

• R •

HARDROCK

RANCH

BRAND IDENTITY
08/01/2022



At Hardrock Ranch, we live to preserve this way of life for you, our children, our community, and our animals. Through high-quality locally grown, raised, and harvested hay we provide to our community so they can keep living, thriving, and growing in these moments.



Supporting future farmers, supporting this lifestyle through involvement within the community. Recognizing that this lifestyle is to be cherished. We are losing ranches, farms, and this type of lifestyle. Hardrock Ranch doesn't just sell hay to make money - we sell it to preserve this farm lifestyle for future generations.



HR.

When we look out across our little slice of heaven, we feel deep in our bones that this is what life is all about.

These are the moments we live for.

A cow lowing in the pasture.

The neighbor's tractor buzzing through the fields.

A baby foal nibbling at her first taste of hay.

Knowing this life, this goodness, this wholesomeness, and slow pace.



Roboto Slab

Manrope

Bold

Manrope

Regular

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◆ BRAND STATEMENT

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At Hardrock Ranch, we live to preserve this way of life for you, our children, our community, and our animals. Through high-quality locally grown, raised, and harvested hay we provide to our community so they can keep living, thriving, and growing in these moments.

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What We Do

We are a local, family-owned & operated hay farm. We till, plant, grow, harvest, and sell locally. We believe deeply in honesty and integrity and value our local community relationships and “a good hard day’s work.” These values are reflected back into our product – meaning you will always get the best hay we can offer. We only sell our hay product locally. Period. When times are tough and prices are high, we aim to hold the line for our local family with both self-service hay and hay on demand.

How We Do It

At Hardrock Ranch, we exclusively offer high-quality, organic hay products that we not only sell to the community but that we use to feed our own Hardrock animals. Our hay product is a nutrient-rich, dense hay that is grown without the use of chemicals and watered strictly through rainfall. We rely on mother nature for our products, and mother nature takes care of us.

Our availability, quantity, and nutrient density of all our hay products depend on the environment around us. We lean on nature as much as possible, relying on wilding pollination and rain during the growing season. However, it is also our responsibility to protect surrounding land and adhere to local agricultural guidelines, such as spraying for noxious weeds.

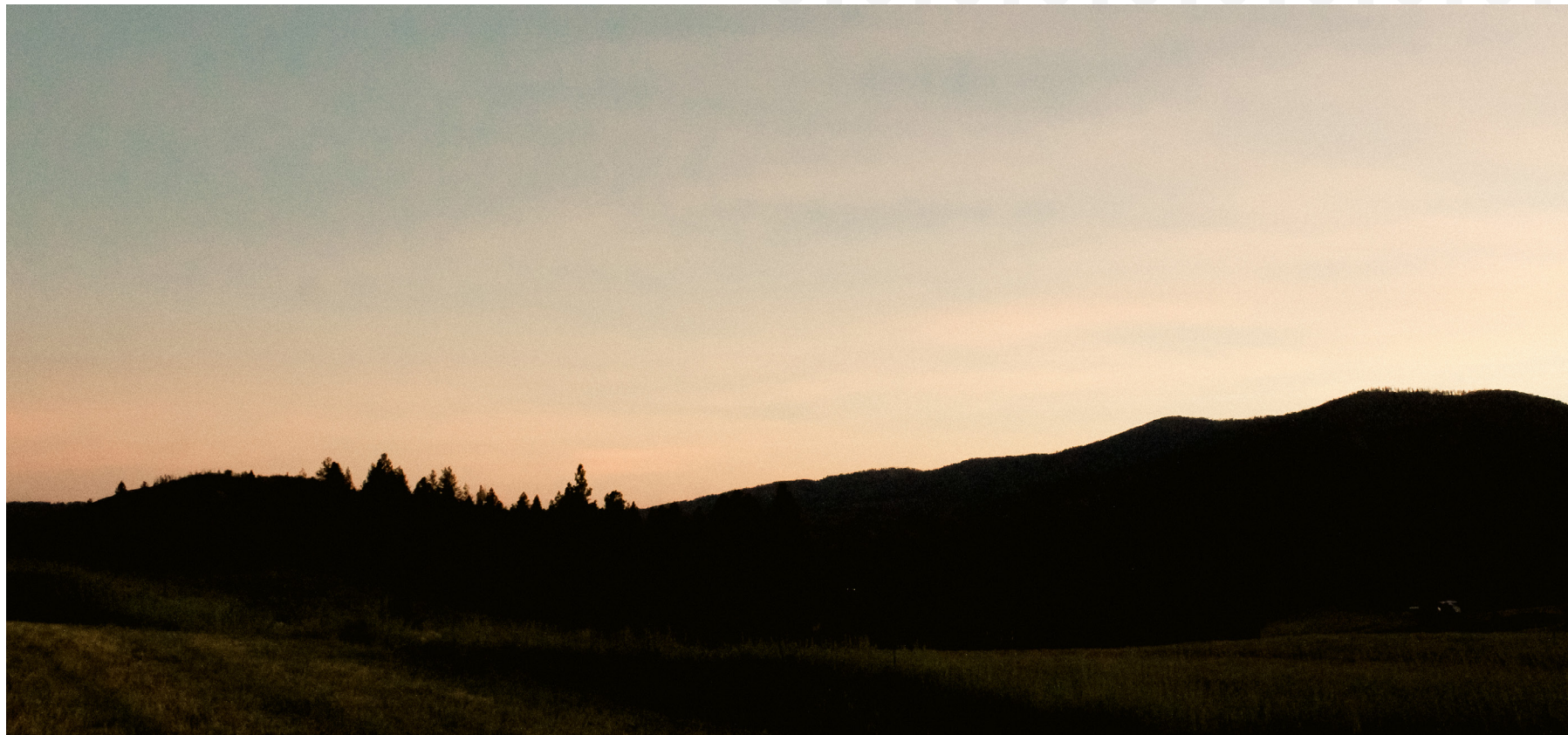
Since we harvest only once a year, our stock is highly desirable and sought after. Our loyal community of farmers turn to us during every harvest season, and we provide the opportunity for them to stock up on their yearly hay. Winters can be tough. Drought can be devastating. But when you work with Hardrock Ranch, you have another ranch hand on your side who understands the nature of farming, business and how unpredictable they can both be.





About Us/Our Story

Named after the local road it sits upon, Hardrock Ranch was started as a way to use its beautiful hay-rich fields to provide honest farmers with honestly grown hay products. The ranch sits upon a 390-acre farm run by a family who moved to the country, aching for the wide-open spaces and the horse pasture land that Hardrock provided.



But shortly after the transition from city to country, Hardrock became more than a family seeking wide open spaces, but about connecting and creating a community around their hay product. Built off the American Dream and leaning into the slow life and creating a community of neighbors and friends—Hardrock strives to connect, grow and lean into the slow life of community, friends, and family.

◆ CORE VALUES

Core values are the fundamental beliefs of our company. These guiding principles dictate behavior and can help people understand the difference between right and wrong.



Farmers Connect With Farmers.

Our referral network is word-of-mouth. Our success is farmers to farmers. We rely on this network, and they rely on us. We take care of one another, and we help out those in need. At Hardrock, we sell what we need to sell but always try to keep stock for those in need. We never want animals turned out or underfed. If our farmers need a helping hand – we are there with high-quality hay – or even just an extra set of hands.

We Live In Local Time.

Life moves at a million miles per minute in the big city – but out on the farm? We don't count the time that way. We live our minutes as moments. Between the neighing of the horses and the crowing of the rooster. We live our moments between one harvest and the next. Between helping a neighbor pull a tractor out of a ditch or providing extra hands to move cows between pastures. We sell our hay to those farmers living in this local time – those living life in these moments.

We Believe In Wilding.

Not all of our land is seeded to grow hay. We believe that we need to nurture, maintain and give back to the land; in doing this, the land will provide for us. Every year we set aside areas of the farm to “wild.” We grow oats and wildflowers for the wild birds, animals, and bugs. When we provide them with the environment to live and thrive, they help us pollinate, fertilize and grow our hay.

Let Nature Run The Process.

Mother Nature tells us what to do – not the other way around. We do not water our plants but rely on storm systems moving through to do the watering for us. We do not unnecessarily spray harsh chemicals and pesticides on our crops - but follow local agricultural department guidelines and only spray for noxious weeds. We do not over-fertilize but rely on nature's fertilizers in the form of bugs and animals passing through to nourish and strengthen our hay.

Trust & Reliability - Practice What We Preach.

Our product is used to feed our horses. It is used in our garden. It is used as a place our chickens go to lay eggs. We would never sell our farmers a product we did not use ourselves on our own farm. From our farm to yours, we only offer a high-quality product because we would never feed our animals anything but.

PERSONALITY SPECTRUM

Our Personality Spectrum represents how our organization perceives, interprets, assesses, evaluates and responds to existing and possible threats and opportunities in business.



Elite ————— ◆ ————— Mass-appeal

From return customers on our yearly list of hay to new customers looking for pre-packaged hay-on-the go, we have options for everyone. We take pride in building relationships with return customers and offer opportunities for new clients to access this same high-quality hay. We understand that our quality comes at a higher cost, and we might not be the best fit for every farm.

Serious ————— ◆ ————— Playful

You might think you are coming to Hardrock to pick up your hay, but you will be doing so much more. Not only are we there to provide you with a high-quality product for your farm, but we strive to be more than just a line item on a chore list. We are a stop where our customers can spend some time laughing, talking, and catching up on the latest news and events in town. We have fun and get the job done, and hopefully, you will drive away with a smile on your face and a truck loaded with hay.

Conventional ————— ◆ ————— Rebel

We know our land. We know every blade of grass, every rusty nail on our fence posts, and every place our chickens like to hide their eggs. Tradition is tilled into every pasture, and our customers want to know that the hay they get with us will be there for the long haul. Hardrock Ranch respects our community's traditions and is there to help innovate and grow along with them.

Friend ————— ◆ ————— Authority

In a small town, you are going to run into customers everywhere. At the grocery store. At the local racetrack. At community events. When the entire community and town is our audience, we strive to build relationships with our farmers and create a business that is known for excellent products, services, and low prices

Mature and Classic ————— ◆ ————— Young and Innovative

Hardrock Ranch is a young, innovative business that relies on classic farming techniques. We encourage our customers to talk with us, and tell us their opinions, wants, and needs. We also rely on new techniques to grow the farming industry and improve our products.

◆ BRAND LANGUAGE

Brand language is the body of words, phrases, and terms an organization uses to describe its purpose or in reference to its products. Brand language is used in marketing to help consumers connect specific words or ideas to specific companies or products.





Honestly Grown Hay

HIGH-QUALITY HAY, EVERY TIME.

Live your unique way of life on the farm.

Nourish and support your animals with Hardrock Ranch.

Lean into slow living.

Let nature run the process.

Support wilding.



◆ BRAND PERSONAS

Brand Personas (sometimes referred to as a client avatar or customer profile) is a representation of our ideal customer—the type of person that will likely want to purchase our services or products.





Jean Wittmayer

Demographics:

Gender: Female
Age: 23
Race: White
Salary: \$30,000
Geographics: Republic, WA

Jean has lived in the Republic, WA area her whole life except for a three-year stint where she moved to Seattle to try out city living. Her time in Seattle made her realize that she missed the wide-open spaces of her hometown and moved back home to be closer to her family. She moved back in with her parents, with the goal of eventually starting up her own ranch in the future. For now, spends her time taking care of her two horses on her parent's back 2 acres, and saving up money working shifts at a local restaurant in town.

Background:

- Single with no children
- High school diploma
- Lives at home with her parents

Indicators:

- Has two horses that require hay
- Wants to stay in her hometown
- Is responsible for the health and wellness of her animals

Goals, Desires, and Aspirations:

- Wants to eventually move out of her parent's home
- Wants to make a career out of raising horses
- Would love to start a family

Challenges, Fears, Pain Points, and Frustrations:

- She wants to be taken seriously by her parents as she works and saves money
- She doesn't want to be a waitress forever
- She does not have a lot of space to store her animal's hay

Product Needs:

Hay that is both nutritious and convenient so she can have a low-cost option to feed her horses and a way to get the hay when she needs it within her busy schedule.

How the Product/Services Helps Me:

It will provide her with healthy feed for her animals, packaged in a way that she can store it for later use when she needs it.

How to Connect: (how we would likely reach them via marketing means)

- Website/Google Location Search
- Referrals/Word-of-Mouth



Marshall Briggs

Demographics:

Gender: Male
Age: 66
Race: White
Salary: \$58,000 USD/per year
Geographics: Wauconda, Wa

Marshall grew up on a 120-acre farm in Wauconda Washington, where his family ran a large lamb meat processing farm. After years of working on his parents farm, he was ready to get away from that life. When he was young, he went to Spokane Washington, where he lived, attended college, met his wife, and had children. It wasn't until his father fell ill when he was 30, that he went back to the farm to help with the business. While Marshall was home, he felt within him a burgeoning passion for running the farm and was at peace with the simplicity of living out in the country. After Marshall's father passed away, the farm went to him, and he stayed in Wauconda with his family managing the land and the lambs for over 35 years.

Background:

- Married with 3 children aged 33, 35, 38
- Bachelors in Engineering from Gonzaga's School of Engineering and Applied Science
- Grew up farming Katahdin Lambs

Indicators:

- Knows his way around a farm
- His farm is a legacy farm, and he is both financially secure and successful
- Excited about working with his grandsons to grow and manage the farm

Goals, Desires, and Aspirations:

- Only wants to purchase locally sourced and grown product
- Wants to teach his grandchildren about the importance of sustainable products and farming techniques
- Wants to invest in new types of lambs, and can only do that if he has enough food and bedding to last through the lambing season in the spring

Challenges, Fears, Pain Points, and Frustrations:

- Is frustrated that the last hay product he purchased was from outside the United States
- Wants to ensure his animals have enough hay for the winter in case there is another drought or devastating fire
- His normal hay supplier has retired, and he needs to get someone new and reliable

Product Needs:

A high-quality and reliable hay product that he can pick up himself with the help of his crew.

How the Product/Services Helps Me:

With Hardrock, he will be able to know exactly how much hay he will need for the upcoming year and can purchase that hay for a lower price since he prefers the self-serve option. Not only will he save money, but he will ensure his animals are fed throughout the year.

How to Connect: (how we would likely reach them via marketing means)

- Website
- Referrals
- Local Print Marketing



Ashley Barre

Demographics:

Gender: Female
Age: 49
Race: Mixed
Salary: \$52,000+
Geographics: Republic, WA

Ashley was raised in Republic, of Washington and at the age of 18 moved away to join the Military service. Following in her father's footsteps, Ashley joined the Army where she moved over 8 different times and worked her way up to Captain. When she was eligible to retire at 38, she moved back to Republic where her mother and two sisters still lived. Leaving the support system of the Army for civilian life was a tough transition for Ashley, and to fill the gap that her military family left, she began volunteering within the city, joining the Eagles Club and focusing on building up the community, and creating opportunities for the youth.

Background:

- Divorced with no children
- Retired Army Captain
- Plugged into the community as an Eagles Club member

Indicators:

- Involved in Eagles Club events and scholarships
- Has always supported the local community
- Attends church regularly, and is involved in community service

Goals, Desires, and Aspirations:

- Wants to focus on cleaning and building up the city of Republic, Washington
- Hopes her the scholarships she creates through the Eagle Club will help the community
- Wants to get meet all the small businesses in Republic and get them involved in community works

Challenges, Fears, Pain Points, and Frustrations:

- She sometimes feels overwhelmed by the amount of work on her plate
- She can't help everyone with her events
- Fears she will fall short of the yearly member goals at the Eagle Club

Product Needs:

A relationship with Hardrock Ranch that guarantees their involvement with community events and scholarships that is both financial and supportive.

How the Product/Services Helps Me:

Will help her, and the community of Republic reaches their fundraising goals for the community events.

How to Connect: (how we would likely reach them via marketing means)

- Website
- Referrals
- Local events



Stephen Jones

Demographics:

Gender: Male
Age: 36
Race: White
Salary: \$40,000+
Geographics: Republic, WA

Stephen was raised in Spokane Washington and attended Gonzaga University as an undergraduate. After school ended, he was looking for a position as a teacher and Republic was hiring in their science department. He moved to Republic without ever having been there, and has never left. He is now in his 9th year of teaching science for the high school and he is also highly engaged with the track team. Since Stephen was awarded a high school scholarship to attend college when he was younger, he is very involved with the scholarship committee and the school and frequently does outreach every year to award new scholarships to students.

Background:

- Engaged with no children
- Bachelors in Education from Gonzaga University
- Is the 10th grade science teacher at the high school and coaches track after school.

Indicators:

- Involved in high school sports
- Supports all school events and programming
- Was awarded a scholarship when he was a highschooler

Goals, Desires, and Aspirations:

- Wants to focus on providing scholarship opportunities for high school students
- Hopes that the children that obtain scholarships will go on to do amazing things within the community
- Wants more than just parents and families involved with scholarships, but businesses as well

Challenges, Fears, Pain Points, and Frustrations:

- Fears that if he stops his scholarship work, nobody else will be able to manage it
- Hates that he cannot help every underserved child in the district
- Feels pressure to increase the scholarship amounts every year

Product Needs:

A financial donation from Hardrock Ranch to support the high school scholarship opportunities.

How the Product/Services Helps Me:

Will help the high school reach its scholarship funding goals for students.

How to Connect: (how we would likely reach them via marketing means)

- Website
- Referrals
- Local events





LOGO VARIATIONS

Our logo is a primary visible
element within our brand.
Distinguishing our brand in
consumers' minds.



Logo Variation 1 - **Square; Full Color**



Logo Variation 1 - **Square; Full Color - White**



Logo Variation 1 - **Square; Black**



Logo Variation 1 - **Square; White**



LOGO STORY

Our home on Hardrock Ranch is built with a rustic architecture design paired with the beauty of wrought iron details. It was the wrought iron winding through our own home that inspired the logo for our ranch.

Wrought iron is a versatile material that has been used for centuries in manufacturing. Its toughness, malleability, and availability make it a coveted material for many industries. Bringing the wrought iron look and feel into our logo, we hope to mirror this valuable metal's reliability, longevity, and trustworthiness. Our logo, with its strong lines and simple shapes, reflects this goal.

At Hardrock Ranch, we strive to be just as versatile and long-lasting as wrought iron, and our logo reflects our commitment to strength, power, and beauty.



◆ LOGO VARIATIONS

Our logo is a primary visible
element within our brand.
Distinguishing our brand in
consumers' minds.

Logo Variation 2 - Horizontal; Full Color



Logo Variation 2 - Horizontal; Full Color - White



Logo Variation 2 - Horizontal; Black



Logo Variation 2 - Horizontal; White



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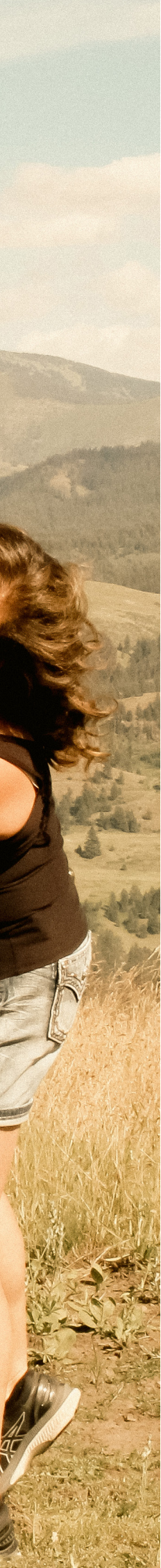
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Logo Variation 3 - **Logomark; Full Color**



Logo Variation 3 - **Logomark; Black**



Logo Variation 3 - **Logomark; White**



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COLOR THEORY

The psychology behind color theory, allows our company to further tap into branding techniques and better connect with our market.





Iron

CMYK 58/66/73/69
RGB 52/39/30
#HEX #34271E
PANTONE 412 C

- Power
- Resilience
- Professional
- Utility
- Strength

Iron is the perfect shade to communicate strength and resilience. This deep, rich color projects an air of confidence and brings forth feelings of power and usefulness. The color iron emotes feelings of capability and a sense of “take charge and get things done.”

Copper

CMYK 36/48/66/11
RGB 157/123/93
#HEX #9D7B5D
PANTONE 479 C

- Inviting
- Wealth
- Relaxing
- Soothing
- Family

Copper’s warm tone is soothing and inviting. It has a down-to-earth feel to it that makes you want for nothing more than just sitting at home with your loved ones or even cooking up some new recipes in the kitchen.

Wheat

CMYK 18/18/52/0
RGB 213/196/140
#HEX #D5C48C
PANTONE 7402 C

- Productive
- Growth
- Stability
- Farming
- Natural

Wheat is an iconic color in the farming industry that is based on the colors of the cultivated grain and staple food of the same name. This color is warm but productive, emulating the natural shades of brown to golden tones found in the wheat.

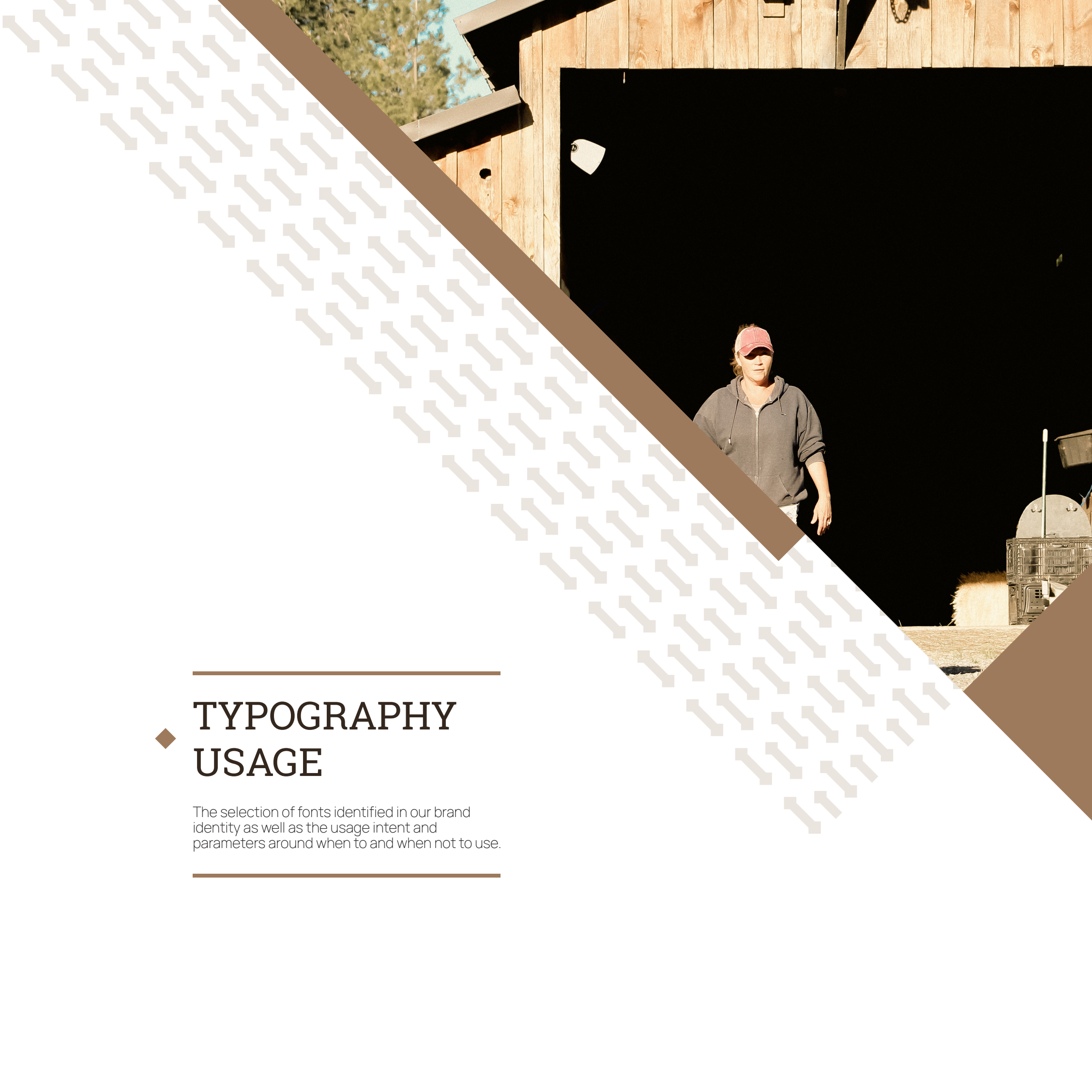
Sky Blue

CMYK 60/6/12/0
RGB 88/188/214
#HEX #58bcd6
PANTONE 637 C

- Trustworthiness
- Reliability
- Open Spaces
- Freedom
- Confidence

Sky blue is a cool, clear sky – and the vast open spaces with nothing but the horizon. This color brings to mind feelings of security, trustworthiness, loyalty, and professionalism. It makes you feel confident as you look up over the sky or gaze over your pasture and its wide open spaces.





◆ TYPOGRAPHY USAGE

The selection of fonts identified in our brand identity as well as the usage intent and parameters around when to and when not to use.



Header
Roboto Slab - Bold

Abc

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Sub Header
Manrope - Bold

Abc

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Paragraph Text
Manrope - Regular

Abc

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Sub-Paragraph Text
Manrope - Light

Abc

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Quote Text
Manrope - ExtraLight

Abc

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Attention Text
Manrope - ExtraBold

Abc

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()



FILE TYPE USAGE

After you receive your digital files, you may be wondering — what do I do with these? Why are there so many different formats? We've outlined what these are and when you might need them.





.JPG File Format

JOINT PHOTOGRAPHIC EXPERTS GROUP

Use it for photos. Opens with almost any program. It can not scale. Does not allow for transparent background.

IMPORTANT: Image quality diminishes every time it is enlarged, shrunk or saved.



.EPS File Format

ENCAPSULATED POSTSCRIPT

Use it for logos & illustrations. Opens with Illustrator & Photoshop. It can scale infinitely.

Does allow for transparent background.

IMPORTANT: Can resize file infinitely without losing any quality.



.PDF File Format

PORTABLE DOCUMENT FORMAT

Use it for web, email & files. Opens with Adobe Reader.

IMPORTANT: Option to be saved at a high or low resolution.



.PNG File Format

PORTABLE NETWORK GRAPHICS

Use it for photos & artwork. Opens with almost any program. It can not scale. Does allow for transparent background

IMPORTANT: Best used on the web.



◆ COLOR SWATCHES AND COLOR USAGE GUIDE

There are a variety of color models that you will need to utilize, depending on the scope of your project.





RGB COLOR MODEL

BEST USED FOR DIGITAL

RGB (red, green, and blue) refers to a system for representing the colors to be used on a computer display. Red, green, and blue can be combined in various proportions to obtain any color in the visible spectrum.

Levels of R, G, and B can each range from 0 to 100 percent of full intensity.

CMYK COLOR MODEL

BEST USED FOR PRINT

CMYK is a scheme for combining primary pigments. The C stands for cyan, M stands for magenta, Y for yellow, and K for key.

The key color in today's printing world is black but it has not always been.

#HEX COLOR MODEL

BEST USED FOR DIGITAL & WEB

A color hex code is a way of specifying color using hexadecimal values. The code itself is a hex triplet, which represents three separate values that specify the levels of the component colors. The code starts with a pound sign (#) and is followed by six hex values or three hex valuepairs (for example, #AFD645).

PANTONE COLOR MODEL (PMS)

BEST USED TO MAINTAIN COLOR CONSISTENCY ACROSS ALL FORMS OF MEDIA.

Pantone is a corporation that created a solid color matching system (Pantone Matching System or PMS). Pantone colors (also known as Spot colors) are a certain set of colors that will accurately match when reproduced in print because they are already pre-mixed. Therefore, Pantone colors give the truest color result.



BRAND IN ACTION

Examples of how our visual brand
elements may be used.



·H·
HARDROCK
RANCH

A cow lowing in the pasture.
The neighbor's tractor buzzing through the fields.
A baby foal nibbling at her first taste of hay.
Knowing this life, this goodness, this wholesomeness, and slow pace.



At Hardrock Ranch, we live to preserve this way of life for you, our children, our community, and our animals. Through high-quality locally grown, raised, and harvested hay we provide to our community so they can keep living, thriving, and growing in these moments.





HR
HARDROCK
RANCH

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quibus, ipsum nec aliquet viverra. Ali
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id massa.

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et tellus inter-
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em, non-

HR

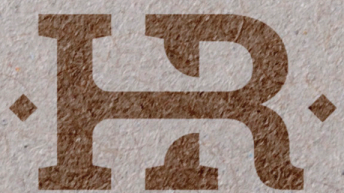
HR
HARDROCK
RANCH

HR
HARDROCK
RANCH

ADELINE TYLER
(999) 123-4567
adeline@website.com
yourwebsite.com

The logo is embossed on a dark, textured surface. It features a stylized 'HR' monogram at the top. Below it, the word 'HARDROCK' is written in a large, bold, serif font. Underneath 'HARDROCK', the word 'RANCH' is written in a smaller, all-caps, sans-serif font. Two thin horizontal lines separate the 'HR' monogram from 'HARDROCK', and another two thin horizontal lines separate 'HARDROCK' from 'RANCH'.

HR
HARDROCK
RANCH



HARDROCK

RANCH







HARDROCK

RANCH



DESIGN ELEMENTS

Examples of how your visual
brand elements may be used.



BRAND STATEMENT

Our brand statement, also called our brand definition, articulates our thoughts about our business mission, values, promise, and character into a concise statement.

CORE VALUES

Core values are the fundamental beliefs of our company. These guiding principles act as reference and can help people understand the difference between right and wrong.

When we look out across our little slice of heaven, we feel deep in our bones that this is what life is all about. These are the moments we live for.

A cow lying in the pasture.
The neighbor's tractor buzzing through the fields.
A baby taking his first taste of hay.
Knowing this life, this goodness, this wholeness, and slow pace.

At Hardrock Ranch, we have to preserve this way of life for you, our children, our community, and our animals. Through high-quality healthy grass, raised, and the good food we provide to our community and the care being raising and growing on these ranches.

Supporting future farmers, supporting this lifestyle through involvement within the community. Recognizing that this lifestyle is our character. We are happy to raise, farm, and the type of life that Hardrock Ranch doesn't just set up to make money - we set it to preserve this farm lifestyle for future generations.

HR 22000000 | 7

Honesty Crown Hay

HIGH-QUALITY HAY, EVERY TIME.

Live your unique way of life on the farm.

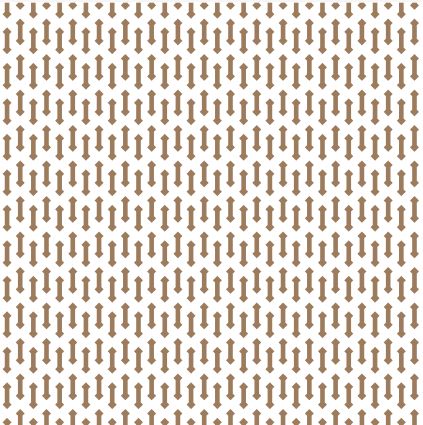
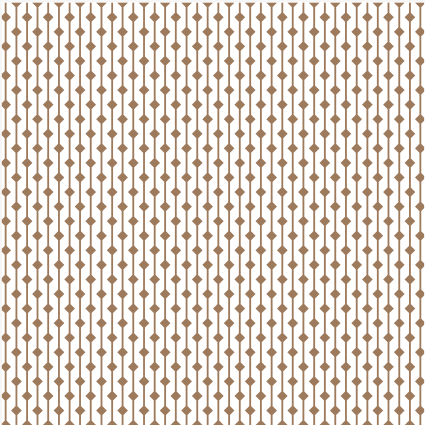
Nourish and support your animals with Hardrock Ranch.

Learn into slow living.

Let nature run the process.

Support selling.

HR 22000000 | 8



BRAND IDENTITY VISUAL SHAPSHOT

A snap shot of our brand's visual
branding on one page.



Logo Variation 1 - Square; Full Color



Logo Variation 1 - Square; Full Color - White



Logo Variation 1 - Square; Black



Logo Variation 2 - Horizontal; Full Color



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Logo Variation 3 - Logomark; Full Color



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Farmers Connect With Farmers.

Our referral network is word-of-mouth. Our success is farmers to farmers. We rely on this network, and they rely on us. We take care of one another, and we help out those in need. At Hardrock, we sell what we need to sell but always try to keep stock for those in need. We never want animals turned out or underfed. If our farmers need a helping hand — we are there with high-quality hay — or even just an extra set of hands.

We Live In Local Time.

Life moves at a million miles per minute in the big city — but out on the farm? We don't count the time that way. We live our minutes as moments. Between the neighing of the horses and the crowing of the rooster. We live our moments between one harvest and the next. Between helping a neighbor pull a tractor out of a ditch or providing extra hands to move cows between pastures. We sell our hay to those farmers living in this local time — those living life in these moments.

We Believe In Wilding.

Not all of our land is seeded to grow hay. We believe that we need to nurture, maintain and give back to the land; in doing this, the land will provide for us. Every year we set aside areas of the farm to “wild.” We grow oats and wildflowers for the wild birds, animals, and bugs. When we provide them with the environment to live and thrive, they help us pollinate, fertilize and grow our hay.

Let Nature Run The Process.

Mother Nature tells us what to do – not the other way around. We do not water our plants but rely on storm systems moving through to do the watering for us. We do not unnecessarily spray harsh chemicals and pesticides on our crops - but follow local agricultural department guidelines and only spray for noxious weeds. We do not over-fertilize but rely on nature's fertilizers in the form of bugs and animals passing through to nourish and strengthen our hay.

Trust & Reliability - Practice What We Preach.

Our product is used to feed our horses. It is used in our garden. It is used as a place our chickens go to lay eggs. We would never sell our farmers a product we did not use ourselves on our own farm. From our farm to yours, we only offer a high-quality product because we would never feed our animals anything but.

Logo Variation 1 - Square; Full Color



Logo Variation 1 - Square; Full Color - White



Logo Variation 1 - Square; Black



Logo Variation 2 - Horizontal; Full Color



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Logo Variation 2 - Horizontal; Black



Logo Variation 3 - Logomark; Full Color



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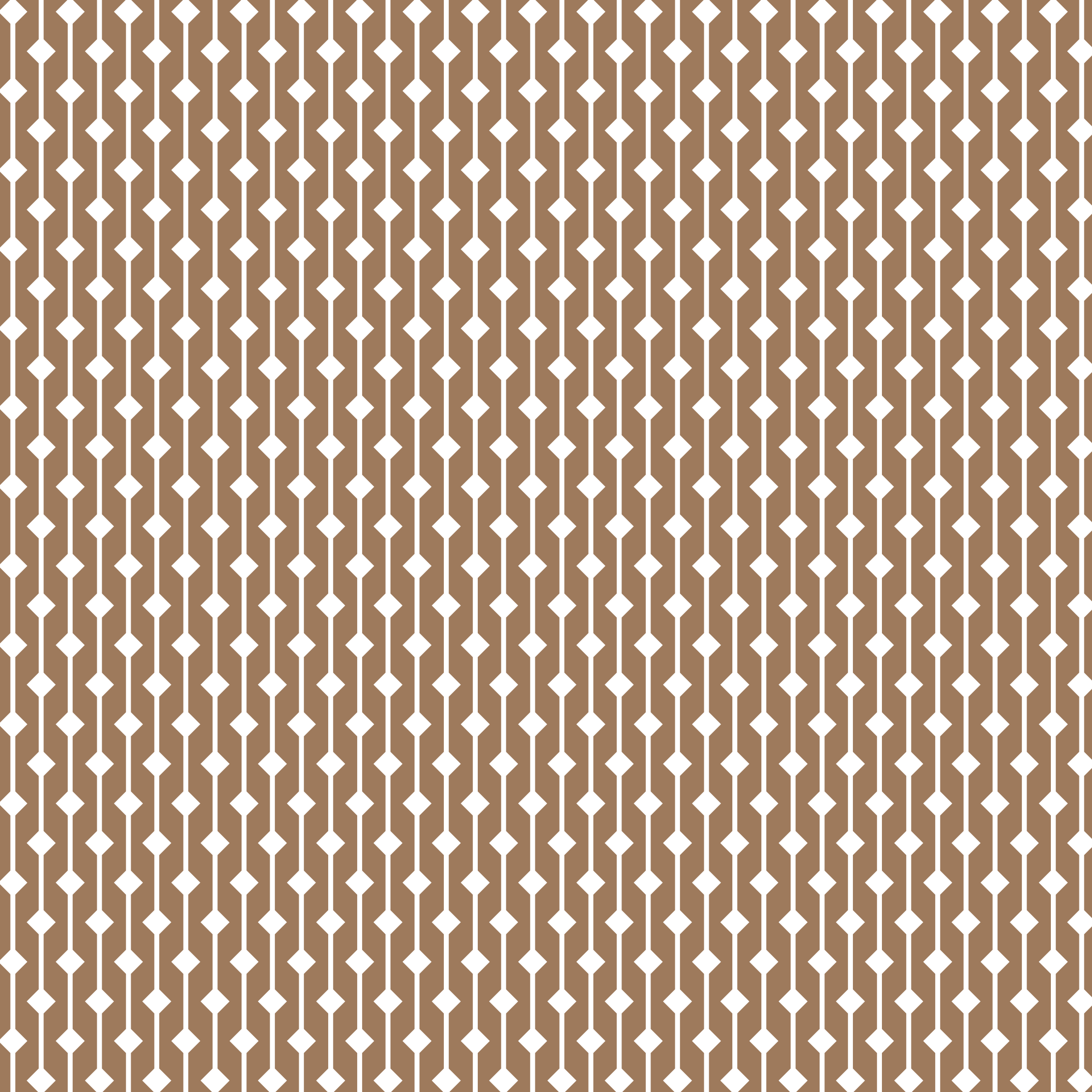


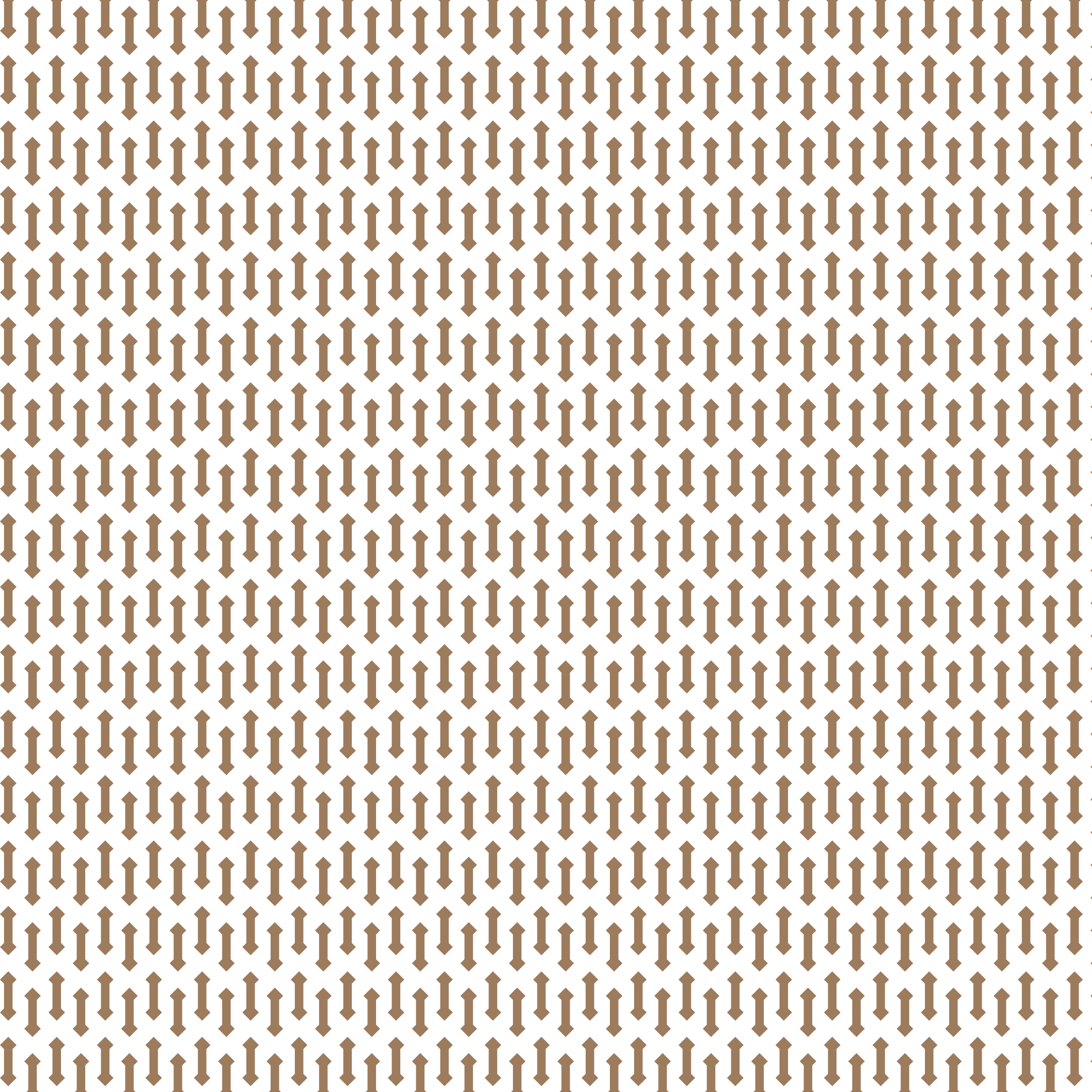
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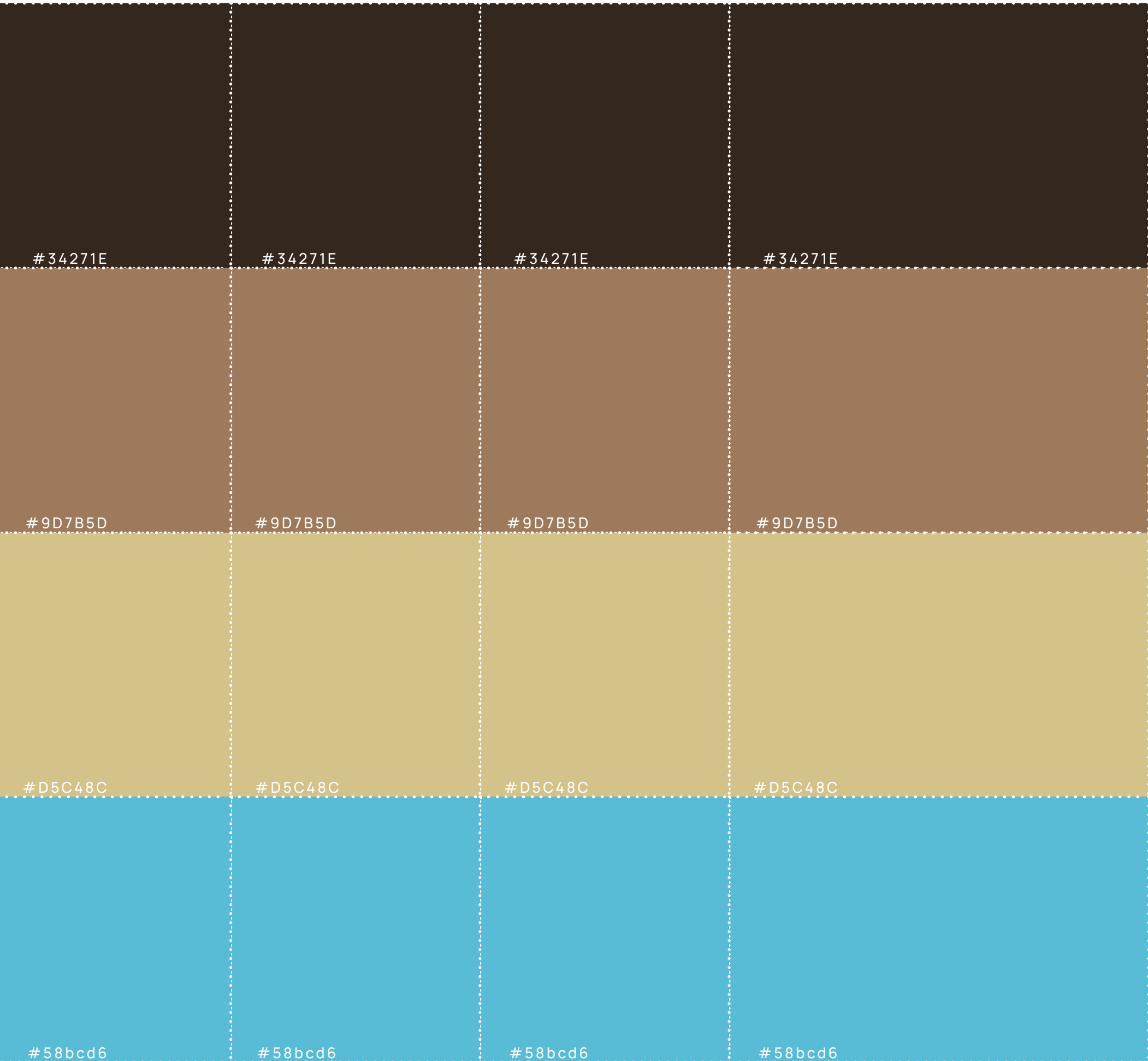
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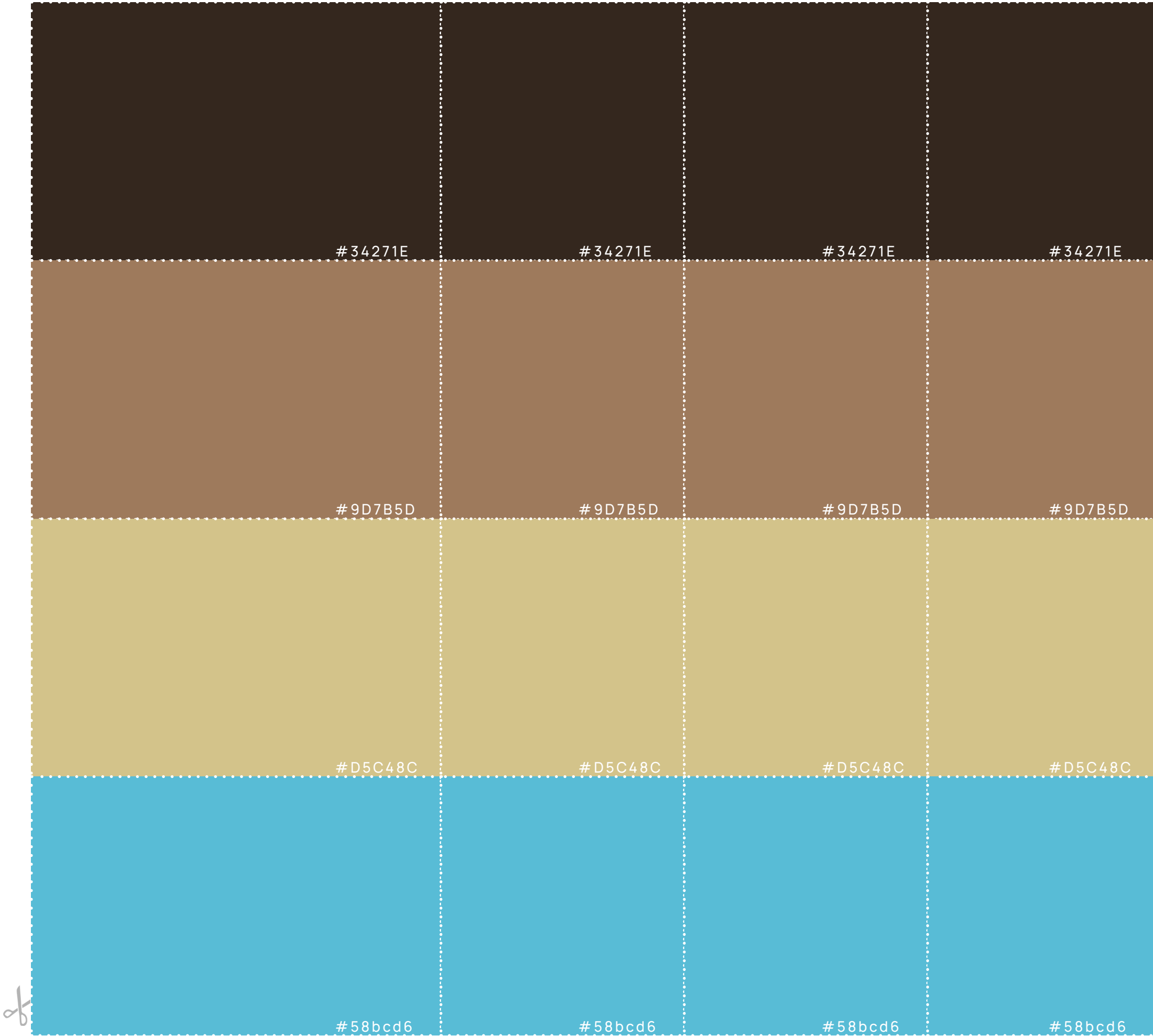
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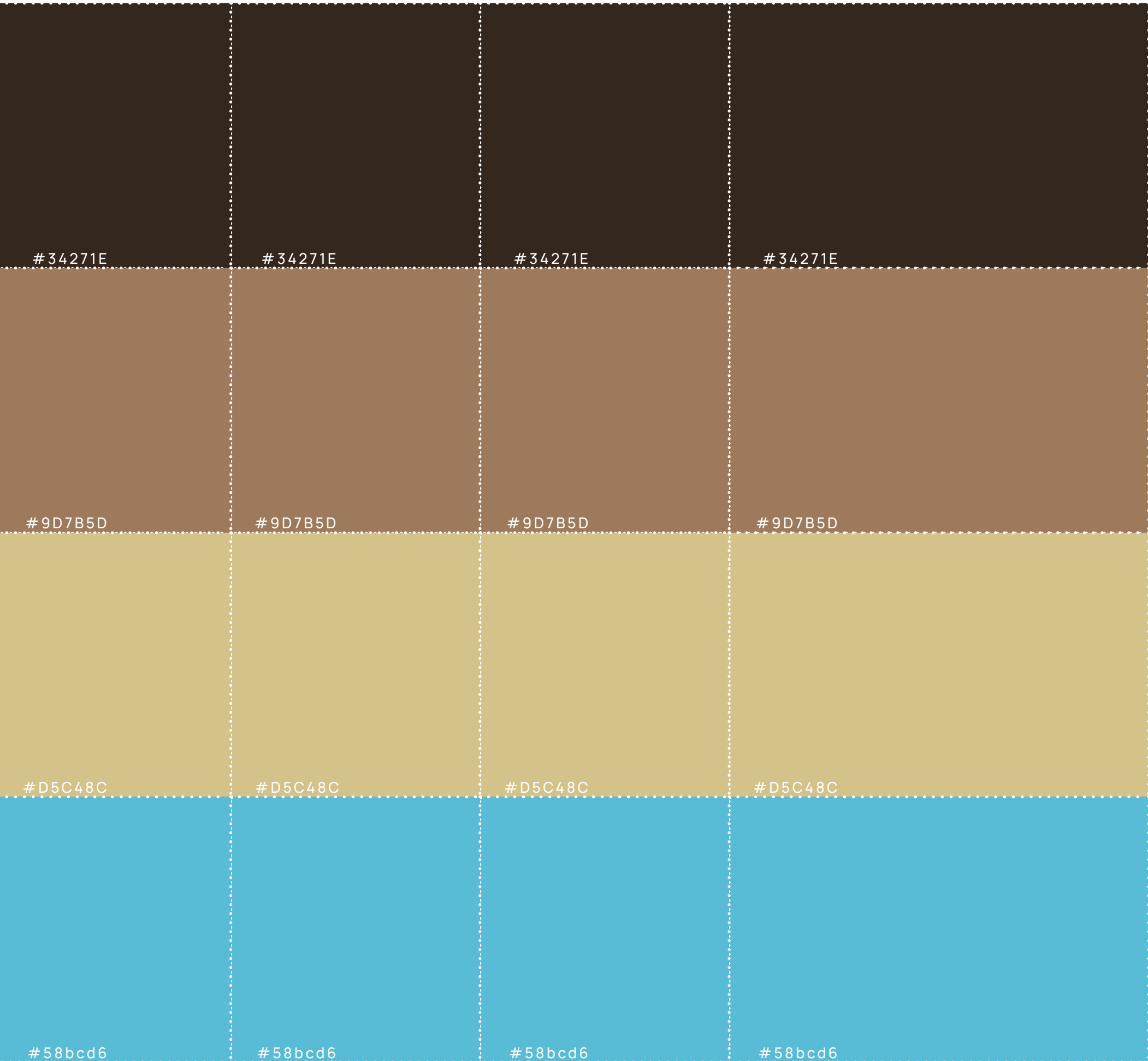
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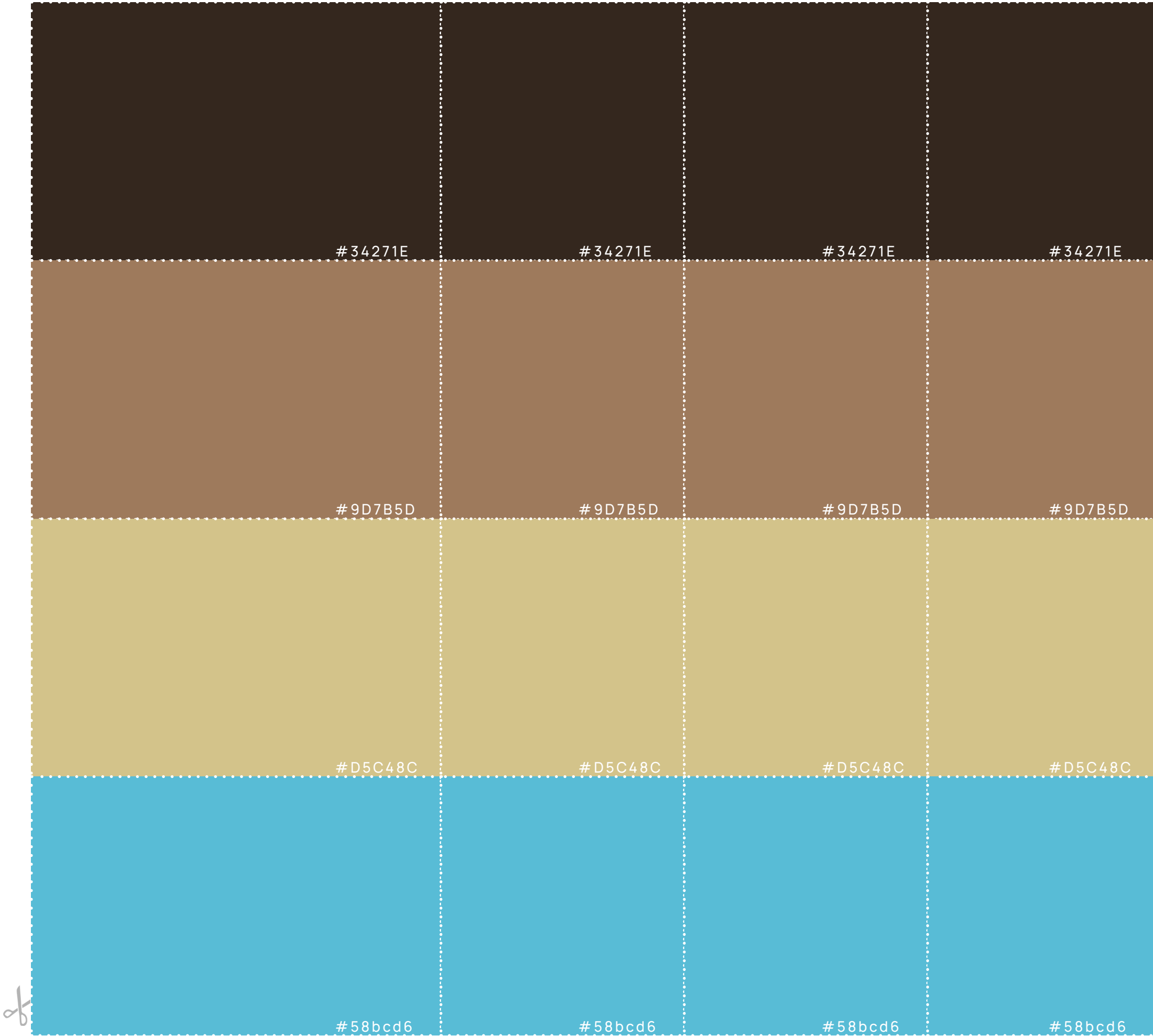
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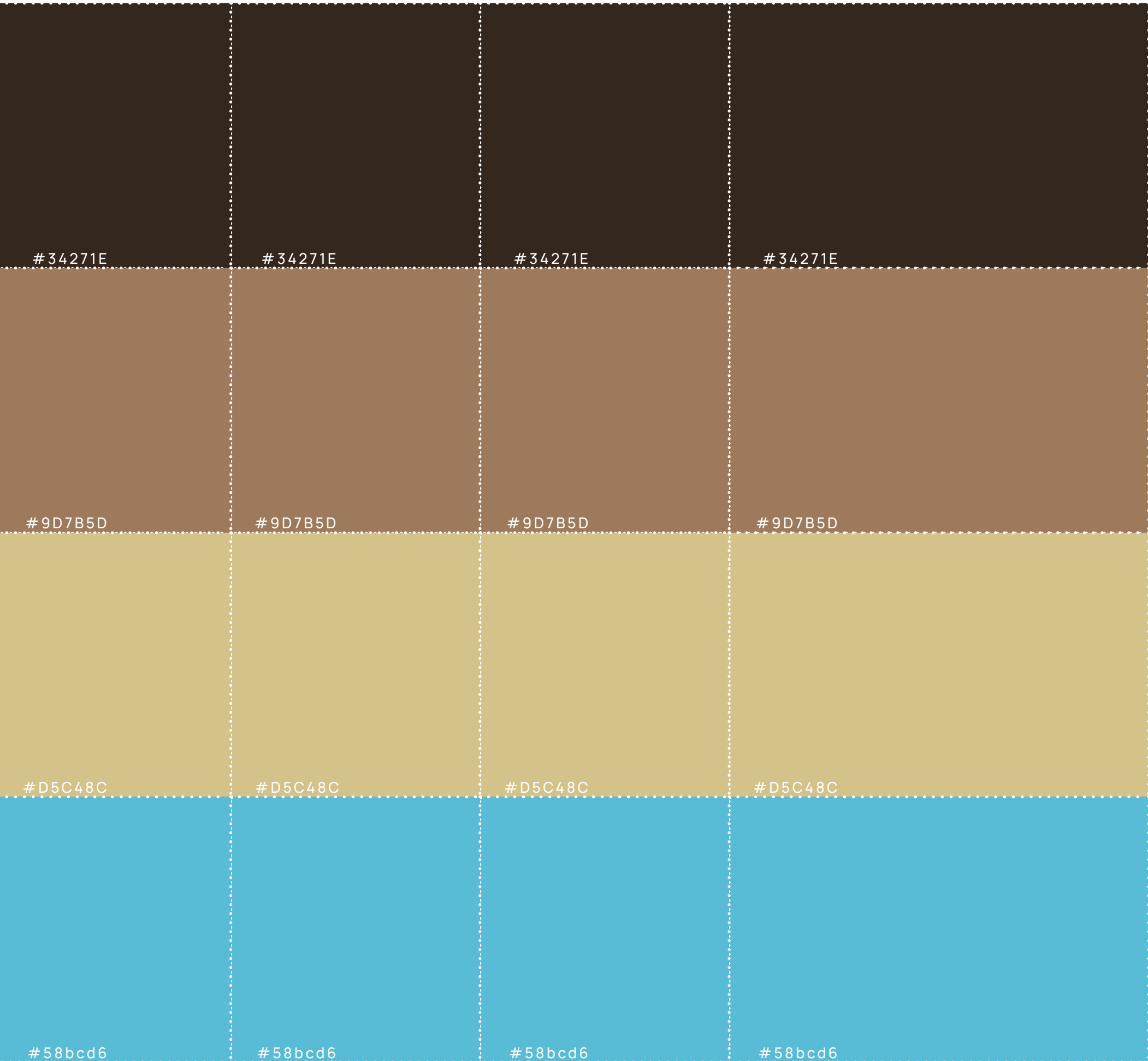
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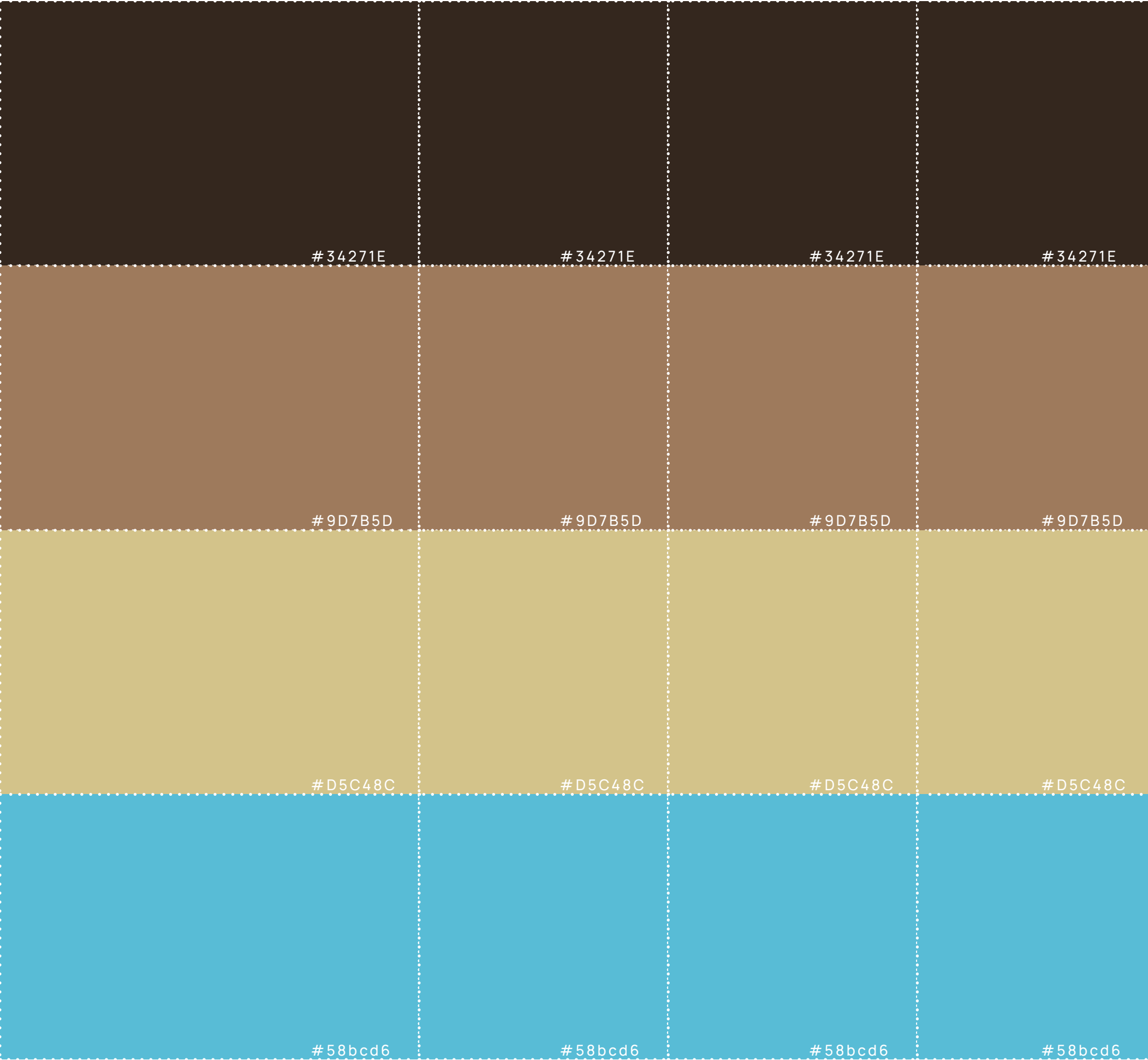
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BRAND EVOLUTION

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Indicators:

Goals, Desires and Aspirations:

Challenges, Fears, Pain Points and Frustrations:

Demographics:

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Race: _____

Salary: _____

Geographics: _____

Product Needs:

How the Product/Services Helps Me:

How to Connect:



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