



BRAND GUIDELINES ~ Version 1 - 2017

INTRODUCTION

We're a passionate family of farmers who live and breathe what we do. The joy and satisfaction we feel from keeping hens, caring for the land, and producing eggs—the right way—is what inspires us and keeps us motivated to find ways to share a taste of that joy with the world.

With so many producers cutting corners on how they meet standards and private label taking over the egg aisle, people are looking for brands they can trust, who share their values, and who do business in the best way possible. In this nebulous category of questionable quality and authenticity, the Margaret's brand is a truly Good Egg.

Delivering an innovative range of free-range offerings from healthy, happy hens is more than a business – it's our passion. Our girls are simply part of our family, so we use time-tested, traditional humane farming methods. Giving them the freedom to forage expansive pastures of lush green grass, nourishing them with healthy, natural feed and providing a continuous supply of fresh clean water allows us to give them a happy life. Keeping happy hens is what we love and, in turn, it allows us to give something extraordinary back to our community – the very best tasting egg there is. For nearly 30 years Margaret Farrelly and her family have been 100% dedicated free-range, and always will be, so that you can feel 100% good about the eggs you eat.

The Margaret's brand is built on the foundation of consistent communications that deliver on a promise, and by doing that, develop trust. These guidelines should be used to help prepare materials for Margaret's that adhere to these brand standards. The following pages cover logo and identity guidelines. Please refer to the sections that are most relevant to your needs.



BRANDMARKS *Preferred Logo*



Margaret's Preferred Logo is the central element of the Margaret's brand. It has been carefully crafted and customised from our beloved hen silhouette and hand-crafted letterings to create a strong and unmistakable identity. Do not attempt to redraw, rearrange or modify these components in any way.

1 COLOR



BRANDMARKS *Clear Space and Minimum Size*



To stage the logo properly, maintain a minimum clearance around the logo and other elements. The measurement of clear space is defined as the height of the uppercase “M” in the Margaret’s wordmark.

To maintain legibility and clarity of design, the logo should not be used any smaller than 1.25 inches (31.75 millimeters) wide. For other applications, please use the Simplified Logo.



1.25" (31.75 mm)



BRANDMARKS *Incorrect Usage*



Do not distort the brandmark.



Do not change any colors in the brandmark.



Do not resize or distort elements of the brandmark.



Do not rearrange elements of the brandmark.



Do not rotate the brandmark.



Do not add/remove elements within the brandmark.

BRANDMARKS *Alternative Logo*



Use the Preferred Logo whenever possible. However, the brandmark system is flexible for situations where the Preferred Logo cannot be accurately reproduced. Other configurations have been created for those instances. When applicable, the Alternative Logo may be used in place of the Preferred Logo.

1 COLOR



BRANDMARKS *Simplified Logo*



Use the Simplified logo where it will appear under 1.25 inches (31.75 millimeters) wide, or in situations where space does not allow for the height of the Preferred or Alternate Logo.



TYPOGRAPHY *Fonts and Usage*



BUTCHER AND BLOCK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Heritage

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Brandon Grotesque Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Brandon Grotesque Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

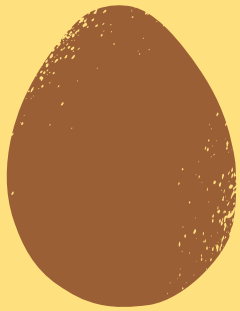
ROAMING FREE
over our lush Irish fields.
Since 1983 ♥

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Margaret



COLOUR PALETTE



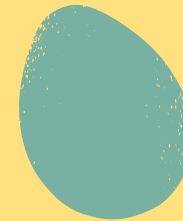
PMS 4635 C
CMYK 31-63-86-20
RGB 152-95-53
HEX #985f35



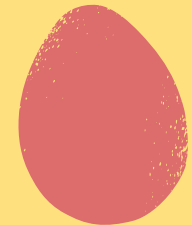
PMS 7403 C
CMYK 0-10-60-0
RGB 255-255-127
HEX #ffe17f



PMS 7578 C
CMYK 0-70-100-0
RGB 243-112-33
HEX #f37021



PMS 2232 C
CMYK 55-15-40-0
RGB 121-176-162
HEX #79b0a2



PMS 2340 C
CMYK 10-70-50-0
RGB 221-110-110
HEX #dd6e6e



PMS 7490 C
CMYK 60-20-100-4
RGB 116-157-63
HEX #749d3f



PMS 2136 C
CMYK 50-25-30-15
RGB 118-145-149
HEX #769195



PMS 117 C
CMYK 11-33-100-0
RGB 228-172-36
HEX #e4ac24



PMS 9120 C
CMYK 0-0-25-2
RGB 251-244-199
HEX #fbf4c7

Margaret's brand is designed to be versatile and suit its situation, whilst these colours should be used as a preference, particularly on packaging. There is room to move within POS and Marketing to suit the brand style, look and feel.

