



Identity Standards



Farm-to-Chef is a free program administered by the Connecticut Department of Agriculture that connects local culinary professionals with producers of Connecticut Grown products. The program also helps the public locate restaurants and other dining facilities that serve Connecticut Grown foods.

Since its launch in 2006, the program has received widespread acclaim from both participants and observers, and has served as a model for programs in other states.



The Importance of Identity Standards

The Identity standards provide guidelines to make it easy for anyone involved with the Connecticut Farm-to-Chef Program to support and strengthen the overall brand and create a unified look that will engage producers, foodservice professionals, consumers, and residents.

By adhering to these guidelines, we will strengthen the Connecticut Farm-to-Chef brand and better tell our story.

The standards outlined in this guide apply to all materials produced using the Connecticut Farm-to-Chef logo.



Primary Logo

Proportions of the brand identity must never be altered or redrawn. It should be reproduced from the original artwork; available from the Department of Agriculture.





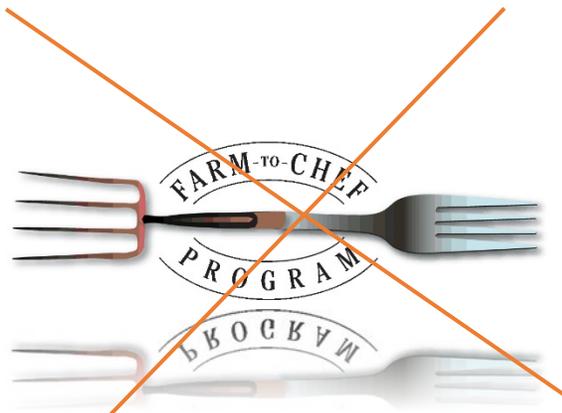
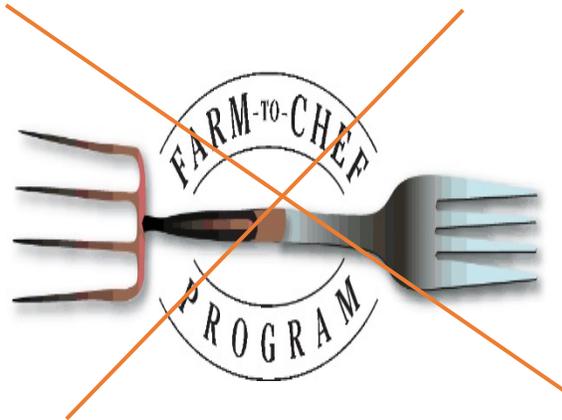
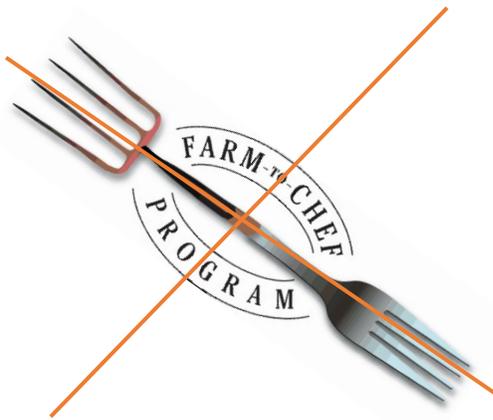
Logo Correct and Incorrect Usage

The logo should be used consistently and correctly and never be reset. Proportions of the brand identity must never be altered, redrawn, cropped, recolored or modified.

Correct Usage:



Examples of Incorrect Usage:





The Farm-to-Chef Logo with Other Logos

When using with other logos, the Farm-to-Chef logo must be the same size as the largest logo.

Examples of Correct Usage:

