



URBAN FARM PROJECT BRAND STYLE



WHO WE ARE

The Faulkner County Urban Farm Project started with humble beginnings. Urban Farm Project began as a gardening competition between three college universities in Conway, Arkansas.

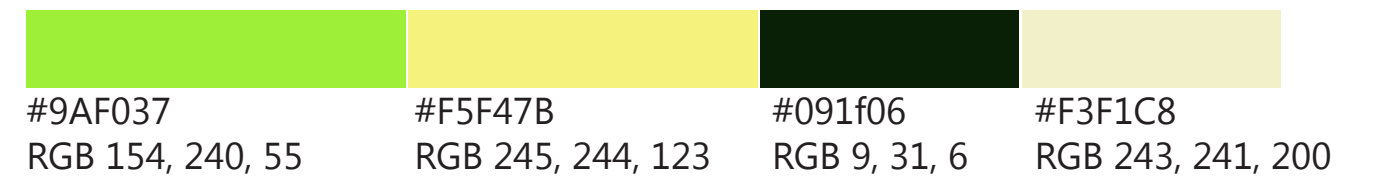
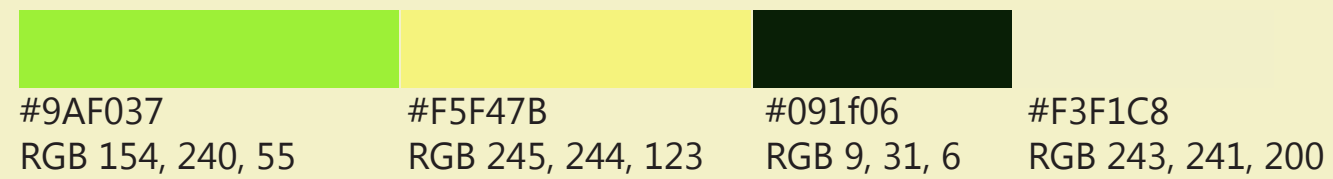
The gardening competition completely transformed an overgrown yard into an impressive vegetable garden. This led to the realization that the competition was bigger than just that, it was a collaborative effort that benefited the greater good.

Urban Farm Project developed into a blossoming community garden and Arkansas largest and oldest seed library.

Urban Farm Project pivoted into a non-profit with the mission of combating food insecurity, foster a sense of community, and promote food literacy in Faulkner County and beyond.



LOGOS

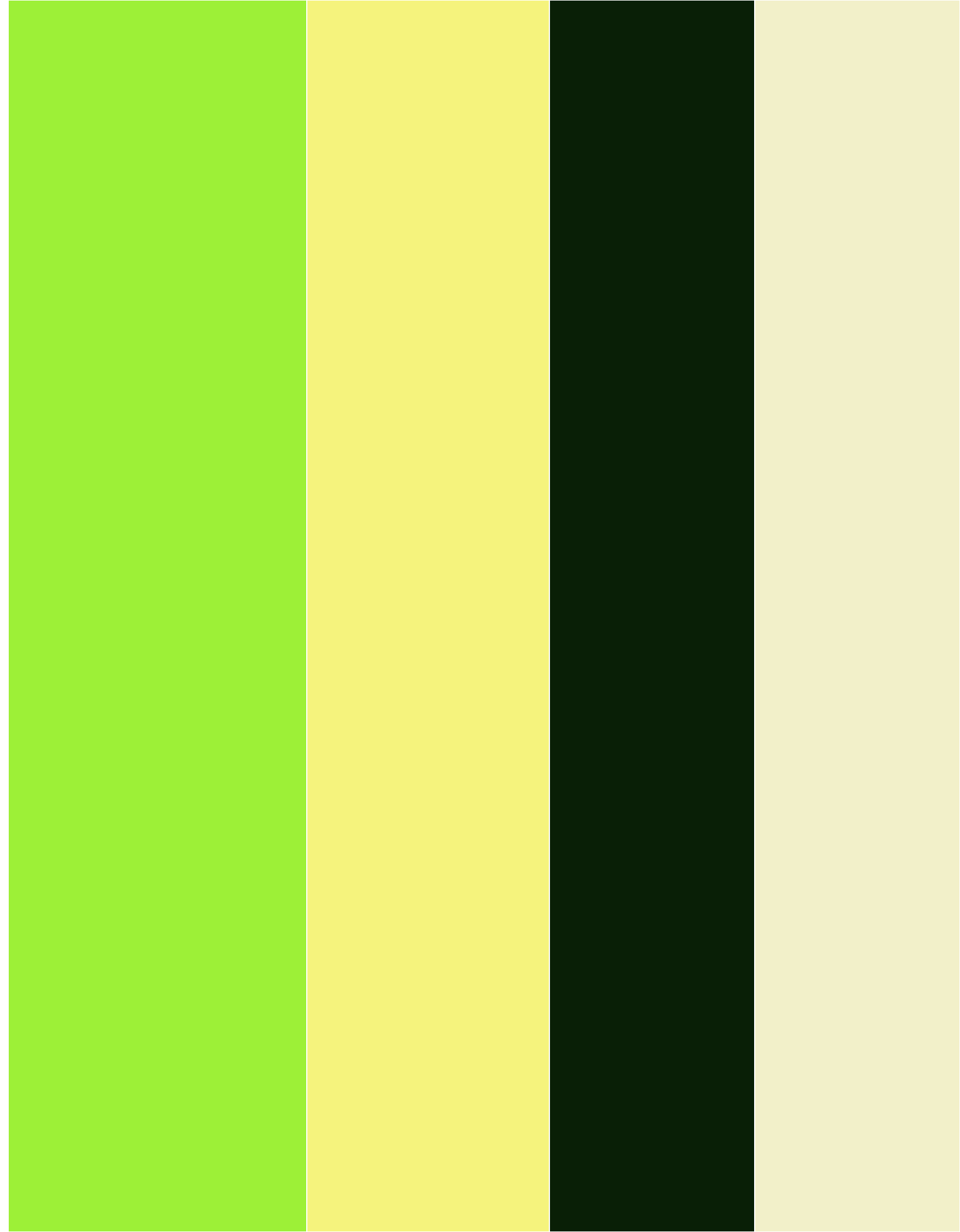
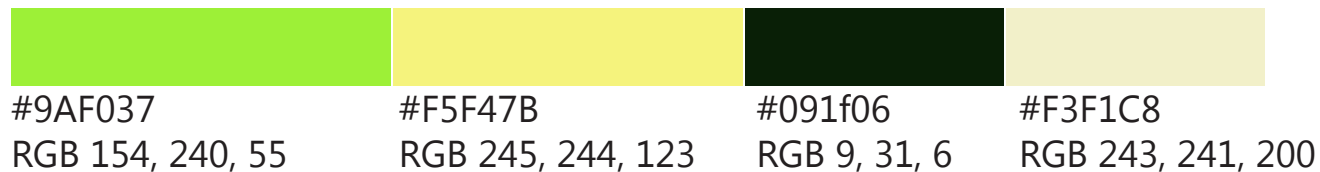


COLOR

The primary color is a bright green to represent the cultivation of plants, as well the energy that is developed within our community.

Our secondary colors provide contrast to our primary color, with the light yellow representing the shining sun and the dark green bringing a stability like the everlasting pines of an Arkansan forest.

As an accent, we include an egg-white color to add some neutrality and the idea of the cultivation of life!



TYPOGRAPHY

PRIMARY FONT

Segoe UI is our font that represents clarity and understanding. It acts as a good foundation for our logo to thrive around, and efficiently communicates our messages. We typically use the Regular for our logo and major text due to its sharper, simplistic, and stable style.

SECONDARY FONT

Diazo MVB Ex is strictly reserved for our headings or minor texts. We use Condensed Bold due to how perfectly condensed, broad, and bubbly the style is. It decoratively presents our softer and more welcoming introduction and message.

FONT DESIGN

Font color is restricted to our UFC Green for headings, and all other text in black. Body text should be size 15 or 22, subheadings 36, and headings max 75.



EDITORIAL STYLE

In all of our writing, we like to remain simple and concise.

Since we are partner with the community, we like to maintain a friendly tone.

In everything, we like to be straightforward. No kidding.

“No kidding?” you might ask.

“No kidding,” we say, again.

EDITORIAL STYLE

TERMS:

Biodiversity: The variety of life in an ecosystem.

Community garden: A space where food is raised for people in the community.

Composting: The act of recycling natural ingredients back into the soil.

Crop: A plant.

Food insecurity: The state of being unsure of where the next meal will come from.

Food Miles: The distance that food travels from where its raised to where its used.

Food security: A metric for how much food that people have access to.

Mulching: The act of taking wood and chipping it down into smaller pieces to be placed around the area of a garden bed.

No-till farming: Farming without impacting the dirt.

Raised beds: a growing method that allows seeds to flourish when elevated off of the ground.

Urban farming: Farming, but in the city.

Yield: How much a crop is producing.

PROMOTIONAL MATERIAL:

We keep this straightforward attitude in our promotional material. You have a lot on your hands, and so do we. but we mainly have dirt on ours.

PUBLISHED MATERIAL:

We adhere to the apa style guide. NO questions asked.

“No questions asked?” you ask.

I guess not.

We also happily use the Oxford comma.

We use first- and third-person perspective in our writings.

We like white space as much as we like green



Urban Farm Project

