



Fonts

TITLE

Sitka Heading Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

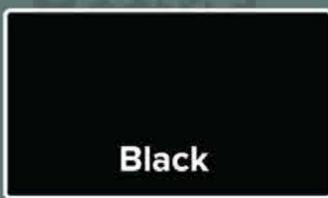
BULLETS & CALLOUTS

Proxima Nova Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

BODY COPY

Proxima Nova Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Colors

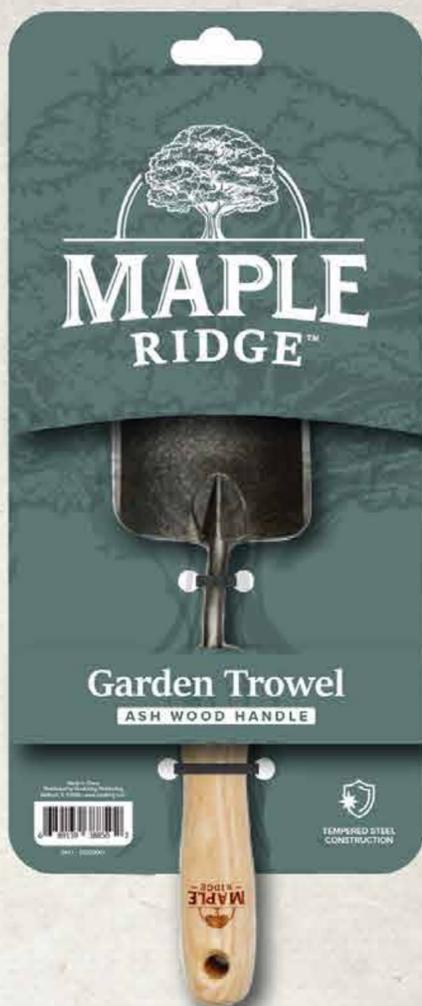


Packaging

Maple Ridge packaging should be designed following all of the guidelines. Packaging should feature the low opacity black tree (15% opacity). Packaging will be mostly green with white when needed to call out specifics.

Key features that should remain consistent include:

- Product title should be in Title Case Sitka Heading Bold Font
- Bullet points should be in ALL CAPS Proxima Nova Bold Font with a white icon when possible. (refer to iconography section for more info.)
- Callouts should be in black ALL CAPS Proxima Nova Bold font with a white rounded corner box background.
- Barcodes must be shown on multiple sides of packaging if possible.



Logo Usage

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, color, and composition should remain as shown below.



Correct Use

The Maple Ridge white logo is our primary logo color and should be used on dark backgrounds.



Correct Use

The Maple Ridge green logo is used on light background instances where the white text logo is not possible.



Correct Use

The Maple Ridge black logo is used only in cases of one-color, black and white printing.



Incorrect

Do not change logo color.



Incorrect

Do not distort or warp logo.



Incorrect

Do not rotate the logo.



Incorrect

Do not add a stroke.

Iconography

Icons and their usage principles are designed to communicate quickly and effectively across all touchpoints (from product to marketing).

Please follow a similar look to the icons on the right. The icons should feature a white illustration on a darker background and green on a lighter background.



DURABLE STEEL CONSTRUCTION



GREAT FOR GARDENING, PAINTING, AND MORE!



TURNED STEP FOR SECURE FOOTING



CLEAR SILICONE COATING FOR EASY CLEANING



24" WIDE HEAD