

SPROUTS[®]

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

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

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



SPROUTS[®]

FARMERS MARKET

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



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



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



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



LIGHT SURFACE OR TEXTURE



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



SPROUTS
FARMERS MARKET

DO NOT distort or warp the logo in any way.



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DO NOT change the gradient angle.



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DO NOT rotate the sprout.



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DO NOT apply any effects.



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DO NOT change the basic colors.



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

Color values:

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

PANTONE[®]
2465 C



PANTONE[®] 360 C

Color values:

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

PANTONE[®]
360 C

PRIMARY COLOR PALETTE



VENDOR ADVERTISING

Include an introductory phrase, such as “available at” or “buy now at,” above or in front of the logo that acknowledges the partnership with Sprouts Farmers Market.

VENDOR ADVERTISING

**SPROUTS, WHERE
GOODNESS GROWS®**



TAGLINE USAGE

Our official tagline is:

Sprouts, Where Goodness Grows®

The tagline must always start with “Sprouts,” and end with the registered trademark symbol

**WHERE
GOODNESS GROWS**



DO NOT USE

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

TAGLINE USAGE