



THE FARM STORE BRAND GUIDELINES

BY EverGRO 

ORANGE | MADISON | LOUISA | FRONT ROYAL



THE BRAND

Building the company brand is everyone's responsibility. How you look, the way you answer the phone, your attitude, and the way you greet customers, all reflect on the company either in a positive or negative way. Developing a new brand is a long and strategic process. The wrong move can set the process back. Examples being Bud Light and now it seems Cracker Barrel may have made the wrong move too. The guidelines below are not meant to hinder performance but to build the brand around the core values of the company and ensure a great customer experience. **The Brand: Help It Grow!**



**THE
FARM
STORE**
BY EverGRO FS



MISSION



Establish consistent brand awareness for *The Farm Store by EverGRO FS* across all retail store locations and marketing channels.

VISION



The Farm Store by EverGRO FS brand will overtake the EverGRO FS brand for the retail store awareness and name, and become the most recognized local brand for home products, gardening, lawncare, pet supplies, farm supplies, animal nutrition (feed and minerals), equine products, animal health, lubricants, propane, etc.

CORE VALUES

Continue to develop branding that promotes a great customer experience.





THE MESSAGE



Basic Communication

In a nutshell, The Farm Store is the name of our stores, not EverGRO. While EverGRO FS is prominent on our buildings, it should be downplayed for the retail side of the business.

How to Answer the Phone

Phone answering as well as on hold messaging should emphasize and reflect The Farm Store rather than EverGRO. Please answer the phone as follows:

“Thank you for calling *The Farm Store*, how can I help you.”





APPAREL

Wear The Farm Store Brand Proudly!

Retail store employees should wear the red t-shirt, and it should be visible at all times. Think of it as your uniform and everyone should look the same. If it's cold, try to wear the t-shirt over something warm.

Managers should wear the red polo. Warehouse employees should wear the hi-viz t-shirt or hoodie.





LOOK & FEEL

COLOR PALETTE:



Primary Red Color:

- Hex: #dd1e36
- PMS: 199 C
- CMYK: 7% 100% 84% 1%
- RGB: 221% 30% 54%



Secondary Dark Red Color:

- Hex: #921c23
- PMS: 7427 C
- CMYK: 27% 99% 93% 27%
- RGB: 146% 28% 35%



Dark Red (Used only for background woodgrain color or as a contrasting color)



TYPEOGRAPHY



The Farm Store element of the logo is not a specific font. It was graphically created and cannot be mimicked using a font. The BY EverGRO FS is also a combination of a font and graphical elements. It should be aligned with the right edge of STORE and should be 78% of the width of the logo. The "F S" element is a trademark of GROWMARK and must include the registered trademark symbol.

Primary Font:

Bebas Neue (family)

This is an all-caps font

Secondary Font:

Arial Narrow (family)

BEBAS NEUE BOLD

BEBAS NEUE REGULAR

BEBAS NEUE BOOK

BEBAS NEUE LIGHT

BEBAS NEUE THIN



BACKGROUNDS | TEXTURES



Various backgrounds and textures that can be used with The Farm Store logo.





STORE SIGNAGE & GRAPHICS

Store graphics and wayward signs are designed to give customers a pleasant experience as well as quickly recognize our brand.



GONDOLA TOPPERS

Describes The Products on Each Gondola



AISLE & WALL SIGNS

General Area Descriptions



3-SIDED AISLE SIGNS

Aisle number and description signs are 3-sided signs that hang from the using a chain and magnetic hook that attaches to the metal suspended ceiling frame. The bottom should be 8 ft. from the floor minimum.



Produced by:

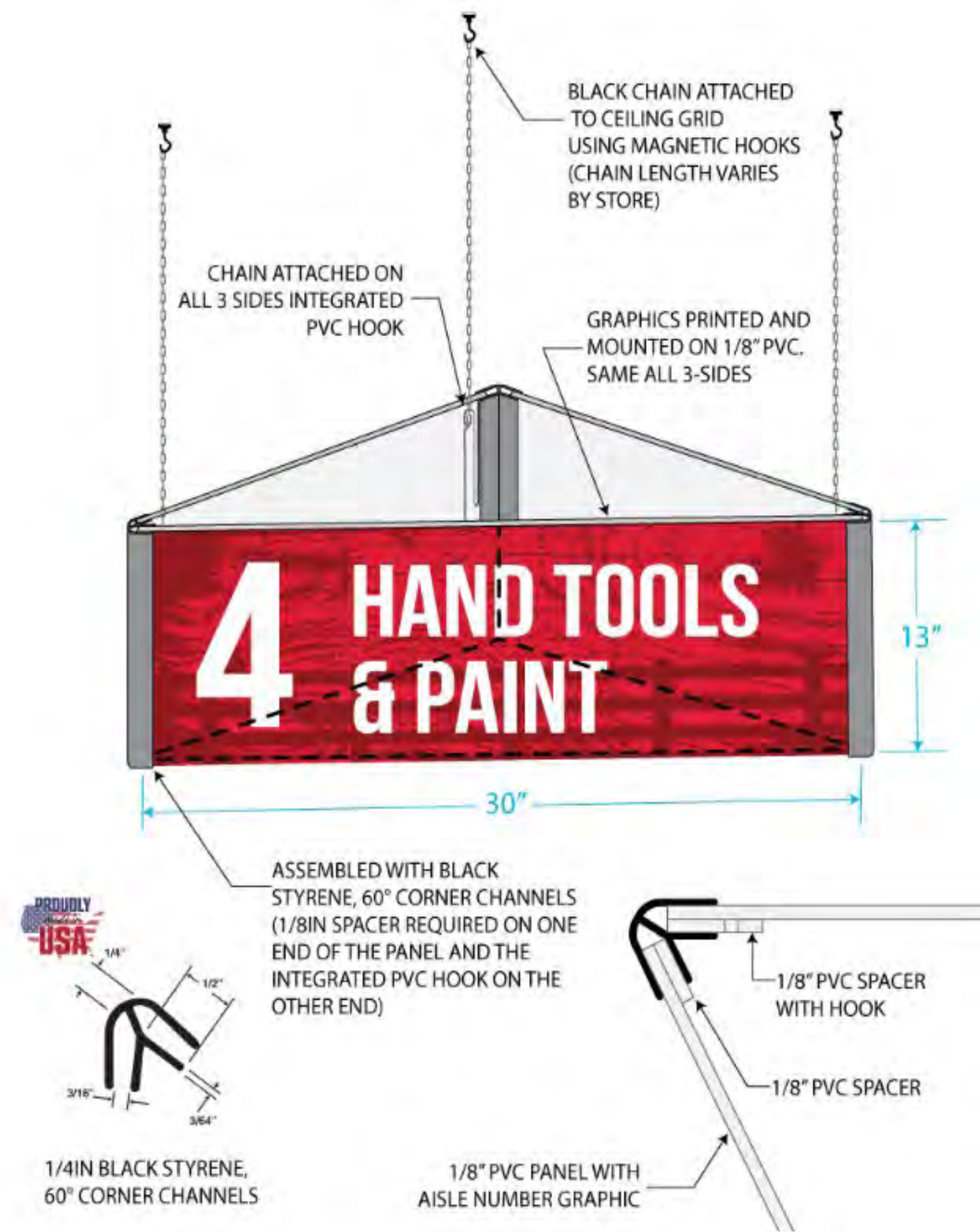
More Vang

Account Manager:

Lindsey Bankert | 703.212.2219 | lbankert@morevang.com

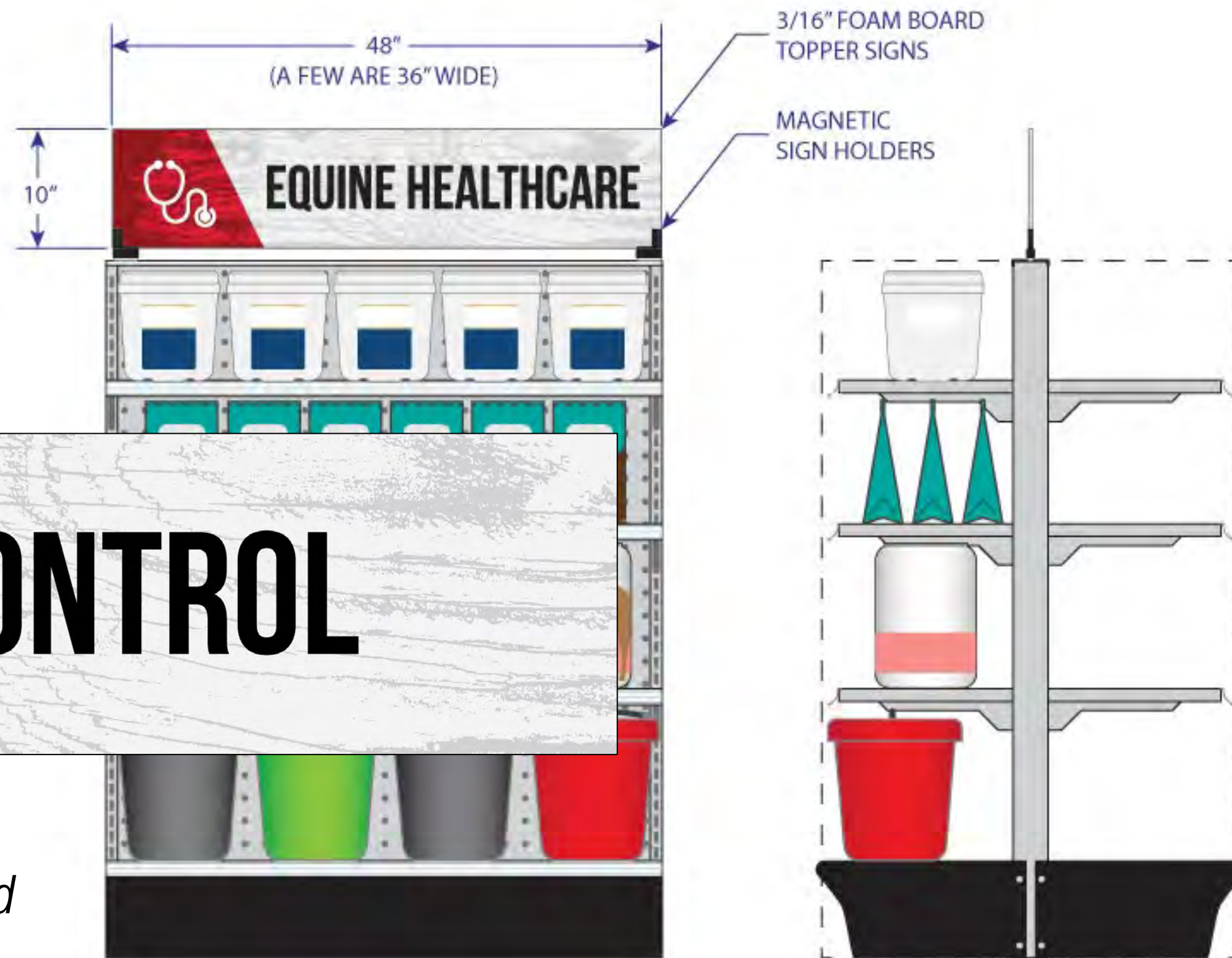
More Vang Pickup location:

More Vang | 4216 Wheeler Ave., Alexandria, VA 22304



GONDOLA TOPPERS

Each gondola should have a graphic that describes the contents of the section. They are attached to the gondola with magnetic holders on each side. The graphic depicts the contents on both sides of the gondola.



INSECT CONTROL



The gondola graphics must not be obstructed by products! Shelves should be adjusted for all the signs to be clearly visible.

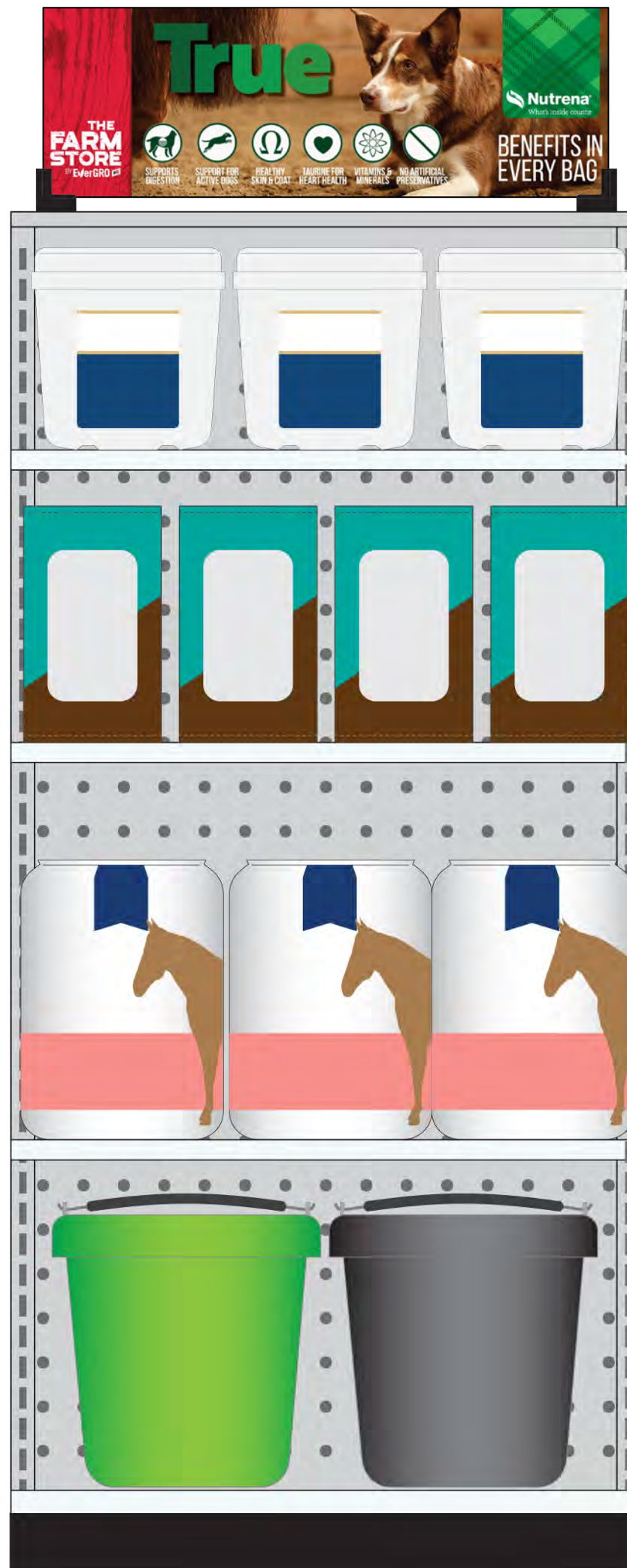
END CAPS

End cap graphics can have a variety of content including but not limited to sale advertising, generic information about the aisle, coming events, product information, etc. Specify width (36" or 48")

36" or 48"



12"



EXAMPLES



Use the signage update request form to order end cap graphics.

PRICING TAGS / SIGNS

Pricing signs are made from a template provided by marketing. They are printed in color on a copy machine in color on 8 ½ x 11 paper and laminated. Contact Marketing if a custom sign is needed.



PALLET SKIRTS

Use branded pallet skirts when available.





REVIEWS (POSITIVE)

Google reviews build credibility, improves local SEO and search rankings, attracts more potential customers, influences purchasing decisions, and provides valuable customer feedback for business improvement. A strong review presence helps a business stand out, fosters trust within the community, and can lead to increased brand awareness and customer loyalty.



Randy Kelly

Really friendly staff. Amazing pricing.
Best kept secret in Louisa



ORANGE



MADISON



LOUISA



FRONT ROYAL



CONTACT MARKETING



WESLEY HARMON | Marketing Manager
CELL: 662-242-4092
Wesley.Harmon@EverGROFS.com

SERENA HUMPHREY | Marketing &
Communications Specialist
CELL: 443-789-1391
Serena.Humphrey@EverGROFS.com



BRAND GUIDELINES





BRAND AUDIT

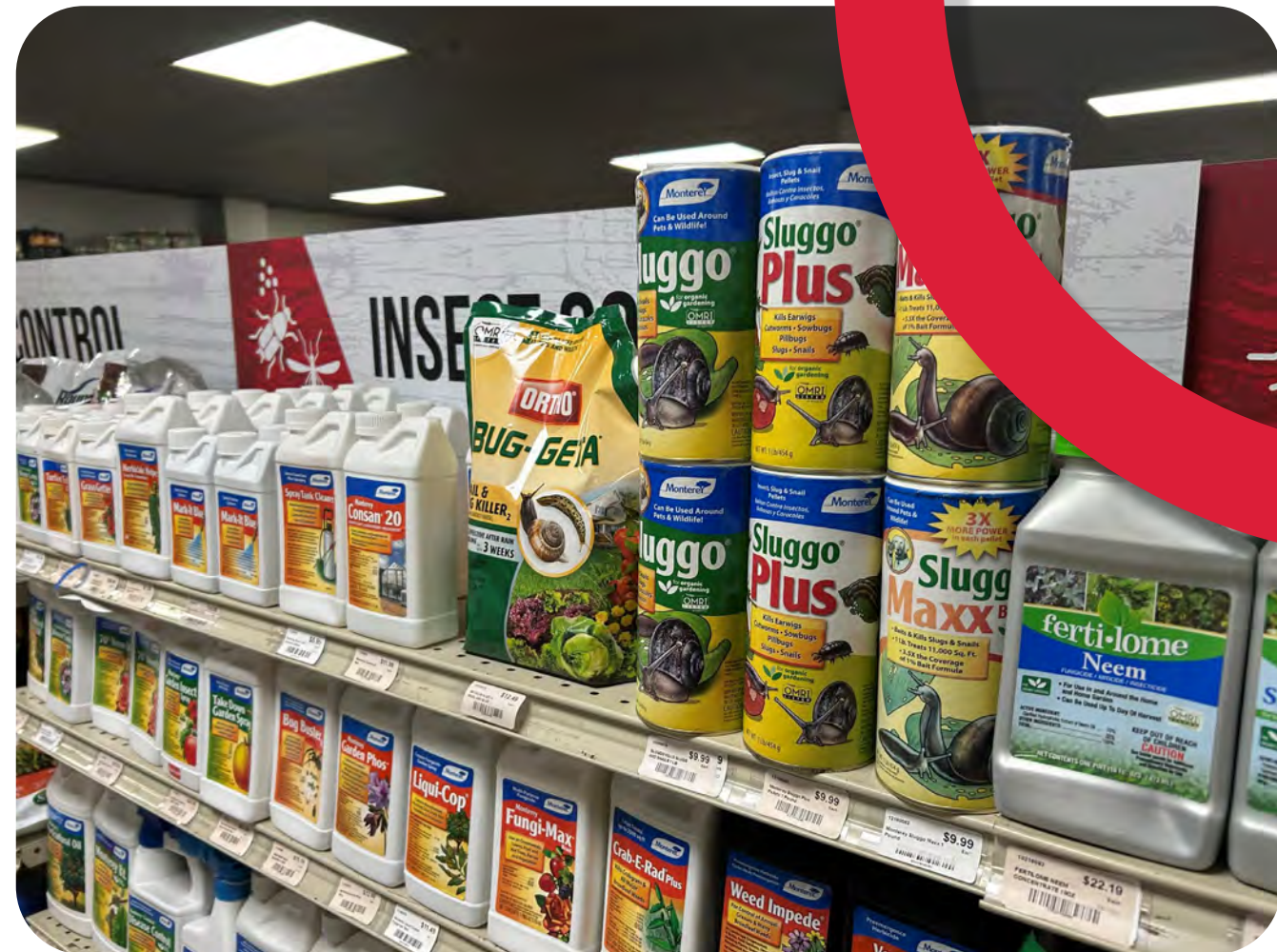
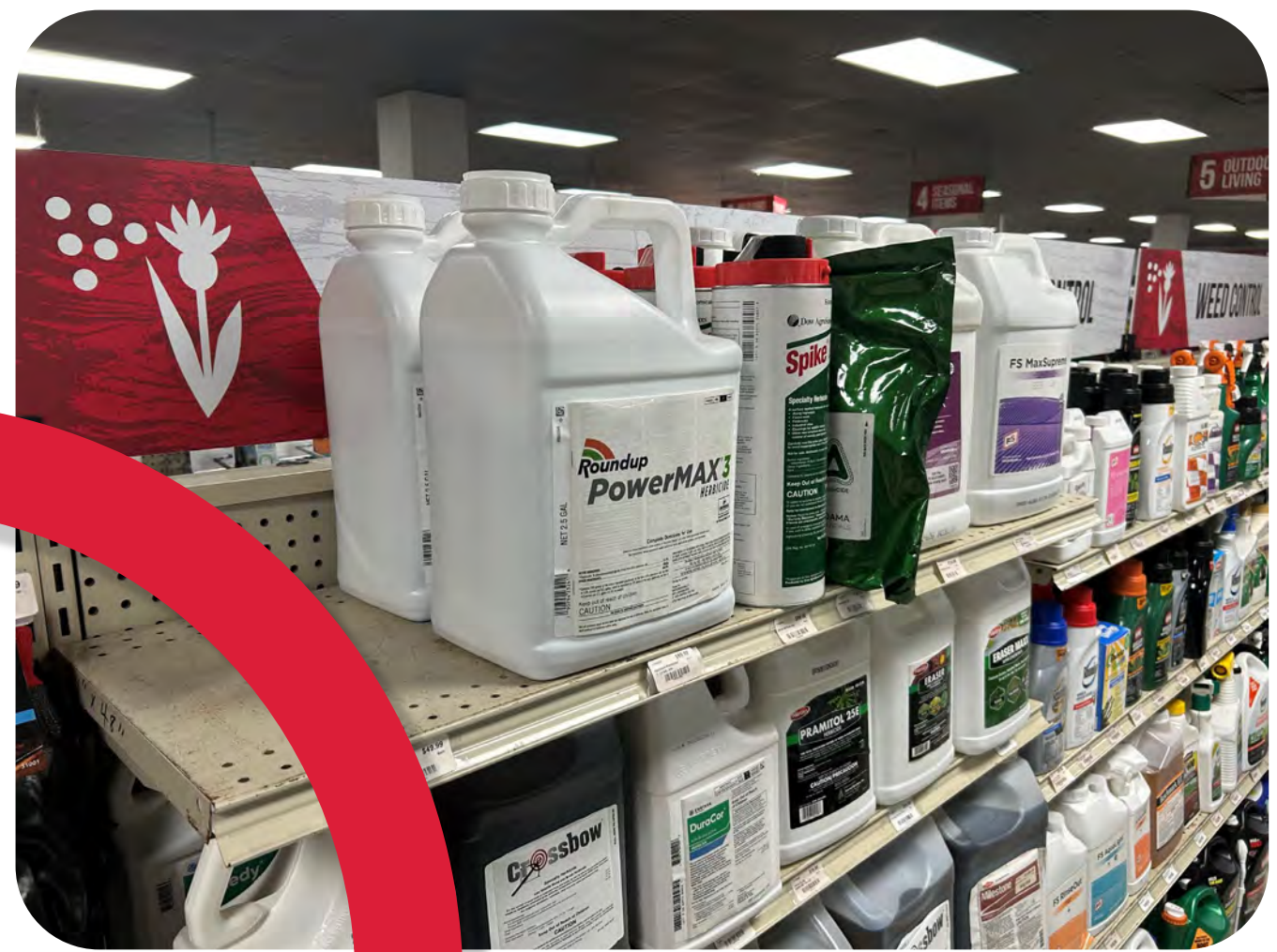
A store audit will be conducted periodically to grade each facility on how well they are representing the brand and company. Each store that receives a favorable score, will receive a prize package such as pizza for everyone, or another incentive being considered.

THE FARM STORE
BY EverGRO

RETAIL BRANDING AUDIT

| | 1 | 2 | 3 | 4 | 5 |
|---|--|--------------------------|--------------------------|--------------------------|--------------------------|
| Overall store appearance | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Interior store appearance | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Exterior store appearance | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Retail employee branded attire | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Warehouse employee branded attire | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Condition of hanging signs | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Condition of gondola toppers | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Accuracy of gondola toppers and other signage | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Interaction with customers | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Phone communication | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Proper use of branded pricing signs | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Total Points | <input type="text"/> | | | | |
| Notes and corrections: | <div style="background-color: #e0e0ff; height: 100px; width: 100%;"></div> | | | | |
| Person inspecting: | <input type="text"/> | | | | |

VIOLATIONS



| | | | | | |
|---|---|---|---|---|---|
| Overall store appearance | 1 | 2 | 3 | 4 | 5 |
| Interior store appearance | 1 | 2 | 3 | 4 | 5 |
| Exterior store appearance | 1 | 2 | 3 | 4 | 5 |
| Retail employee branded attire | 1 | 2 | 3 | 4 | 5 |
| Warehouse employee branded attire | 1 | 2 | 3 | 4 | 5 |
| Condition of hanging signs | 1 | 2 | 3 | 4 | 5 |
| Condition of gondola toppers | 1 | 2 | 3 | 4 | 5 |
| Accuracy of gondola toppers and other signage | 1 | 2 | 3 | 4 | 5 |
| Interaction with customers | 1 | 2 | 3 | 4 | 5 |
| Phone communication | 1 | 2 | 3 | 4 | 5 |
| Proper use of branded pricing signs | 1 | 2 | 3 | 4 | 5 |
| Total Points | | | | | |

Notes and corrections:

Person inspecting:

Inspection date:



CHICKEN FEED

PLF 16% EGG MAKER LAYER CRUMBLE

\$14.89

PLF 16% EGG MAKER LAYER PELLETS

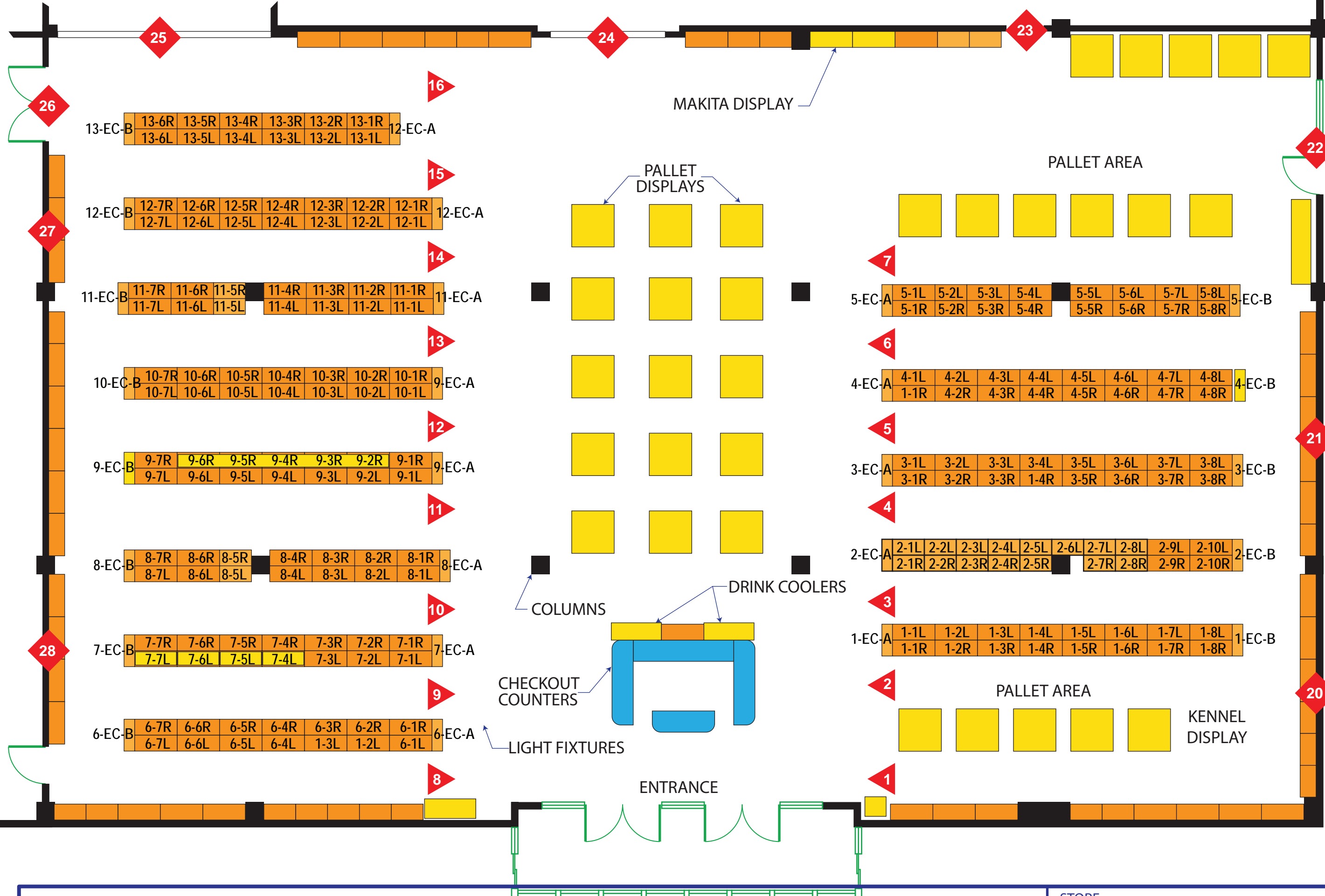
\$14.99

NATUREWISE LAYER PELLETS 17%









\$19.95

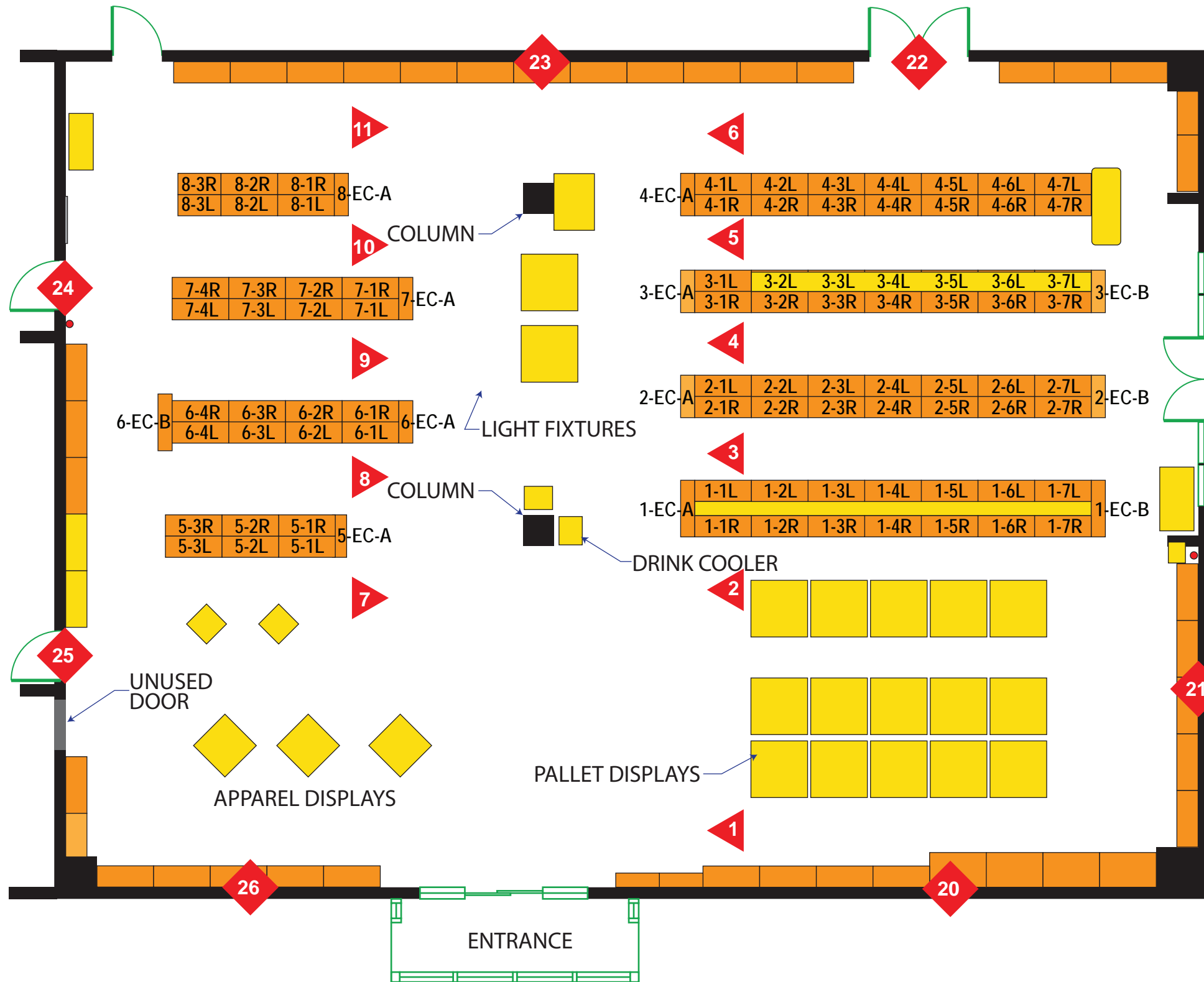
NATUREWISE LAYER CRUMBLE 17%

\$20.95











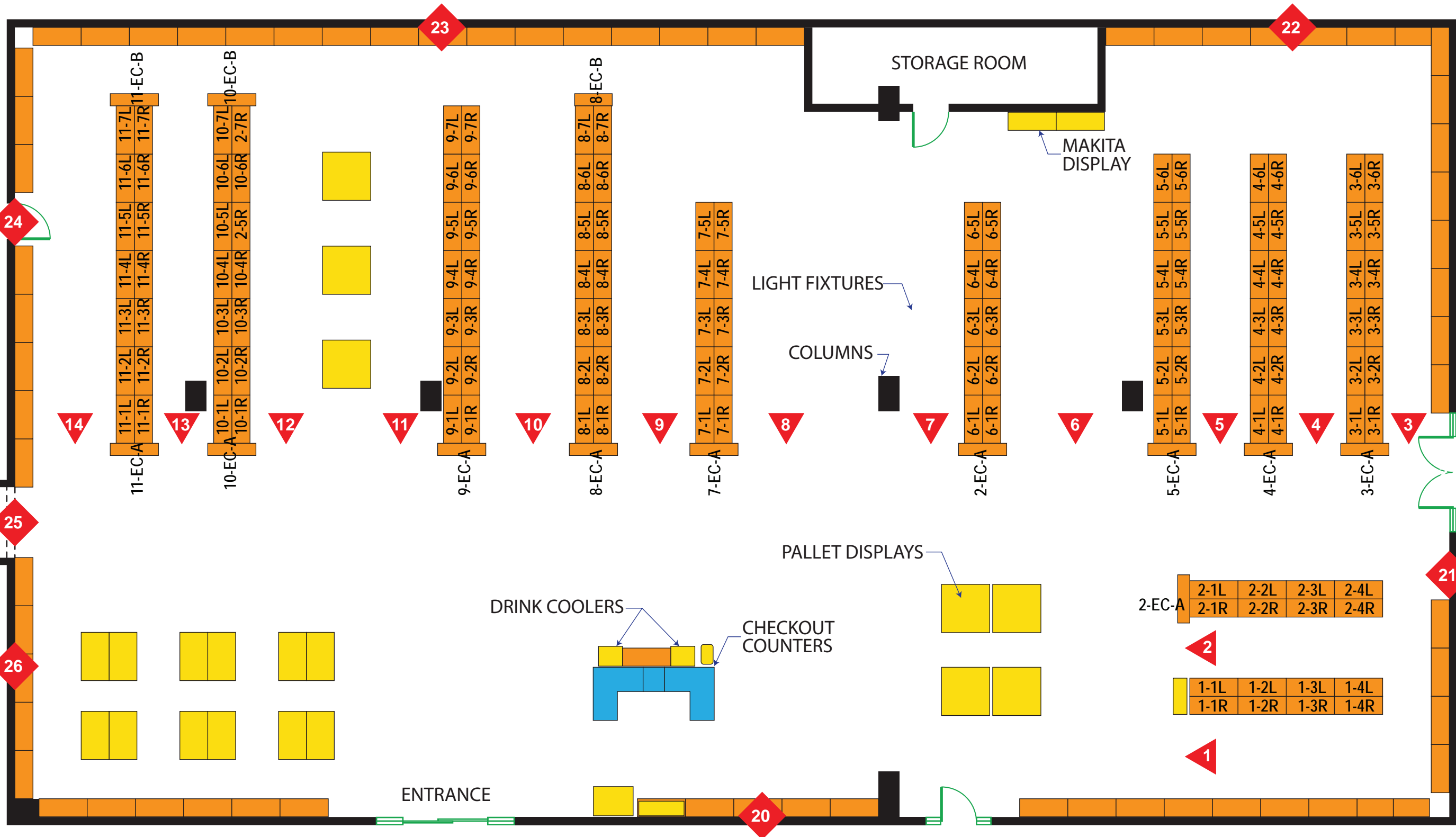
SYMBOLS

-  3-SIDED HANGING AISLE SIGNS
-  WALL MOUNTED SIGNS
-  4' GONDOLA WITH SECTION TOPPER DWG REF
-  3' GONDOLA WITH SECTION TOPPER DWG REF
-  3' GONDOLA WITH END CAP GRAPHIC DWG REF
-  PALLET, DISPLAYS & OTHER FIXTURES
-  CASEWORK
-  SUSPENDED CEILING GRID











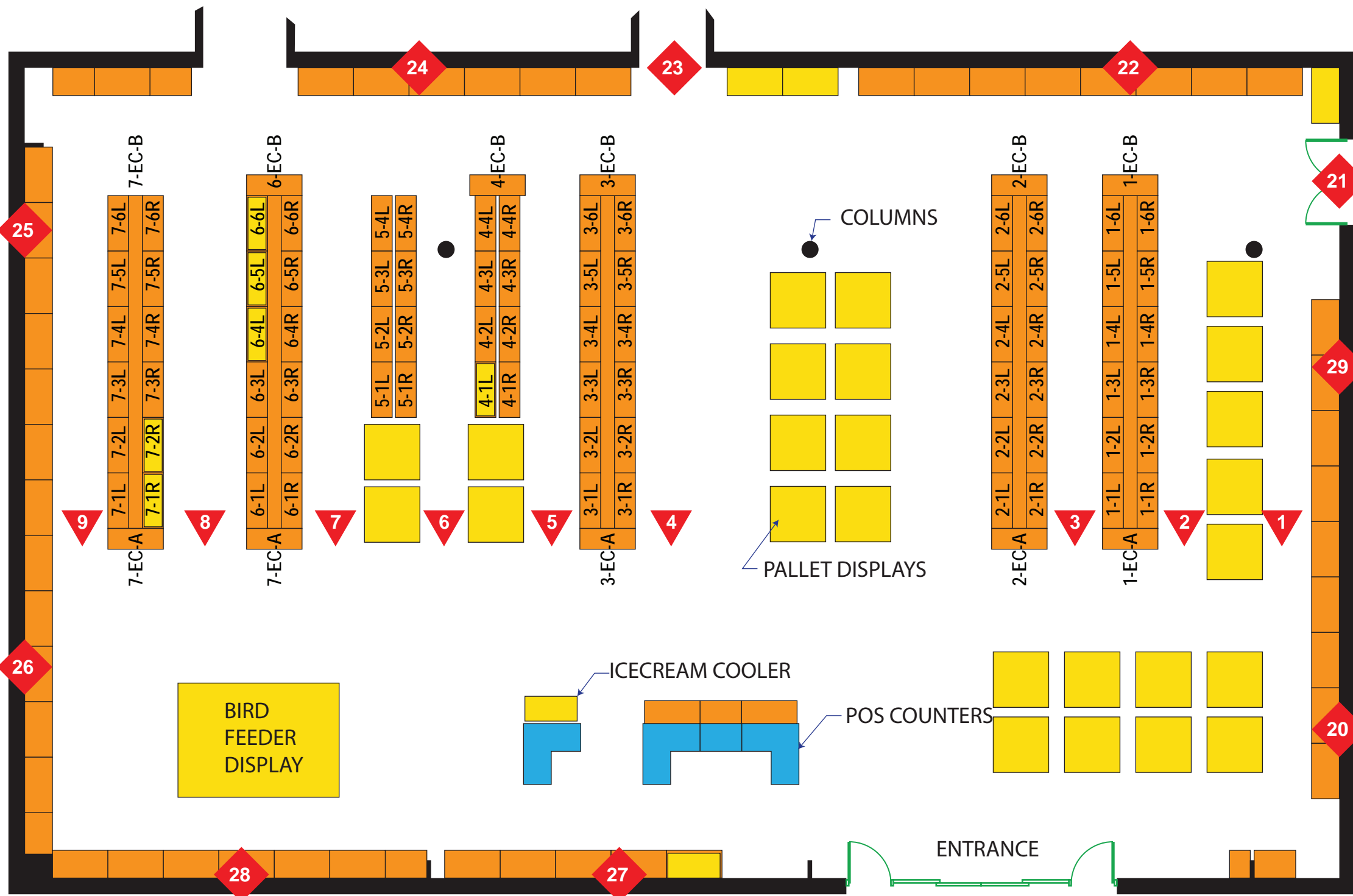
SYMBOLS

-  3-SIDED HANGING AISLE SIGNS
-  WALL MOUNTED SIGNS
-  4' GONDOLA WITH SECTION TOPPER DWG REF
-  3' GONDOLA WITH SECTION TOPPER DWG REF
-  3' GONDOLA WITH END CAP GRAPHIC DWG REF
-  PALLET, DISPLAYS & OTHER FIXTURES
-  CASEWORK
-  SUSPENDED CEILING GRID











SYMBOLS

-  3-SIDED HANGING AISLE SIGNS
-  WALL MOUNTED SIGNS
-  4' GONDOLA WITH SECTION TOPPER DWG REF
-  3' GONDOLA WITH SECTION TOPPER DWG REF
-  3' GONDOLA WITH END CAP GRAPHIC DWG REF
-  PALLET, DISPLAYS & OTHER FIXTURES
-  CASEWORK
-  SUSPENDED CEILING GRID



SYMBOLS

-  3-SIDED HANGING AISLE SIGNS
-  WALL MOUNTED SIGNS
-  4' GONDOLA WITH SECTION TOPPER DWG REF
-  3' GONDOLA WITH SECTION TOPPER DWG REF
-  3' GONDOLA WITH END CAP GRAPHIC DWG REF
-  PALLET, DISPLAYS & OTHER FIXTURES
-  CASEWORK
-  SUSPENDED CEILING GRID