



**FLAVOUR
HARVEST**



Brand Guide v2.3 July 2025

IT BEGINS IN LIVING SOIL



Soil that's alive, rich with microbes, minerals, and memory.
Free from chemicals and pesticides. From this foundation, a
tiny seed can grow into something powerful.

PURE FLAVOUR GROWS



When food is grown in living soil, it develops the complexity
our bodies instinctively recognise and crave.
We're wired to taste what's good for us.

TASTE BECOMES CONNECTION



FLAVOUR HARVEST

A swirl of seeds, sun and slurping tongues. A celebration of diversity, vitality, and joy. A reminder that food is meant to be shared, and taste is just the beginning of community.



Grown better, tastes better.

Flavour Harvest is a taste-first experience designed to connect people to food, to place, and to each other. It begins with a single bite – fresh, and surprisingly delicious – and grows into something more: curiosity, conversation, community. At its core is living soil – the foundation for nutrient-dense food and a healthier future. From farmers’ markets to fundraising dinners, Flavour Harvest creates moments that highlight the value of local food, the joy of shared discovery, and the possibility of healing ourselves as we heal the earth. It also serves as the CCFE’s public-facing platform, designed to inspire food decisions that nurture both people and planet. A flexible, human-centred approach – rooted in sensory experience and built to meet people where they are.



Let's find our way back.
To good food, to local growers, to each other.



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Built to Adapt

Flavour Harvest was intentionally designed with adaptability in mind. Whether embroidered on an apron, stamped onto a produce crate, chalked on a sandwich board, or plated at a fundraising dinner, the brand can shift to suit its context while remaining recognisable and cohesive. Each treatment offers a tailored expression without compromising brand integrity. This versatility ensures Flavour Harvest can engage diverse audiences across a wide range of activations.



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Logo Variations (light backgrounds)

Click [RGB](#) (for screens) or [CMYK](#) (for print) beside each logo, or browse all files in our [download folder](#).



[RGB](#) [CMYK](#)



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Logo Variations (dark backgrounds)

Click RGB (for screens) or CMYK (for print) beside each logo, or browse all files in our [download folder](#).



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[CMYK](#)

Colour Palette

Our palette is drawn from locally grown produce – bold, vibrant, and full of flavour. Each colour tells a story, rooted in the sensory experience of fresh food. Playful names add personality, while the range invites flexibility across tone, season, and setting.

nightshale

pantone 295 C

hex #022855

CMYK: 100, 76, 0, 56

eggplanet

pantone 520 C

hex #642F6C

CMYK: 60, 90, 0, 40

tangomato

pantone 7620 C

hex #B7312C

CMYK: 20, 94, 94, 11

kaleicious

pantone 547 C

hex #00313C

CMYK: 94, 66, 56, 54

living soil

pantone 7531 C

hex #4F341C

CMYK: 44, 66, 100, 59

woahberry

pantone 287 C

hex #003087

CMYK: 100, 87, 20, 11

beetblush

pantone 2583 C

hex #A150B2

CMYK: 41, 72, 0, 0

carrotopia

pantone 6020 C

hex #E25800

CMYK: 0, 80, 100, 0

zenchini

pantone 363 C

hex #4C8D2B

CMYK: 77, 0, 100, 15

spudtacular

pantone 7512 C

hex #8B5D2E

CMYK: 20, 59, 100, 55

lakeleaf

pantone 285 C

hex #0072CE

CMYK: 91, 53, 0, 0

candyroot

pantone 245 C

hex #D572ED

CMYK: 9, 60, 0, 0

sassquash

pantone 124 C

hex #FBB040

CMYK: 0, 30, 100, 0

granapple

pantone 2300 C

hex #A9C23F

CMYK: 28, 0, 94, 2

caulipower

pantone 7527 C

hex #E9E0D6

CMYK: 4, 5, 13, 8

Photography

Flavour Harvest is about getting closer. Closer to what we eat, to where it comes from, and to the people we share it with. Celebrate colour, texture, and connection through bold crops, natural light, and real moments. Food should look biteable and full of character, not overly styled. People should feel present, diverse, and joyful. Every image should lead the eye, stir the senses, and invite us into something delicious and real.



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Typography

The Flavour Harvest type system is designed for flexibility across a wide range of applications – from playful, taste-driven headlines to accessible digital content. Each typeface plays a distinct role in maintaining brand personality, legibility, and reach.

HEADLINES

**Put the care
back in carrots.**

8 Heavy. Our primary display font, used in the Flavour Harvest logo and for bold, expressive headlines. Its chunky, rounded forms and decorative style bring warmth and energy to the brand. Ideal for drawing attention and adding personality in high-impact moments. [Get typeface.](#)

SUBHEADS

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

Arkit. A versatile, humanist sans serif with a geometric edge. Arkit's high x-height and tapered strokes make it readable at various sizes, with enough range to adapt to different tones and contexts. Great for subheads, calls to action, signage, and secondary brand messaging. [Get typeface.](#)

BODY / DIGITAL USE

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

Rethink Sans. Simple, clear, and built for accessibility. Rethink Sans is the official web font for Flavour Harvest and the best choice for long-format text, captions, and digital-first applications. It supports clarity without sacrificing character. [Get typeface.](#)

Patterns & Illustrations

Illustration adds craft and approachability, fitting naturally within local food culture. These hand-drawn vegetables complement our background patterns and offer a flexible way to tell seasonal or community-rooted stories. While photography remains central to the brand, illustration expands the toolkit – and can adapt further when the audience calls for it. [Download the full set here.](#)



 **FLAVOUR HARVEST**



Black & White Assets

All options are downloadable files. Click the logo you're looking for or browse the files in our [download folder](#).

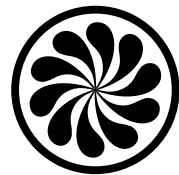
F	L	A	V	O	U	R
H	A	R	V	E	S	T

**Grown better,
tastes better.**

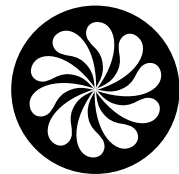


Grown better, tastes better.

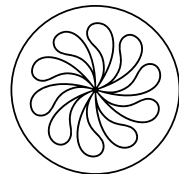
flavourharvest.ca



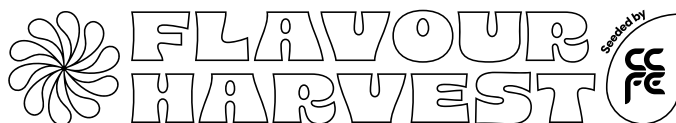
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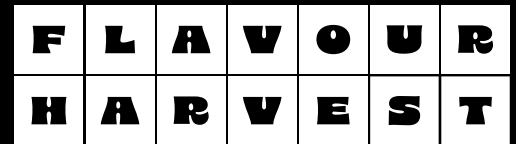


FLAVOUR HARVEST



Black & White Assets (Reversed)

All options are downloadable files. Click the logo you're looking for or browse the files in our [download folder](#).

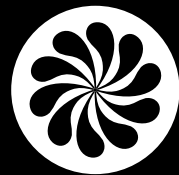


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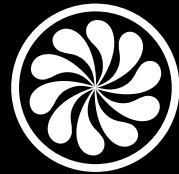


Grown better, tastes better.

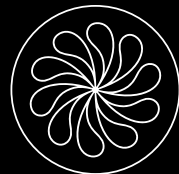
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