

# SPROUTS<sup>TM</sup>

## FARMERS MARKET

### VENDOR STYLE GUIDE

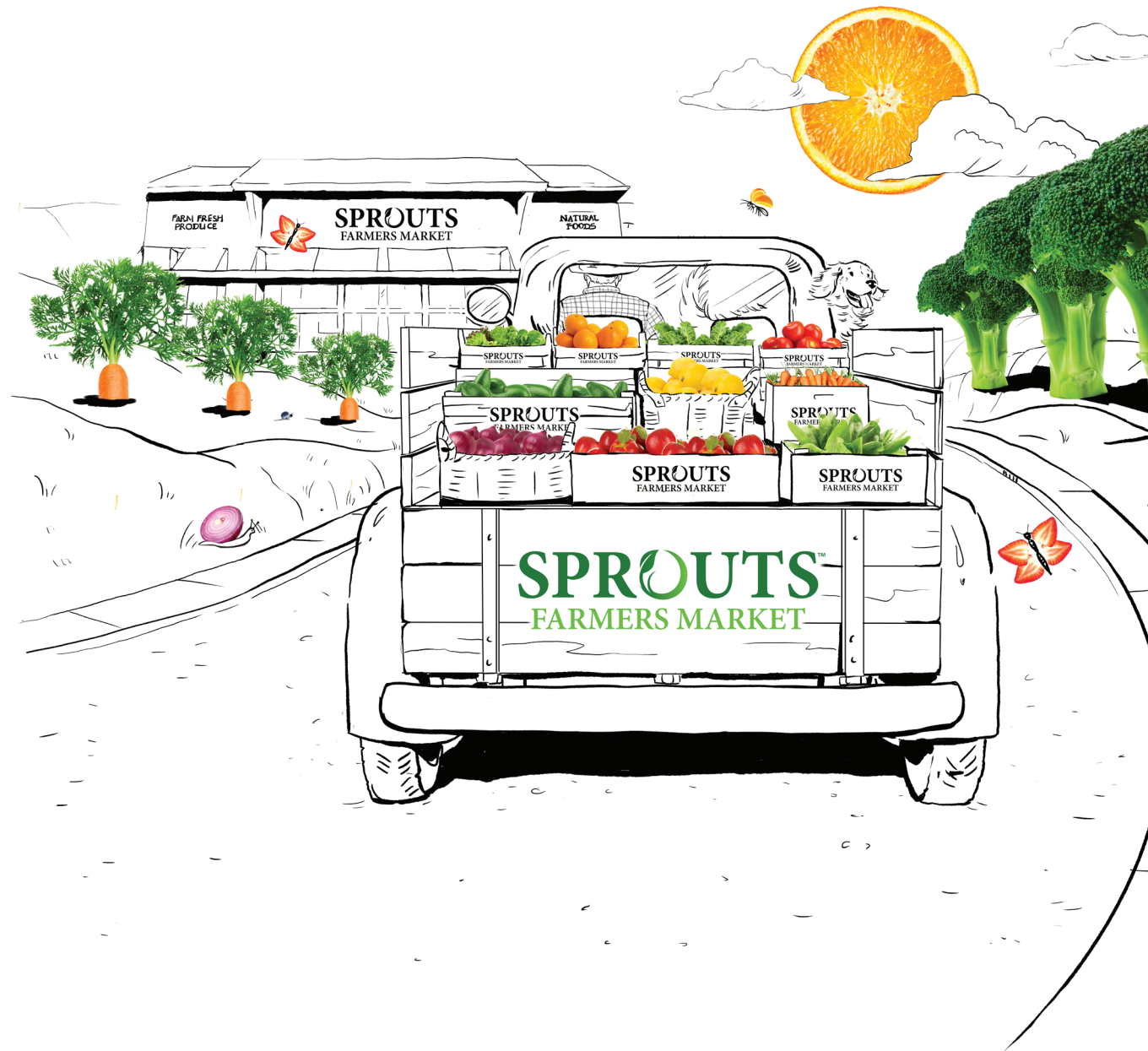
## FOR MORE INFORMATION

All of the assets detailed in this document are available for download from the multimedia library on [about.sprouts.com/multimedia-library](https://about.sprouts.com/multimedia-library)

## APPROVALS

All designs and copy must be approved by Sprouts' Marketing Department. This includes packaging, POS, advertising, PR and any other applications associated with the brand. Please submit your proposed use of the brand assets for approval to: [brandapprovals@sprouts.com](mailto:brandapprovals@sprouts.com).

We're happy to answer any questions you may have.





### PRIMARY LOGO

The primary logo should be used as provided, never altered or recreated.

PRIMARY LOGO



## CLEAR SPACE SPECIFICATIONS

To ensure the Sprouts Farmers Market logo has consistent, optimal legibility and prominence, an area of clear space should be maintained around the logo.

The clear space should be .5X or the height of the “S” in SPROUTS.



## MINIMUM SIZE

Digital: The minimum height of the logo should be 470px.

Print: The minimum height of the logo should be 0.4 inches.

# CLEAR SPACE & MINIMUM SIZE

**4 COLOR / GRADIENT LOGO**  
**Primary Logo**



This is the primary and preferred logo for use and should be displayed on white or light color backgrounds.

APPROVED  
LOGO USAGE

**1 COLOR / NON-GRADIENT LOGO**  
**Secondary Logo**

**SPROUTS**<sup>™</sup>  
FARMERS MARKET

Use white logo on a background of 40% opacity or higher.

**SPROUTS**<sup>™</sup>  
FARMERS MARKET

Use green logo (PMS 2465) for 1 color applications with a white or light background.

**SPROUTS**<sup>™</sup>  
FARMERS MARKET

Use black logo for applications limited to black and white or grayscale production.



### PREFERRED LOGO BACKGROUNDS

The following examples are acceptable logo backgrounds for use with our primary logo.



WHITE



WHITE WOOD



### LOGO BACKGROUND DON'T'S

The primary logo cannot be used on top of contrasting colors. The logo should not appear on a background that is the same color family (green).



# BACKGROUND DOS AND DON'TS



**DO NOT** distort or warp the logo in any way.



**DO NOT** change the gradient angle.



**DO NOT** rotate the sprout.



**DO NOT** apply any effects.



**DO NOT** change the basic colors.



**DO NOT** remove Farmers Market or use only part of the logo.



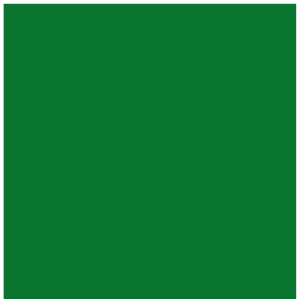
## LOGO DON'Ts

It is important that the appearance of the logo remains consistent. 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 — **there are no exceptions.**

# LOGO DON'Ts

# SPROUTS™

## FARMERS MARKET



**PANTONE®**  
2465 C

### PANTONE® 2465 C

Color values:

RGB	30 111 48
HEX/HTML	1E6F30
CMYK	78 0 99 43



**PANTONE®**  
360 C

### PANTONE® 360 C

Color values:

RGB	108 194 74
HEX/HTML	6CC24A
CMYK	59 0 90 0

# PRIMARY COLOR PALETTE



***SPROUTS, WHERE  
GOODNESS GROWS™***



#### **TAGLINE USAGE**

Our official tagline is  
**Sprouts, Where Goodness Grows™**

The tagline must always start with “Sprouts,”, end with no punctuation and a trademark symbol.

***WHERE  
GOODNESS GROWS***



#### **DO NOT USE**

- ❌ Where Goodness Grows
- ❌ It's Healthy Living for Less!
- ❌ Healthy Living for Less!

**TAGLINE USAGE**