

Brand Guide





First Alternative 50th Natural Foods Co-op

Primary Font

Cooper Black Regular

Secondary Font

Gill Sans MT Pro (Book)

Primary Colors

Harvest Gold C 10 M 35 Y 100 K o Burnt Orange C o 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









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.







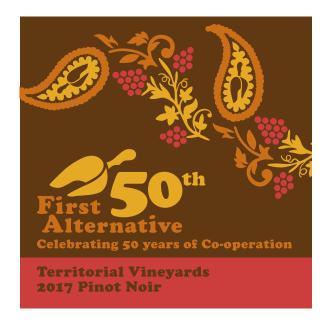


Nostalgic Photos

Another theme for the 50th campaign is the superimposition of our 50th logo with nostalgic photos of recognizable and distinctly seventiesera items from pop culture and home lifein particular, naturalfoods-related and backto-the-land or handmade 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, tiedye fabric, lava lamps, bead curtains, shaggy hair, etc.







Coming in 2020

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

