



Kernfarm Brand Guidelines



Kernfarm logo

Minimal clear space



Logo variations



Kernfarm colors

Primary palette

Kernfarm Blue
Pantone Pro. Cyan
CMYK 100.0.0.0
RGB 0.158.224
HEX #009EE0

Kernfarm Green
Pantone 368
CMYK 60.0.100.0
RGB 121.182.49
HEX #79B631

Secondary palette

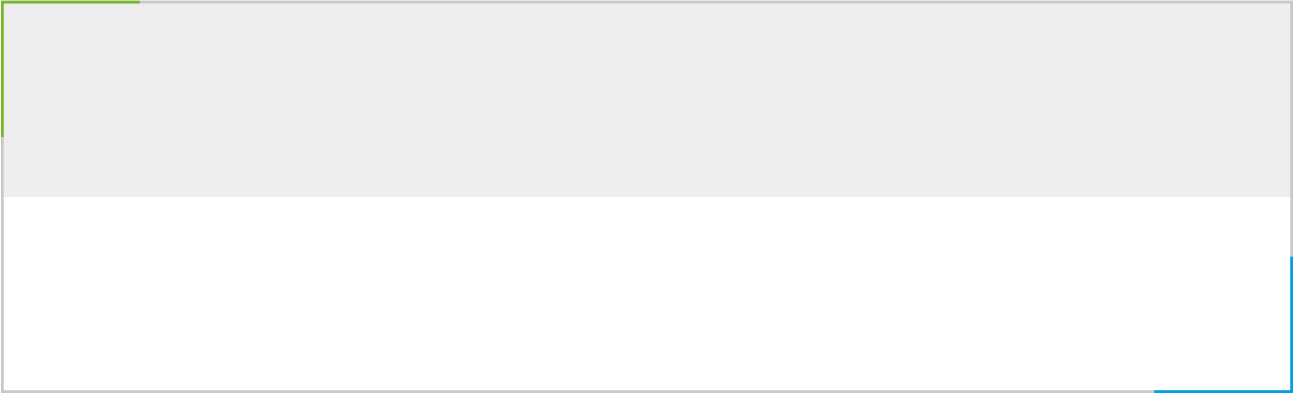
Kernfarm Black
CMYK 0.0.0.80

Kernfarm Grey
CMYK 0.0.0.25

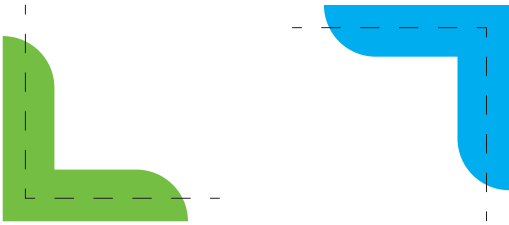
Kernfarm Light Grey
CMYK 0.0.0.7

Kernfarm elements

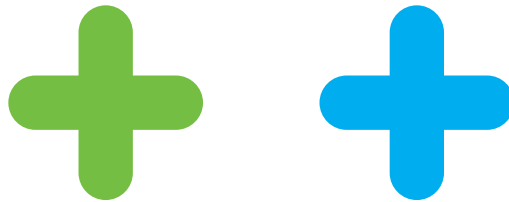
Text frame



Page corners



Summary bullets



Piggy



Contact button



Kernfarm fonts

This is heading

Clan OT black 30pt, paragraph underlined (3pt)

This is subheader

Clan OT black 15pt, paragraph underlined (2pt)

This is intro text

Clan OT book 11pt, line-height 20pt

This is body text

Clan OT book 9pt, line-height 11pt

This is a header variation

Clan OT black 10pt

This is the substitution font
Arial

Kernfarm packaging

Impressions



Layout front

- Top is Kernfarm Blue
- Product name in capitals filled out from left to right
- Short description (max. 2 lines)
- Short description in Kernfarm Green (max. 5 lines)
- Target animals icons left
- Contents right
- Horizontal line filled out from left to right
- Blue page corner in bottom left side



Target animals icons

