Willowsford®
CONSERVANCY

Graphic Standards Manual

2026

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Graphic Criteria

Why Graphic Standards?

Each visual contact the Willowsford Conservancy logo makes with the Conservancy's partners, vendors, greater Loudoun County and Willowsford residents sets the tone for the entire Conservancy operation.

Therefore, it is necessary that the application of the Willowsford Brand logos be handled with care and consistency.

To help you in using the logos, we have established these comprehensive guidelines. Adherence to these guidelines will strengthen the Willowsford Conservancy's presence and brand awareness.

Primary Objectives of the Graphic Criteria Program

- To increase the brand visibility through the careful and consistent application of the logo
- To visually differentiate the Conservancy as its own entity and increase recognizability
- To increase the efficiency of the Conservancy's communications efforts
- To implement guidelines and standards for the media to provide consistency which will affect the Conservancy's image

Willowsford Identity Components

- Use of the Willowsford Conservancy + Farm logos
- Understanding of all Willowsford marks
- Colors
- Typography
- Method of layout

When designing printed and electronic materials such as a brochure, fact sheets, signage, labels, e-newsletters or even the website, it is important that the size and placement of the logo, the colors used in each piece and the typography selected for headlines and text be considered equally.

Conservancy Brand Colors

LOGO COLORS

BLACK	WHITE	BLACK 5C *(CONSERV ONLY)*	OLIVE	DARK OLIVE	STEEL *(FARM ONLY)*	SQUASH *(FARM ONLY)*
C:0 M:0 Y:0 K:100 R:35 G:31 B:32 HEX# 231f20	C:0 M:0 Y:0 K:0 R:255 G:255 B:255 HEX# ffffff	PMS Black 5C C:0 M:40 Y:22 K:87 R:71 G:42 B:43 HEX# 472a2b	PMS 5773C C:29 M:10 Y:52 K:32 R:137 G:144 B:100 HEX# 899064	PMS 5615C C:64 M:40 Y:62 K:18 R:102 G:119 B:96 HEX# 667760	PMS 7544C C:58 M:41 Y:24 K:0 R:109 G:119 B:119 HEX# 6d7777	PMS 7416C C:3 M:74 Y:69 K:0 R:244 G:126 B:96 HEX# f47e60

PRIMARY DESIGN COLORS

LICHEN	MOSS	PUMPKIN	CARROT	SQUASH *(FARM ONLY)*
PMS 5787C C:29 M:18 Y:52 K:0 R:173 G:188 B:129 HEX# adbc81	PMS 5635C C:45 M:27 Y:42 K:1 R:140 G:160 B:133 HEX# 8ca085	PMS 7411C C:6 M:39 Y:73 K:0 R:247 G:179 B:106 HEX# f7b36a	PMS 7576C C:10 M:56 Y:77 K:0 R:224 G:137 B:85 HEX# e08955	PMS 7416C C:3 M:74 Y:69 K:0 R:244 G:126 B:96 HEX# f47e60

SECONDARY DESIGN COLORS

SKY	SUN	GRASS GREEN	DARK OLIVE	STORM BLUE	FUCHSIA *(FARM ONLY)*	EGGPLANT *(FARM ONLY)*
PMS 7709C C:62 M:13 Y:24 K:0 R:96 G:166 B:169 HEX# 60a6a9	PMS 128C C:5 M:13 Y:82 K:0 R:252 G:212 B:84 HEX# fcd454	PMS 576C C:58 M:22 Y:90 K:4 R:129 G:184 B:104 HEX# 81b967	PMS 5615C C:64 M:40 Y:62 K:18 R:102 G:119 B:96 HEX# 667760	PMS 287C C:91 M:78 Y:24 K:8 R:57 G:75 B:124 HEX# 394B7C	PMS 191C C:6 M:81 Y:32 K:0 R:211 G:96 B:124 HEX# D3607C	PMS 514C C:28 M:54 Y:7 K:0 R:176 G:134 B:173 HEX# B086AD

NEUTRAL BACKGROUND DESIGN COLORS

STEEL	EARTH	FAWN
PMS 7544C C:58 M:41 Y:35 K:4 R:109 G:119 B:119 HEX# 6d7777	PMS 729C C:29 M:30 Y:38 K:0 R:143 G:130 B:115 HEX# 908273	PMS 2310C C:15 M:23 Y:33 K:0 R:215 G:190 B:167 HEX# d8bfa7

Original Brand Fonts

Playfair Display

Chelsea Market

Muli

WE THINK IT'S WORTH KEEPING AROUND

NATURE MAKES YOU HAPPY

Helping it along where necessary and leaving it alone wherever possible. The Willowsford Conservancy is a private non-profit charged with the stewardship of the Willowsford's open space, wildlife and agriculture.

Learn more about the mission of the Conservancy.

Text font is PMS Black5C and accent (green) font is PMS 5787C

Willowsford
CONSERVANCY

Additional Fonts

POPPINS

Used as a header in Canva

Poppins can also be used as body text

Canva Sans can be used as alternative
body text within Canva

POPPINS SEMI-BOLD, BOLD OR EXTRA BOLD IS A GREAT HEADER

Poppins Regular from Canva as body copy:
MuliImiliciena, Patu consu et L. confesci prorbitum es consulicae publiciam....Ihita et, omnia qui cum dem labore niminvent aut estent evenit qui volorem poresse quasit explabo. Temo ente earuntorunt quae cus dolore non parchit estiorest, aspit magnihi cilitiu repelit

Logo Fonts

Nevia BT Pro

Willowsford®

CONSERVANCY

Adobe Garamond, Regular

WILLOWSFORD®

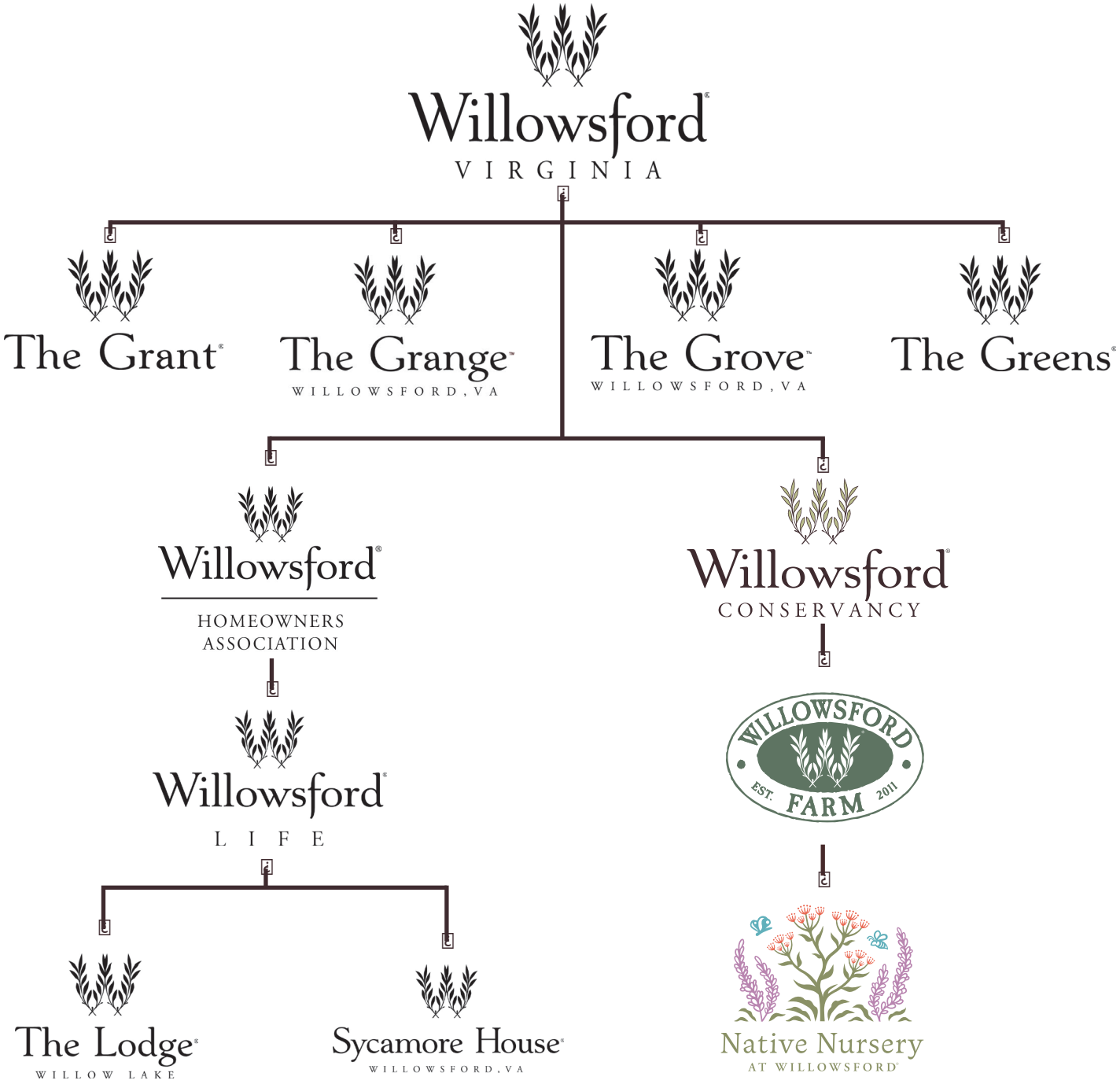
EST. FARM 2011

Caslon Antique

Logos of Willowsford

Willowsford Subdivision Nomenclature

This terminology applies to all Willowsford properties and domains, including The Grange, The Grant, The Grove and The Greens. We reserve the right to add any additional properties that will obey the below outlined format. Disclaimer: you may not edit these logos in any way. They must be used as given. No other logo usage is permitted.



Logo Guidelines

1/2 height of the symbol Marque "W" is the minimum amount of clear space that must surround the logo on all four sides.

1/3 height of the symbol Marque "W" is the amount of space the must exist between the baseline of the symbol Marque and the x-height of the lowercase letters.

Comprehensive Guidelines for Using the Willowsford Marque and Willowsford Logotype

Always allow adequate and clear space around all sides of the logo, actually the more space the better. This will enhance the visibility of the logo. The logo has been created to be used in a horizontal format — the Marque is positioned above the word Willowsford and is centered over the word.

You may use the W Marque alone if, and only if, the R symbol accompanies it.

Village Marque & Logotype

1/2 height of the symbol Marque "W" is the minimum amount of clear space that must surround the logo on all four sides

1/7 height of the symbol Marque "W" is the amount of space the must exist between the baseline of the symbol Marque and the x-height of the uppercase letters.

Conservancy Marque & Logotype

1/2 height of the symbol Marque "W" is the minimum amount of clear space that must surround the logo on all four sides.

2/7 height of the symbol Marque "W" is the amount of space the must exist between the baseline of the symbol Marque and the x-height of the lowercase letters.

Farm Marque & Logotype

The height from the top of the Marque to the baseline of the "W" in the Willowsford name is the minimum amount of clear space that must surround the logo on all four sides.

Logo Guidelines

The top of the letter TM/R is flush with the top of the capital letters in the word Willowsford. The point size of the TM/R when used with the word Willowsford is 1/12th the point size used for the word Willowsford.

The height of the TM/R symbol is always 4% of the height of the Marque. Centered by the bottom of the right-hand branches. (See illustration example). When being used alone, the W must have the R symbol.

Use of the Trademark Letters, R + TM

The Marque together with the word Willowsford will be trademarked. Therefore, when the Marque and the name Willowsford appear together, the TM/R symbol is placed to the right of the word Willowsford. The top of the letters TM/R are flush with the top of the capital letters in the word Willowsford. The point size of the TM/R when used with the word Willowsford is 1/12th the point size of the point size used for the word Willowsford.

The Marque itself will also be trademarked. When the Marque appears by itself, without the word Willowsford, the TM/R symbol is placed near the top of the Marque. The height of the symbol TM/R is always 4% of the height of the Marque. The left side of the TM/R aligns to the outer most right tip of the Marque. The top of the TM/R aligns one TM/R X height short of the top of the Marque.

Font for TM/R is: Helvetica Neue, 65 medium

Examples apply to all marks.

Logo Permissions

WILLOWSFORD HOMEOWNER'S ASSOCIATION

Main Logo(s)
Willowsford Life. The Association's name at Willowsford is "Willowsford Life." For any community-related correspondence and reference to the HOA, the Association should use the Willowsford Life mark.

Sub Logo(s)
Willowsford HOA. The Association should use the Willowsford Homeowner's Association mark for all legal or formal documents.

Villages. The Association may use Village logos whenever they wish.

The Lodge & Sycamore House. The Association may use the community center logos whenever they wish.

Promo Logo(s)
The Association may use the Willowsford, Virginia, W, Conservancy and Farm logos in any promotional materials for residents.

Willowsford Waves and Willowsford FIT. These are the only logos in the HOA Navy Blue color. No other logo should be used in this color.

Logo Permissions

WILLOWSFORD CONSERVANCY

Main Logo(s)
Willowsford Conservancy.

Sub Logo(s)
Willowsford Farm. Because it's a part of the Conservancy, the Conservancy has the right to use the Farm logo as long as it accurately represents the Farm.

Village. The Conservancy may use the Village logos to represent location of events or activities.

Promo Logo(s)
The Conservancy may use the Willowsford, Virginia, W, Willowsford Homeowners Association, Willowsford Life, Sycamore House and The Lodge logos in any promotional materials for residents or volunteers.

WILLOWSFORD FARM

Main Logo(s)
Farm.

Sub Logo(s)
Willowsford Conservancy. As a part of the Conservancy, the Farm may use the Willowsford Conservancy logo as long as it accurately represents the Conservancy.

Village. The Farm may use the Village logos to represent location of activities or farms within Willowsford.

Promo Logo(s)
The Farm may use the Willowsford, Virginia, W, Willowsford Homeowners Association, Willowsford Life, Sycamore House and The Lodge logos in any promotional materials for residents or volunteers.

Logo Usage

APPROVED WILLOWSFORD CONSERVANCY COLORS

Black 5C & Olive

Dark Olive

Olive

True Black

True White

Logo Usage

APPROVED FARM COLORS

Dark Olive

Olive

Steel

Squash

True Black

True White

Logo Usage

APPROVED NATIVE NURSERY COLORS

Full Color

Dark Olive

Grass Green

True Black

True White

Incorrect Logo Usage

Logo Don’ts

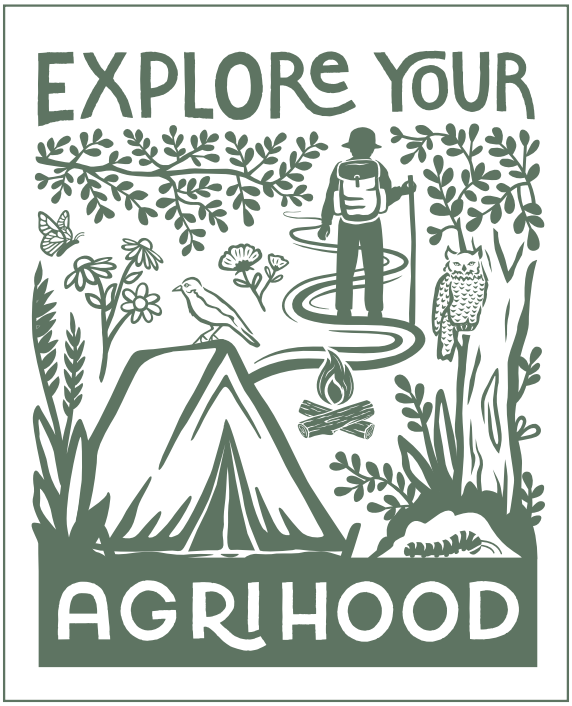
- Do not alter the logo in any way.
- Never add graphic elements to the logo or place it within or over other designs.
- Do not print the logo in unauthorized color combinations.
- Do not crowd the logo with type or other graphic elements.
- Do not use initials or abbreviations for the names of the subdivisions.
- Do not reproduce the logo in outline versions.
- Do not place the logo in a shape or add borders.
- Do not change the typeface or letter spacing.
- Do not use the Marque in a decorative or ornamental way.
- Do not combine the Willowsford logo with other symbols or logotypes.
- Do not horizontally or vertically scale, skew or distort the logo in any way.

Brand Assets

Support Your Agrihood Campaign

Brand Assets

Support Your Agrihood Campaign

Brand Assets

Explore Your Agrihood Campaign