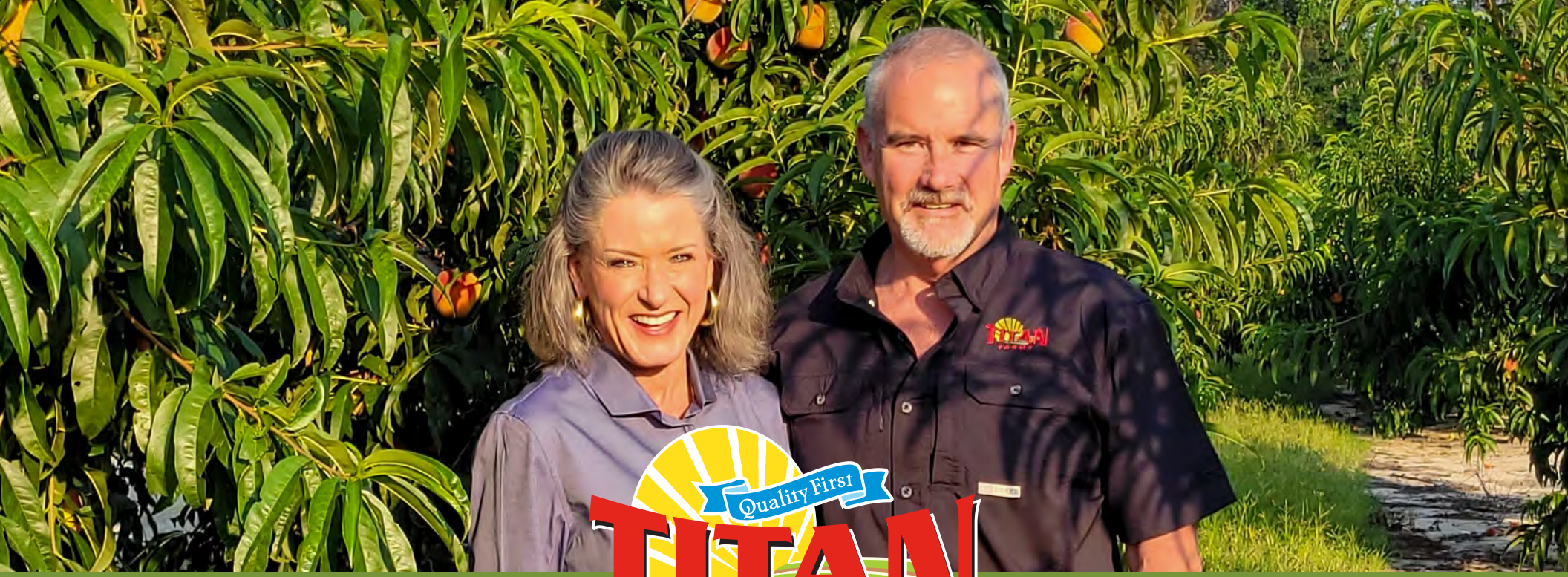


BRAND & COMMUNICATIONS GUIDE



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

Our mission is is to produce, process, and pack top-quality fruits and vegetables while achieving the highest customer satisfaction.

VISION

Our vision is to set the benchmark in the fresh and frozen fruit and vegetable industry by empowering our employees, strengthening industry relationships, and advancing innovative, sustainable agricultural practices.

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



Quality First

TITAN

FARMS

PASSION FOR PEACHES

VERTICALLY INTEGRATED

COMMITTED TO FOOD SAFETY AND SECURITY

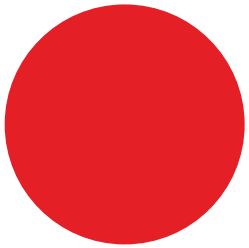
DEDICATED TO QUALITY OF SERVICE

LEADING GROWTH AND INNOVATION

INVESTED IN TECHNOLOGY

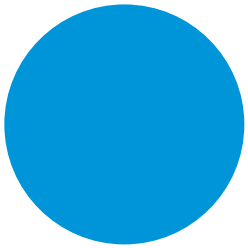
BRANDING ELEMENTS – TITAN FARMS

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



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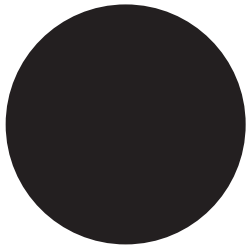
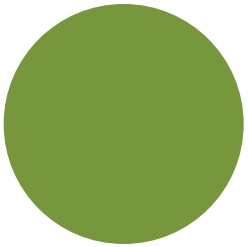
Hex: 0095DA



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

BRAND COLORS



PMS: 377
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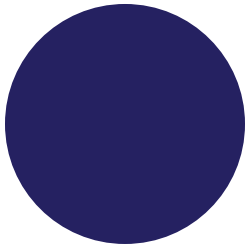
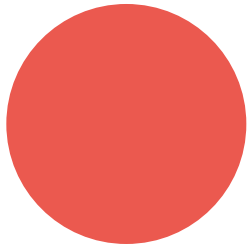
RGB: 119 / 150 / 60
Hex: 77963c



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

DROID SERIF
Regular, Italic, Bold, Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TRADE GOTHIC CONDENSED
Condesnsed 18, Bold 20

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

UNDERLAND ALTERNATIVE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PACKAGING


TITAN
America's Peach


Tree Ripened Southern
TITAN


TITAN
America's Peach


TITAN
peaches
peaches
PEACHES


Titan Pride
South Carolina Premium Peaches
Titan Pride
South Carolina Premium Peaches
Titan Pride
South Carolina Premium Peaches
TITAN
Titan Pride
South Carolina Premium Peaches



TITAN FARMS BRANDS

TITAN BRAND

LoriAnne 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 FARMS

Palmetto
ELITE PAK FROZEN

sara's
~ CERTIFIED ~
FRESH MARKET

BRANDING ELEMENTS – TITAN BRAND

TITAN
BRAND

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

PACKAGING



Lori Anne 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

TRADE GOTHIC CONDENSED
Condesnsed 18, Bold 20

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SHELBY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARTHEIN REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

or NATURAL SCRIPT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PACKAGING


TITAN FARMS
Lori Anne PEACHES
PREMIUM PEACHES
Handmade PEACH COBBLER
NET WEIGHT 22 oz (2lb) 907 kg
Wegmans
Produce of USA
NET WT 48 OZ (3 LBS) 1.36 kg

MARKETING MATERIALS

















IMAGERY



Wood Grain Background Element



Group of Peaches



Single Peach

Carolina Beauty

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

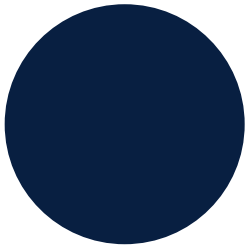
Just a few clicks away!

https://shop.titanfarms.com/collections/all



BRANDING ELEMENTS – CAROLINA BEAUTY

BRAND COLORS



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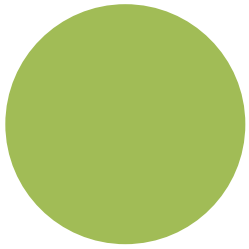
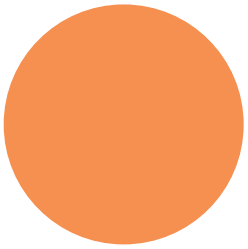
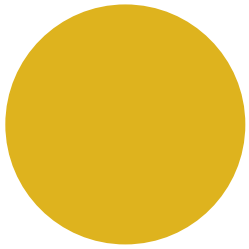
RGB: 8 / 33 / 66
Hex: 082142



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

IMAGERY



Main Illustration Imagery



Wood Grain Background Element

PHOTOGRAPHY















PACKAGING



POS SIGNAGE


13 hand-picked, juicy peaches delivered right to your door!
If you love Sara's Fresh Market
We know you'll LOVE our
Carolina Beauty Gift Box!
Carolina Beauty
Scan Here


Order 13 hand-picked juicy peaches in just a few clicks!
Carolina Beauty
We'll even deliver them right to your door.
Scan here!

Southern Charm

The best peaches from our family farm.



BRANDING ELEMENTS – SOUTHERN CHARM

BRAND COLORS

PMS: Black 7 C
CMYK: 67 / 61 / 64 / 55
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

PACKAGING


PRODUCE OF USA
Southern Charm
1/2 BUSHEL BY VOLUME
South Carolina Peaches
Tree Ripened Southern

BRANDING ELEMENTS – SARA'S FRESH MARKET

sara's ~ CERTIFIED ~ FRESHMARKET

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 Vinegrette Dressing
Peachy Peach Vinegrette 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

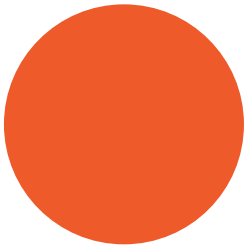
BBQ SAUCE
Peachy BBQ Sauce
Carolina BBQ Sauce
Apple BBQ sauce

MISCELLANEOUS
Peach Cider
Apple cider Donuts
Local Honey
Award Winning Peach Salsa



BRANDING ELEMENTS – SARA'S FRESH MARKET

BRAND COLORS



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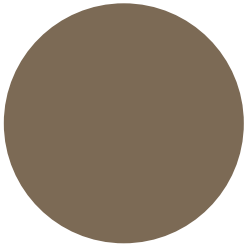


PMS: 7531 C
CMYK: 46 / 51 / 65 / 21
RGB: 125 / 106 / 85
Hex: 7d6a56

PMS: 290 C
CMYK: 20 / 0 / 0 / 0
RGB: 200 / 233 / 249
Hex: c8e9f9

PMS: 108 C
CMYK: 2 / 15 / 99 / 0
RGB: 252 / 211 / 10
Hex: fcd30a

nature's Peach

100% RECYCLABLE

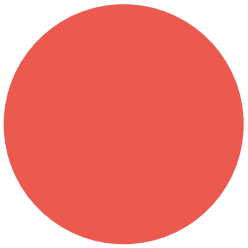
GROWN ON OUR FAMILY FARM

IT'S ALL ABOUT FLAVOR



BRANDING ELEMENTS – NATURE'S PEACH

BRAND COLORS



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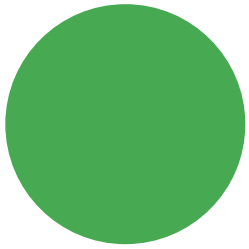
CMYK: 3 / 80 / 69 / 0
RGB: 234 / 91 / 80
Hex: ea5a4f



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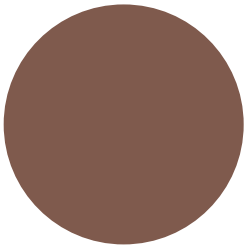
Hex: 49A850



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

PACKAGING


nature's Peach
grown on a FAMILY FARM
PREMIUM HARVEST
TITAN
4 PEACHES
USA
A-peachiate your peaches with these storage tips!
Peach perfect: once they get to your desired ripeness, place in the fridge and enjoy!
Avoid bruising: lay them out in a single layer, never pile your peaches!
Don't judge a peach by it's color: red doesn't mean it's ripe. Instead, look for a creamy yellow background.
FOR MORE, FOLLOW: @titanfarms
It's all about the flavor!

PRIDE OF THE RIDGE

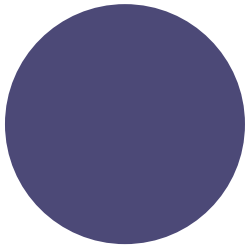
PACKAGING



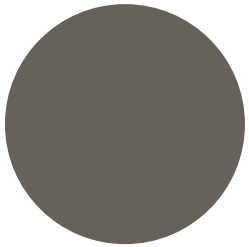


BRANDING ELEMENTS – PRIDE OF THE RIDGE

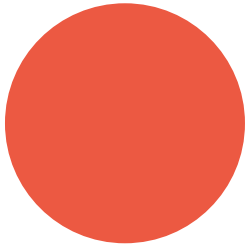
BRAND COLORS



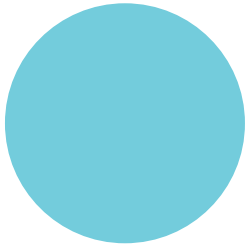
CMYK: 75 / 72 / 21 / 21
RGB: 77 / 75 / 120
Hex: 4d4b78



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

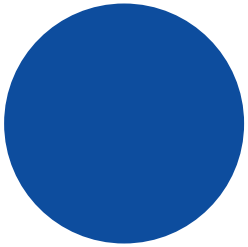
AMERICA'S
PEACH

PACKAGING



BRANDING ELEMENTS – AMERICA'S PEACH

BRAND COLORS



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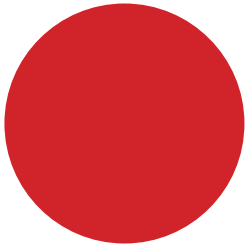
CMYK: 100 / 80 / 3 / 0
RGB: 8 / 78 / 157
Hex: 084e9d



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

FONTS

TRADE GOTHIC CONDENSED

Condesnsed 18, Bold 20

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GASTRO PUB

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Southern Peaches

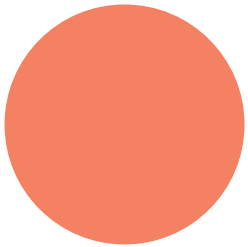
PACKAGING



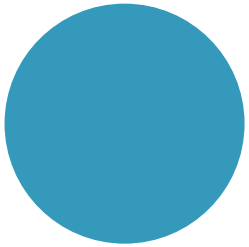
BRANDING ELEMENTS – SOUTHERN PEACHES

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

Peaches WITH A PURPOSE

Fighting Hunger Sweetly



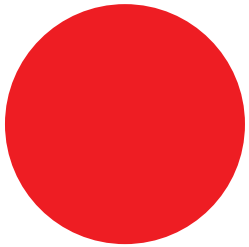
RETAILER ADS



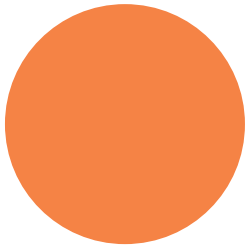
POS SIGNAGE

BRANDING ELEMENTS – PEACHES WITH A PURPOSE

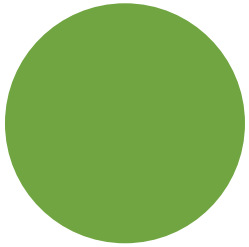
BRAND COLORS



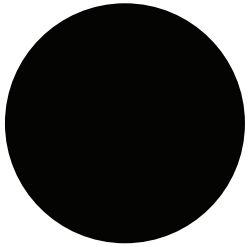
CMYK: 0 / 100 / 100 / 0
RGB: 237 / 28 / 36
Hex: ed1c24



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

palmetto processing solutions
A DIVISION OF TITAN FARMS

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

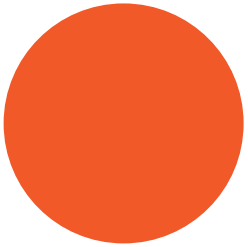
SQF

USDA ORGANIC

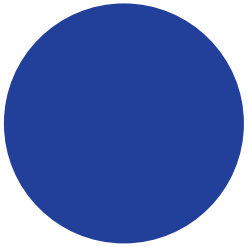


BRANDING ELEMENTS – PAMETTO PROCESSING

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

PALMETTO PROCESSING BRANDS

Tickled PEACHES™

Tickled BERRIES™

Tickled™ PEACH BERRY BLUES

Tickled™ STRAWBERRIES

PRODUCTS


KEEP FROZEN
Tickled
BERRIES
Mixed Berries
Net wt 4 oz (113g)
KEEP FROZEN
Tickled
STRAWBERRIES
Strawberries
Net wt 4.5 oz (128g)
KEEP FROZEN
Tickled
PEACHES
Freestone Dices
Net wt 4.4 oz (125g)


Southern
Sliced Peaches





BRANDING ELEMENTS – PAMETTO ELITE PAK

Palmetto

ELITE PAK FROZEN

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

PRODUCTS


Clovis Farms
ORGANIC
TRIPLE BERRY BLEND
ORGANIC
SUPER SMOOTHIE
ORGANIC
SUPER SMOOTHIE
TROPICAL BLEND
Clovis Farms
ORGANIC
SUPER SMOOTHIE
KALE • SPINACH • BANANAS
PITAYA FOODS
ALL NATURAL
100% FRUIT
DRAGON FRUIT
BITE-SIZED CUBES
KEEP FROZEN • NET WT. 3 LBS (1.36KG)
SEAL THE SEASONS
PREMIUM PEACHES
LoriAnne PEACHES
GROWN IN RIDGE SPRING, SC
Lori Anne Carr • Titan Farms
NET WT. 32 OZ (907g)
SLICED • WASHED • READY TO USE
Earthbound Farm
ORGANIC
ORGANIC STRAWBERRIES



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