DAIRY FARMERS

EST. 1974

OF MANITOBA

Brand platform

Dairy Farmers of Manitoba

Brand Identity Guidelines

March 2023

Brand story

Milk makes it a dairy farm, but it's the people and their connection to the world around them that makes it so much more. From caring for the land and animals, to raising families and producing the highest quality milk, dairy farmers are helping shape the future of farming and strengthening the Manitoba communities they're proud to call home.

Brand story

Dairy Farmers of Manitoba

Photography
On the farm: farmer photography

The Manitoba dairy farmer is the other key part of the Dairy Farmers of Manitoba storytelling. Farmers, and their entire family, ensure proper care of the animals resulting in delicious and world-class products.

Lighting: Lighting should be bright and natural.

Setting: Farmers and their families can be shown both indoors or outdoors. If showing indoors colour setting, lighting must be bright and if showing the cows, the cows and their environment must be very close.

Activities/interactions: Farmers and family members should be shown doing what they do every day, whether it be working hard, caring for the cows, or spending time together. When showing interactions with a cow, the farmer should be at the cow's level and/or in the cow's environment as the cow is. Avoid showing it disconnect. Quiet handling techniques should be used (no sticks or prods is ideal).

Do not show farmer and cow separated by fence or in separate spaces.

Photos should not have images or fake Canadiana props included.

Do not show stereotypical clothing, props and build-up locations.

Photography
At the table: recipe photography

Recipe images are now and showcase the Dairy Farmers of Manitoba's proud history and organization. Prioritize farmers in Manitoba to meet their brand.

Lighting: Lighting should be bright and natural exposure. The colours of the recipe should be rich, warm, natural feel.

Staging: Scenes should be lighted with a neutral, etc. should complement the recipe. Keep should be to the cleaning, or simple.

Angles: Images should be shot on a 45° angle. For example, if it's a dessert, the camera should be recipe. For example, if it's a dessert, the camera should be at a 45° angle. Also, always shoot photos with the food in the foreground.

Avoid shots of unevenly lighting that have a distracting background.

Dairy Farmers of Manitoba

Colour
Colour palette

The colour palette has been inspired by the natural beauty of the Manitoba landscape. The addition of light and dark greys the palette a modern feel and conveys a sense of transparency and environmental authenticity.

Teal represents friendly dairy while also being a modern take on the traditional dairy blue. It is also seen as fresh and refreshing, especially when paired with white.

White represents milk while blues and white together represent the Manitoba sky.

Green represents the pastoral Manitoba landscape that provides sustenance and a home. Cream is also a natural earthy colour that balances out the darker colours in the palette.

Dairy Farmers of Manitoba

Colour
Colour palette

Our colour palette is an integral component of the brand. It should be incorporated into all brand communications.

The colour palette balances dark and light colours, conveying a sense of sophistication and friendliness.

The distribution of colour should be based on the hierarchy graphic to the right where teal, dark teal, and black are the primary colours of the brand. Cream and white are secondary colours. Green and dark green are tertiary colours.

Teal
Dark teal
Black
White
Cream
Green
Dark green

Dairy Farmers of Manitoba

Iconography
Icon style

Dairy Farmers of Manitoba's icon style is friendly and approachable. Icons are line based and use round corner joins. The stroke weight should be thinner as shown in the graphics to the right.

Icons on website
When working with icons and colour on the Dairy Farmers of Manitoba website, ensure they are AODA compliant. See page 31 for reference.

Cow
Hand
Biodiversity
Tractor
Solar power
Recycling
Animal care
About us / Farmers
Recipe
Family / Jobs
Milk truck
Cheese
Ice cream
Yogurt
Butter
Milk
Email / Contact
Phone / Contact
Location

Dairy Farmers of Manitoba

Logo
Clear space and positioning

To ensure the greatest visual impact, our logo must always be framed within a zone of minimum protected clear space.

The preferred clear space around the logo is equal to the height of two F's from the word FARMERS within the logo.

If the preferred clear space is not available, the minimum clear space around the logo is equal to the height of the F from the word FARMERS within the logo.

Positioning
The preferred position of the Dairy Farmers of Manitoba logo is in the bottom right corner, so that the logo functions as the final sign off.

When the logo is needed at the focal point and no other elements are included within the composition, the logo can appear centered. The end date of a video or animated banner are one examples of this.

Preferred clear space
Minimum clear space

DAIRY FARMERS EST. 1974 OF MANITOBA

Dairy Farmers of Manitoba

Photography
Guiding principles

Authentic

Being authentic means being real, genuine, true, and trustworthy. And those meanings should come through in our photography, both in subject matter and in style. Authenticity supports the honesty of our brand.

Dairy Farmers of Manitoba

Typography
Sizing and spacing

As a general rule, headlines should be larger than subheads, which should be larger than body copy. In addition, headlines should also be written in sentence case.

For internal documents:
Please reference and use the provided templates for consistent and consistent brand application.

Headlines:
Tracking for P22 Hacktrez Pro Extra Bold should be kept at 0 with optical tracking. Do not tighten or loosen. Leading should be at least 110% of point size.

Subheads:
Subhead is height should be no larger than half the height of the headline. Tracking for Axiforma Extra Bold should be kept at 0 with optical tracking. Do not tighten or loosen. Leading should be at least 120% of point size.

Body copy:
Body copy is height should be no larger than half the height of the headline. Tracking for Axiforma Book should be kept at 0 with optical tracking. Do not tighten or loosen. Leading should be at least 150% of point size.

Fine print:
Copy should be 8pt and smaller, tracking may need to be increased for legibility. Set to Axiforma Book.

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Lorem ipsum dolor sit amet, consectetur.

Donec varius dolor non rhoncus tempor. Nullam sem nisl, luct imperdiet sit amet, finibus vel neque. Aenean malesuada ligula henderit varius. Donec ut lacus in est fringilla porta. Sed nisl quam, convallis ac diam vitae, dapibus porttitor nisi. Proin vehic ula ante a purus maximus faucibus. Curabitur luctus dignissim malesuada elit, pretium sit amet. Nullam dictum at purus eget.

Dairy Farmers of Manitoba

Typography
Primary typeface

For subheads and body copy, the typeface used is Axiforma. For subheads, the extra bold weight is used. For body copy and fine print, the book weight is used.

Axiforma is a geometric sans serif font with open characters. It is friendly and modern while also being professional and highly readable when used as subheads and body copy in all brand communications.

Axiforma is the primary typeface for consumer-facing communications and for documents created by DFM employees. For more information, please reference Axiforma Extra Bold
AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
0123456789?!&#

Axiforma Book
AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr

Photography
Brand pillars

Visually we will tell the brand's story through our 3 pillars:

Reminding Manitobans of the role milk plays in their families' lives, **at the table.**

Telling the dairy farm family story, bringing Manitobans closer to farmers, **on the farm.**

Demonstrating DFM's commitment to enriching Manitoba, **in the community.**

Dairy Farmers of Manitoba

Colour
Colour values

In general, primary colours should be used before secondary colours, and tertiary colours should be limited as accent colours.

Reference the colour hierarchy graphic on the previous page for the preferred distribution and weighting of colours.

Colour on DFM website
When working with colour on the Dairy Farmers of Manitoba website, ensure they are AODA compliant. See page 31 for reference.

Primary colours

Teal
PMS 3252 C
CMYK 70/0/32/0
RGB 0/190/189
HEX #00BEBF

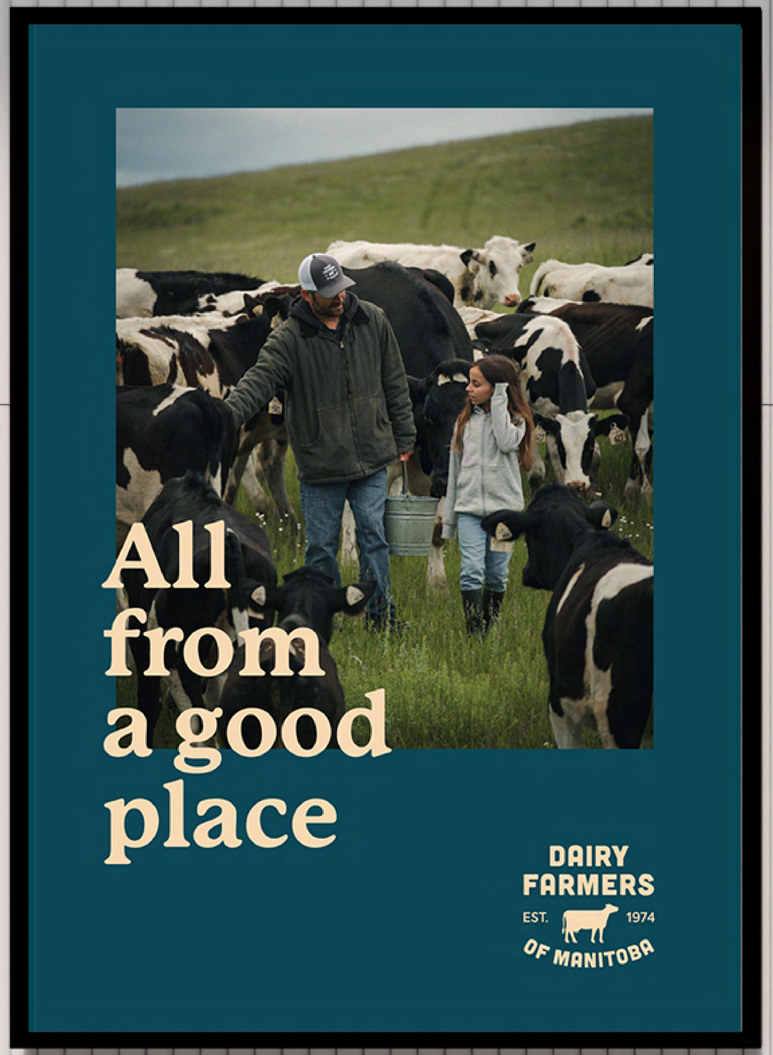
Dark teal
PMS 3155 C
CMYK 100/0/50/0
RGB 0/174/174
HEX #00AEAE

Black
PMS Neutral Black C
CMYK 70/68/64/74
RGB 36/31/31
HEX #241F20

Secondary colours

White
CMYK 0/0/0/0
RGB 255/255/255
HEX #FFFFFF

Dairy Farmers of Manitoba


All
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Everett Richardson
Senior Manager,
Corporate Communications
and Marketing

DAIRY FARMERS
EST. 1974
OF MANITOBA

My parents always said, you can't fall behind, you gotta always stay on top of the farm.

-Ryan,
Manitoba dairy farmer

Our cows, we just love them.

- Allison,
Manitoba dairy farmer