Welcome to our Land
Stemilt Digital Branding Guide
Stemilt

Type

BIG Headline Font
League Spartan

Not Huge Headlines and Sub Headline Font
Libre Baskerville

Paragraph Font
Dosis Light

abcdefg

League Spartan

Libre Baskerville Italic

The Stemilt Typography is meant to be fun and yet authentic, with a good mix of class and playfulness. League Spartan is a heavy font, and, when paired with Libre Baskerville and the lighter weights of Dosis for body copy, it provides a strong suite for typographic treatments and exploration.

Type

Heading 1

League Spartan Bold 96pt / 115pt Line Spacing / Character Spacing -35pt

Heading 2

League Spartan Bold 46pt / 54pt Line Spacing / Character Spacing

Heading 3

League Spartan Bold 36pt / 42pt Line Spacing / Character Spacing

Heading 4

Libre Baskerville Italic 25pt / 30pt Line Spacing / Character Spacing

Heading 5

League Spartan Bold 18pt / 25pt Line Spacing / Character Spacing

Heading 6

League Spartan Bold 14pt / 20pt Line Spacing / Character Spacing

Paragraph: Dosis Regular 20pt Regular / 26pt Line Spacing / Character Spacing -25pt

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Quotation: Libre Baskerville Italic 25px / 30px Line Spacing / Character Spacing -25px

Small: Dosis Regular 14pt Medium / 20pt Line Spacing / Character Spacing 0pt

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Color

Cherry

Apple

Pear

Industry

Land and Nature

People

RGB: 39/33/39
HEX# 272127

RGB: 41/74/102
HEX# 294A66

RGB: 39/145/208
HEX# 2791D0

RGB:221/244/236
HEX# DDF4EC

RGB: 0/134/153
HEX# 008699

RGB: 191/217/64
HEX# BFD940

RGB: 254/248/200
HEX# FEF8C8

RGB: 216/43/39
HEX# D82B27

The Stemilt palette lives mainly in the cool and fresh side of the Blue, Greens, and Blue/Green side of the spectrum. The pop of red and the warmth of the bright cream color are saved for very delicate use, as most of these uses will come from product and orchard photos.

Primary palette

Secondary Palette and Accents

Backgrounds

Stemilt
World Famous Fruit

Iconography

Social

System

Stemilt EXCLUSIVE

Pagination

Controls

Main Buttons

Button Default

Button Hover/Pressed

Button Default

Button Hover/Pressed

Button Default

Button Hover/Pressed

Alt Buttons

Button + Icon

Hover/Pressed

Text Links

Text Link Default

Text Link Pressed

Checkboxes

- Unchecked
- Checked

Radio Buttons

- Unchecked
- Hover
- Checked
- Checked
- Disabled
- Checked

Dropdowns

sweet

tart

option 2

option 3

option 4

option 5

NOTE: See properties for transparencies

Text Fields

Default field

Active field

Inactive field

Stemilt
World Famous Fruit

Brrrrlicious!

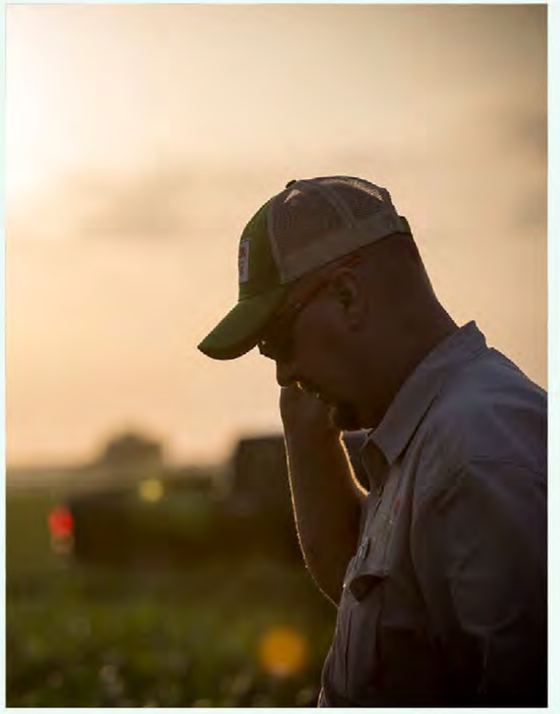
Fruitful Weather

Stemilt photography should feel honest, authentic and beautiful. Even industry photos should strive for a certain level of artistry. The photos should tell a story and not just describe a situation. Get in the trees, get above the orchards, show the world what the Stemilt life is all about. Try to avoid saying with images what the text is saying; verbal and visual communication should compliment each other and not mirror each other.

Pre
Pear
for a new day.
Stemilt

Stemilt
World Famous Fruit

Fruit and Orchard



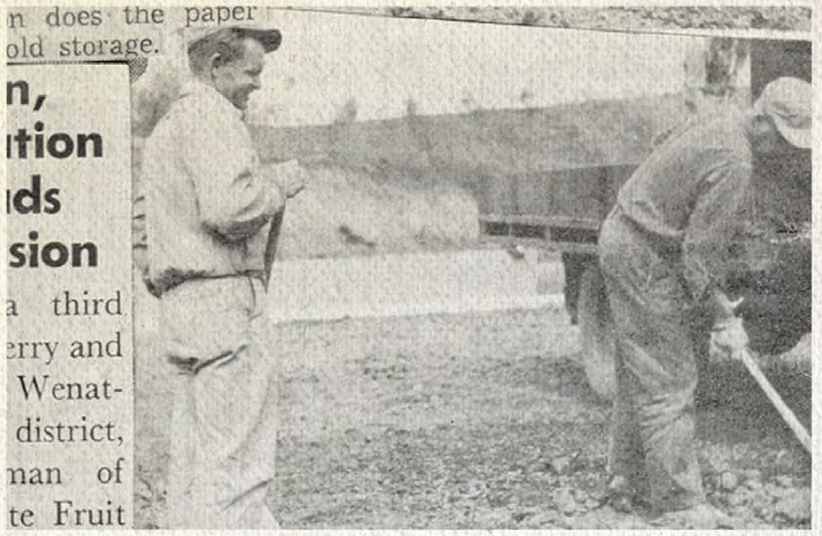
Family and Knowledge of Land and Farming

Stemilt
World Famous Fruit

Stemilt
World Famous Fruit

Industry and Wenatchee

Our fruit is the result of a six generation commitment



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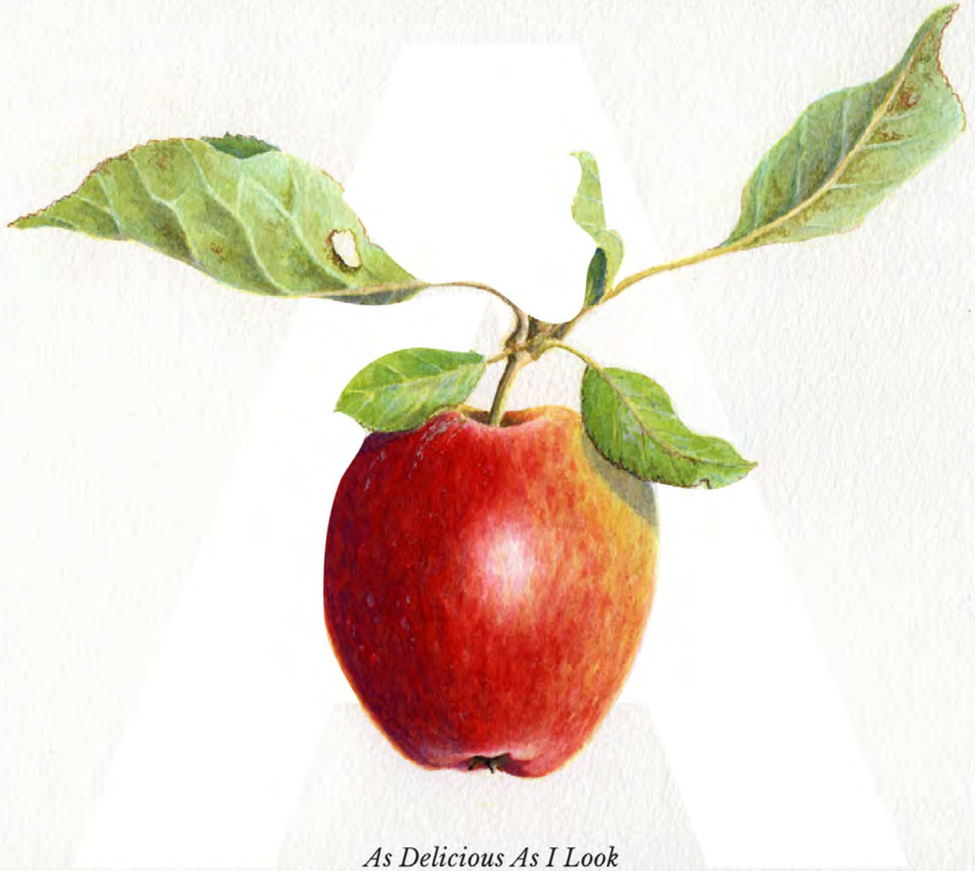
Life is Cherry

Botanical style illustration will be paired with bold, modern typography or graphics to ensure it does not feel dated.

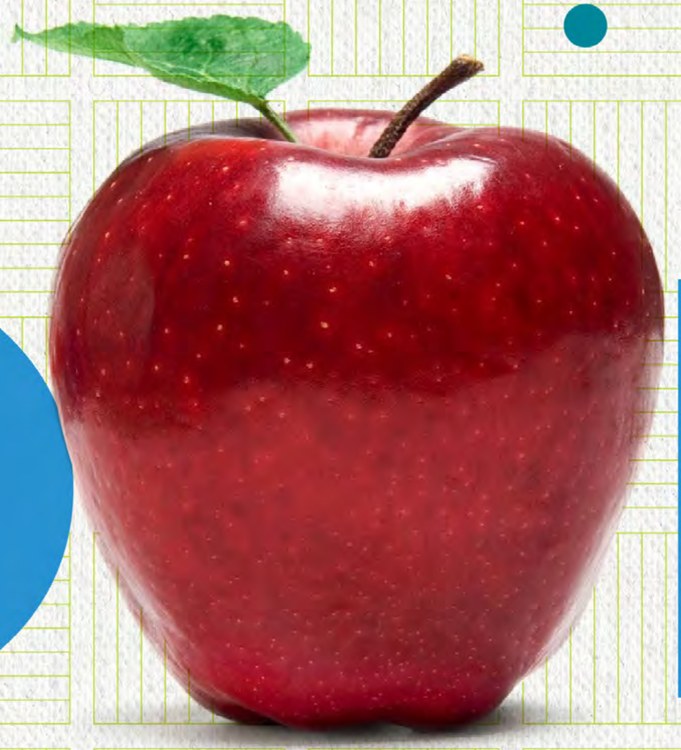
Stemilt
World Famous Fruit

Illustration



As Delicious As I Look

Textures and backgrounds are used to soften transitions, generate rhythm and create the right kind of habitat for content to live in.

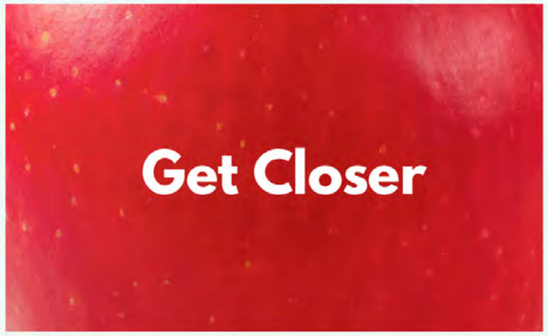
Bo  m

Textures & Backgrounds

Blue-gray/ Light Back

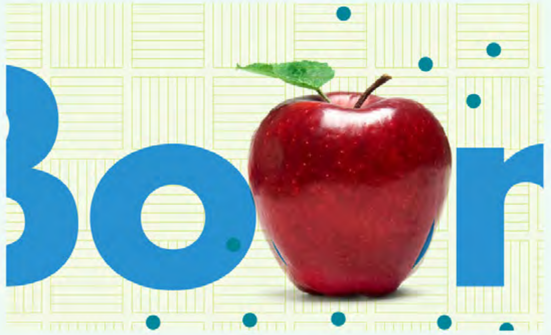
Fruit Pile

Fruit Super Macro



Canvas

Graphic Agriculture inspired patterns



Stemilt
World Famous Fruit

Good
Morning!
We've woken up before the sun for six generations
to help Earth produce the best fruit it can
Stemilt

These are my father's hands

and this could have been written by him; or his dad before him, and before him...

Live
the
Land
Stemilt

Stemilt
World Famous Fruit