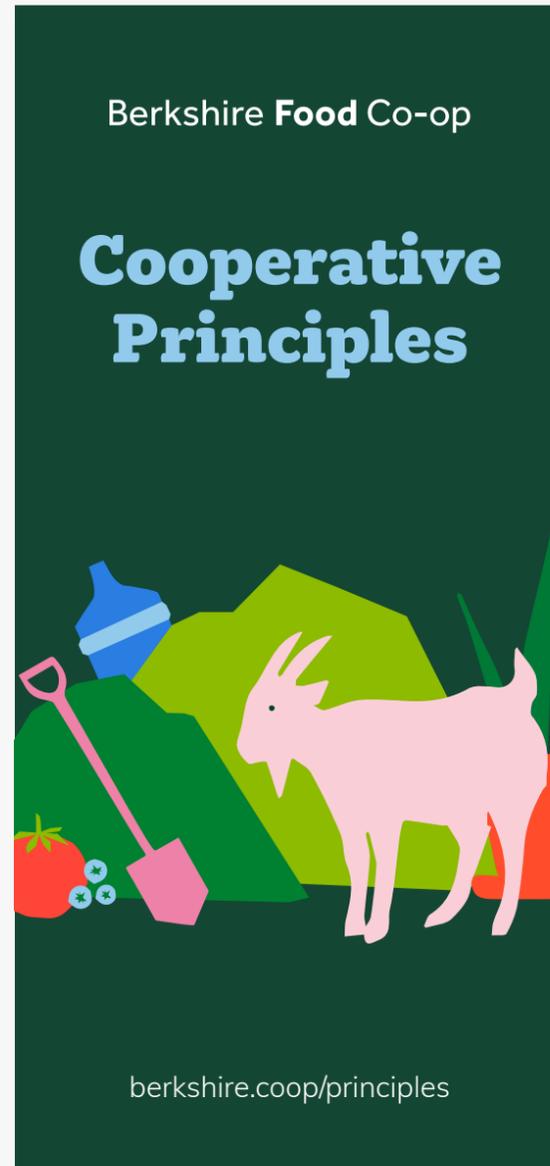
# Marketing Materials

Make marketing and promotional materials about the Berkshire Food Co-op professionally printed rack cards.

The information in these should be evergreen so they won't need to be reprinted often.

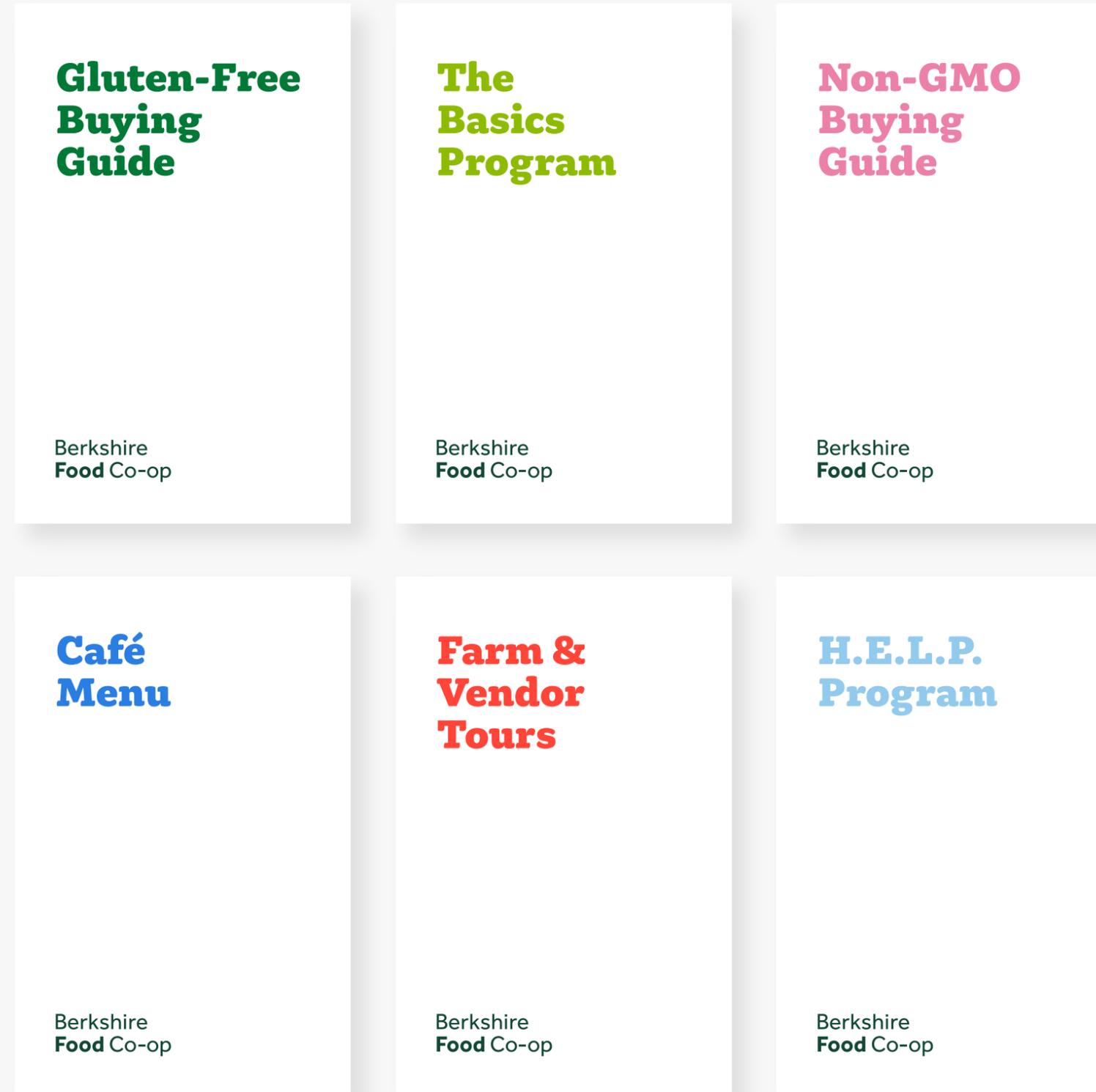
Use these templates for general rack card layout, paying special attention to color and proportions.

## FULL-BLEED RACK CARDS



# Informative Brochures

Use these templates when making paper materials that change often and need to be printed in-house.



# Questions?

Do you still have questions? Do you want to learn how to access and use our illustration set? Would you like to have a conversation about our evolving brand experience over a nice cup of coffee?

Contact Jill Maldonado, our Marketing Manager at the Berkshire Food Co-op.

Email: [jmaldonado@berkshire.coop](mailto:jmaldonado@berkshire.coop)

Berkshire Food Co-op

**Thank you.**

