



# **Fruit Growers Supply 2022 Graphics Standards**

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# 100 Years and Growing

We have been helping growers get their products to market for well over a hundred years. From early packing and shipping innovation to today's modern irrigation systems, FGS has always been there for our own member growers and beyond.

As we move ahead into a new era of innovation and technology, we are adding this tool to enhance the progressive path we have always followed. What is shown here is the visual communications system by which we are known to those who work with us, do business with us, and to those we represent.

# The FGS Logotype

This logotype is the central element in FGS's visual communication system, through consistent use in all FGS's communications, the logotype becomes a visual shorthand which identifies FGS and embodies its achievements and goals.

In the logotype, the letters F-G-S are styled to acknowledge the legacy brand while its shape evokes citrus and the sun.



# Company Identification

To identify the company, as a total entity, the FGS logotype is shown in conjunction with the full name Fruit Growers Supply. The lettering used in the full name is custom and proprietary and should not be reproduced with plain text in this context.



**FRUIT  
GROWERS  
SUPPLY**

# The FGS Color

The correct color for use in the FGS logotype is shown here. This yellow is a warm and active color which brings kinetic dimension to the letterforms and represents citrus, the sun, and the Golden State which is our home.

FGS Yellow is meant to primarily appear on a field of slate black and should not be used with any other bright or saturated colors. For specific color guidance refer to the following page.



# Logotype Use of Color

These are examples of the appropriate use of the logotype in all possible colors.

Against a white background either the full color or black and white version may be used. When no other bright colors are present, the yellow is preferred.

Against yellow or any other background color, the black and white version of the logotype should be used to maintain contrast.

Using the FGS logo against black should be avoided but in instances *where it can not be avoided* such as third-party publications or websites, a version of the logotype without it's bounding box may be used as shown.



# Color Standards

The swatches shown here are to be used in achieving a visual match for FGS Yellow and the FGS Gray Spectrum in any medium of reproduction.

The formula for each of these colors is shown.

HEX #DEDAD1 / FGS Neutral

HEX #737577 / FGS Gray

HEX #343433 / FGS Slate

HEX #EEB21E / FGS Yellow

## Paint Formulae

SW 6990 Caviar

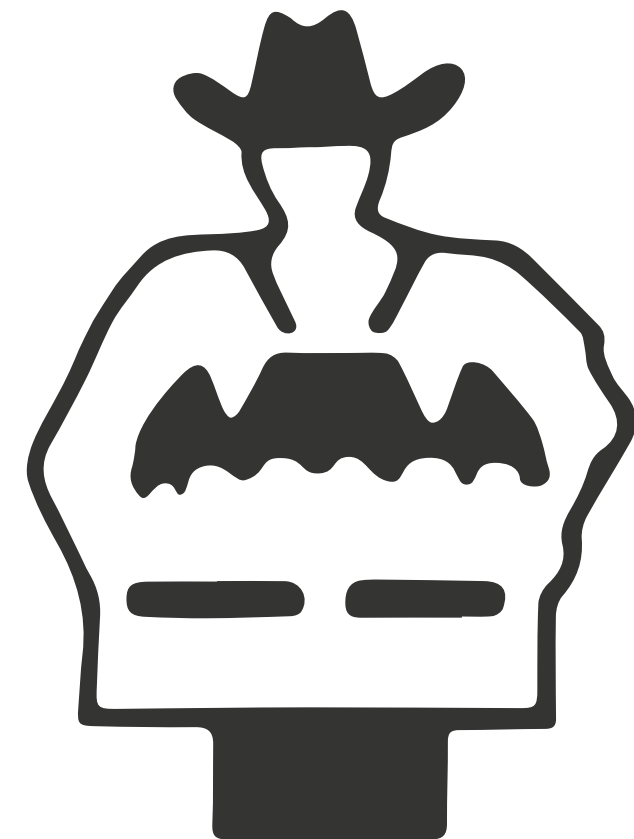
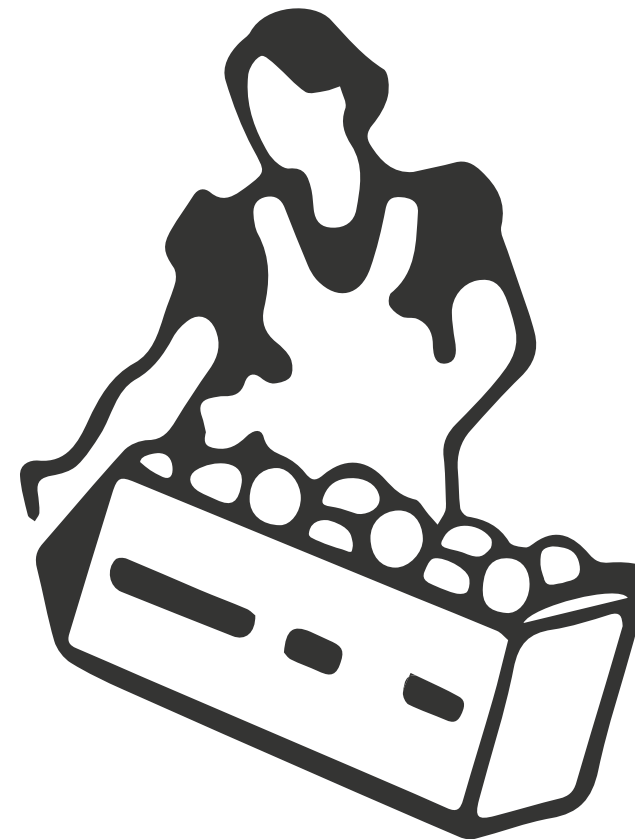
SW 6904 Gusto Gold



# The Packer & The Farmer

The Packer and The Farmer represent both the pride and the legacy of the California citrus growing industry and beyond.

These two elements are a way for FGS to honor those who cultivate and process the life's blood of the organization. As such they must only be used to convey the feeling of humanity, history, and pride. Their use must be restrained to these colors in order to maintain delicate visibility and impact.



# The 'F'

The FGS 'F' is a branding element pulled from the FGS logotype. It is a more direct representation of the symbolism found in the logotype and therefore is meant to be a stylistic compliment to the logo.

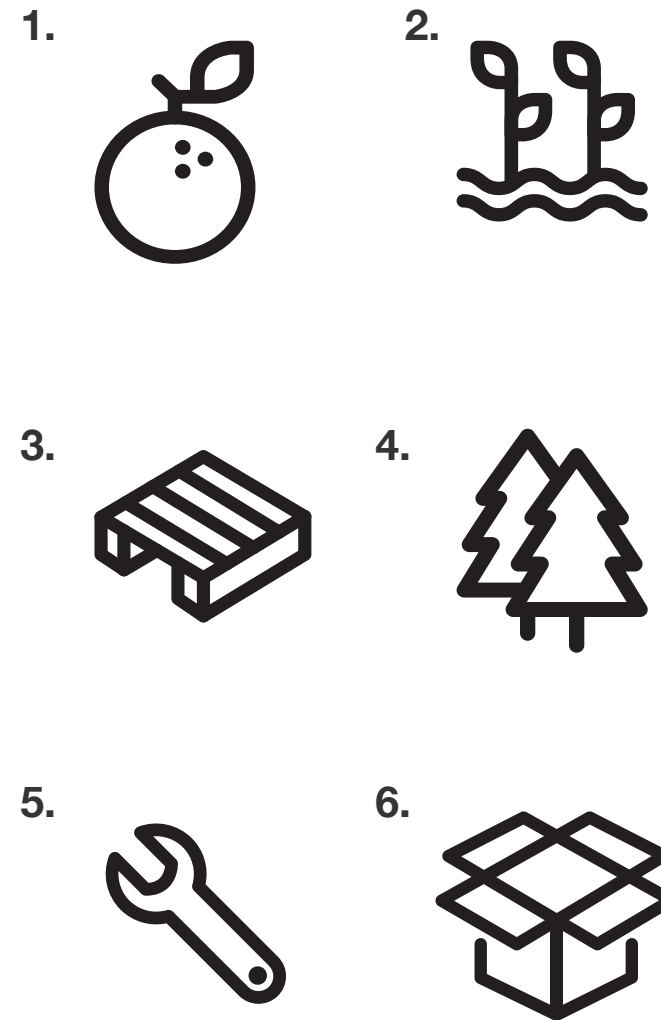
The 'F' may only appear as yellow on a field of white or white on a field of yellow and proper scale must always be maintained. The base of the 'F' should never be visible but must always be cropped anywhere between the base and the crossbar of the 'F'. Refer to the section on Brand Application for examples of use.



# Lines of Business Icons

Shown are the Icons for each of the lines of business associated with FGS. Use of these elements should be thoughtful and limited. These elements may only be used in the colors shown and in context with the line of business they represent.

- 1. Postharvest
- 2. Irrigation
- 3. Pallets
- 4. Timberland
- 5. Supply
- 6. Corrugated



# United Wholesale Lumber Co.

FGS offers high-quality custom pallets through a subsidiary in United Wholesale Lumber. The division has its own logotype representing the factory where the pallets are produced. For legacy recognition, this logotype remains in use. UWL's specific logotype must only be used in the context of the Visalia CA Pallet Factory and may not appear in any other FGS Publications or marketing materials.



# Logotype Incorrect Use

The effectiveness of the logotype depends on constantly correct usage as outlined in this manual. Shown are examples of incorrect use.

1. **Never alter or distort the shape of the logotype**
2. **Do not place the logotype within another outlined shape or alter the binding box.**
3. **The logotype must not be obscured in anyway by opacities or overlay effects.**
4. **The logotype should not be outlined.**
5. **Do not show the logotype in any other axis but horizontal or otherwise distort in any way.**
6. **Never use drop-shadows.**

1.



2.



3.



4.



5.



6.



# Logotype Clear Space

To maintain the visual integrity of the logotype, a clear-space should be maintained wherever possible. This clear space is equal to the radius of the ball serif of the 'F' as shown. This is the *minimum* clear space. Refer to the section on Brand Application for examples ideal clear space.



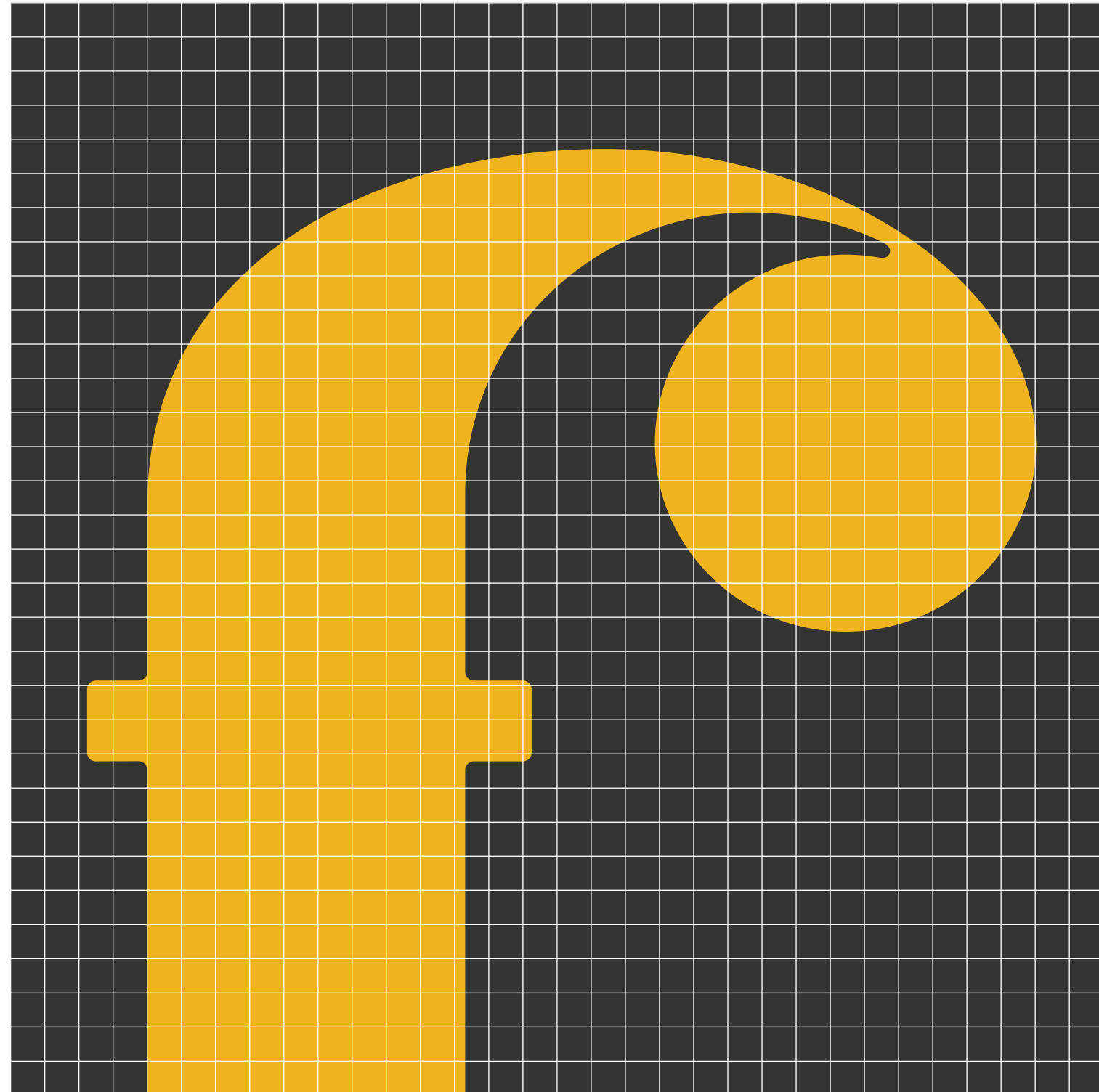
# Logotype Grid

The logotype vector assets should always be used when creating branded materials. However, for large application such as building exteriors/interiors the logotype may need to be reproduced in a physical medium. In such cases this grid may be used to maintain proportion and curves.



# 'F' Logo Grid

As with the logotype, this is the grid for reproducing the FGS Brand 'F'. Contact FGS Marketing for counsel and guidance on how to reproduce any branding element at large scale.





# Lines of Business Logotypes

Shown are the logotypes for each of the lines of business associated with FGS. The FGS Pallet Facility also has its own logotype shown in following slides

The same guides laid out for the FGS logotype apply to the Lines of Business. Refer to the logotype guide for proper use of FGS identity logotypes.



**FRUIT  
GROWERS  
SUPPLY**  
IRRIGATION



**FRUIT  
GROWERS  
SUPPLY**  
RETAIL



**FRUIT  
GROWERS  
SUPPLY**  
POSTHARVEST



**FRUIT  
GROWERS  
SUPPLY**  
CORRUGATED



**FRUIT  
GROWERS  
SUPPLY**  
TIMBERLAND



**FRUIT  
GROWERS  
SUPPLY**  
PALLETS

# Messaging

'100 Years and Growing' is a centennial tagline written to leverage over a century's worth of longevity, referencing growers in a way that works across all lines of business, while pointing to the future. Our messaging follows this mantra while remaining simple and factual. You can't argue with experience and we have it.

This is also our opportunity to expand the brand and make use some contextual branding elements such as the packer woman and man as well as LoB icons.



# Helvetica Neue LT Std Heavy Extended

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789 !@# \$%^&\*()-**

This is the primary headline typeface for FGS. It should only be used for large titles 30pt in size or larger. Slate or process black is the preferred color in all applications however, refer to the section on Brand Application for examples of use.

# **Brandon Grotesque Bold**

---

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789 !@#\$%^&\*()-**

---

This is the alternate headline typeface for FGS and is the preferred typeface for marketing materials, posters, fliers where a more friendly and rounded typeface may be preferred. Refer to the section on Brand Application for examples of use.

# Helvetica Neue Adobe Full Family

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()-

---

This is the only typeface for body copy and comes in 14 weights. For most applications Regular may be used with Bold and Italic available for emphasis and hierarchy. Refer to the section on Brand Application for examples of use.

**Note for Microsoft Windows users:**

In certain circumstances this typeface will default to Arial. This is acceptable and expected.

# FGS Brand Application

The following images are a collection of design materials published by FGS. They collectively act as context for the rules expressed in this guide so far.

These examples should be referenced for style and interpretation of this guide and to set the tone and level of quality of all FGS graphics.

# Digital



Horizontal Web




# Digital


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**Riverside 951-749-5964**

**Woodlake 559-702-1713**

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Let FGS help you grow to market by bringing all of your needs to one proven company.



**Corrugated**

Manufacturing high-quality corrugated products.  
Ontario 909-256-0418

Learn More



**Postharvest**

Food grade wax, and pack line equipment fabrication.  
Exeter 559-667-4780

Learn More



# Digital

**fgs** **FRUIT GROWERS SUPPLY**

**CORRUGATED SERVICES**

This digital banner features a yellow background. At the top left is the FGS logo. To its right, the text 'FRUIT GROWERS SUPPLY' is displayed in a bold, sans-serif font. The central image shows a stack of brown corrugated cardboard boxes. On the left side, there is a white icon of a corrugated box. At the bottom, the text 'CORRUGATED SERVICES' is written in a large, bold, white sans-serif font.

**fgs** **FRUIT GROWERS SUPPLY**

**POST HARVEST**

This digital banner features a yellow background. At the top left is the FGS logo. To its right, the text 'FRUIT GROWERS SUPPLY' is displayed in a bold, sans-serif font. The central image shows a close-up of many bright orange fruits. On the left side, there is a white icon of a fruit with a leaf. At the bottom, the text 'POST HARVEST' is written in a large, bold, white sans-serif font.

**fgs** **FRUIT GROWERS SUPPLY**

**PALLET SUPPLY**

This digital banner features a yellow background. At the top left is the FGS logo. To its right, the text 'FRUIT GROWERS SUPPLY' is displayed in a bold, sans-serif font. The central image shows a perspective view of many stacks of wooden pallets in a warehouse. On the left side, there is a white icon of a wooden pallet. At the bottom, the text 'PALLET SUPPLY' is written in a large, bold, white sans-serif font.

**fgs** **FRUIT GROWERS SUPPLY**

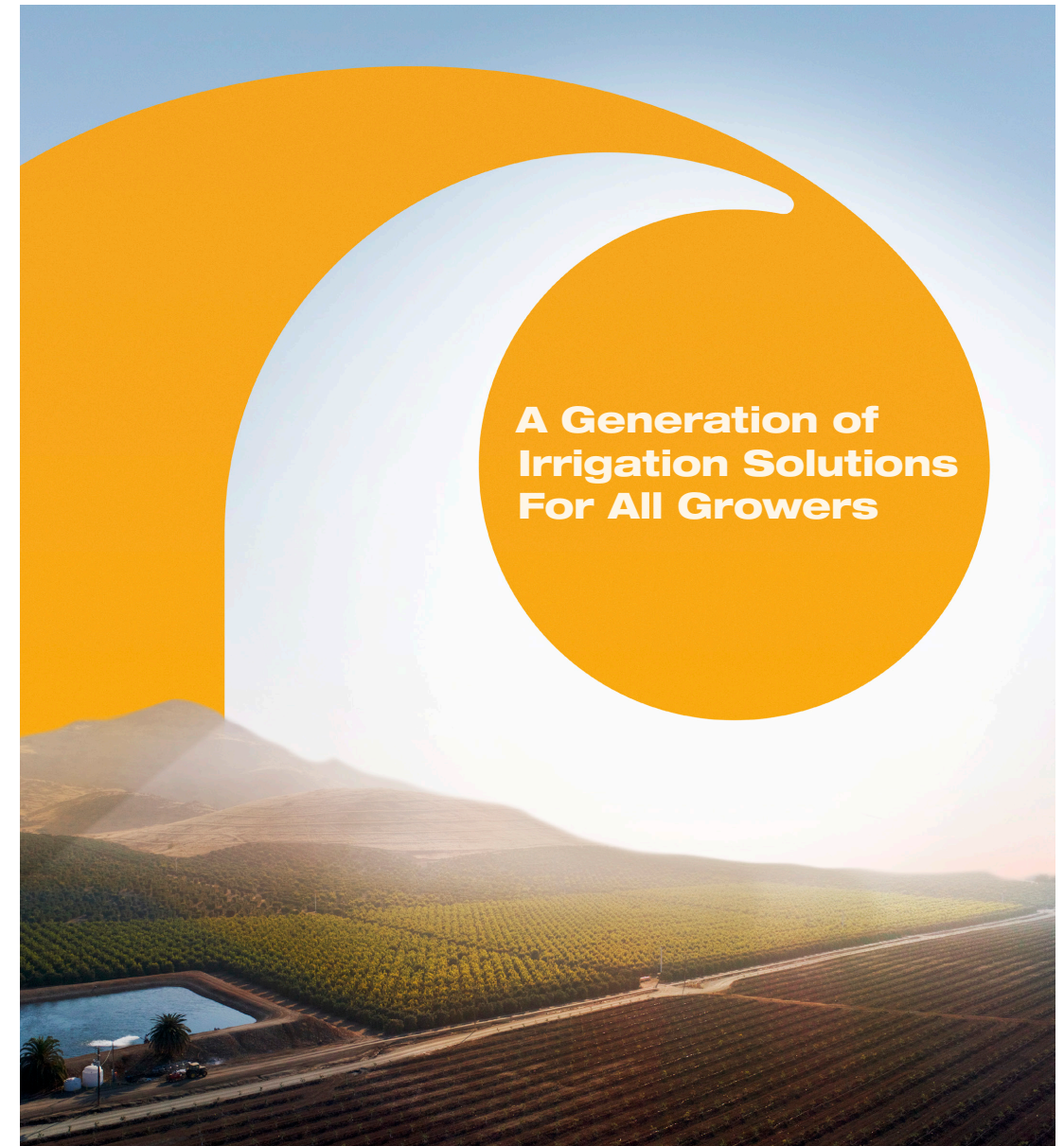
**IRRIGATION SUPPLY**

This digital banner features a yellow background. At the top left is the FGS logo. To its right, the text 'FRUIT GROWERS SUPPLY' is displayed in a bold, sans-serif font. The central image shows several large rolls of black irrigation tubing. On the left side, there is a white icon of a plant with water waves. At the bottom, the text 'IRRIGATION SUPPLY' is written in a large, bold, white sans-serif font.

# Print



# Print



# Environmental



# Environmental



