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## BRAND IDENTITY GUIDELINES

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Guidelines for proper usage of Reasoner Acres logo

# About Us

Reasoner Acres is a 70 acre farm in Shady Dale Georgia. We raise Rhode Island Red hens for eggs and Cornish Cross hens for whole broiler chickens.

We move our chickens daily so they enjoy fresh grasses to scratch and eat to supplement their diet of non-GMO feed. Our whole birds are processed on farm in a humane and stress-free environment.

We plan to build our business by providing the best tasting products selling direct to our customers.

- Sustainable pasture-raised
- Grass fed and Non-GMO feed
- High in Omega 3
- No Chemical fertilizers
- Processed humanely on farm
- No antibiotics or hormones



# Logo



Primary logo



Additional versions



Additional versions

# Logo Fonts

## PRIMARY TYPEFACE

The primary typeface for Reasoner Acres is QTFrizQuad (Bold). While the Secondary typeface for is Exo (Medium)

The official font for body copy in the Reasoner Acres correspondence is Myriad, the size is 12 points.

## PRIMARY QTFRIZQUAD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## SECONDARY EXO

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# Logo Colors

Accurate color usage is an important part of any brand. CMYK colors are preferred for print applications, while RGB equivalent colors are to be used for all digital applications.



HEX #0A4420  
R10 G62 B38  
C87 M44 Y97 K52



HEX #097F3F  
R9 G127 B63  
C88 M28 Y100 K12



HEX #ADD036  
R173 G208 B54  
C37 M0 Y100 K0



HEX #8DD5E7  
R141 G213 B231  
C41 M0 Y8 K0



HEX #EB1D25  
R235 G29 B37  
C1 M99 Y97 K0



HEX #40160E  
R64 G22 B14  
C46 M81 Y79 K71



HEX #C9C1AE  
R201 G193 B174  
C22 M20 Y31 K0



HEX #000000  
R0 G0 B0  
C75 M68 Y67 K90



# Glossary

## **RGB**

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

## **CMYK**

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

## **Vector**

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

## **Raster**

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

## **Lossless**

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost -hence the term "lossless." The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

## **Lossy**

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

# Glossary

## JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

## AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

## EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

## PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

## PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

## TIFF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.

# Behind the design



Winning design by Iniya

## Iniya

Experience skill set

Logo design - Brand identity - Social media

[View portfolio](#)

[Invite to work](#)

99designs helped connect Reasoner Acres with talented India based designer Iniya.

The contest went for 7 days and attracted over 100 design entries from all around the world. It allowed Reasoner Acres to explore lots of design options before they selected a design they loved and fit their brand.





**REASONER ACRES**  
EST. 2016

## **Brand Guidelines**

**Chris Reasoner**

Farmer/Owner

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