





**BRAND GUIDE**

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## CHAPTER 1

# WELCOME TO SONGBIRD HILL FARM

We're a new business raising pastured-poultry through regenerative and biological principles to produce nutritious and delicious food. We stick by our motto, "Honest food raised in harmony with nature."





## CHAPTER 2: THE BEGINNING



Songbird Hill Farm began with a desire to connect with food on a deeper level, going beyond mere consumption to look at how food was made and how it fit in with the natural ecosystem. We've noticed that food raised right is tastier, more flavorful, and more nutritious; a win-win situation for dinner and the environment.



## CHAPTER 3: OUR MISSION



We are committed to more than just sustainable organic farming. Rather, we strive to create harmony between our company and nature, replenishing what we use and restoring the land to a better condition than when we started.

We uphold these standards through practices such as frequent pasture rotation and growing native perennial food forests to create an environmentally beneficial and enriching habitat for both the chickens and local wildlife. Frequent monitoring and measuring of the soil for signs of health ensures that we are improving the quality of the land - not taking away from it.



## CHAPTER 4: OUR CUSTOMERS ARE



- People who want to know where their food comes from, know their farmer, and shop locally produced ingredients.
- People interested in healthy, clean food produced beyond organic standards.
- Environmentally conscious people
- Folks who want to feed their family real, healthy food: food without the chemicals and full transparency of how it was produced.
- Paleo/Keto folks



## TO MARKET



As we begin to grow our company, we will begin by selling directly to consumers through our online store and local farmers' markets. Our market will grow as we are able to meet the needs of a larger market, until we become a major chicken supplier for restaurants and grocery stores in the Chicagoland area.

# CHAPTER 6

## BRAND VOICE

As a brand, our voice speaks to who we are and why we do what we do. It is professional but fun. Lively but regenerative and earthy. Everything from our voice to our logo to our colors has an air of hopeful possibility, growing towards trust, connection, and community.

### LOGO

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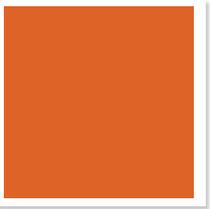
Our logo represents the heart of our mission: to practice a new style of farming that will create abundance and harmony with nature. The roots represent our commitment to farming in such a way that gives back to the land, while the bird thrives in a restored habitat, demonstrating our relationship with nature.



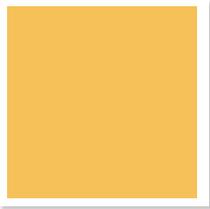
# CHAPTER 7

# COLOR PALETTE

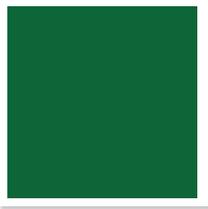
The color palette is made of bright earth tones, representing the beauty of nature. These colors are unique to the brand and timeless, not based off of a passing fad or trend. They stay true to the brand's identity.



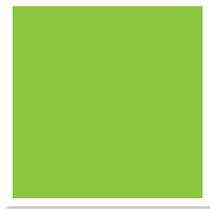
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RBG: 200-100-39  
HEX: #dc6427  
PANTONE: 7579 C



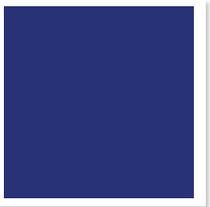
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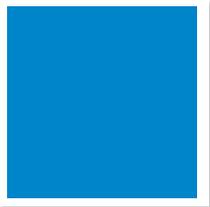
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HEX: #342  
PANTONE: 342 C



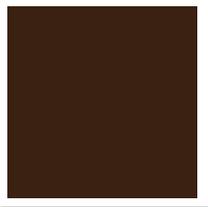
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RBG: 141-198-63  
HEX: #8dc63f  
PANTONE: 7488 C



CMYK: 100-96-22-9  
RBG: 41-50-118  
HEX: #293276  
PANTONE: 2756 C



CMYK: 100-35-0-0  
RBG: 0-131-202  
HEX: #0083ca  
PANTONE: 3005 C



CMYK: 50-70-80-10  
RBG: 60-36-21  
HEX: #3c2415  
PANTONE: 4775 C



CMYK: 2-10-21-0  
RBG: 248-228-201  
HEX: #f8e4c9  
PANTONE: 7506 C

## GRADIENTS



## CHAPTER 8

# TYPOGRAPHY

This bold and striking font serves as a reminder to ourselves and everyone we interact with to live boldly. It is easy to read, yet unique. Memorable, but timeless, like the other elements of our brand's style.

**SONGBIRD**  
**HILL | FARM**

**SONGBIRD HILL**

Ranger Shadow

**PASTURED POULTRY**

Ranger Regular

Sonder Sans - Black

**HILL-FARM**

**SONGBIRD HILL FARM**

Proxima Nova Regular

Songbird Hill Farm. We're a new business raising pastured-poultry through regenerative and biological principles to produce nutritious and delicious food. Our motto is: Honest food raised in harmony with nature.

Proxima Nova Bold

**SONGBIRD HILL FARM**

**Customers interested in knowing where their food comes from, knowing their farmer. Locally produced.**

**People interested in healthy, clean food produced beyond organic standards.**

