

Wildwood Guidelines Copy

Pp. 2-3: **Introduction**

From soybeans to business, we at Wildwood know that when you do something right it grows. And in the right environment it thrives. Our business has grown because we have maintained a consistently superior product with an increasingly familiar identity in the rapidly expanding natural foods market. In order to maintain the equity in our brand as we grow further, and to present an image as pure and consistent as the products we sell, this booklet provides guidelines for the proper representation of the Wildwood brand.

Pp. 4-5: **Identity**

All in a name. Throughout these guidelines we have included as much room for flexibility and creativity as possible. As the principal custodian of our brand, however, the Wildwood Brand Identity must be reproduced on all communications and packaging precisely as it appears on these pages. The primary white-on-woods version shown here belongs on all packaging and the secondary green-on-white version was created for print, advertising and other communications pieces.

Pp. 6-7: **Identity**

The anatomy of an identity. The primary Wildwood Identity is comprised of four simple layers and two colors. The Wood Green background is etched with the grayscale fields-and-woods picture, upon which the white Wildwood lettering is placed, with a drop shadow and Wild Gold-colored leaves and "organics" lettering. Finally, the Wild Gold arch highlights the end result. No attempts should be made to alter this configuration in any way.

Clear space. The primary identity is locked into precise dimensions, but the more flexible secondary identity can be scaled with only two restrictions, clear space and minimum size. Clear space around the identity must be maintained at a minimum distance equal to the size of a gold leaf. No other text or graphical element should be allowed in this clear space.

Minimum size. There is no maximum size for the identity, but for the sake of clarity it should never appear smaller than 1.5 inches in width. When scaling, be sure to constrain the width-to-height proportions.

Pp. 8-9: **Divider**

A reflection of our farming practices, our business image has emerged organically. All the energy, passion and natural sensibility we have put into our superior products, their spirit if you will, has influenced the way our business has been perceived and accepted. It has influenced the people who work for us and the people who represent us. It is your job to continue this process by letting the spirit of our business, through these guidelines, guide your creative process as you produce the very face of Wildwood Organics.