



Dairy Farmers of Washington Brand Guidelines

Welcome

This document explains in detail how to use the Washington Dairy brand. It is vital that the way we represent ourselves remains consistent so that our brand remains clear and cohesive.



BRAND TONE/VOICE

We are not a corporation, so we don't talk like one. We are members of our communities, both large and small. Our brand voice is warm, welcoming, inviting, and fun. We are proud of where we come from and want to share what we do with others. We are open-minded, inclusive, and culturally sensitive. We know dairy lovers come from all different backgrounds and experiences, and so we neither assume nor judge. We are not sarcastic or snooty. We are not boastful or brash. We love what we do and we love sharing it with people. That comes through in everything we say.



LOGO GUIDE

OUR LOGO

A combination of our two favorite things: milk and the great state of Washington. The Milk Splash logo is the embodiment of our brand and what unites all of our communications. More than just a mark, it is a symbol of quality, pride, and heritage. Therefore, it's crucial that its usage remain clear, constant, and consistent.

You can download the logo at [**wadairy.org/brand-kit**](http://wadairy.org/brand-kit)



DO

Use in white. Have contrast against photos. Make large enough to read.

WE'RE ALL UP
IN YOUR GRILL,
SEATTLE



DAIRY

KEEP IT REAL. KEEP IT WASHINGTON.
Real, fresh, delicious cheese from Washington. As iconic as it gets.

WADAIRY.ORG

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RAISE A GLASS TO
RAISED RIGHT HERE

Good for you, good for Washington

Washington dairy doesn't just make a big impact in flavor, it makes a big impact across the state. Dairy generates 18,000 jobs in Washington, and about \$5.2 billion in economic impact, while producing fresh, real, delicious milk, butter and, cheese.

There are over 275,000 dairy cows in Washington and milk is the second leading commodity in the state. In 2016, 6.65 billion gallons of milk were produced here, not only feeding hungry Washingtonians, but feeding local economies as well. And the impact continues to grow. Every day, on hundreds of family-run farms, farmers work tirelessly to make the freshest, best-tasting milk on the planet while being good stewards of their cows, their land, and their communities.

DAIRY

WADAIRY.ORG

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DON'T



Don't use a different color.



Don't transform,
stretch, or rotate.



Don't outline.



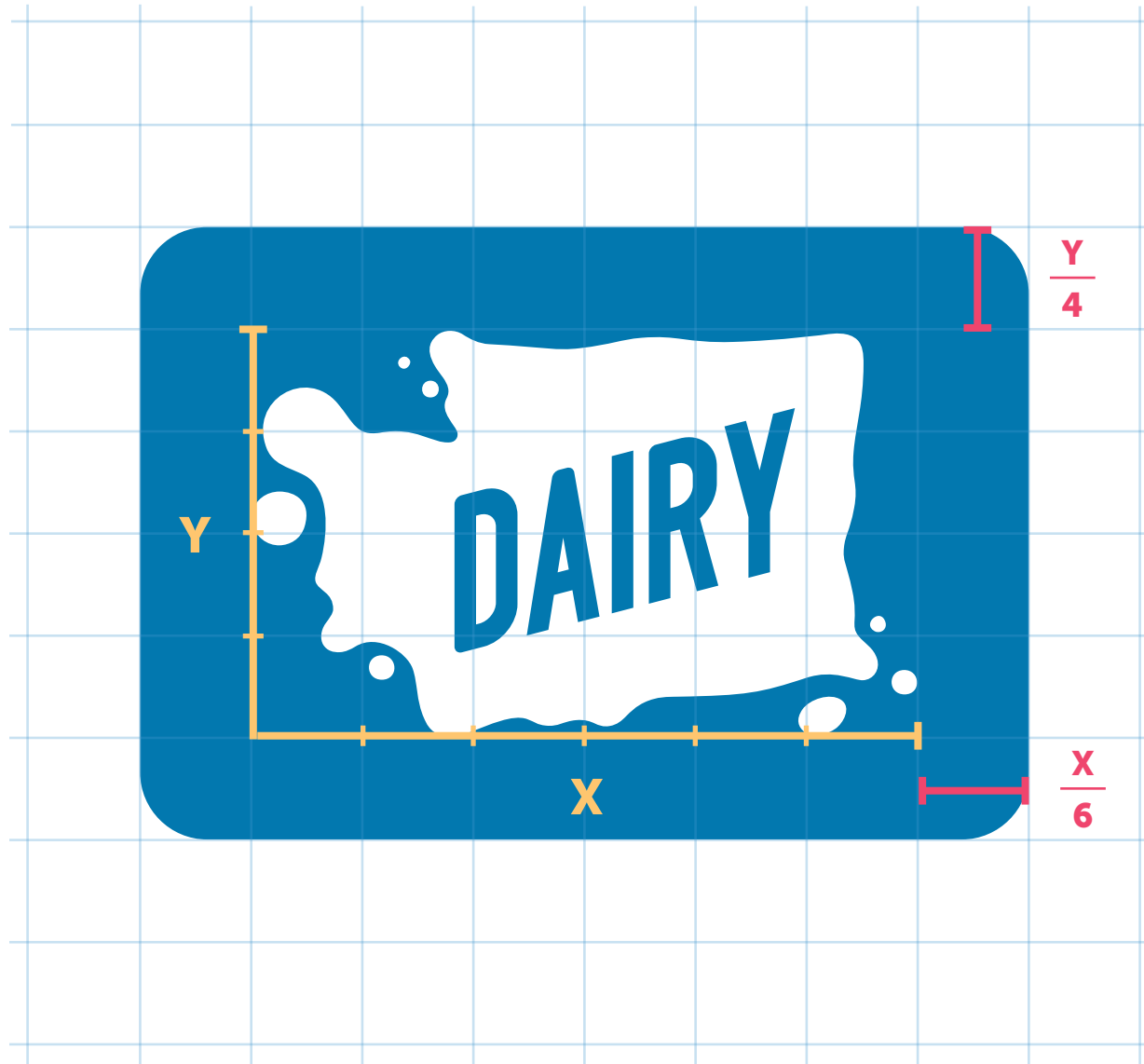
Don't add or subtract.

IF YOU MUST

Try to avoid using the logo on white. If you must, put it on a small, colored rectangle consistent with brand colors.



CONSTRUCT



If the height of the logo is Y , then the space between the logo and the edge of the color block is one-fourth of Y .

If the width of the logo is X , then the space between the logo and the edge of the color block is one-sixth of X .

COLOR GUIDE



BRAND BLUE

Pantone: 307 C

CMYK: 100, 16, 0, 27

Hex: #0078AE

LIGHT BLUE

Pantone: 7688 C

CMYK: 68, 27, 1, 0

Hex: #499AD2

TEAL

Pantone: 325 C

CMYK: 57, 0, 25, 0

Hex: #65C7C7

DARK BLUE

Pantone: 3035 C

CMYK: 100, 67, 48, 38

Hex: #003E52

YELLOW

Pantone: 1355 C

CMYK: 0, 25, 65, 0

Hex: #FEC56F

FUCHSIA

Pantone: 191 C

CMYK: 0, 88, 39, 0

Hex: #EF446D

BRAND BLUE

SHADE

Pantone: 641 C

CMYK:
87, 47, 11, 15

Hex: #0B699A

TINT

Pantone: 7689 C

CMYK:
79, 33, 7, 0

Hex: #218DC2

TEAL

SHADE

Pantone: 7472 C

CMYK:
57, 0, 25, 15

Hex: #57AEAF

TINT

Pantone: 318 C

CMYK:
45, 0, 20, 0

Hex: #86D1D1

SHADE AND TINT 11

LIGHT BLUE

SHADE

Pantone:
Process Blue C

CMYK:
76, 38, 10, 0

Hex: #3D88B9

TINT

Pantone: 284 C

CMYK:
54, 22, 1, 0

Hex: #72A9D9

DARK BLUE

SHADE

Pantone: 547 C

CMYK:
97, 67, 47, 53

Hex: #003143

TINT

Pantone: 7477 C

CMYK:
82, 57, 40, 32

Hex: #305062

YELLOW

SHADE

Pantone: 1365 C

CMYK:
0, 24, 65, 10

Hex: #E6B466

TINT

Pantone: 1345 C

CMYK:
0, 17, 46, 0

Hex: #FFD596

FUCHSIA

SHADE

Pantone: 7635 C

CMYK:
0, 88, 39, 15

Hex: #CF3B5F

TINT

Pantone: 1777 C

CMYK:
0, 70, 31, 0

Hex: #F27184

BRAND BLUE

COLORS 12

LIGHT BLUE

TEAL

DARK BLUE

YELLOW

(Never use with white text)

FUCHSIA

COLOR WEIGHT

In order of descending prominence.

GRADIENTS

The gradient is primarily for print pieces to add some dimension. It can be used behind the logo or illustrations to help them stand out. Do not use for digital, unless it is already incorporated as backlight in the *Keep It Real. Keep It Washington.* 3-D renders.

RADIAL GRADIENTS

OUTER COLOR

C87 M47 Y11 K0 | Location: 75%

INNER COLOR

C79 M33 Y7 K0 | Location: 0%

OUTER COLOR

C0 M88 Y39 K0 | Location: 75%

INNER COLOR

C0 M70 Y31 K0 | Location: 0%

OUTER COLOR

C0 M25 Y65 K0 | Location: 75%

INNER COLOR

C0 M17 Y46 K0 | Location: 0%

LINEAR GRADIENTS

OUTER COLOR

C87 M47 Y11 K0 | Location: 65%

INNER COLOR

C79 M33 Y7 K0 | Location: 0%

OUTER COLOR

C0 M88 Y39 K0 | Location: 65%

INNER COLOR

C0 M70 Y31 K0 | Location: 0%

OUTER COLOR

C0 M25 Y65 K0 | Location: 65%

INNER COLOR

C0 M17 Y46 K0 | Location: 0%



PHOTOGRAPHY

STYLE

Like our brand, our photography style is authentic and inviting. Photos should be naturally lit and not overedited, filtered, or faded. Use soft and warm tones to give a welcoming feel, complemented by soft depth of field and clean contrast. For portraits, focus on candid moments, especially family moments. For food photography, don't be afraid to be a little messy. By avoiding too much staging, we make the product feel more accessible and celebrate how dairy is a part of everyday life.



BEFORE:

ON OUR FARMS



AFTER:

ON OUR FARMS



COLOR OVERLAY

When copy is used over photography, there always needs to be enough contrast to be readable. Use a black color overlay or black gradient overlay with 5–25% opacity (depending on the image) and the blending mode “multiply.”

TYPEFACES

Museo Slab is our primary font for display and headlines.

Museo Sans is a complementary font for body copy and small text.

Use Museo Sans for smaller headlines, like in social posts.

MUSEO

HEADLINES

MUSEO SLAB 700

PRIMARY HEADLINE: Museo Slab 700, all caps with 110 tracking, and leading 1.25 x font size.

MUSEO SLAB 500

ALTERNATIVE HEADLINE: Museo Slab 500, all caps with 110 tracking, and leading 1.25 x font size.

Museo Slab 500

ALTERNATIVE HEADLINE: Museo Slab 500, title case with 25 tracking, and leading 1.15 x font size.

MUSEO SANS 900

PRIMARY SMALL HEADLINE: Museo Sans 900, all caps with 75 tracking, and leading 1.25 x font size.

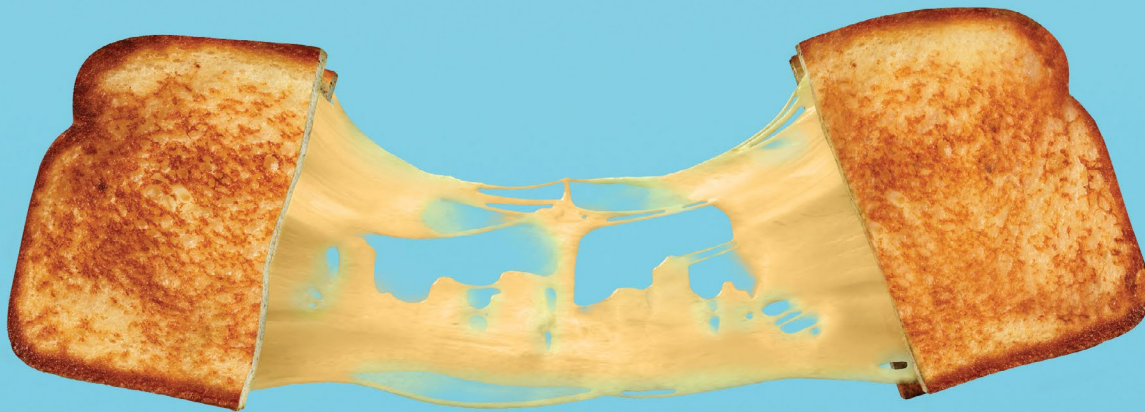
Museo Sans 500

ALTERNATIVE SMALL HEADLINE: Museo Sans 500, title case with 5 tracking, and leading 1.25 x font size.

BODY COPY

Copy has a tracking value of 0, and the leading value is 1.75 times greater than the font size. When body text is white over a field of color, please use Museo Sans 300—it's a slightly heavier weight and will enhance readability over color. If you're setting text over a white field, you can use Museo Sans 100 as an alternative. Use it either left aligned or center aligned, depending on the composition.

WE'RE ALL UP
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SEATTLE



KEEP IT REAL. KEEP IT WASHINGTON.

Real, fresh, delicious cheese from Washington. As iconic as it gets.

WADAIRY.ORG

KEEP IT REAL KEEP IT WASHINGTON GUIDELINES

HEADLINE: Museo Slab 500,
center aligned, all caps, 110 tracking,
and no end punctuation.

KEEP IT REAL

KEEP IT WASHINGTON: Museo Slab
500, all caps, and 75 tracking. If on
one line, use punctuation. If "Keep It
Real" and "Keep It Washington" are on
two lines, don't use punctuation.

COPY: Museo Sans 300, 0 tracking,
and leading 1.75 times the font size.

WEBSITE: Museo Sans 900, all caps,
and 110 tracking.

LEGAL: Museo Sans 500, all caps, and
0 tracking.



Home Page Preheader

HP HEADLINE 1

Home Page Subhead



Introduction copy: Our dairy is special because it comes from a special place. Home to soaring mountains, lush valleys, and majestic evergreens—people love it here. And dairy farmers are no exception. Real people with a passion for wholesome milk, cheese, and butter.

**Small headline.**

We're making it easier than ever to discover (and buy) real, local Washington dairy.

Button Copy

**Small headline.**

We're making it easier than ever to discover (and buy) real, local Washington dairy.

Button Copy

**Small headline.**

We're making it easier than ever to discover (and buy) real, local Washington dairy.

Button Copy

WEB GUIDELINES

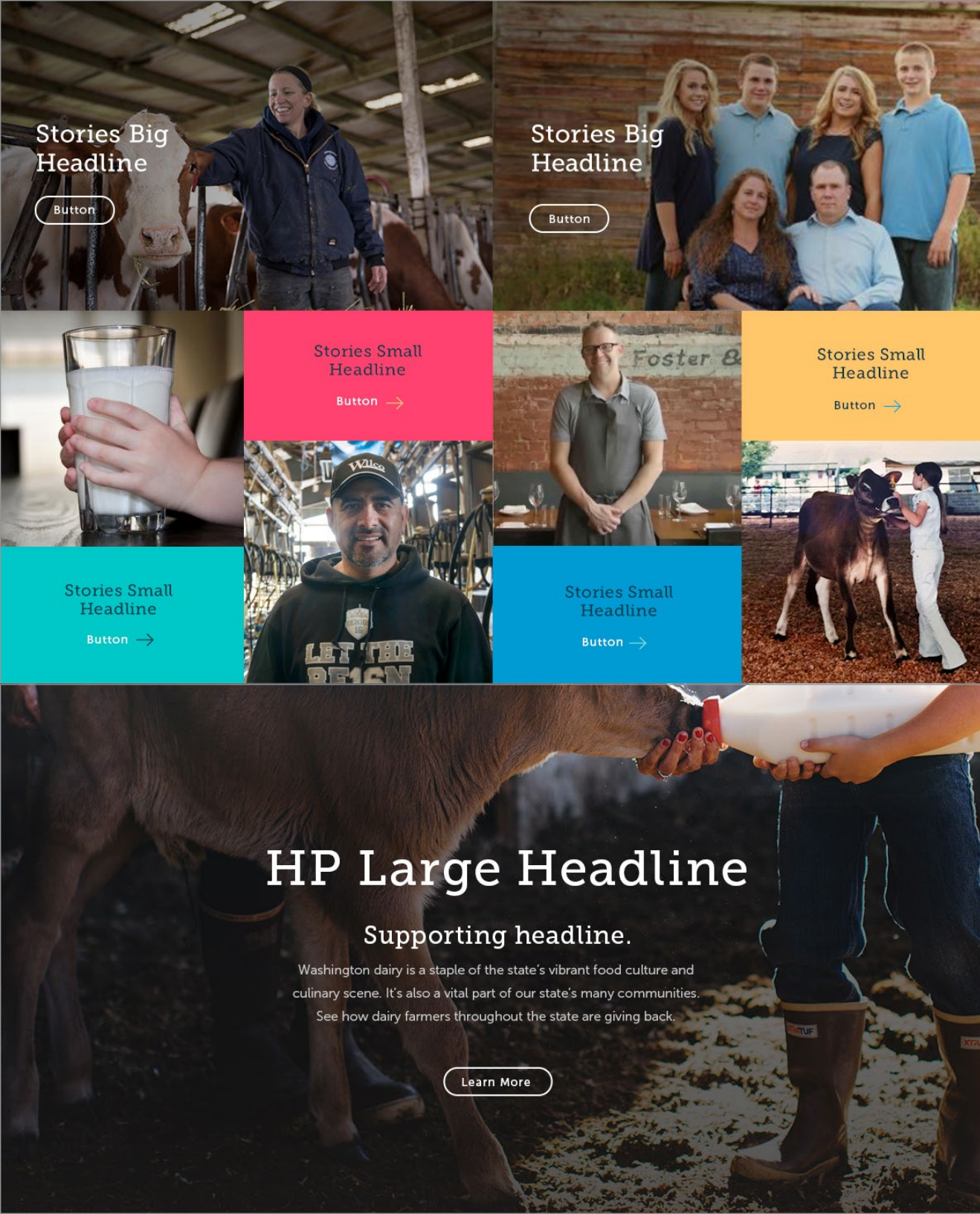
PREHEADER/SUBHEAD: White Museo Slab 500, title case, size 25 pt., and 25 tracking.

HOME PAGE H1: White Museo Slab 700, all caps, size 65 pt., and 110 tracking.

INTRODUCTION COPY: The first copy block is Museo Sans 100, size 24 pt., 0 tracking, and 42 pt. leading.

SMALL HEADLINES: Museo Slab 500, size 16 pt., 25 tracking, and 18.4 pt. leading.

UNIVERSAL BUTTON: Museo Sans 500, title case, size 14 pt., and 80 tracking.



WEB GUIDELINES

STORIES BIG HEADLINE:

White Museo Slab 500, title case, size 30 pt., 25 tracking, and 34.5 leading.

STORIES SMALL HEADLINE:

Museo Slab 500, title case, size 20 pt., 25 tracking, and 23 pt. leading.

HOME PAGE LARGE HEADLINES:

Museo Slab 500, size 60 pt., 25 tracking, and 69 pt. leading.

SUPPORTING HEADLINE:

Museo Slab 500, title case or sentence, size 30 pt., 25 tracking, and 34.5 leading.



PAGE NAME HEADLINE

Medium Headline

It's nutritious and delicious, and it makes yogurt and cheese (and so much more) that can't be beat. No wonder people have been enjoying milk for 10,000 years and counting.



Do an 8-ounce curl.
Enjoy. Repeat.

An 8-ounce serving of milk is packed with essential nutrients and can help you maintain a healthy weight, lower your blood pressure, and strengthen your bones.

WEB GUIDELINES

H1: The title of supporting pages is white Museo Slab 700, all caps, size 60 pt., and 110 tracking. If the text is illegible on the image, place a black overlay with 5–25% opacity and multiply blend mode.

MEDIUM HEADLINES: Museo Slab 500, sentence case, size 45 pt., 25 tracking, and 51.75 pt. leading.

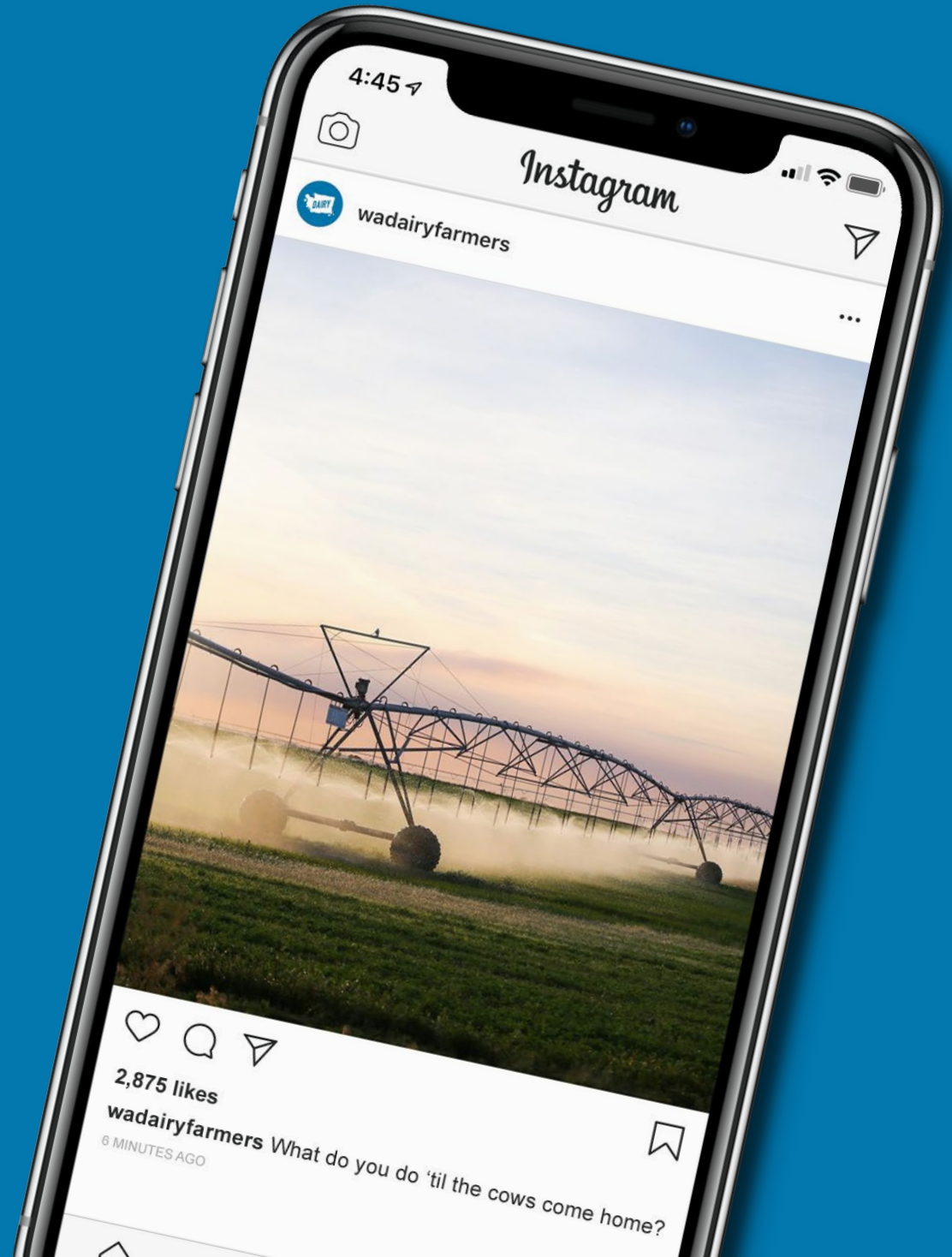
INTRODUCTION COPY: The first copy block is Museo Sans 100, size 24 pt., 0 tracking, and 42 pt. leading.

UNIVERSAL COPY: Museo Sans 300, size 16 pt., 0 tracking, and 28 pt. leading.

TYPE IN LAYOUT: USE NEGATIVE SPACE

Simplicity rules when it comes to typography. Negative space helps the content of your words carry more weight. By using type and images sparingly, we make the brand feel more premium, and thusly better reflect the quality of our products.

SOCIAL



PINTEREST

POINT OF VIEW:

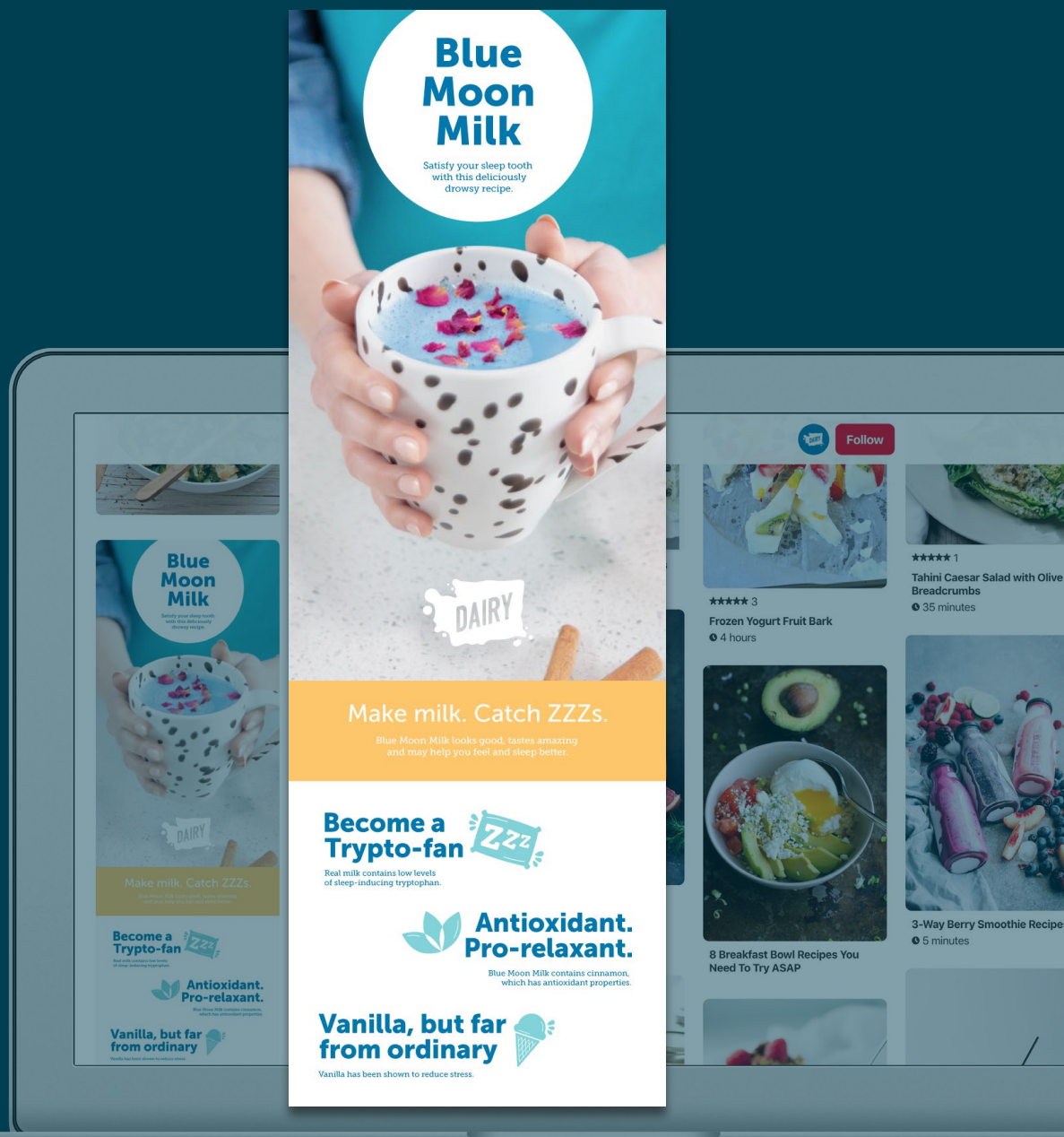
Content is a combination of original and curated third-party posts that are focused on recipes, farm, wellness, and the wonders of Washington. Original content should always match overall brand look and feel. Curated content should try and follow same light and airy aesthetic, while playing on current Pinterest and user search trends.

COPY/TONE:

93% of our audience are female and 60% of users are between the age of 25 and 44. Copy should employ key words and phrases users might be searching for, and be in clear, complete sentences. Always include a CTA in the description.

HASHTAG USAGE:

Pinterest allows you to use up to 20 hashtags per image, but we recommend focusing on keywords, as these are used for discovery.



FACEBOOK

POINT OF VIEW:

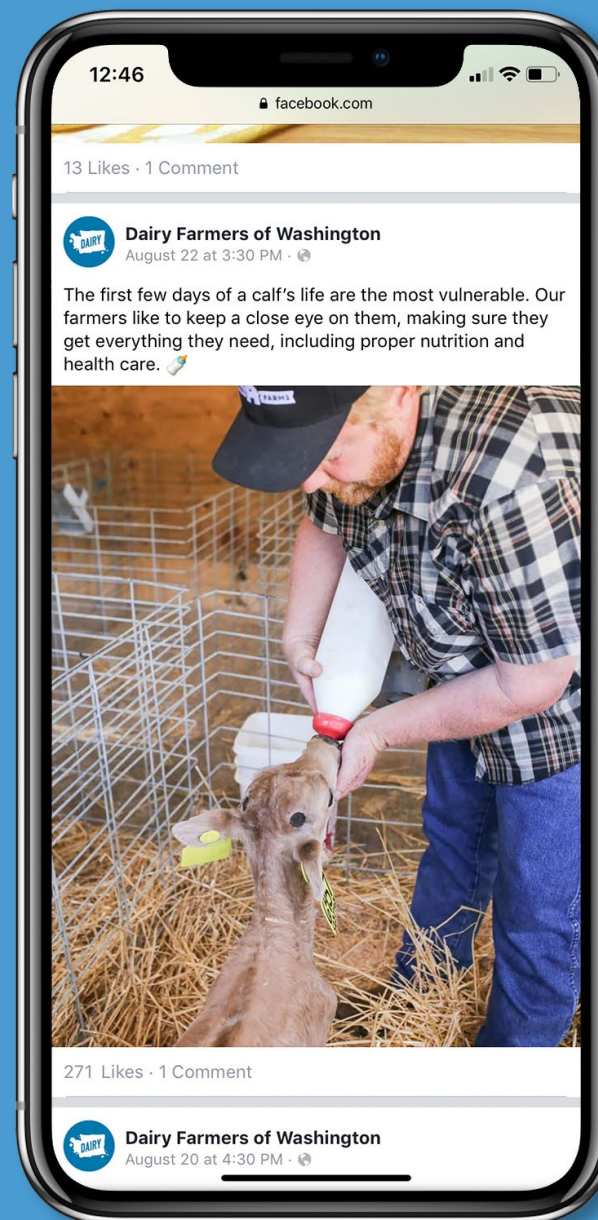
This channel has a more farmer-heavy audience, so content should cater more to them. Original and recipe content are both targeted to other audiences using paid support.

COPY/TONE:

Copy is educational and inspirational, with a strong CTA.

HASHTAG USAGE:

Branded and national day hashtags can still be used, but not for the purpose of discovery.



INSTAGRAM

POINT OF VIEW:

Finding the balance between quality imagery and authenticity and candor is important on this platform and content should be a mix of both. Every post should fall under the categories of “In the State,” “On the Farm,” or “In the Kitchen.” A slightly brighter and fun photography aesthetic is used here.

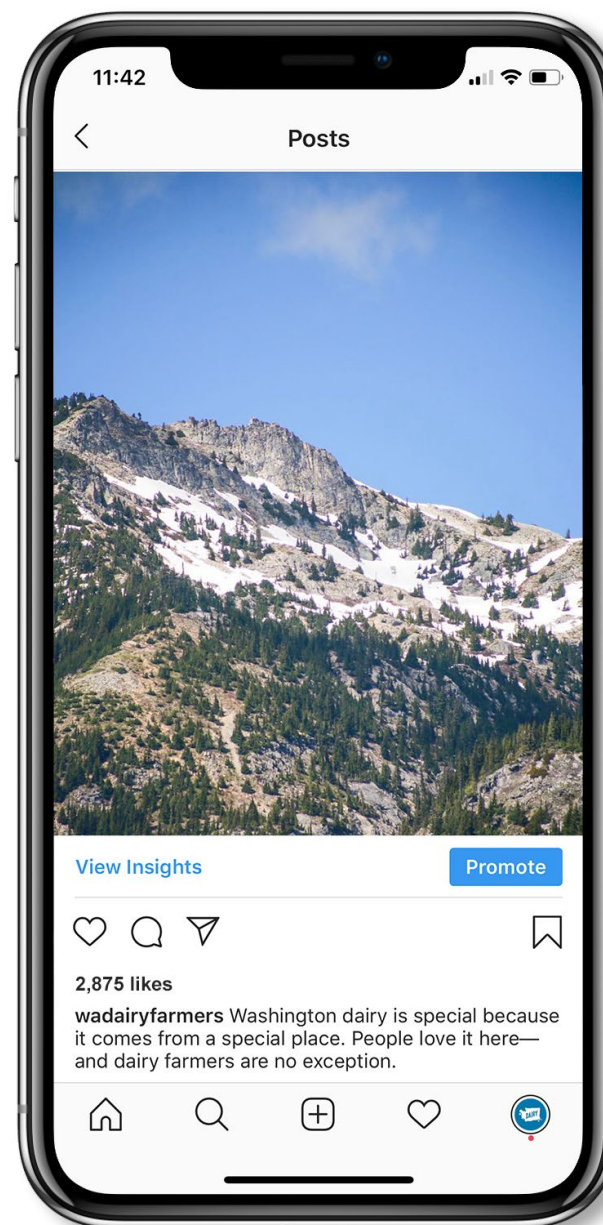
COPY/TONE:

Copy/tone should show off the brand’s playful personality, while educating viewers. Keep it brief, as only the first three lines of the caption will be displayed (125 characters or fewer). Include emojis when it’s appropriate and a strong CTA for engagement.

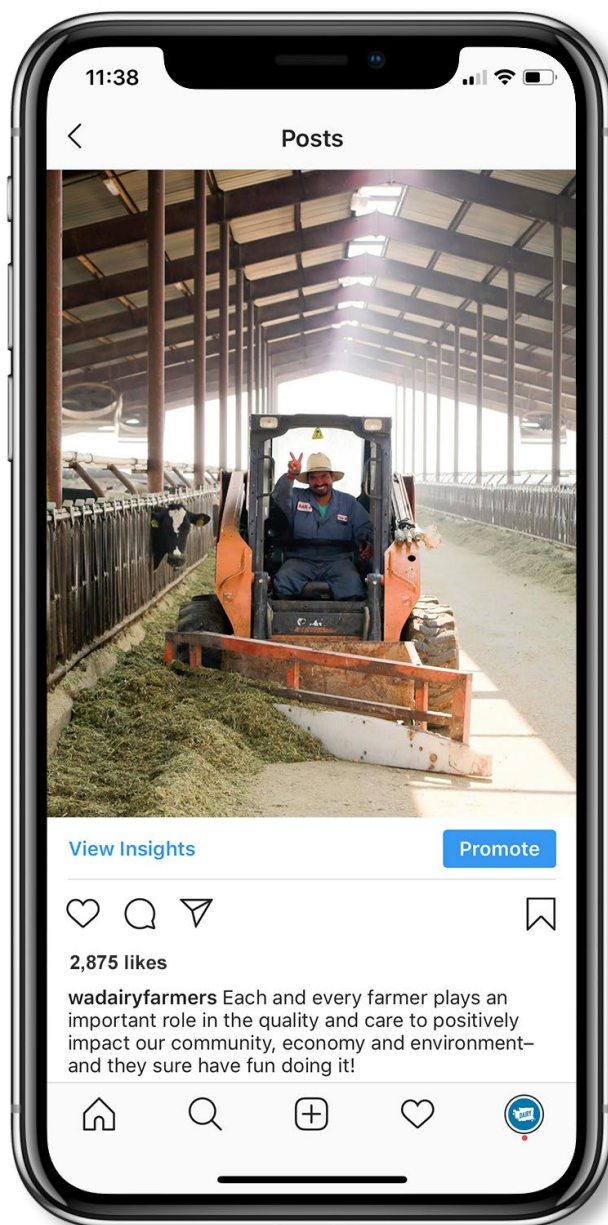
HASHTAG USAGE:

Instagram allows up to 30 hashtags in a post, but we recommend 5 to 7 for discovery. Post hashtags in a separate comment on the post, NOT in the caption.

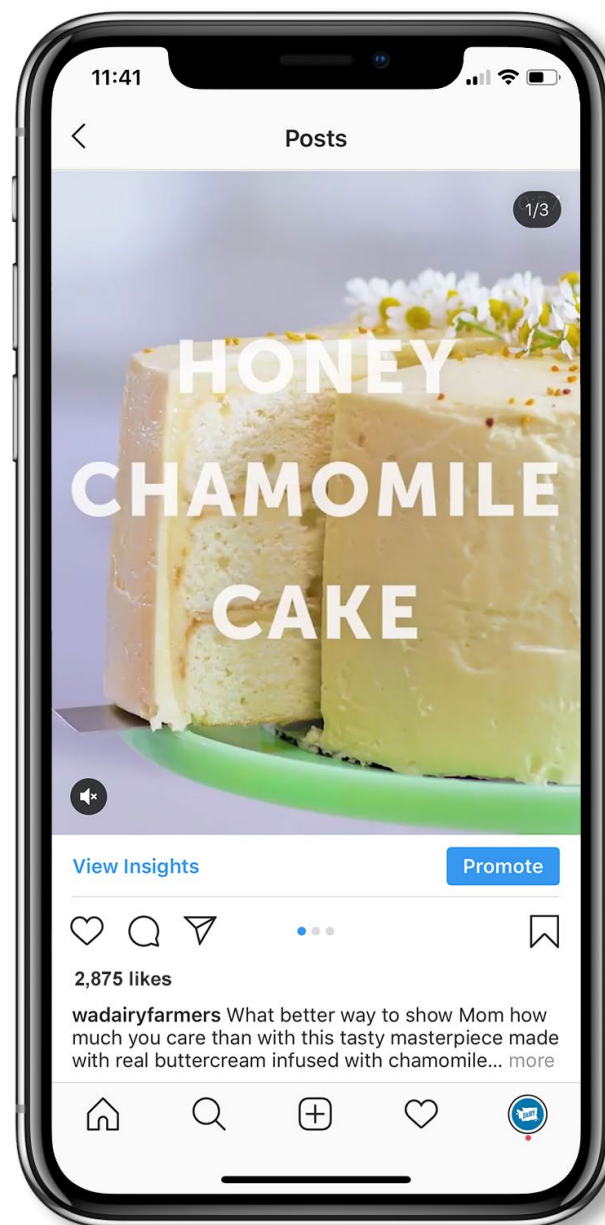
EXAMPLE: IN THE STATE



EXAMPLE: ON THE FARM



EXAMPLE: IN THE KITCHEN



INSTAGRAM STORIES OVERVIEW

POINT OF VIEW:

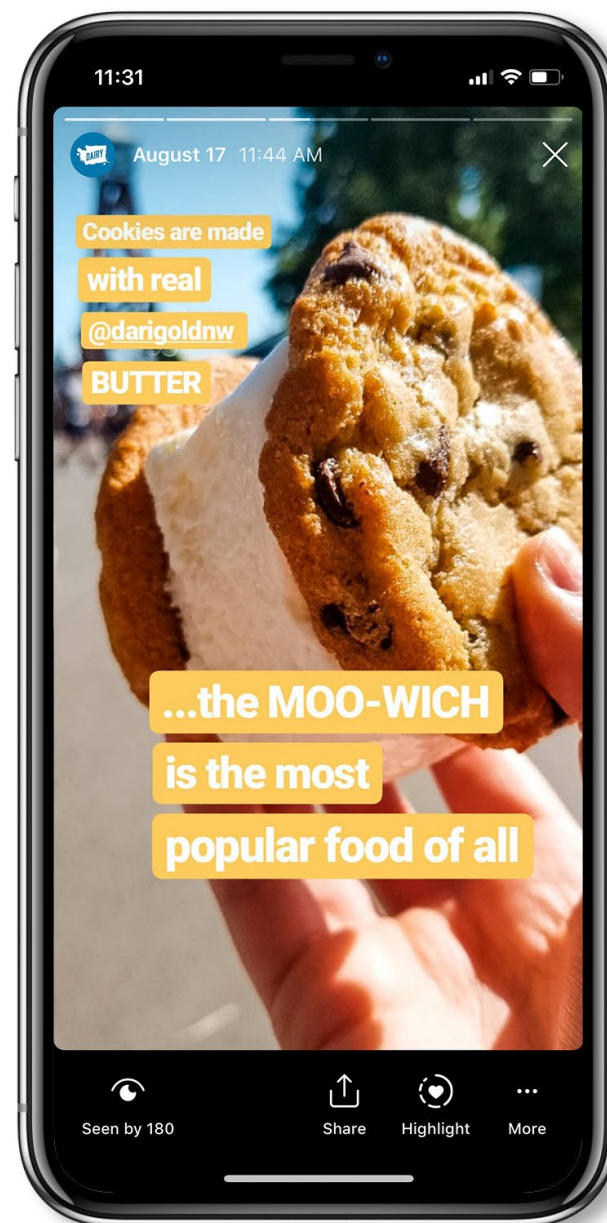
Content can be more raw, in the moment, behind the scenes, and less produced, with a mix of video and imagery. Recommended 7 to 10 cards per story.

COPY/TONE:

Copy is playful, educational, and to the point.

HASHTAG USAGE:

Used as a sticker to incorporate branded campaigns or community engagement.



ALTERNATIVE SOCIAL TYPOGRAPHY

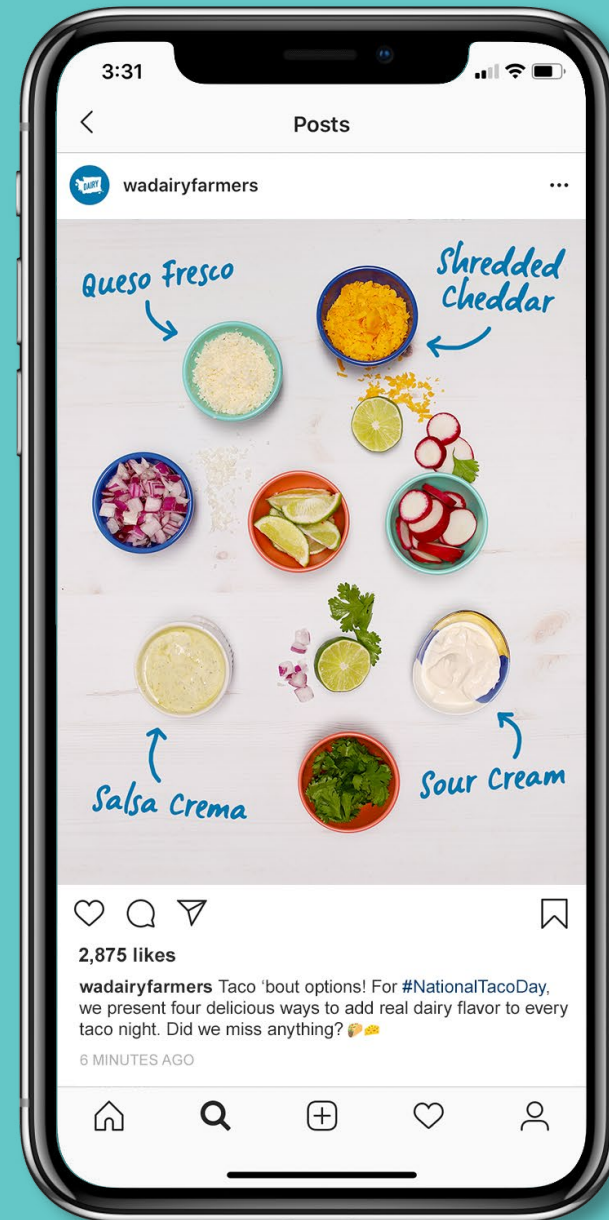
LANDSLIDE REGULAR

LANDSLIDE ITALIC

LANDSLIDE BOLD

LANDSLIDE BOLD ITALIC

Landslide is an alternative headline option for handwritten or illustrative purposes and is to be used on social posts only. Use it with a tracking value of 0 and leading value the same as the font size.



INSTAGRAM STORIES BEST PRACTICES



SOCIAL STORIES: QUICK GUIDE

Shoot both video and still content to provide variety and keep users engaged.

ALWAYS shoot vertical.

Keep text short and to the point.

7 to 10 story cards are recommended to keep your viewers interested and drop-off rate low.

When using text, place over darker background or use block text for better visibility.

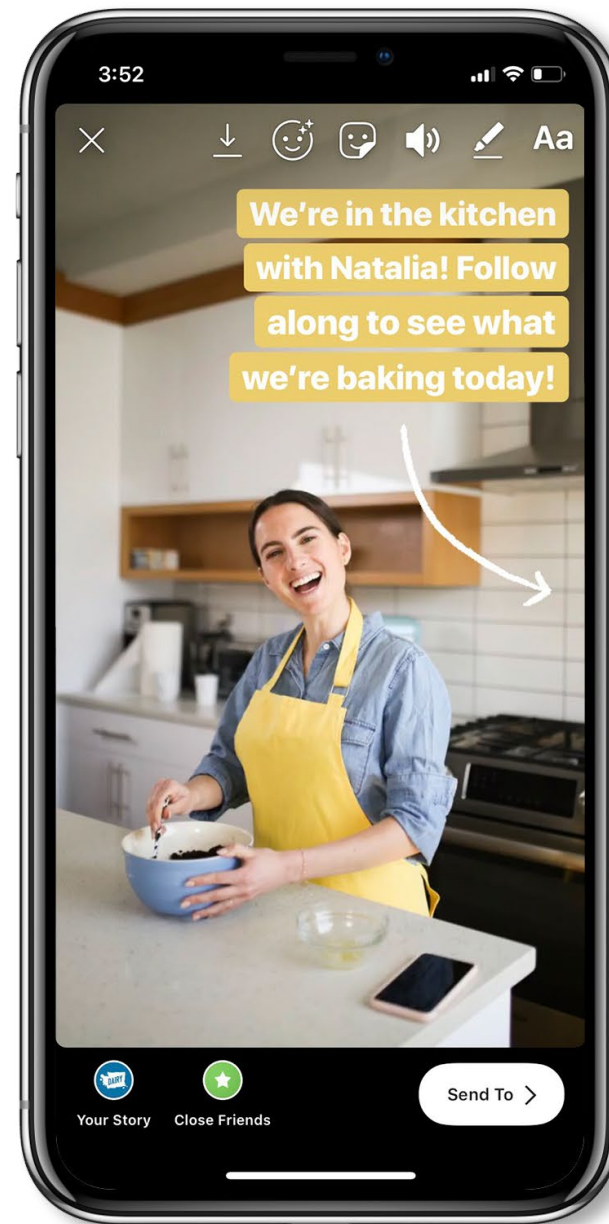
Use native mobile camera or DSLR rather than the in-app camera for better image quality.

Use Photoshop or photo editing apps such as VSCO, Snapseed, or A Color Story to edit photos before uploading to Stories.

Tell a story. Have a beginning, middle, and end. Plan before you go out to shoot.

Have fun! Use Polls, Quizzes, or GIF Stickers.

Use the Location Sticker as a way to give viewers context.



STORIES AND BRANDING

Match colors to those in the image. Press and hold on the color wheel and then move your finger to the part of the image to change the color.

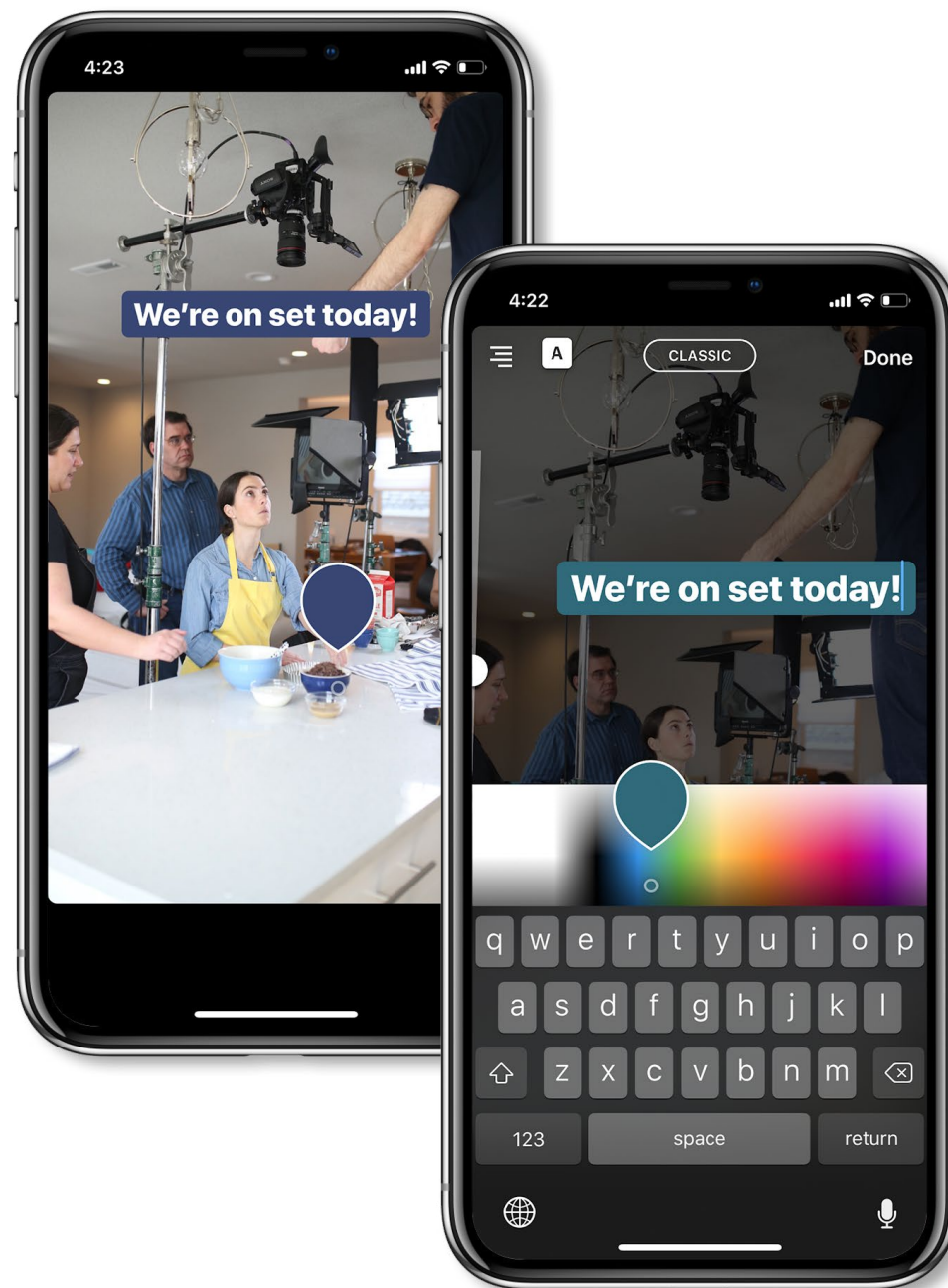
You can elevate branding by shooting objects in brand colors.

Use the Classic type font

If a sentence creates multiple lines, create a new text box for each line.

Playfully use branded products and swag to integrate into your story organically.

Be consistent with font type, style, color, and photo filters throughout the story to help generate brand recognition on the platform.



STORIES: PHOTOGRAPHING FOOD

Always gravitate to natural light and avoid overhead, indoor lights. This will help keep your shots from looking flat or having unappetizing color casts.

Take time to compose the shot. No shame in moving objects around or moving yourself around to get the best angle.

Top-down angles can sometimes look flat. Try holding up your subject in front of a backdrop.

Use hands to add something more interesting to your shot.

Consider video. Mix it up with video or a Boomerang to bring motion to your content.



STORIES: PHOTOGRAPHING PEOPLE

Overhead lighting is unflattering. Don't be afraid to ask your group to step closer to the window or turn around for better lighting. They'll thank you later.

Consider the background. If you're using flash, a mirror/window background isn't the best option.

Keep the subject turned toward the camera. No one wants to see people's backs. If that means you need to move, do it.

If you are shooting on a newer Pixel or iPhone, embrace Portrait Mode.

Don't be afraid to *selfie*. Instagram Stories is a feature that you can have some fun with, and can be a little less posed. Selfies are fun and can break some of the stiffness an overly posed photo can bring.

Did someone interesting attend? Tag them!



