

PLENTY  
& GRACE



BRAND STANDARDS

## Introduction

Located in South Surrey, BC, the Plenty & Grace Co Ltd Food Hub & Innovation Centre is a 5000-square-foot shared-use food production facility built to support B.C.'s artisan food producers and Fraser Valley farmers. We are part of the B.C. Food Hub Network, which aims to foster growth and innovation in the processing sector through improved industry access to facilities, equipment, technology, technical services and business support.

We're creating a cooperative community of like-minded entrepreneurs who share innovative and creative values producing delicious products from B.C. grown ingredients to be shared with the world.

## MISSION STATEMENT

The goal of the Food Hub is to build a supportive and inclusive space for innovation and development, in a cooperative community model with a vision to create a collaborative environment, where shared expertise and knowledge is key to the success of our clients.

## General Brand Guidelines

### DO

- Use our brand assets to refer to Plenty & Grace, our services or anything else we offer.
- Comply with our brand guidelines.

### DO NOT

- Alter these brand assets in any way.
- Use any other images, illustrations, content or other assets from this domain without permission.
- Use the brand assets in a way that suggests or implies partnership, sponsorship or endorsement by Plenty & Grace.
- Combine these assets with any other graphics, without permission.
- Use these brand assets as part of your own product, business, or service's name.
- Present the brand assets in a way that makes them the most prominent or distinctive feature of what you're creating.



## Primary Logo



## Variations





**Exclusion Zone**





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## Incorrect Logo Usage



DO NOT  
STRETCH



DO NOT  
DELETE ELEMENTS



DO NOT  
ROTATE



DO NOT  
ADD EFFECTS



DO NOT  
INSERT AN IMAGE



DO NOT  
RECREATE