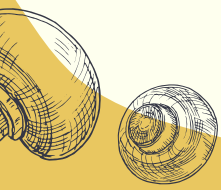




# Press Kit



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# About Us



# Fresh Future Farm



**TAGLINE**    **Planting the seeds of social justice.**

**DESCRIPTION**    Fresh Future Farm is on a mission to grow the quality of life for historically-excluded communities, foster socially-just economic development, and inspire the revolutionary civil rights movement to end food apartheid.

Starting with their home in North Charleston, South Carolina, the Fresh Future Farm team is growing communities that are pushed to the margins with a sustainable, urban farm and grocery store that improves the wellness and livelihood of their neighbors.

Using simple, ancestral farming techniques coupled with a sustainable, closed loop infrastructure, their community model enables an efficient and effective fresh food solution for any community.

# Germaine Jenkins



## Germaine is the Co-Founder and Chief Farm Officer.

She is a nationally-recognized, visionary leader in the urban agriculture space and a passionate advocate for food justice. Born in Hartsville, SC and raised in Cleveland, OH, Germaine returned to South Carolina as a single-mother at the age of 25 to be closer to family and finish her college education at Johnson & Wales University.

Motivated by her own lived experience of inadequate food access, Germaine was inspired to make a difference in the lives of her neighbors and began working to end the food apartheid she witnessed in her community.

In 2014, she co-founded Fresh Future Farm on a vacant city lot in the middle of North Charleston, where systematic exclusion had led to poor health and wellbeing for her under-resourced community.

Since then, she has led the day-to-day operations and growth of Fresh Future Farm, earning national recognition for her work to grow community health, wealth, and creative placemaking.

Fresh Future Farm continues to make an impact at the local and national levels, serving as an example of how sustainable, urban farming can help end food apartheid and eliminate bureaucracy in community development.

Germaine and her team embody the past, present and future of agriculture. They celebrate and teach ancestral, sustainable practices to not just grow food, but to grow neighborhoods. They provide access to affordable, fresh, and healthy food to those who need it most in their community.



# The Team



**Anik Elsi**

Creative Manager — They/Them



**Anthony Jenkins**

Chicken Whisperer — He/Him



**Tamazha North**

Store Manager — She/Her



**Adrian Mack Jr.**

Farm Manager — He/Him



**Stephanie McFadden**

Administrative Assistant — She/Her

# Mission & Vision



**OUR MISSION** To restore one historically-excluded community at a time.

**OUR VISION** To end food apartheid with a community model rooted in our shared history.

# Recent Press





# Features

## KEY HEADLINES

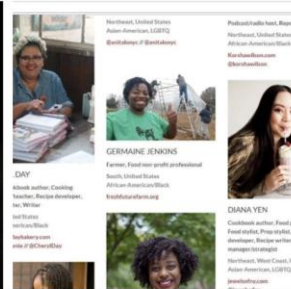
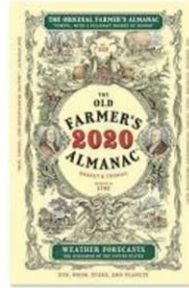
*At Fresh Future Farm, Germaine Jenkins Cultivates A Healthy, Well-Fed Future For Underserved Communities*  
Charleston Magazine, December 2019

*Essence Woke 100*  
Essence Magazine, November 2019  
Named # 7 out of 100 Woke Women

*What Does Community Mean to Black Americans?*  
New York Times, October 2019

*Planting seeds for the future at South Carolina's first Black Farmers Conference*  
Charleston City Paper, April 2019

*Meet the North Charleston Farmer Bringing Quality Produce to Her Community*  
Food and Wine Magazine, April 2019



# Our Visual Brand



# Colors



Color proportions seen here should be used in in Fresh Future Farm visual branding. Orange and green are the primary colors used for graphics, and the dark gray is used in line drawings, copy, and in other technical brand elements. Brown should be used sparingly. And the cream and white are typically used as backgrounds colors.

#FFFFFF RGB (255, 255, 255)
--------------------------------

#F1F2D2 RGB (241, 242, 210)	#DBA200 RGB (219, 162, 0)	#AFC122 RGB (175, 193, 34)	#353744 RGB (53, 55, 68)
	60% transparency	60% transparency	
#54432A RGB (84, 67, 42)	40% transparency	40% transparency	75% transparency

# Typography



## PRIMARY HEADLINE

# Bevan

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz 0123456789

## SECONDARY HEADLINE

# Arvo Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz 0123456789

## BODY & PARAGRAPH

# Arvo

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz 0123456789

# Logo



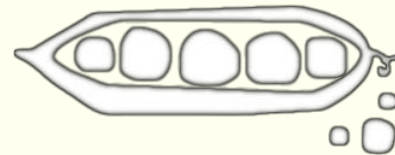
The full-color, Stacked Lockup is the preferred logo. However, the Horizontal logo and versions in black and white can also be used. The Logomark is typically used as more of a supporting visual element rather than a standalone logomark.



**STACKED LOCKUP**



**HORIZONTAL LOCKUP**



**LOGOMARK**



# Photography



Brand photography is full of life and color, representing the richness of the nutrients and the livelihood that they contribute to. The photos evoke emotion while representing ingenuity, history, and promise.



# Visual Elements



Expanding upon the authenticity, creativity, and accessibility of the brand, technical line drawings, earthly shapes, bold statements, and other raw elements are meant to portray the brand as:



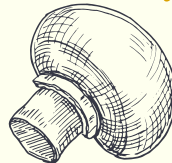
Organic



Innovative



Real



# Want to dig in more?

[info@freshfuturefarm.org](mailto:info@freshfuturefarm.org)  
[freshfuturefarm.org](http://freshfuturefarm.org)

