

# The Organic Center

BRAND UPDATE

FN | 11-16-19

## Full color mark



## Secondary color mark



## Black & White options



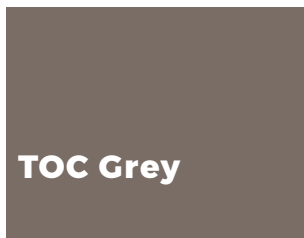
## Mark-only options



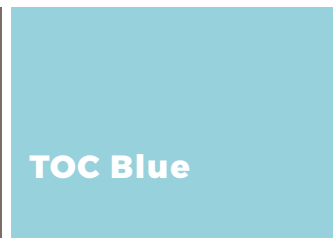
## TOC Colors



**The Organic Center Green**



**TOC Grey**



**TOC Blue**



**TOC Yellow**

### Pantone® 576C

R: 120  
G: 156  
B: 74

C: 58%  
M: 22%  
Y: 91%  
K: 4%

hex # 789c4a

### Pantone® Warm Grey 10C

R: 122  
G: 110  
B: 102

C: 50%  
M: 50%  
Y: 54%  
K: 17%

hex # 7a6e66

### Pantone® 629C

R: 151  
G: 209  
B: 220

C: 39%  
M: 3%  
Y: 12%  
K: 10%

hex # 97d1dc

### Pantone® 136C

R: 255  
G: 191  
B: 60

C: 0%  
M: 28%  
Y: 86%  
K: 0%

hex # ffbf3c

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## Fonts | Print

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz**

MONTERRAT, EXTRA BOLD

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz

POPPINS, REGULAR

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz

OPEN SANS

## Fonts | Web

### HEADERS

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz**

MONTERRAT, EXTRA BOLD

### BODY TEXT

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz

OPEN SANS

### SUBHEADS & BOLDED BODY TEXT

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz**

OPEN SANS BOLD

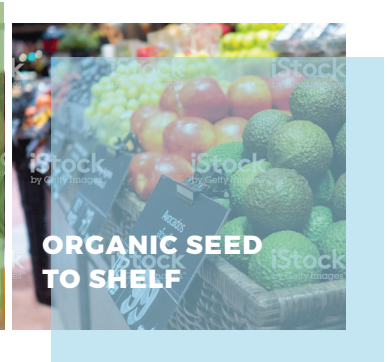
## Imagery Style:

Tilt focus filter used to unify photos and echo the idea of clarity and focus. A mix of internal and stock photos that feel personal, real and taken in natural light



## Brand Color Screens:

Use transparent color screens to unify imagery on your website and social media outlets



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## Give your Brand Breathing Room

Use the "O" in Organic as a simple measuring tool to allow a white space border around your mark.



## Stick to your brand colors

Use the TOC Green, grey or black and white for your logo.



THE  
ORGANIC  
CENTER™



THE  
ORGANIC  
CENTER™



THE  
ORGANIC  
CENTER™



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ORGANIC  
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## Impose your logo over imagery when it is easy to see



## Don'ts

- Don't Deviate from your brand colors.
- Don't Deviate from your brand fonts.
- Don't Use Gradients.
- Don't Tilt.



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ORGANIC  
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