OUR MISSION

The purpose of Countryside is to connect *people*, *food*, and *land* by inspiring, educating, and promoting a resilient, sustainable food culture.

We are a leading expert and innovator in community-based farming and conservation programs working through a unique partnership with Cuyahoga Valley National Park and the park-based farms.
LOGO USAGE

When using the visual identity of Countryside please consider the usage rules that are defined on the following pages. For questions or additional support please visit cvcountryside.org.

This section contains:

• Primary Use
• Secondary Use
• Segmented Initiatives
• Tagline
• Logo Safe Area
• Do’s & Don’ts
PRIMARY USE

Full Logo

This version of the logo should be used in the majority of situations.

The logo should not be reproduced smaller than the specified minimum size, as doing so compromises its readability.

The minimum size is measured by the width of the Countryside icon, as illustrated below.

PRINT MINIMUM SIZE
.625 inches wide (shown at actual size)

SCREEN MINIMUM SIZE
100px wide
PRIMARY USE

Black

Use the black version of the logo for black and white printing.

Reversed

Use on fields of red.
SECONDARY USE

Logo Mark

The Ohio-Chicken logo is encouraged to be used as a playful icon of the brand.
SEGMENTED INITIATIVES

Use when specifically referencing Countryside Public Market

Use when specifically referencing Countryside Farmers’ Markets
SEGMENTED INITIATIVES

Use when specifically referencing
Countryside Old Trail School
Winter Farmers’ Market.

Use when specifically referencing
Countryside Farmers’ Market at
Highland Square.

Use when specifically referencing
Countryside Farmers’ Market at
Howe Meadow.
LOGO SAFE AREA

When using the logo, ensure no items fall within the specified safe area.

Using the cap height of the I from the logo’s word mark is a good guide to ensure sufficient room around the perimeter of the logo.
Our tagline is an expression of our brand—a short, memorable phrase to help highlight what we do.

It can be used in communications to remind the audience of Countryside’s brand promise.
## DO’S & DON'TS

<table>
<thead>
<tr>
<th>LOGO DO’S</th>
<th>LOGO DON'TS</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>DO use approved colors.</em></td>
<td><em>DO NOT change the colors of the logo.</em></td>
</tr>
<tr>
<td><img src="image1" alt="Countryside Logo" /></td>
<td><img src="image2" alt="Countryside Logo" /></td>
</tr>
<tr>
<td><em>DO keep the flat color and appearance of the logo.</em></td>
<td><em>DO NOT add drop shadow, make “3D”, or add other effects</em></td>
</tr>
<tr>
<td><img src="image3" alt="Countryside Logo" /></td>
<td><img src="image4" alt="Countryside Logo" /></td>
</tr>
<tr>
<td><em>DO use the reversed logo when needed.</em></td>
<td><em>DO NOT outline or offset shapes from the logo</em></td>
</tr>
<tr>
<td><img src="image5" alt="Countryside Logo" /></td>
<td><img src="image6" alt="Countryside Logo" /></td>
</tr>
</tbody>
</table>
**DO’S & DON’TS**

**LOGO DO’S**

**DO abide by specified minimum logo size**

**DO keep the correct angle of the logo.**

**DO take into consideration the logo safe area.**

**LOGO DON’TS**

**DO NOT** stretch or distort logo in any way.

**DO NOT** rotate logo in any way.

**DO NOT** add or remove elements from the logo.
**DO’S & DON’TS**

**LOGO DO’S**

- **DO** use the current logo and always refer to the organization as “Countryside.”

  ![Current Logo]

**LOGO DON’TS**

- **DO NOT** use the previous logo and never refer to the organization as “Countryside Conservancy.”

  ![Previous Logo]
SUPPORTING ELEMENTS

Non-logo items that can help support the logo and brand imagery are defined in the following pages.

This section contains:

- Color
- Typography
## COLOR

<table>
<thead>
<tr>
<th>Primary Palette</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 1805 C</td>
<td>c21, m96, y42, k46</td>
<td>r179, g42, b46</td>
<td>hex# B32A2E</td>
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<tr>
<td>Pantone 432 C</td>
<td>c72, m61, y55, k42</td>
<td>r62, g68, b42</td>
<td>hex# 3e4449</td>
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<tr>
<td>White</td>
<td>c0, m0, y0, k0</td>
<td>r255, g255, b255</td>
<td>hex# FFFFFF</td>
</tr>
</tbody>
</table>
## TYPOGRAPHY

<table>
<thead>
<tr>
<th>Display</th>
<th>Best used for Headlines, Titles, and Calls to Action</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LULO ONE BOLD</strong></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890</td>
</tr>
<tr>
<td>Archivo Narrow Semibold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Supporting</th>
<th>Best used for General Copy and Large Bodies of Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Archivo Narrow Regular</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>Archivo Narrow Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
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</table>