



APRIL 2024

# Brand & Communication Guide

*Sharing the love for what you do.*

## **If it comes from an independent maker, grower, or producer, it's going to be better.**

That's our entire philosophy. Which means that what you do — what you make, grow, raise, harvest, and produce — is why we are here. Supporting local makers like you isn't just important – it's essential to our success and our mission to provide fresh, healthy and sustainable food options. Together we are building a stronger local food system, promoting food security, supporting local economies, reducing environmental impact, and fostering community connections.

We also believe in the potential of brands when they can come together. To further support our partnership with you, we've prepared these guidelines to help you share on-brand communications about the distribution of your products at Market of Choice through your social media channels, on your website, or in a press release.



## 2 LOGOS

Like anyone who's proud of what they do, we like to keep our brand looking and feeling consistent across the board. When using our logo, here are some details to keep in mind. Our logo has been recently redesigned – **DO NOT** use any older versions of the logo.



**Need our logo? Have other questions about guidelines/ colors/fonts? Email Gracie Quigley at [gquigley@marketofchoice.com](mailto:gquigley@marketofchoice.com)**

**Clear Space Guidelines:** To ensure that the Market of Choice logos always stand out, reduce clutter and isolate them from competing visual elements such as text and supporting graphics.

Clear space on each side of the logo should be equal to or greater than the x-height of the base of the Market of Choice pear.

### Preferred Logos



**Logo Options:** We have provided you with four options for logos. The dark versions should be used against lighter backgrounds. The lighter option is for darker backgrounds. Legibility should determine the most appropriate version. The horizontal version of the logo is preferred. In instances where space is limited, the vertical or stacked version can be used.

Please follow clear space guidelines and do not “lock-up” our logo with any other logos. **Elements in our logo should not be separated. Do not rotate, skew, warp or non-proportionally scale our logo.**



## Social Media

People want to know what you're up to, into, and what goes on behind the scenes. Market of Choice posts frequently on [Instagram](#) and [Facebook](#), and loves to share fun, authentic, honest content from our partners.

Posting a great recipe, tip or clever use for your product, or some suggested pairings? Let's collaborate! If you would like to work with Market of Choice on social media, please contact Andre at [aaicher@marketofchoice.com](mailto:aaicher@marketofchoice.com). And if your post references us, tag @marketofchoice. A hashtag is always nice to include too: **#marketofchoice**

If you are conducting a sampling in one of our stores, spread the word. Please remember that all demos are scheduled through the store team members.

## Website

If you maintain a website, consider highlighting Market of Choice as a retail location for purchasing your products.

## Press Releases & News Releases

Let the world know about our relationship! If you're writing a news release that includes Market of Choice, we have key messages and boilerplate copy ready for your use.

If you would like to include a quote from Market of Choice, we are happy to provide one. Before distribution to the media, we just ask to review your release for accuracy regarding our partnership. Please reach out to Laura Luthi with our marketing and communications agency Grady Britton at [MarketofChoicePR@gradybritton.com](mailto:MarketofChoicePR@gradybritton.com) or 503-341-7785.

## Boilerplate

### About Market of Choice

Founded in 1979, Market of Choice is Oregon's largest family-owned, independent grocer with 11 stores located throughout the state. Driven by the joy of and an admiration for Oregon food and its makers, Market of Choice has grown into a thriving grocery retailer with nearly 1,400 dedicated employees. With stores in Ashland, Bend, Corvallis, Eugene, Medford, and the Portland-metro area, Market of Choice has developed deep, meaningful relationships with farmers, ranchers, fisherfolk, and food and beverage producers across Oregon and is committed to fostering a vibrant local food economy. For more information, visit [marketofchoice.com](http://marketofchoice.com). Stay connected with Market of Choice on [Instagram](#), [Facebook](#), and [Pinterest](#).

Need a custom quote from us? Just contact Laura Luthi at [MarketofChoicePR@gradybritton.com](mailto:MarketofChoicePR@gradybritton.com) to coordinate.

**With more than 7,000 local items in stores, we are deeply committed to raising up family run, small businesses from all across our state; keeping communities healthy, jobs more meaningful, and strengthening our economy state-wide.**

- Market of Choice is committed to elevating Oregon entrepreneurs and strengthening food and beverage communities through its longstanding partnerships with local producers and growers, including BIPOC, LGBTQ+ and Women-owned businesses.
- In addition to stocking thousands of local products in our stores, Market of Choice helps many food and beverage makers get their businesses off the ground by offering training, mentoring, financing, and promotion, in addition to distribution.
- Market of Choice believes our approach translates into healthier communities, a strong regional food system, and meaningful jobs.



Oregon's  
MARKET  
OF  
CHOICE®

