

STYLE GUIDELINES



A guide for maintaining consistency and
cohesion across all communications

VERSION 1.0



Division of Agricultural Resource Development at the Maine Department of Agriculture, Conservation and Forestry (DACF)

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“We are hearing it more than ever that people are demanding more Maine-grown and made products. The word ‘Maine’ is synonymous with high-quality and integrity. The goal for Real Maine is to provide a fresh logo and a smart marketing and communications campaign that opens more doors for Maine agriculture. We believe this will help galvanize more local, regional, and national demand for our agricultural products.”

AMANDA BEAL
Commissioner at DACF

PURPOSE

The new Real Maine logo is the foundation of a rejuvenated marketing and advertising initiative led by DACF to generate broader awareness and interest in Maine agricultural products. The Real Maine logo and visual elements broadly represent all aspects of Maine agriculture. Real Maine will help promote Maine-grown and produced products and the farmers and value-added processors who grow and make them. Ensuring there is consistency and cohesion across all communications will contribute to its success.

THE REAL MAINE STORY

In Maine, agriculture is deeply woven into the fabric of our culture.

There are farm families who have been stewards of the land for five and six generations. Their traditions, hard work and pride are the foundation on which Maine agriculture is sustained.

There is also a new generation of farmer leaving the traditional desk job behind to become part of the farm-to-table movement, as they embrace the vitality of the land and become part of these close-knit communities. Their innovation is having a broad impact on Maine agriculture, bringing even greater diversity to the state's crops, livestock, horticulture, fiber and homegrown specialty products.

"Real Maine," a program of the Maine Department of Agriculture, Conservation and Forestry, connects people with Maine farmers and food producers. By sharing their stories and giving consumers access to authentic Maine farm products and experiences, we are supporting the growth of an industry that is an essential part of the state's economy and the quality of life enjoyed by Maine people.

EXPLORE.

There are many ways to explore, taste and share the unique flavors of Maine agriculture.

Pick up some local produce, fruits, meats, fresh eggs, milk, handmade soaps, jams and other farm-sourced sundries at a farmers' market or roadside stand.

Travel the back way and enjoy a scenic drive that takes you past working farms, country stores, open fields and vast landscapes.

Have fun harvesting your own blueberries, strawberries or apples at peak time at a pick-your-own operation. Pet baby goats and even take a hike over rolling hills with them while visiting a Maine farm. Celebrate a centuries-old Maine tradition by attending a country fair. Watch a tractor pull, cheer on Maine's next generation of farmers as they and their animals compete for ribbons, meet local food producers at agricultural demos, like workshops and tastings, and last but not least, enjoy entertainment, delicious food and down-to-earth fun.

They exist because of Maine's thriving agricultural community and its food artisans focused on using locally sourced ingredients.

THE REAL MAINE STORY continued

EXPERIENCE.

Enjoy agriculture in Maine all year long.

Fall brings the potato harvest in Aroostook County, the Crown of Maine known by native Mainers simply as “the County.” As tradition holds, some schools in the County still have a scheduled break so students can help with the harvest. Winter squash, pumpkins and grapes also come into season during this time. Apple picking and cider making are favorite seasonal activities, as well. There are well over 100 varieties of apples currently grown in Maine.

Mid-winter allows for the time to pause and reflect on the real bounty of Maine’s land and farmers and the variety of agriculture products yielded in Maine. It gives us a chance to partake in community celebrations and shop for beautifully handcrafted items from the land.

Late winter brings a cycle of warmer days and below-freezing nights. Maple sap begins to flow from tapped trees, and maple syrup makers begin spending long days in their sugar shacks cooking up the sweet stuff. On Maine Maple Sunday, the fourth Sunday in March, they open their doors to the public for syrup samplings, syrup making demos, and other maple-centric activities. This is also the time when horticulture wakes up, from seedlings being planted to flower shows taking place.

Spring brings the birthing season, so it’s a great time to get out to one of the Maine farms that welcome visitors to see cute baby farm animals. Spring is also fiddlehead season. These coiled tips of ostrich ferns, a Maine delicacy, are harvested wild. Look for them to start popping up at farmers’ markets and specialty food stores in late April.

Summer is the height of the Maine growing season. Corn, root vegetables, herbs, berries, broccoli, garlic, greens, squash, tomatoes, melons, peas, pears, peppers and plums are just a fraction of Maine’s summer bounty.

More and more, people are taking interest in where their food comes from and how it is raised. On the fourth Sunday in July, farms in all 16 counties take part in Open Farm Day, providing a forum for learning in an authentic atmosphere. Many offer farm-raised products for sale, barn and field tours, milking demonstrations, hayrides, and tasting opportunities with beautiful rural scenery as the backdrop.

August provides the opportunity to experience the flavors of high summer, including harvest season for wild blueberries, also called low-bush blueberries. These tiny blue bursts of flavor, known for their powerful antioxidant properties, are exclusive to Maine and eastern Canada. This is also the time to enjoy Maine’s diverse bounty by sampling melons, beans, squash, ice cream and cheeses.

DISCOVER.

A new wave of technologies, farming practices and good old-fashioned creativity has led to the industry growing in exciting directions.

High-quality natural fibers—from alpaca, Merino sheep, Angora rabbits, cashmere goats and more—are sourced in Maine. This industry is supported by a rich community of textile artisans who weave these fibers into clothing, fine blankets and throws, and even sculpture. Maine fiber arts experiences include fine art studios and fiber farms, as well as locally owned shops and galleries, and festivals.

THE REAL MAINE STORY continued

Artisanal cheese making is another blossoming industry. There are now more than 80 cheese makers in the Maine Cheese Guild. The great variety of cheeses made with love in Maine includes basket-molded ricotta, sea smoke goat cheese, French Alp-inspired fromage, brined feta, smoked gouda, and aged cheddar. A number of the creameries are also open to the public.

A rebirth of Maine's heritage grain industry has created a strong following for the state's traditionally milled grains among pastry chefs and restaurateurs in Maine and across the country.

Other homegrown goods to discover are Maine-made wines from Maine vines. An increasing number of Maine's 20+ wineries are growing their own grapes. Maine wine is also made from blueberries, apples, cranberries, and even honey.

With more than 150 breweries in the state, the popularity of Maine beer, as well as the amount of hops being grown each year, continues to grow.

CONNECT.

Maine agriculture is a vital part of the real Maine. With more than 8,000 farms and 1.5 million acres of farmland, it contributes an estimated \$1.4 billion to the state economy and supports more than 24,000 jobs.

Maine farmers live, work and raise their families on the same land where your food is produced. They get up early to tend their crops and care for their animals. They are not afraid of hard work. For them, it is a way of life. And the spirit of neighbor helping neighbor remains strong.

Through Real Maine, the Maine Department of Agriculture, Conservation and Forestry is sharing farmer stories so they may carry on the best traditions of American agricultural life.

LOGO ITERATIONS

Inspired by passport stamps, which travelers accumulate on adventures, the Real Maine logo is a symbol representative of how people can explore, experience and connect through the range of agricultural products that are produced in Maine. To meet branding needs for different markets or package designs, there are multiple iterations of the logo that can be utilized. **The primary logo is a seal with a specialized tagline for those marketing to consumers within the New England area and beyond.** In instances where the seal does not work with product packaging a secondary logo may be used. Secondary logos include both a stacked and horizontal version. Together, these core branding elements exemplify the values and commitment to excellence of Maine agricultural producers.



Primary logo—seal

Preferred logo with specialized tagline for marketing to consumers within New England area and beyond, reinforcing the concept of a passport stamp



Secondary logo—stacked

Stacked Real Maine logo for marketing to a wide range of consumers



Secondary logo—horizontal

Horizontal Real Maine logo for marketing to a wide range of consumers

LOGO COLORS & USAGE

As a bridge between the old get real. get maine! logo the primary logo color is green. When appearing on white or light-colored backgrounds the green logo should be used. When appearing on dark-colored backgrounds the white logo should be used.

In instances where a sticker is applied to products, there is a version of the seal logo with a green background. Please note—the seal (round) logo should only be used on products that are distributed in Maine due to the specialized tagline: Foods & Farms, Fresh & Local.

In future years, it is worth considering phasing out the use of green for the teal to better represent the broad range of agricultural products; resemble a color more associated with Maine's physical environment and connection to its nickname "The Pine Tree" state; and reflect a more sophisticated color.



Light backgrounds

Use the green logo on white or light-colored backgrounds—potentially adapt to the teal logo overtime.



Dark backgrounds

Use the white logo on dark-colored backgrounds



Distributed in Maine only

Solid green seal logo with the tagline for products only distributed within Maine



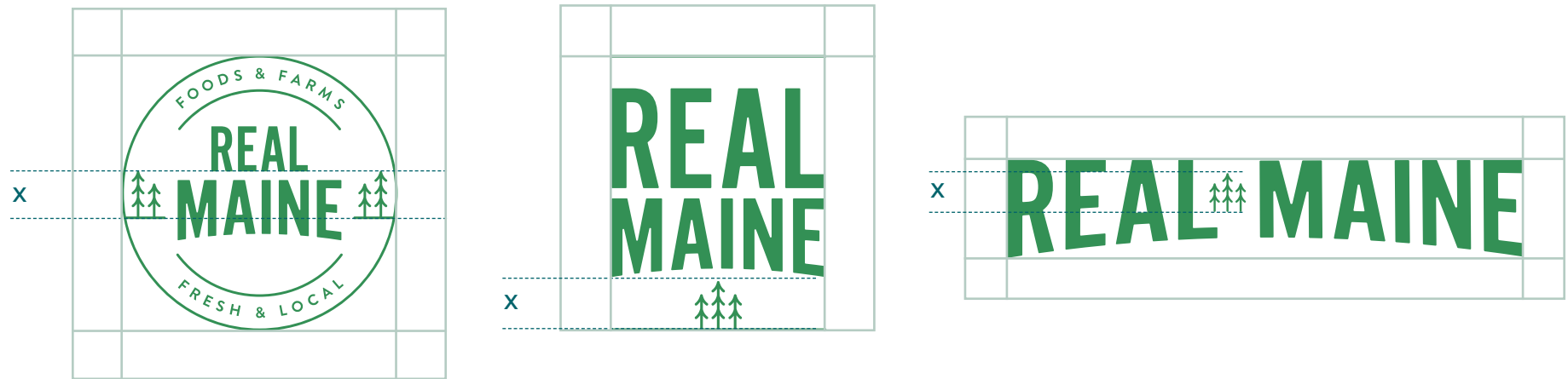
Distributed out-of-state

Stacked logo for products distributed within Maine and beyond

LOGO COLORS & USAGE continued

Consistent use of our logo will reflect cohesive and unified program. Adjusting the logo in ways that are inappropriate with only dilute the power of our program.

Clear space: Ensure the logo maximizes visibility and impact with adequate clear space around it.



Don'ts: No adjustments or alternations should be made to the logos.



LOGO COLORS & USAGE continued

Minimum sizes: To maintain clarity and legibility the logo should not be smaller than the outlined measurements.



Seal: 1.75 in. minimum size



Stacked: 1 in. W



Horizontal: 0.5 in. H minimum size

DACF logo: As appropriate, materials should use the DACF logo to emphasize Real Maine as a program led by DACF.



The full-color DACF can be used on white backgrounds or light-colored backgrounds



General example of alignment and positioning

COLOR PALETTE

Colors for the Real Maine program materials have been selected for their warmth and richness. They are colors representative of Maine's physical environment and a broad range of agricultural products as well as colors Maine experiences through all four seasons—reflecting the fact that Maine agriculture is open for business year-round.



CMYK 80 27 87 0
PMS 364 C
RGB 62 144 86
HEX 3E9056



CMYK 100 60 60 2
PMS 5473 C
RGB 0 99 108
HEX 00636C



CMYK 80 35 25 0
PMS 7459 C
RGB 46 137 168
HEX 2E89A8



CMYK 29 10 23 0
PMS 622 C
RGB 182 204 195
HEX B6CCC3



CMYK 18 71 85 5
PMS 1605 C
RGB 197 100 60
HEX C5643C



CMYK 0 45 100 40
PMS 146 C
RGB 164 104 9
HEX A46809



CMYK 13 22 34 0
PMS 4675 C
RGB 221 195 167
HEX DDC3A7

TYPOGRAPHY

Three distinct typefaces have been chosen for the Real Maine program—all available through Google fonts for open source web fonts and Canva, the graphics design platform DACF utilizes. They are Oswald, Zilla Slab, and Montserrat.

Headline / display

Oswald should be used minimally and intentionally—only in bold weights and all caps.

OSWALD SEMIBOLD
OSWALD BOLD

Display & body copy

Zilla Slab may be used for large call-outs and headlines as well as body copy. The font family includes a wide range of weights.

Zilla Slab Bold
Zilla Slab Bold Italic
Zilla Slab SemiBold
Zilla Slab SemiBold Italic
Zilla Slab Medium
Zilla Slab SemiBold Italic
Zilla Slab Regular
Zilla Slab Italic

Subheads & body copy

Montserrat may be used for subheads, introductory paragraphs, and body copy. Its font family includes a wide range of weights.

Montserrat ExtraBold
Montserrat ExtraBold Italic
Montserrat Bold
Montserrat Bold Italic
Montserrat SemiBold
Montserrat SemiBold Italic
Montserrat Medium
Montserrat Medium Italic
Montserrat Regular
Montserrat Italic

IN MAINE, agriculture
is deeply woven in the
fabric of our culture.

Maine farmers

There are farm families that have been stewards of the land for five and six generations. Their traditions, hard work and pride are the foundation on which Maine agriculture is sustained.

MAINE FARMERS

There are farm families that have been stewards of the land for five and six generations. Their traditions, hard work and pride are the foundation on which Maine agriculture is sustained.

PHOTOGRAPHY

The Real Maine program is all about connecting people with Maine farmers and food producers. Photography selections should represent the diversity of Maine’s producers—reflecting decades-old traditions and a new generation of farmers; Maine producers whose families have been stewards of the land for decades and those who have left a country behind to start anew.



PHOTOGRAPHY continued

There are so many different ways to explore, experience, discover, and connect with Maine agricultural products. To highlight the benefits and numerous products the below style of photography should be used to highlight them.



MOODBOARD

An overall visual snapshot of Real Maine visual elements working altogether—logo iterations, color palette, typography, photography, etc. meant to serve as a springboard for individual demonstrations.



DEMONSTRATIONS

An assortment of hypothetical demonstrations that show how all of the Real Maine elements work together powerfully to help communicate the strength, value, and success of the program.

MAINE FARMERS live, work and raise their families on the same land where your food is produced. They get up early to tend their crops and care for their animals. They are not afraid of hard work. For them, it is a way of life.



DEMONSTRATIONS continued

DAVEY BROWN FARM in Gray is a Real Maine farm. Their family-owned dairy supports local businesses within the communities while practicing responsible stewardship of the rural Maine environment.



THIS IS
REAL MAINE
PRIDE

FROM MILK AND MAPLE SYRUP TO HONEY AND HOGS.

Open Farm Day is an amazing opportunity for farm tours, milk demonstrations, and hay rides to name a few. There are tasting opportunities and plenty of farm-raised products to take home. Explore more at [GetREALMAINE.com](https://www.getrealmaine.com).

Division of Agricultural Resource Development at the Maine Department of Agriculture, Conservation and Forestry (DACF)



SORGHUM FARM in Unity is a Real Maine farm. They are committed to helping build community, to providing fresh and healthy food and being a responsible steward of the local farmland and surrounding ecosystem.



THIS IS
REAL MAINE
DEDICATION

FROM GREENS AND GOATS TO SORGHUM AND SYRUP

Visit your local farmer's market for fresh and in-season food or sign-up for community-supported agriculture (CSA) program. Learn where to explore, experience, and connect with Maine agriculture, at [GetREALMAINE.com](https://www.getrealmaine.com).

Division of Agricultural Resource Development at the Maine Department of Agriculture, Conservation and Forestry (DACF)



GOOD RADIAN FARM in Belfast is a Real Maine farm. Their family-owned dairy supports local businesses within the communities while practicing responsible stewardship of the rural Maine environment.



THIS IS
REAL MAINE
STEWARDSHIP

FROM BERRIES AND BARLEY TO FLOWERS AND FIBERS.

There are many ways to discover, taste, and share the unique flavors of Maine agriculture. Learn where to explore, experience, and connect with Maine agriculture, at [GetREALMAINE.com](https://www.getrealmaine.com).

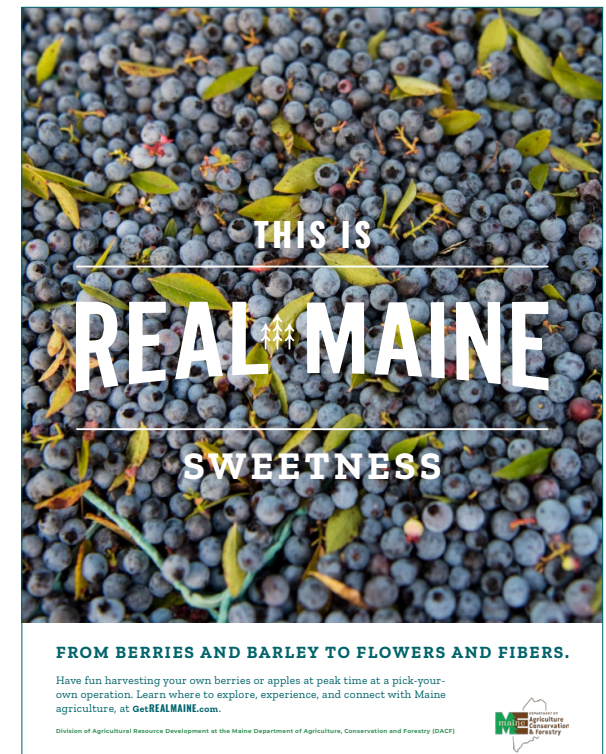
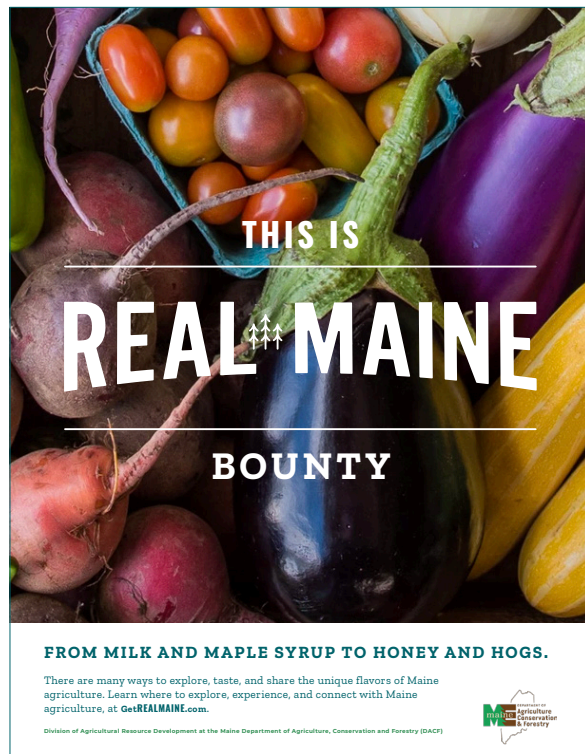
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Farm- and farmer-specific posters/ads

Utilizes photography that highlights farmers and food producers; includes a brief paragraph that features the name of the farm and its location in Maine; and uses messaging that connects to the stories of these farmers and food producers—this is real Maine **pride**; this is real Maine **dedication**; this is real Maine **stewardship**.

DEMONSTRATIONS continued



Food- and product-specific posters/ads

Utilizes photography that champions the food and products of Maine—zoomed in closely to capture its stunning beauty. Key messaging highlights the many aspects to the wide range of agricultural products—this is real Maine **bounty**; this is real Maine **sustainability**; this is real Maine **sweetness**.

DEMONSTRATIONS continued



DEMONSTRATIONS continued



CONTACT

For more information, please contact:

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About DACF

DACF is the State of Maine's support center for our various land-based natural-resources, including Maine agriculture, forests, and outdoor recreation. DACF helps steward Maine's 21st-century natural resource economy by supporting the creation of new jobs and businesses, improving and supporting existing land-based industries, providing public access, and streamlining regulations. DACF has a wide range of duties, from protecting the food we eat, stopping forest fires, keeping our parks and public lands pristine and accessible, planning wise land utilization, and helping farmers.

To explore DACF's hundreds of activities and programs, and to learn more about the Department's responsibilities, go online to: www.maine.gov/dacf.