





Florida Hemp Farmers is a collective of like-minded farmers, growers and their supporters who are dedicated to promoting the hemp industry in the Sunshine State to meet a multitude of purposes.

Founded in Central Florida's historic agricultural region known as the Golden Triangle, FHF will be a leader in the industry through advocacy, education, and support.





Our desire to advance the hemp industry and to educate, support and grow the local agricultural community is at the heart of Florida Hemp Farmers.

We will develop a network of partners who will work together to build a robust local economy. We are committed to bringing a continued sense of pride and a new and exciting purpose for the area.



Education *(Growers + Consumers)*

Bringing the knowledge and wisdom of this industry to Florida for the benefit of those who grow and those who consume. Recognizing and informing others about the healing power of hemp. Developing best-practices and lessons-learned in the growing of hemp, and then applying them to other crops so that they, too may benefit.

Collaboration

Working with various companies and organizations to further the cause of growing and using hemp for the betterment of all.

Celebration

Celebrating hemp and its growers, consumers and advocates in Central Florida and beyond and embracing and celebrating the tradition and history of agriculture in the region.

Involvement

Encouraging multi-generational participation to ensure hemp's place in the future.



PERSONALITY

Smart
Reliable
Technical
Understanding
Mentoring
Down-to-Earth
Forward-thinking
Relatable
Approachable
Sincere

VOICE

Authoritative
Patient
Knowledgeable
Enthusiastic
Trustworthy

**VISUAL BRAND
GUIDELINES**





PRIMARY BRAND MARK - FULL COLOR



PRIMARY BRAND MARK - ONE COLOR

CLEAR SPACE -

Defined as the height of the FHF type in the logo mark



MIN. SIZE -

1.5 in tall



Aa Bb Cc Dd Ee Ff Gg Hh

HEADLINE - NEUZEIT GROTESK REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh

SECONDARY HEADLINE - HENRIETTE BLACK

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec nisi nisi, rhoncus eu risus in, hendrerit laoreet tortor. Vestibulum tincidunt tempus justo, quis egestas libero gravida a. Proin faucibus, felis non ultricies pulvinar, sapien turpis tristique metus, nec hendrerit erat urna id enim. Donec vitae est convallis, vulputate nisl in, ornare sapien.

BODY COPY - NEUZEIT GROTESK REGULAR

