

Visual Identity Guide

JANUARY 2022



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Our Philosophy

At Heritage Growers, we're driven by the vision of a vibrant California, with many thousands of acres of restored habitat. The seeds and plants that pass through our hands are the keys to making this vision a reality. By working with our clients and partners to restore ecosystems across the state, we're creating a legacy of rich biodiversity for future generations. Together, we can mend the mosaic of California's natural wonders one native seed and plant at a time.



Our Identity

The Heritage Growers identity was carefully crafted to represent us at the very highest level and it is vitally important to our brand. It acts as a signature, an identifier and a stamp of our expertise, integrity, and quality. The following guide was created to help you use our logos, color palette, and typography to develop a consistent, integrated look and feel across all of our shared marketing communication efforts and audiences.

Primary Logo

The Heritage Growers logo shares inspiration from vintage produce labels of the 19th and early 20th centuries. The colorful, hand-drawn artwork was unique to each grower and region, serving as a mark of quality that reflected the optimism and opportunity of California’s agricultural abundance.

Set around a vertical oval frame, our typography is sturdy and friendly, with an understated elegant flair from the past. At the heart of Heritage Growers’ logo is a vibrant illustration of an ideal wild landscape featuring several specific native plants and grasses from their product line. A Monarch butterfly sits atop a milkweed blossom as a symbol of their commitment to large-scale habitat restoration that will help degraded ecosystems and the species that depend on them recover and thrive.



The full color version of our oval badge logo is a critical element of our communications and should be used as a first option when possible for print and digital materials.

The single color versions of our primary logo below are reserved for limited use mainly on apparel or in black-and-white print scenarios.



Secondary logos and word marks

The Heritage Growers identity is a responsive system that provides scalability and flexibility across any platform, context or medium—from merchandise and print materials to digital screens large and small. We have provided typographic word marks, badging and iconography that accommodate technical and space constraints, while maximizing visual impact.

HERITAGE GROWERS
NATIVE SEED & PLANT SUPPLY

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Clear space

For optimal legibility and impact, our logo should be set apart from surrounding design elements. The minimum amount of space around the entire logo should be at least equal or greater than the height of the letter “H” in the word “Heritage.”

The logo may be used as an overlay on photographs or other imagery as long as there is sufficient contrast to visually distinguish the logo.

Minimum size

To maintain full legibility and accessibility, never use the logo at widths smaller than 1 inch for print or 175 pixels for screens.



1 inch or 175 pixels

Improper logo use

The examples on this page illustrate improper use of the logo that can dilute the strength of our brand. As a rule, always reproduce the logo using the appropriate master digital file and do not recreate, modify or alter it in any way.



Do not stretch or change the proportions of the logo



Do not change the colors in any area of the logo



Do not add decorative elements or other graphics to the logo



Do not add drop shadows or embossed effects to the logo



Do not rotate the logo



Do not recreate the logo using different typography

Color Palette

Beyond our logo, color is the most recognizable aspect of our visual identity. Colors were selected that reflect the natural native landscape we aspire to restore and given names that reflect their botanical inspiration. Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive image and maximize the impact of our storytelling.

The color palette has two layers: primary and secondary colors. Our primary colors should be the most dominant in any layout or design.

Our secondary, or accent colors, offer an extension to the primary palette and should be used sparingly in marketing communications to highlight specific product offerings or when a small pop of color is needed.

Black and white are also acceptable color options for text treatments.



PRIMARY COLORS



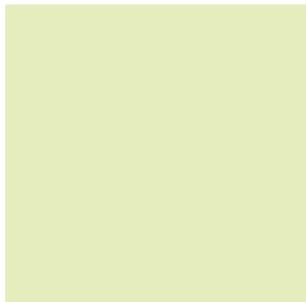
STEM

PMS: 5767
CMYK: 48 / 29 / 85 / 6
RGB: 138 / 148 / 76
HEX: #8C954D



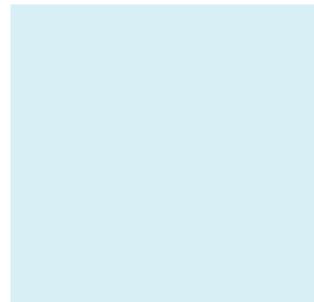
HUMUS

PMS: 476
CMYK: 60 / 71 / 56 / 50
RGB: 70 / 50 / 57
HEX: #463239



LEAFLET

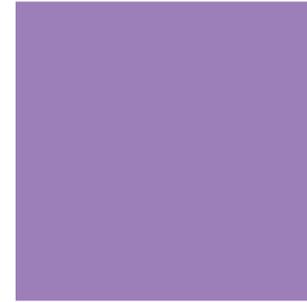
PMS: 580
CMYK: 10 / 1 / 32 / 0
RGB: 230 / 237 / 188
HEX: #8E6EDBC



SPRING SKY

PMS: 643
CMYK: 14 / 0 / 3 / 0
RGB: 215 / 239 / 245
HEX: #8C954D

SECONDARY COLORS



LUPINE

PMS: 2665
CMYK: 41 / 54 / 1 / 0
RGB: 156 / 126 / 184
HEX: #9C7EB8



POPPY

PMS: 1375
CMYK: 1 / 36 / 84 / 0
RGB: 156 / 126 / 184
HEX: #F9AE42



GOLDFIELD

PMS: 116
CMYK: 4 / 16 / 98 / 0
RGB: 245 / 206 / 21
HEX: #F5CE15



MILKWEED

PMS: 2045
CMYK: 41 / 54 / 1 / 0
RGB: 221 / 138 / 158
HEX: #8E6EDBC



MONARCH

PMS: 166
CMYK: 7 / 76 / 100 / 0
RGB: 235 / 96 / 37
HEX: #E16025



SPIKELET

PMS: 142
CMYK: 7 / 21 / 72 / 0
RGB: 239 / 198 / 99
HEX: #EFC663

COLORS

Color usage

Only use our approved identity assets in combination with our signature colors or with colors, tones and textures that harmonize with our brand and provide sufficient contrast for maximum impact and readability.

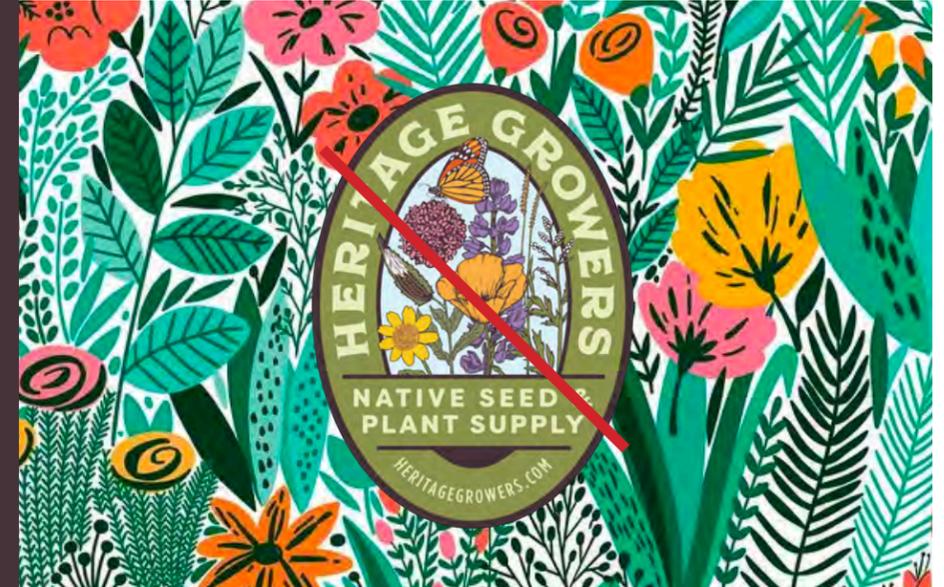
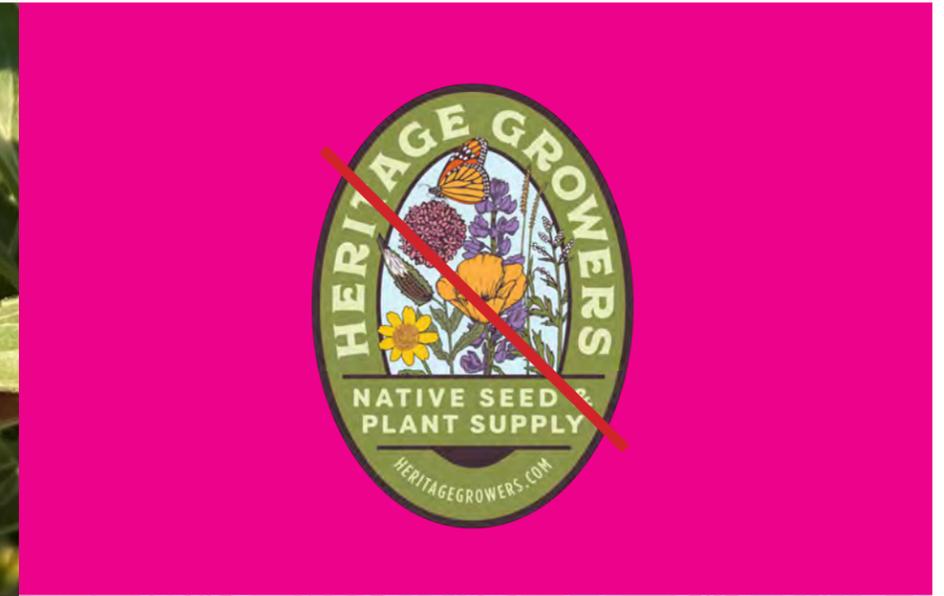
Our word marks may be reversed to white over darker solid color fields. Our full color and 2 color marks look best on white or light backgrounds.



Do not place logo or word marks as an overlay on complex photos or color backgrounds without sufficient contrast.



Do not place logo or word marks over solid color fields or patterns that are too bright or visually jarring.



Logo typography

Our logo is set in 2 distinct typefaces; Regina Black and Filson Pro Soft.

Regina Black was designed by Charles&Thorn Studio and has heavy letterforms influenced in equal parts by the elegant design from the early 1900's and the sturdy, friendly typefaces popularized in the 1970's.

Filson Soft is the rounded version of the popular sans-serif font Filson Pro. The main feature of Filson Soft is the distinctive letters 'K', 'Q' and especially 'R' that make the font family very elegant with a nice friendly aspect. It is highly legible and versatile, offering 8 weights with italics; Thin, Light, Book, Regular, Medium, Bold, Black, and Heavy.

Regina Black

abcdefghijklm
nopqrstuvwxyz

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

1234567890!@#\$\$%
&*?"'™®©{§№çéæ

Filson Pro Soft

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$\$%&*?"'™®©{№éæ]

Thin	Light	Book	Regular	Medium	Bold	Black	Heavy
Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa

Photography style

Colorful, engaging, and authentic photos are an important way to tell our story. Photos from our existing library are best; stock photography should be avoided.

Our photography can be broken down into three general categories:

The people: Our staff, interns, and volunteers are the heart of our organization and they communicate the experience, diversity and community of Heritage Growers. Choose natural action-based images with good lighting and clear focus.

The products: All the seeds and plants that we offer are locally adapted and of known genetic origin. We have many high-quality professional photos of our products and facilities available for use.

The projects: In addition our nursery inventory, Heritage Growers offers habitat restoration consulting to large-scale projects across the western U.S., and have many high-quality professional photos showcasing this important work.

Email us at info@heritagegrowers.com to request approved photo assets

PEOPLE



PRODUCTS



PROJECTS



Logo applications

The examples shown in this section include inspirational applications of the various elements of the graphic identity system.



FULL COLOR T-SHIRT

When using the primary logo on screen printed items like t-shirts the artwork should be printed using 4-color process with a semi-opaque white ink underlay to make the logo colors pop. Another method is direct-to-garment (DTG) printing.



FULL COLOR EMBROIDERY

There are several options to get complex, full-color artwork embroidered onto a baseball cap or garment. The first is to have the logo artwork directly sewn onto the cap using a digital embroidery machine. Results and quality may vary depending on the size of the imprint area, type of equipment and vendor experience. Another method is to digitally embroider the artwork to a flat patch—which may allow an increased overall size, and more detail—and sewing the patch to the hat. Some vendors can digitally print the artwork to a patch using dye sublimation.

SINGLE COLOR PRINT

The one color versions of our primary logo are recommended for applications where a single spot color is required—ideally at larger sizes and in screen print or digitally printed process..



SINGLE COLOR EMBROIDERY



USING THE LOGO

STAFF APPAREL

For best results our word mark is recommended for use on branded office apparel like polos and dress shirts when the artwork will be embroidered in one or 2 colors.

For darker shirts choose one of our lighter primary colors or white for maximum contrast.



MARKETING MATERIALS

HERITAGE GROWERS
NATIVE SEED & PLANT SUPPLY

NATIVE SEEDS, STARTS AND SOLUTIONS FOR VIBRANT CALIFORNIA LANDSCAPES

We're here to provide the best-adapted native seeds and plants for your restoration needs—and be your partners in project design, planning and implementation.

Our high-quality products ensure you're getting the best results for your project. Plus, we offer complimentary restoration consultation services and access to our decades of experience to ensure project success.

Restoring native landscapes can be complex business. Proper planning, site preparation, tried-and-true cultivation techniques, proper timing, and careful maintenance are crucial in overcoming the inevitable challenges that arise. Our deep expertise from leading hundreds of diverse restoration efforts across California informs every project we work on. We pride ourselves on sharing advice and lessons learned with clients to ensure their projects succeed. Often, simple things like paying attention to the details results in the healthy and resilient restored ecosystems our clients seek. At the end of the day, we want our clients' projects to be successful as much as they do, so we're committed to providing the best seeds, plants and guidance anywhere.

RESTORATION SOLUTIONS

Sound advice and in-depth knowledge are the keys to ensuring restoration success. Our experience and guidance are as unique as the varied ecosystems we work in. We help you decide how to prepare your site, what species to use, the optimal seeding and planting timing and application, as well as what maintenance is needed to get the best results. We also offer project implementation services through our partner organization, River Partners.

- Custom Seed Mixes
- Wildland Seed Collection
- Contract Growing for Seed Amplification
- Restoration Consulting
- Habitat Implementation

DEDICATED EXPERTS

Our commitment to successfully restoring habitat goes beyond having decades of experience and technical know-how. Our staff is personally invested in turning degraded ecosystems into high-functioning habitat, and we put that dedication to work in every project that we work on.

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REQUEST A CONSULTATION

MENU

Native seeds, starts and solutions for a vibrant California

Learn more

Your Partners in Habitat Restoration

USING THE LOGO



VEHICLE GRAPHICS & DECALS

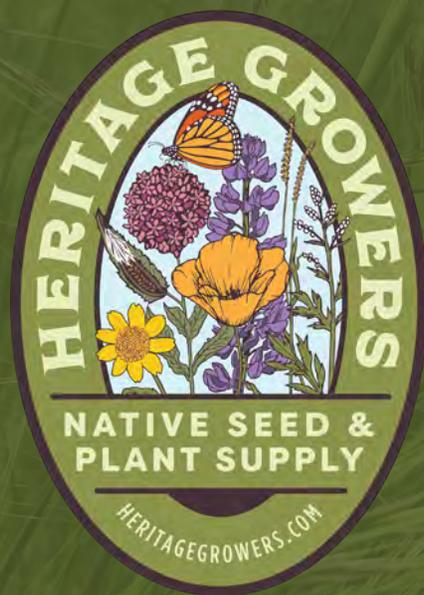
The full color primary logo can be applied to vehicles, equipment, and signage as a full color digital print onto a white adhesive vinyl material and then die cut to our logo shape. If space is restricted or additional information like phone numbers or web address are included, our secondary word marks can be die cut from color-matched vinyl and applied to the surface.



SIGNAGE GRAPHICS (POST & PANEL)

For wayfinding or project signage, our secondary word marks can be die cut from color-matched vinyl and applied to a painted wood or steel panel. For office door and window applications white cut vinyl is recommended.





Contact us at
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