



FARMERS' ALMANAC[®]

SINCE 1818

BRAND GUIDELINES



brand | COLOR PALETTE

PRIMARY COLOR



Our Signature Orange

Pantone 158C

C: 0 M: 65 Y: 100 K: 0
R: 244 G: 121 B: 32

ACCENT COLORS



Almanac Green

C: 60 M: 25 Y: 90 K: 5
R: 115 G: 149 B: 74



Almanac Olive

C: 35 M: 15 Y: 75 K: 0
R: 176 G: 187 B: 102



Almanac Yellow

C: 0 M: 25 Y: 100 K: 0
R: 255 G: 194 B: 14

brand | FONTS

Neutraface Text

book alt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

book alt italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

demi alt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

demi alt italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

bold alt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

bold alt italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Alga

extra light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

brand | LOGOS

PRIMARY LOGO with ITERATIONS



SECONDARY LOGO with ITERATIONS



brand | LOGOS

TERIARY LOGOS



WEBSITE

