BRAND
GUIDELINES

CONTENTS

FRU·GAL [FROOG'L]

1. THRIFTY: CHARACTERIZED BY THRIFTINESS AND AVOIDANCE OF WASTE
2. MEAGER: INVOLVING VERY LITTLE EXPENSE

SUS·TAIN·A·BLE [SƏ STÁYNƏB'L]

1. ABLE TO BE MAINTAINED
2. MAINTAINING ECOLOGICAL BALANCE: EXPLOITING NATURAL RESOURCES WITHOUT DE-STROYING THE ECOLOGICAL BALANCE OF AN AREA

FRUGALLY SUSTAINABLE IS A BLOG FOR ALL THINGS FRUGAL AND SUSTAINABLE AND IT'S ONE OF THE MOST FEATURED BLOGS IN ITS NICHE. IT IS HOST TO 2-3 INFORMATIVE POSTS PER WEEK THAT CATALOGUE THE WHY, THE HOW, AND THE HOW-TO ON: FRUGALITY, SIMPLICITY, NATURAL HEALTH, TRADITIONAL FOODS NUTRITION, MOTIVATION AND INSPIRATION, SPIR-ITUALITY, UP-CYCLING, RECYCLING, AND DESIGNING A LIFE THAT IS INTERDEPENDENT ON LIKE-MINDED OTHERS, ECOLOGICALLY RESPONSIBLE AND CENTERED AROUND THE HOME.

WITH CURRENT TRENDS MOVING TOWARD ISSUES REGARDING THE HOMESTEAD, PREPPING, PRESERVING, AND RESTORATION IT IS OUR DESIRE TO TURN OUR FACES IN THE DIRECTION OF SUSTAINABILITY. EVERYTHING WE NEED IS PROVIDED IN THE NATURAL WORLD THAT SUR-ROUNDS US. IT'S A STORY OF TRANSITION OUT OF A CONSUMER CULTURE INTO THE BRAVE WORLD OF SUSTAINABILITY. IT'S ABOUT FOCUSING ON WHAT'S IMPORTANT AND AWAKENING TO ALL THAT IS MEANINGFUL. IT'S ABOUT RETURNING TO FORGOTTEN SKILLS, REVIVING OLD WISDOM, CREATING SOMETHING AMAZING AND FINDING PEACE, LOVE, AND HAPPINESS IN THE JOURNEY.

BRAND STORY_____

PRIMARY LOGO

THE LOGO IS AVAILABLE IN ALL BASIC FORMATS FOR PRINT AND DIGITAL USE. THE PRIMARY FULL COLOR LOGO SHOULD BE USED WHENEVER POSSIBLE.

WHITE LOGO

LOGO TO BE PLACED ON COLORED BACKGROUNDS, IMAGES, ETC.

B&W LOGO

THE B&W LOGO SHOULD BE USED WHEN FULL COLOR PRINTING IS NOT AN OPTION.

LOGO

CLEAR SPACE

THE MINIMUM CLEAR SPACE IS DEFINED AS X, MEASURED BY THE SIXTH OF THE HEIGHT OF THE JAR. THE MINIMUM CLEAR SPACE OF 2X AROUND THE JAR AND 4X ABOVE AND BELOW THE LETTERS SHOULD ALWAYS BE APPLIED. TRY TO MAXIMIZE CLEAR SPACE WHENEVER POSSIBLE. ALWAYS SCALE THE LOGO PROPORTIONALLY.

SIZING

THE MINIMUM LOGO SIZE PROVIDES THE SMALLEST POSSIBLE REDUCTION IN WHICH THE LOGO IS STILL EASY TO READ. IN EXCEPTIONAL CIRCUMSTANCES, SMALLER SIZES FOR PRINT MAY BE NECESSARY (E.G. ON EVENT MERCHANDISE). IN SUCH CASES, LEGIBILITY SHOULD ALWAYS BE YOUR TOP PRIORITY.

MINIMUM SIZE:

230 PIXELS ON SCREEN

35 MILLIMETERS OR 1.4 INCHES IN PRINT

LOGO

YELLOW

C: 21%
M: 39%
Y: 100%
K: 1%

R: 205
G: 156
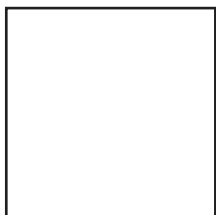B: 43

HEX:
#CB992B

PANTONE SOLID
UNCOATED 110 U

BLACK

C: 0%
M: 0%
Y: 0%
K: 100%

R: 0
G: 0
B: 0

HEX:
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PANTONE
426C

WHITE

C: 0%
M: 0%
Y: 0%
K: 0%

R: 255
G: 255
B: 255

HEX:
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PANTONE
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COLOURS

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPEFACE _____