



BRAND & COMMUNICATIONS GUIDE



Titan Farms is the largest peach grower on the east coast, with over 6,000 acres of peaches, bell pepper, eggplant, and broccoli.

Titan Farms is committed to assuring customers that their peaches and other produce have been grown and handled according to the highest possible standards in the marketplace.

Titan Farms is a true family operation with the owners Chalmers and Lori Anne Carr overseeing every aspect of the business. Family members, along with long-term employees, create a genuine family atmosphere at the farm. Therefore, the pride and ownership of each Titan team member can be seen in their work every day and is reflected in the quality of the peaches we produce.



MISSION

Titan Farms is a profitable company whose employees are committed to producing the highest-quality peaches and vegetables, thus achieving the highest customer satisfaction. We accomplish this through teamwork, embodying integrity and progressive agricultural practices in a safe, wholesome work environment.

VALUES

Quality • Family Oriented • Integrity

Commitment • Teamwork • Progressive

Environmentally Friendly • Leadership

Safe, Enjoyable, Wholesome Work Environment

HISTORY

In 1995, Titan Farms President and CEO Chalmers Carr came to Ridge Spring, South Carolina to manage R.W. DuBose & Sons, Inc. This was a family-owned peach operation that had been in business in the area for many years. Chalmers and his wife Lori Anne were able to lease the farm in 1999 and Titan Farms was born. The Carrs were able to initiate a complete buyout from the previous owner in 2001.

Titan Farms is proud to participate in the H-2A temporary seasonal worker program. Each of the workers enters the United States with a passport and visa to work at Titan Farms. The farm is proud of each member of its workforce and realizes the impact these workers have on the overall success of Titan Farms. Quality is always the number one goal at Titan Farms and it can be seen every day through their employees and their commitment to producing high-quality fruits and vegetables.



CHARACTER/ PERSONA

Friendly
Family Oriented
Humble
Trustworthy
Hardworking

tone

Caring
Insightful
Loving
Down to Earth
Neighborly

LANGUAGE

Compassionate
Short & Sweet
Direct
Playful
Transparent





PASSION FOR PEACHES

VERTICALLY INTEGRATED

COMMITTED TO FOOD SAFETY AND SECURITY

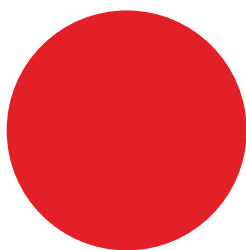
DEDICATED TO QUALITY OF SERVICE

LEADING GROWTH AND INNOVATION

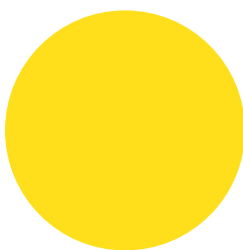
INVESTED IN TECHNOLOGY

BRANDING ELEMENTS - TITAN FARMS

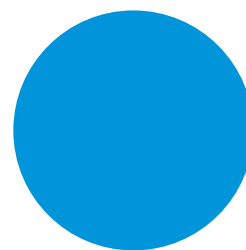
LOGO COLORS



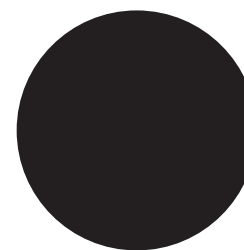
PMS: 485
CMYK: 5 / 100 / 100 / 0
RGB: 227 / 31 / 38
Hex: e31f26



PMS: 109
CMYK: 0 / 9 / 94 / 0
RGB: 255 / 223 / 27
Hex: FFDF1B

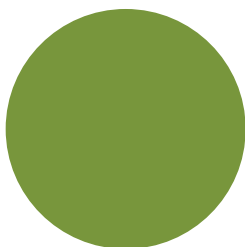


PMS: Process Blue C
CMYK: 100 / 20 / 0 / 0
RGB: 0 / 149 / 218
Hex: 0095DA

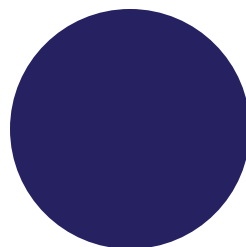


PMS: Spot Black
CMYK: 0 / 0 / 0 / 100
Hex: 000000

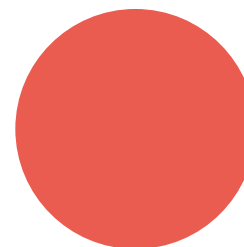
BRAND COLORS



PMS: 377
CMYK: 58 / 25 / 100 / 6
RGB: 119 / 150 / 60
Hex: 77963c



PMS: 2747 or Reflex blue
CMYK: 100 / 100 / 25 / 25
RGB: 38 / 34 / 98
Hex: 2622627



PMS: 2027 (485U)
CMYK: 3 / 80 / 69 / 0
RGB: 234 / 91 / 80
Hex: EA5B50

FONTS

OSWALD

Light, Regular, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TRADE GOTHIC CONDENSED

Condensed 18, Bold 20

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DROID SERIF

Regular, Italic, Bold, Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

UNDERLAND ALTERNATIVE

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

BRANDING ELEMENTS - TITAN FARMS

PACKAGING





TITAN FARMS BRANDS

TITAN
BRAND

Lori Anne
PEACHES

Carolina
Beauty

Southern
Charm

PRIDE
OF THE
RIDGE

nature's **Peach**

Southern
Peaches

SCARLET BELLE
Heavenly Sweet White Peaches

SISTER COMPANIES

palmetto
processing
solutions
A DIVISION OF TITAN

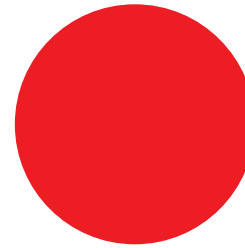

Palmetto
ELITE PAK FROZEN

Sara's
FRESHMARKET

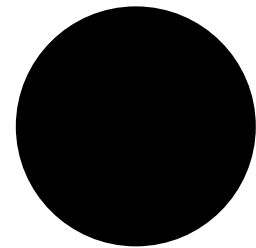
BRANDING ELEMENTS - TITAN BRAND

TITAN
B R A N D

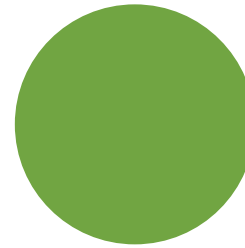
BRAND COLORS



CMYK: 0 / 100 / 100 / 0
RGB: 237 / 28 / 36
Hex: ed1c24



CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0
Hex: 000000



CMYK: 62 / 16 / 100 / 1
RGB: 114 / 165 / 65
Hex: 71a542

BRANDING ELEMENTS - TITAN BRAND

PACKAGING



LoriAnne PEACHES

"So delicious I named it after my wife."

– Chalmers Carr

PREMIUM PEACHES

Chin Dripping, Juicy Peaches

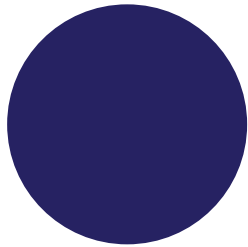
Sweet as Summertime

#savorthepeachflavor

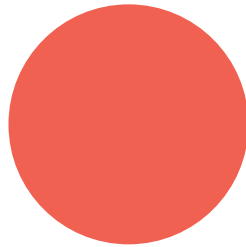


BRANDING ELEMENTS - LORI ANNE PEACHES

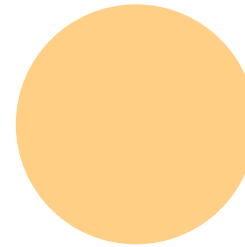
BRAND COLORS



PMS: 2747 or Reflex blue
CMYK: 100 / 100 / 25 / 25
RGB: 38 / 34 / 98
Hex: 262262



PMS: 109
CMYK: 0 / 77 / 68 / 0
RGB: 241 / 97 / 82
Hex: f16152



PMS: 1345
CMYK: 0 / 20 / 54 / 0
RGB: 255 / 207 / 134
Hex: FFCF86



Gradient

FONTS

ITC BENGUIT

Book, Italic, Bold, Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SHELBY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

or NATURAL SCRIPT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TRADE GOTHIC CONDENSED

Condensed 18, Bold 20

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARTHEIN REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BRANDING ELEMENTS - LORI ANNE PEACHES

PACKAGING



BRANDING ELEMENTS - LORI ANNE PEACHES

MARKETING MATERIALS



BRANDING ELEMENTS - LORI ANNE PEACHES

IMAGERY



Portrait of Lori Anne



Group of Peaches



Wood Grain Background Element



Single Peach



**13 hand-picked, juicy peaches
delivered right to your door**

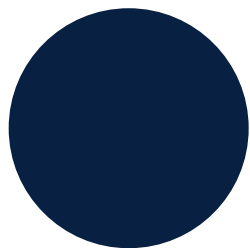
Just a few clicks away!

<http://titanfarms.com/shop.aspx>

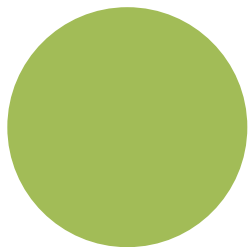


BRANDING ELEMENTS - CAROLINA BEAUTY

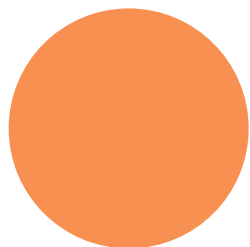
BRAND COLORS



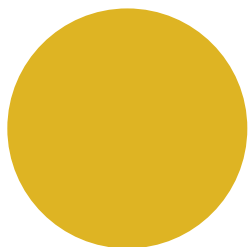
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RGB: 8 / 33 / 66
Hex: 082142



PMS: 2303
CMYK: 30 / 0 / 78 / 15
RGB: 163 / 188 / 87
Hex: a3bc57



PMS: 1575
CMYK: 0 / 53 / 75 / 0
RGB: 247 / 144 / 81
Hex: f79051



PMS: 1575
CMYK: 0 / 18 / 93 / 15
RGB: 222 / 180 / 35
Hex: DEB423

FONTS

Clarendon Text Pro

Regular, Italic, Bold, Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Berthold Akzidenz grotesk

Medium and Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Creampuff

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BRANDING ELEMENTS - CAROLINA BEAUTY

IMAGERY



Main Illustration Imagery



Wood Grain Background Element

BRANDING ELEMENTS - CAROLINA BEAUTY

PHOTOGRAPHY



BRANDING ELEMENTS - CAROLINA BEAUTY

PACKAGING



BRANDING ELEMENTS - CAROLINA BEAUTY

POS SIGNAGE



Southern Charm

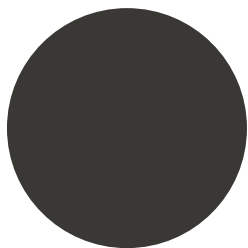


*The best peaches from
our family farm.*

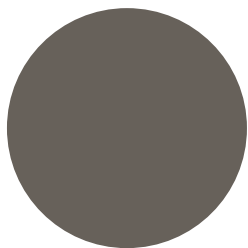


BRANDING ELEMENTS - SOUTHERN CHARM

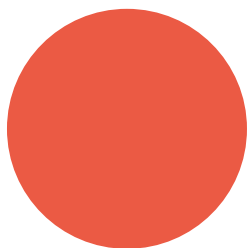
BRAND COLORS



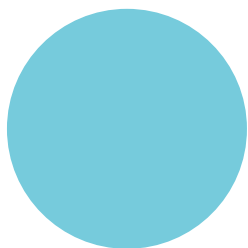
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RGB: 57 / 56 / 53
Hex: 393835



PMS: 405
CMYK: 57 / 52 / 58 / 25
RGB: 103 / 97 / 90
Hex: 67615a



CMYK: 2 / 80 / 78 / 0
RGB: 235 / 90 / 67
Hex: EB5A43



CMYK: 50 / 1 / 12 / 0
RGB: 118 / 203 / 220
Hex: 76CBDC



Gradient

FONTS

Lora

Bold, Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gruber

Regular, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BRANDING ELEMENTS - SOUTHERN CHARM

PACKAGING



BRANDING ELEMENTS - SARA'S FRESH MARKET



HOMEMADE JAM & PRESERVES

Peach Jam
Strawberry Jam
Peach Pecan Preserves
Fig Preserves
Peach Preserves
Cherry Preserves
Apple Butter

SUGAR FREE FRUIT SPREAD

Sugar Free Peach Jam
Sugar Free Strawberry Preserves

PICKLED ITEMS

Bread and Butter Pickles
Pickled Okra
Hot Pickled Okra

SALAD DRESSING

Summer Tomato Salad Dressing
Vidalia Onion Vinaigrette Dressing
Peachy Peach Vinaigrette Salad Dressing

FRESH BREAD

Apple Bread
Apple Fritters

CHOW CHOW

Mild & Hot

SALTED PEANUTS

Roasted & Boiled

HORS D'OEUVRE JELLY

Hot Jalapeno Jelly
Peach Butter with Honey

BBQ SAUCE

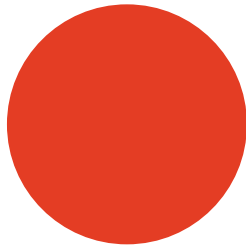
Peachy BBQ Sauce
Carolina BBQ Sauce
Apple BBQ sauce

MISCELLANEOUS

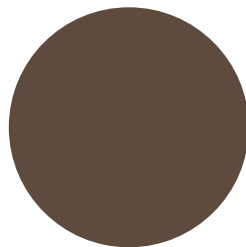
Peach Cider
Apple cider Donuts
Local Honey
Award Winning Peach Salsa



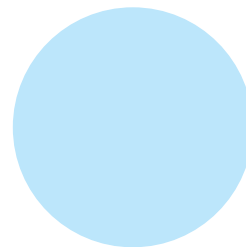
BRAND COLORS



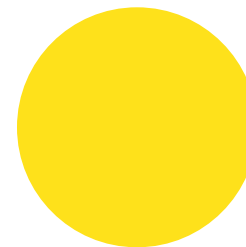
PMS: 179
CMYK: 3 / 91 / 100 / 1
RGB: 230 / 63 / 37
Hex: e63f25



PMS: 7519
CMYK: 51 / 60 / 70 / 40
RGB: 95 / 75 / 61
Hex: 5f4b3d



PMS: 290
CMYK: 24 / 0 / 0 / 0
RGB: 189 / 231 / 251
Hex: bde7fb



PMS: 108
CMYK: 2 / 7 / 95 / 0
RGB: 254 / 225 / 26
Hex: fee11a

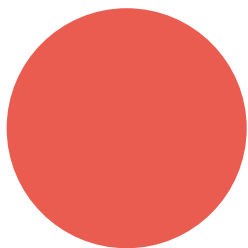
nature's *Peach*

100% RECYCLABLE
GROWN ON OUR FAMILY FARM
IT'S ALL ABOUT FLAVOR

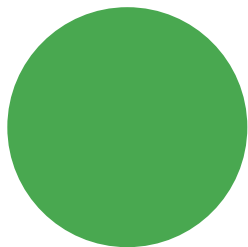


BRANDING ELEMENTS - NATURE'S PEACH

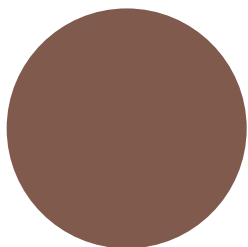
BRAND COLORS



PMS: 2027 (485U)
CMYK: 3 / 80 / 69 / 0
RGB: 234 / 91 / 80
Hex: ea5a4f



PMS: 361
CMYK: 74 / 10 / 93 / 0
RGB: 73 / 168 / 80
Hex: 49A850



PMS: 7518
CMYK: 41 / 61 / 65 / 25
RGB: 128 / 90 / 77
Hex: 805A4D

FONTS

Cocon Pro

Regular, Bold, Reg Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Empera Soft

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Filmotype Lucky

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BRANDING ELEMENTS - NATURE'S PEACH

PACKAGING



BRANDING ELEMENTS - PRIDE OF THE RIDGE

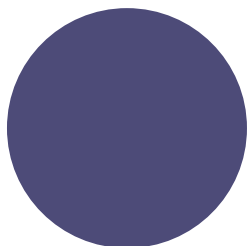
PRIDE
OF THE
RIDGE

PACKAGING

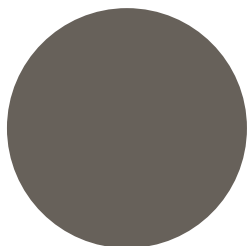


BRANDING ELEMENTS - PRIDE OF THE RIDGE

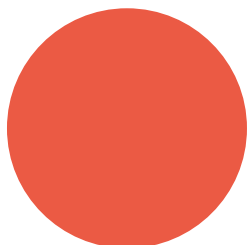
BRAND COLORS



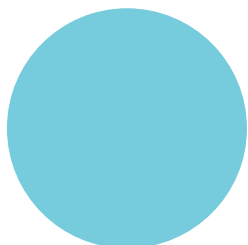
CMYK: 75 / 72 / 21 / 21
RGB: 77 / 75 / 120
Hex: 4d4b78



PMS: 405
CMYK: 57 / 52 / 58 / 25
RGB: 103 / 97 / 90
Hex: 67615a



CMYK: 2 / 80 / 78 / 0
RGB: 235 / 90 / 67
Hex: EB5A43



CMYK: 50 / 1 / 12 / 0
RGB: 118 / 203 / 220
Hex: 76CBDC

FONTS

Lora

Bold, Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gruber

Regular, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

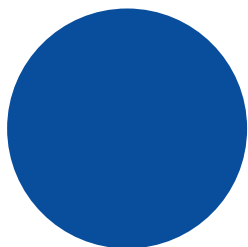
AMERICA'S
PEACH

PACKAGING

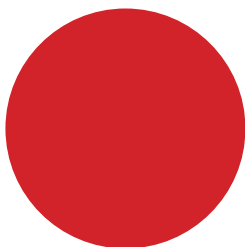


BRANDING ELEMENTS - AMERICA'S PEACH

BRAND COLORS



PMS: 2945
CMYK: 100 / 80 / 3 / 0
RGB: 8 / 78 / 157
Hex: 084e9d



PMS: 485
CMYK: 15 / 100 / 100 / 0
RGB: 210 / 35 / 42
Hex: d2232a

FONTS

TRADE GOTHIC CONDENSED
Condensed 18, Bold 20

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GASTRO PUB

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

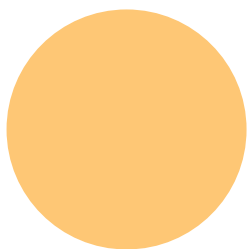
Southern Peaches

PACKAGING

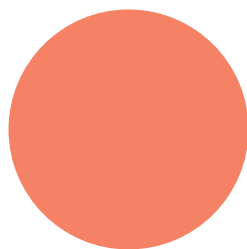


BRANDING ELEMENTS - SOUTHERN PEACHES

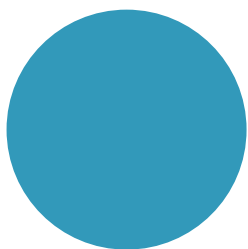
BRAND COLORS



PMS: 1355
CMYK: 0 / 24 / 62 / 0
RGB: 254 / 199 / 117
Hex: FEC775



PMS: 1635
CMYK: 0 / 61 / 61 / 0
RGB: 244 / 130 / 100
Hex: F48264



PMS: 7459
CMYK: 75 / 25 / 18 / 0
RGB: 50 / 153 / 186
Hex: 3299BA

FONTS

Gotham Narrow
Medium, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bookman Script Regular

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Dallas Serif

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

BRANDING ELEMENTS - PEACHES WITH A PURPOSE



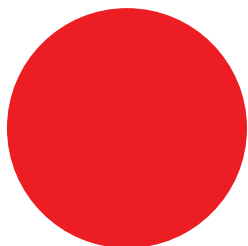
RETAILER ADS



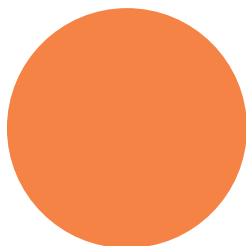
POS SIGNAGE

BRANDING ELEMENTS - PEACHES WITH A PURPOSE

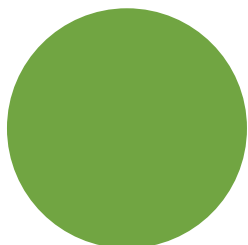
BRAND COLORS



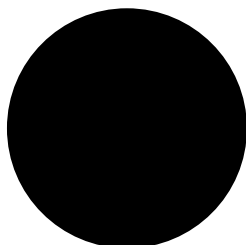
CMYK: 0 / 100 / 100 / 0
RGB: 237 / 28 / 36
Hex: ed1c24



CMYK: 0 / 60 / 80 / 0
RGB: 245 / 131 / 69
Hex: f58345



CMYK: 62 / 16 / 100 / 1
RGB: 114 / 165 / 65
Hex: 71a542



CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0
Hex: 000000

FONTS

Lora

Bold, Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gruber

Regular, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BRANDING ELEMENTS - PAMETTO PROCESSING



WHO WE ARE

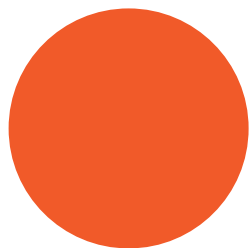
Founded in 2015 as the sister company to Titan Farms, the premier grower, packer, shipper of fresh peaches and vegetables in the Eastern United States

SQF, Kosher, and Organically Certified

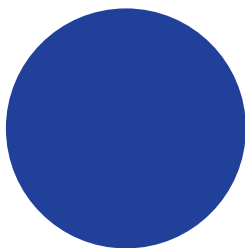


BRANDING ELEMENTS - PAMETTO PROCESSING

BRAND COLORS



PMS:1655
CMYK: 0 / 80 / 95 / 0
RGB: 241 / 90 / 41
Hex: F15A29



PMS: 661
CMYK: 100 / 90 / 0 / 0
RGB: 33 / 64 / 154
Hex: 21409A

FONTS

PROXIMA NOVA

Regular, SemiBold, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BRANDING ELEMENTS - PAMETTO PROCESSING

PALMETTO PROCESSING BRANDS



BRANDING ELEMENTS - PAMETTO PROCESSING

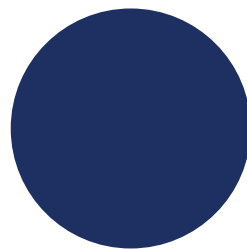
PRODUCTS



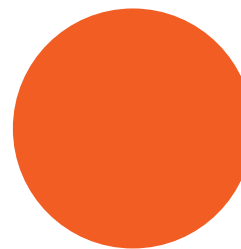
BRANDING ELEMENTS - PAMETTO ELITE PAK



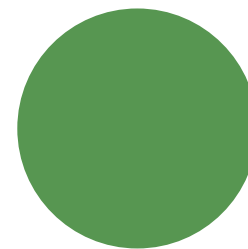
BRAND COLORS



PMS: 534
CMYK: 100 / 90 / 32 / 25
RGB: 30 / 48 / 97
Hex: 1E3061



PMS: 179
CMYK: 0 / 79 / 100 / 0
RGB: 241 / 93 / 34
Hex: F15D22



PMS: 7741
CMYK: 70 / 20 / 88 / 5
RGB: 87 / 150 / 81
Hex: 589350

FONTS

Oswald
Regular, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BRANDING ELEMENTS - PAMETTO ELITE PAK

PRODUCTS

