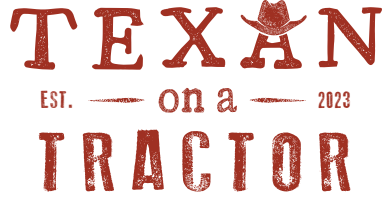
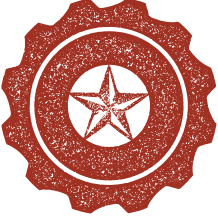


Logos

The brand identity includes a range of logo formats, allowing for impactful usage across various applications.

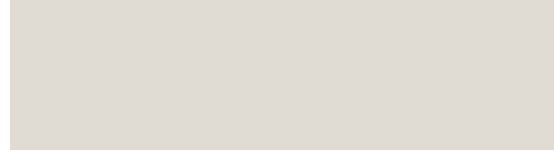

Logomark


Logotype

Rectangle	Square	Round	Favicon
			

Colors

The brand's primary red, reminiscent of classic barns and the company's signature tractor, provides a vibrant counterpoint to the earthy, tranquil tones of its nature-inspired palette, creating a sense of rustic energy.

				
rustic red HEX: 9f3022 RGB: 159 48 34 CMYK: 0 70 79 38	midnight cyan HEX: 506a70 RGB: 80 106 112 CMYK: 71 48 47 17	dark olive HEX: 6a7360 RGB: 106 115 96 CMYK: 58 42 62 18	dust HEX: a6a59d RGB: 166, 165, 157 CMYK: 37, 30, 36, 1	quartz HEX: cfc9be RGB: 207, 201, 190 CMYK: 19, 16, 23, 0

Typography

Headings, subheadings, and body text:

Museo

100 **700**
300 **900**
500 **1000**

Avenir

Light Medium
Book **Black**
Roman **Heavy**

Logotype:

TEXAN = Essays1743
TRACTOR = Old Press

Tone

Friendly. Clear. Relatable.

This brand fosters genuine connection through warm, clear, and relatable language.

It speaks to everyday experiences, creating a sense of shared, mutual understanding and trust, like a conversation with a friend or neighbor.

The brand embodies authenticity, rural living, and southern hospitality, reflecting the challenges and rewards of homesteading and farming.