



# CNFA Guidelines

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# Branding

January 2025



# Branding | Logo



**CNFA**

## Primary Mark

CNFA wants to be known as the premier implementer of innovative ag development programs. Our long history makes us an expert, and our fresh-minded approach makes us a leader. This logo is built with those pillars in mind.



## Safe Area

The safe area is the white space surrounding the logo that must be kept free of other graphic elements. The minimum required safe area is equal to the height of the letter "N" from the CNFA wordmark.

## Alternative Uses



### Horizontal Logo

For instances where the logo needs to be applied to a space that is more horizontal than vertical.



### Horizontal Logo + Tagline Lock Up

For use only when necessary to explain the acronym in visual form. To be used sparingly.

White logos are for use on darker or photographic backgrounds.



**CNFA**

White Stacked Logo



**CNFA**

White Horizontal Logo



**CNFA**

Cultivating New Frontiers  
in Agriculture

White Horizontal Logo + Tagline

# Branding | Logo

## Minimum Size

To maintain legibility and appropriate hierarchy, never reduce the logo beyond the minimum size requirements listed here.



Minimum Digital Width = 50 px



Minimum Print Width = .45"

## Logo Use

The standard application of the logo is in its two-color format. If it needs to be knocked out of a solid color, it should be done so in white whenever possible, and black only on very light colors. When knocked out of a photo it should be white.



Logo in PMS 648 C +  
PMS 341 C



Black logo knocked  
out of a light-colored  
background



White logo knocked  
out of a deep-colored  
background



White logo knocked  
out of a photograph

## Logo Misuse



Never apply a  
drop shadow



Never skew or  
warp the logo



Never fill the logo with  
a color outside of the  
primary brand palette

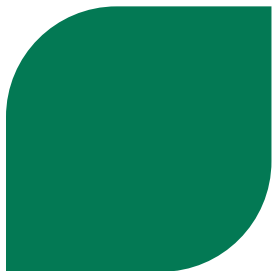
# Branding | Color

For all palette colors, Pantone values should only be used for single color applications. CMYK values should be used for full color printing. RGB and HEX values should be used for screen and web.

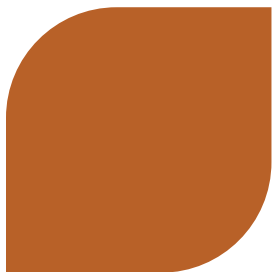
## Primary Palette



**Deep Navy**  
HEX: #002E5D  
CMYK: 100/71/9/56  
RGB: 0/46/93  
PMS: 648C



**Forest Green**  
HEX: #007A53  
CMYK: 95/5/82/24  
RGB: 0/122/83  
PMS: 341C



**Clay**  
HEX: #B86125  
CMYK: 5/71/100/23  
RGB: 184/97/37  
PMS: 471C

## Secondary Palette



**Cerulean**  
HEX: #3AA5B9  
CMYK: 69/11/0/27  
RGB: 58/165/185  
PMS: 631C



**Leaf Green**  
HEX: #78BE20  
CMYK: 46/0/78/26  
RGB: 120/190/32  
PMS: 368C



**Aqua Green**  
HEX: #00AD9F  
RGB: 0/173/159  
CMYK: 78/7/46/0  
PMS: 3534C



**Mustard**  
HEX: #D7C826  
CMYK: 7/1/89/10  
RGB: 215/200/38  
PMS: 611C



**Tomato**  
HEX: #E04E39  
CMYK: 1 /83/85/0  
RGB: 224/78/57  
PMS: 7417C



**Soil**  
HEX: #6B3529  
CMYK: 0/50/61/55  
RGB: 107/53/41  
PMS: 175C

## Accent Palette



**Cool Gray**  
HEX: #D0D3D4  
CMYK: 7 /3/5/2  
RGB: 208/211/212  
PMS: 427C



**Dark Gray**  
HEX: #646B6E  
RGB: 100/107/110  
CMYK: 10/3/0/57  
PMS: 431C

# Branding | Icons

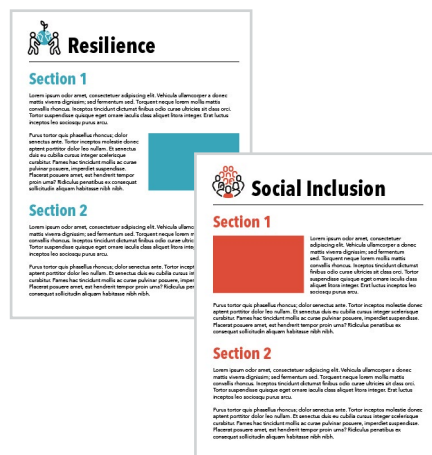
CNFA has a library of icons for use in our materials. Our main nine icons represent CNFA's Areas of Expertise. Each of the icons has an assigned color, but may also be used in grayscale or all-white versions.

				
Climate and Environment LEAF GREEN	Finance and Investment FOREST GREEN	Input and Service Delivery AQUA GREEN	Market Systems CLAY	Nutrition-Sensitive Agriculture MUSTARD
				
Policy and Economic Development SOIL	Private Sector Engagement DEEP NAVY	Resilience CERULEAN	Social Inclusion TOMATO	

## Color Icon Usage

Each icon represents a specific area of expertise, and the color used in each icon may be used in materials related to that area of expertise. For example, a document discussing Resilience and Social Inclusion could use cerulean callout boxes for areas dealing with Resilience, and tomato callout boxes for areas dealing with Social Inclusion.

These icons should **only** be used on white or light-colored backgrounds. **Do not** place them on photos or darker background colors. **Do not** alter the colors in any way, including adjusting the transparency or rendering them black and white. If you need icons for a black and white document, please use the white or grayscale icons shown on the next page.

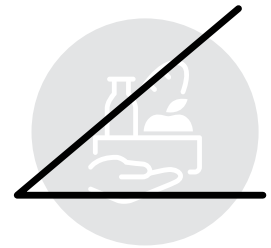
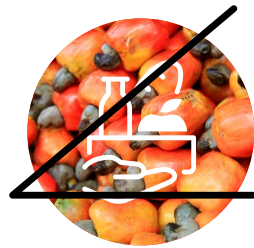


# Branding | Icons



## White Icon Usage

The white icons are an excellent choice for use on darker backgrounds. They may be used against any color of our palette, regardless of Area of Expertise. They can also be used against black and dark grays. Please avoid using them on photos, non-brand colors or very light colors.



## Grayscale Icon Usage

The grayscale icons are best suited for materials that are in black and white. Like the color icons, please use them on white backgrounds only.

# Branding | Typography

## Primary Font

### Avenir

Great for headlines, body copy, and captions.

Avenir Light  
*Avenir Light Oblique*  
Avenir Book  
Avenir Roman  
*Avenir Book Oblique*  
*Avenir Oblique*  
Avenir Medium  
*Avenir Medium Oblique*  
Avenir Heavy  
*Avenir Heavy Oblique*  
**Avenir Black**  
***Avenir Black Oblique***  
***AvenirNext LT Pro MediumCn***

### Arial

Should **only** be used in web-based projects or where Avenir and Museo are not available.

### Arial

### **Arial Bold**

### *Arial Italic*

### **Arial Black**

## Secondary Font

### Museo

Best for headlines.

Museo 300  
*Museo 300 Italic*  
Museo 500  
*Museo 500 Italic*  
**Museo 700**  
***Museo 700 Italic***



# Branding | Typography

## Font Structure

Suggested use of fonts in Word and PowerPoint documents:

### Descriptive Header

Museo 700 / 10pt / Dark Gray

## Title

Avenir Next LT Pro Demi / 36pt / Dark Gray

## Headline

Avenir Next LT Pro Medium Condensed / 24pt / Deep Navy

### Subheader 1

Museo 700 / 14pt / Deep Navy or Dark Gray

Body text

Avenir Light / 9-11pt / Dark Gray

- List 1
- List 2
- List 3

Avenir Light / 9-11pt / Dark Gray / Square Bullets

### Subheader 2

Avenir Next LT Pro Demi / 12pt / Deep Navy or Dark Gray

### Subheader 3

Avenir Next LT Pro Demi / 10pt / Dark Gray

Logos and other resources are available at  
CNFA's [Media Resources](#).

If you have any branding questions, please  
contact us at [CommunicationsTeam@cnfa.org](mailto:CommunicationsTeam@cnfa.org).