



Brand Guide



Primary Font

Cooper Black Regular

Secondary Font

Gill Sans MT Pro (Book)

Primary Colors

Harvest Gold

C 10 M 35 Y 100 K 0

Burnt Orange

C 0 M 58 Y 100 K 20

Secondary Colors

Coffee

C 40 M 70 Y 100 K 50

Teal

C 90 M 30 Y 50 K 10

The logo features a stylized leaf icon to the left of the text "50th", with "First Alternative" written below it.

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Paisley Pattern

One marketing theme for the 50th campaign is paisley patterns that incorporate the scoop and various thematic elements related to products we sell.



Nostalgic Photos

Another theme for the 50th campaign is the superimposition of our 50th logo with nostalgic photos of recognizable and distinctly seventies-era items from pop culture and home life—in particular, natural-foods-related and back-to-the-land or hand-made craft type items. Some options: fondue, crockpots, casserole dishes, bell-bottom jeans, Birkenstocks, clogs, macrame, crochet, pasta and bean art, decoupage, shag carpet, naugahyde, burlap, wood paneling, patterned fabrics, tie-dye fabric, lava lamps, bead curtains, shaggy hair, etc.



Coming in 2020

50th **First Alternative**

Help celebrate this milestone!
Please share with us any

**photos, films, relics,
stories & memories**
from days of Co-op past.

Contact Adam at thymes@firstalt.coop
or call 541-230-3187



