

SPROUTS[®]

FARMERS MARKET

VENDOR STYLE GUIDE

Logo Basics

The primary logo should be used as provided; never altered or recreated. To ensure the logo has consistent, optimal legibility and prominence, the clear space around the logo is always equal to the height of the S in SPROUTS.

The logo should never appear smaller than the specified minimum size. For digital use, the minimum size is 470px tall. For print, the minimum size is 0.4 inches tall.



*use the "S" in Sprouts
for clearspace*



*Minimum size is
0.4" or 470px tall*



Logo Color

There are three approved versions of the logo - full color, black, and white. The logo should only appear on primary brand colors, excluding Meyer Yellow. Follow the color combinations below for proper usage.

A - White Logo
Only used on Sprouts Green and Forest Green.

B - Full Color Logo
Only used on Parchment White and Paper White.

C - Black Logo
Only used when printing is restricted to grayscale.

A

SPROUTS[®]
FARMERS MARKET

A

SPROUTS[®]
FARMERS MARKET

B

SPROUTS[®]
FARMERS MARKET

C

SPROUTS[®]
FARMERS MARKET

Logo Don'ts

The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, color and composition should remain as indicated in this document.

DON'T STRETCH IT



DON'T ADD ANY EFFECTS



DON'T MOVE THINGS AROUND



DON'T USE UNAPPROVED COLORS



DON'T ROTATE THE LOGO



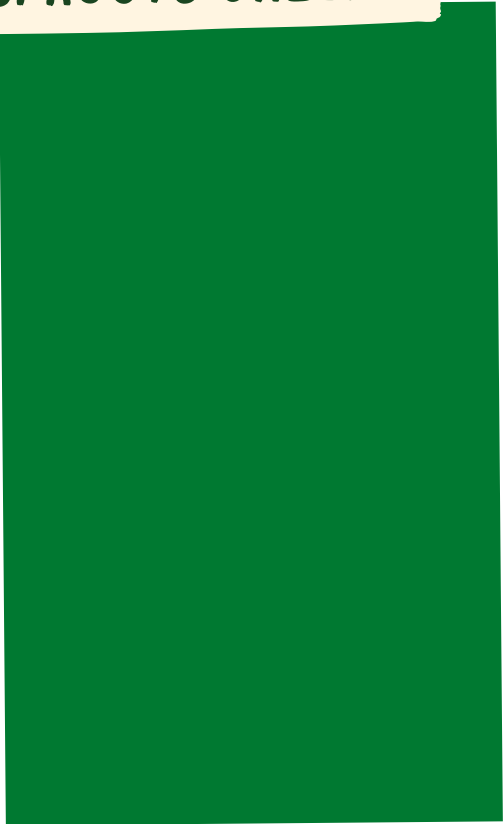
DON'T PUT IT OVER AN IMAGE



Brand Color

Our primary color palette is how we most clearly identify ourselves in the world. We lead with fresh greens paired with a warm Parchment White. Meyer Yellow is used sparingly as an attention-grabbing accent, while Paper White is used primarily in Cutout graphics.

SPROUTS GREEN



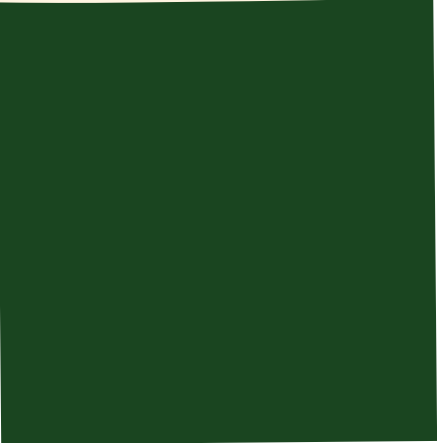
PMS 2259C
#007932
R 0 G 121 B 50
C 80 M 0 Y 100 K 40

FRESH GREEN



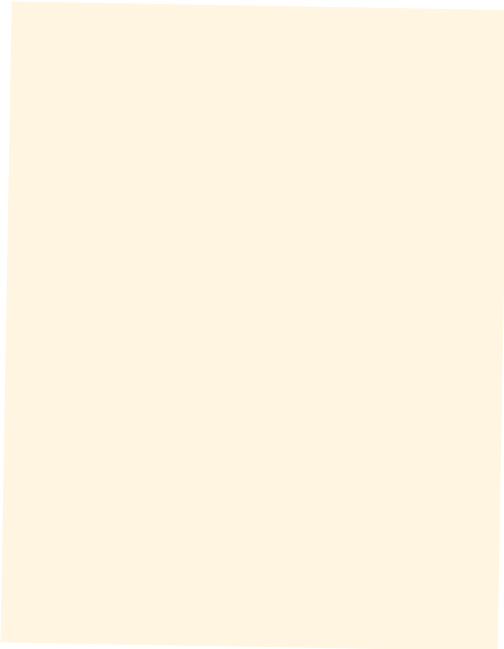
PMS 2299C
#A1CD3A
R 161 G 205 B 58
C 42 M 0 Y 100 K 0

FOREST GREEN



PMS 553C
#1A4420
R 26 G 68 B 32
C 84 M 45 Y 100 K 52

PARCHMENT WHITE



PMS 9224C
#FFF4E0
R 255 G 244 B 224
C 0 M 3 Y 12 K 0

PAPER WHITE

#FFFFFF
R 255 G 255 B 255
C 0 M 0 Y 0 K 0

MEYER YELLOW



PMS 4008C
#FEBE10
R 254 G 190 B 16
C 0 M 27 Y 100 K 0

Secondary Color

Our secondary color palette is how we express ourselves outside of core brand communication. Combine them with Brand Colors to build palettes for events, campaigns and seasonal moments.

QUIRKY
BEET

PMS 221C

Shade

PMS 229C

#962347

R 150

C 39

G 35

M 100

B 71

Y 66

K 12

#68103D

R 104

C 45

G 16

M 100

B 61

Y 50

K 40

CONFIDENT
BERRY

PMS 7689C

Shade

PMS 7694C

#198CB7

R 25

C 81

G 140

M 33

B 183

Y 15

K 0

#004C75

R 0

C 100

G 76

M 72

B 117

Y 32

K 15

PASSIONATE
APPLE

PMS 179C

Shade

PMS 1815C

#D23C37

R 210

C 15

G 60

M 92

B 55

Y 88

K 0

#72150F

R 114

C 28

G 21

M 97

B 15

Y 100

K 47

PLAYFUL
ORANGE

PMS 716C

Shade

PMS 7608C

#E06B27

R 224

C 9

G 107

M 71

B 39

Y 100

K 0

#992F27

R 153

C 35

G 47

M 95

B 39

Y 100

K 15

APPROACHABLE
OLIVE

PMS 4213C

Shade

PMS 4216C

#6C8A3A

R 108

C 62

G 138

M 28

B 58

Y 100

K 10

#3C512A

R 60

C 70

G 81

M 43

B 42

Y 91

K 45

CURIOUS
LAVENDER

PMS 2095C

Shade

PMS 2105C

#7E5FA8

R 126

C 58

G 95

M 72

B 168

Y 0

K 0

#43227B

R 67

C 86

G 34

M 100

B 123

Y 0

K 19

ADA Compliance

Sprouts is inclusive of all people, including those with impaired vision. A majority of our colors have been chosen specifically to adhere to 508 compliance, and we're happy to be a part of the Americans with Disabilities Act (ADA).

Certain color pairings can fall out of compliance, specifically within the secondary palette. For that reason we recommend avoiding the use of secondary colors for text. Instead, rely on Parchment and Forest to ensure high contrast.

COMPLIANT COMBOS

These color pairings have enough contrast to meet ADA requirements.

FORAGER

We are a band of Foragers who search far and wide to make healthy living easy, delightful and delicious.

Fresh Green + Parchment White

FORAGER

We are a band of Foragers who search far and wide to make healthy living easy, delightful and delicious.

Sprouts Green + Parchment White

FORAGER

We are a band of Foragers who search far and wide to make healthy living easy, delightful and delicious.

Quirky Beet + Parchment White

FORAGER

We are a band of Foragers who search far and wide to make healthy living easy, delightful and delicious.

Playful Orange + Parchment White

FORAGER

We are a band of Foragers who search far and wide to make healthy living easy, delightful and delicious.

Fresh Green + Forest Green

FORAGER

We are a band of Foragers who search far and wide to make healthy living easy, delightful and delicious.

Forest Green + Fresh Green

FORAGER

We are a band of Foragers who search far and wide to make healthy living easy, delightful and delicious.

Passionate Apple + Parchment White

FORAGER

We are a band of Foragers who search far and wide to make healthy living easy, delightful and delicious.

Curious Lavender + Parchment White

FORAGER

We are a band of Foragers who search far and wide to make healthy living easy, delightful and delicious.

Forest Green + Parchment White + Fresh Green

FORAGER

We are a band of Foragers who search far and wide to make healthy living easy, delightful and delicious.

Meyer Yellow + Forest Green

FORAGER

We are a band of Foragers who search far and wide to make healthy living easy, delightful and delicious.

Approachable Olive + Parchment White

FORAGER

We are a band of Foragers who search far and wide to make healthy living easy, delightful and delicious.

Confident Berry + Parchment White

NOPE!

Avoid secondary color pairings with low contrast.

WE CARE

Only we create The Sprouts Feeling. A feeling of excitement to forage and discover something fresh and new, healthy and delightfully delicious just for you.

Fresh Green + Quirky Beet

WE CARE

Only we create The Sprouts Feeling. A feeling of excitement to forage and discover something fresh and new, healthy and delightfully delicious just for you.

Forest Green + Passionate Apple

WE CARE

Only we create The Sprouts Feeling. A feeling of excitement to forage and discover something fresh and new, healthy and delightfully delicious just for you.

Sprouts Green + Confident Berry

HAPPY FORAGING!