



STYLE GUIDE

INTRODUCTION

This document lays out guidelines for the usage of all the elements of Demeter’s identity system. Closely following the usage rules assures that Demeter Association Inc. will communicate with a clear, unified message. If you have any questions as to the guidelines of this document please contact us at info@demeter-usa.org for further instructions.

MISSION STATEMENT

Demeter Association, Inc. is the United States’ representative of Demeter International. We are a not-for-profit incorporated in 1985 with the mission to enable people to farm successfully, in accordance with Biodynamic® practices and principles. Demeter’s vision is to heal the planet through agriculture.

PROPER SPELLING & USAGE

In text form, the title should be typed as “Demeter Association, Inc.” with the first letter of each word capitalized. The phrase “Demeter Association, Inc.” should be used in its entirety. “Demeter” and “Demeter USA” are also acceptable, but “Demeter Assoc.” should not be used, nor any other variation of the name other than previously stated as acceptable.

LOGO USAGE

The Demeter logo is an important asset for communicating identity. The logos and logotype have carefully defined size and spacing requirements and should not be modified. The color of the logo should not be changed. Any usage that diverges from the specified guidelines must be approved. Versions of logo files can be found at: demeter-usa.org/media



CORPORATE TYPEFACES

SANS SERIF FONT

Gills Sans is the approved Demeter primary sans serif typeface and should be used predominantly on all print applications. Where Gill Sans is not available, Arial should be used.

GILL SANS ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARIAL ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SERIF FONT

To complement the Gill Sans font family and for instances when a more classic look-and-feel is required, Garamond has been designated as Demeter’s primary serif typeface. Where Garamond is not available, Palatino should be used.

GARAMOND ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PALATINO ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DEMETER® LOGO COLORS



RGB 0/110/88
CMYK 89/34/71/21
HEX #006E58



RGB 229/117/37
CMYK 7/66/99/0
HEX #E57525



RGB 0/0/0
CMYK 35/60/60/100
HEX #000000