

STYLE GUIDES

TEXT & LANGUAGE STYLES

Please use names and phrases identified in the *Buy Fresh Buy Local* Style Guide when writing materials for your chapter. It is important for language to be used in consistent ways because it will enable the reader to grasp the information without even a millisecond of interruption. For example, when the eye sees inconsistent usage of terms such as nonprofit then non-profit, the brain misses a beat and we risk losing the reader's attention. This style guide follows the guidelines from AP and FoodRoutes Network style guides used for earlier FoodRoutes Network toolkits.

- **Buy Local program, initiative, chapter, etc.**
Buy Local is capitalized but never the noun following.
- **farmers market, farmers markets**
Lowercase, two words, and not "farmer's."
- **farmstand** One word.
- **flier** Not "flyer."
- **FoodRoutes Network (FRN)**
- **foodroutes.org**
When referring to the site casually in print media and on your Web site.
- **grassfed** One word.
- **news release** Not "press" release.
- **news conference** Not "press" conference.
- **nonprofit** One word, no hyphen.
- **pasture-raised**
- **Web site**

BUY FRESH BUY LOCAL FONT

The *Buy Fresh Buy Local* font is included on your discs. This font should be used for text wherever the chapter label or logo are used. You can use the bold for headlines, while Blue Highway regular should be used for body text.

Blue Highway Regular Blue Highway Bold

The Blue Highway font will need to be loaded onto your computer.

DESIGN STYLES

If you are developing additional materials related to the chapter program, you should choose from these *Buy Fresh Buy Local* colors.



PANTONE PROCESS 190-1
C=100 M=90 Y=0 K=20



PANTONE PROCESS 214-2
C=85 M=35 Y=0 K=0



PANTONE PROCESS 268-1
C=100 M=0 Y=80 K=20



PANTONE PROCESS 294-1
C=50 M=0 Y=100 K=0



PANTONE PROCESS 87-1
C=0 M=100 Y=90 K=10



PANTONE PROCESS 37-1
C=0 M=60 Y=100 K=10



PANTONE PROCESS 18-1
C=0 M=35 Y=100 K=0



PANTONE PROCESS 6-5
C=0 M=10 Y=50 K=5



PANTONE PROCESS 6-9
C=0 M=3 Y=15 K=3