BISHOP'S
BRAND
PLAYBOOK

CONTENTS

1

Ethos

CREATION STORY
POSITION
PURPOSE
DIFFERENTIATORS
VALUES
VISION
AUDIENCE
PERSONALITY
VOICE & TONE

2

Embodiment

LOGOS & WORDMARKS
SUB-BRAND MARKS
SUPPORTING ASSETS
COLOR PALETTE
TYPOGRAPHY

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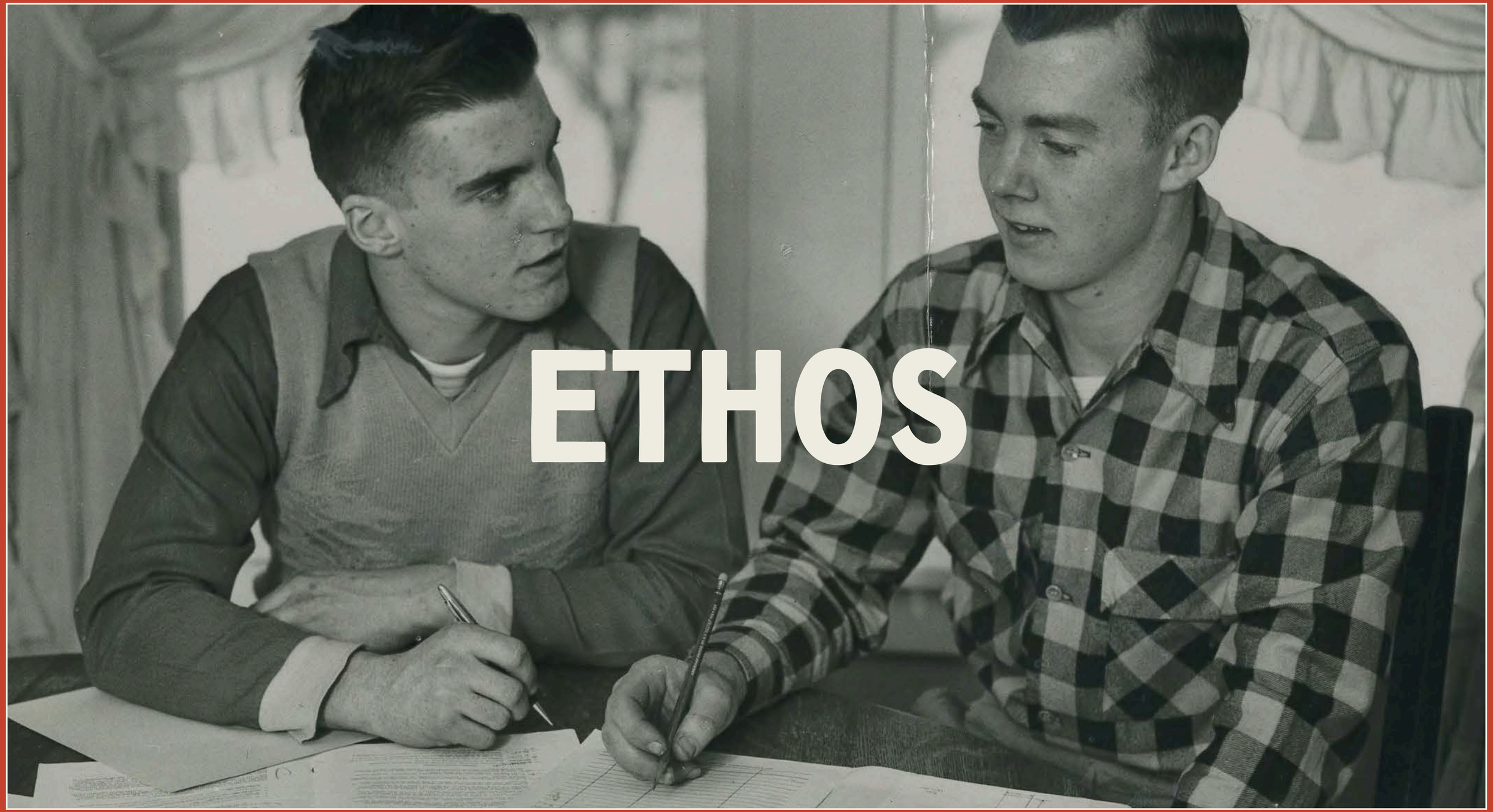
ETHOS

CREATION STORY

True to Our Roots

For over 150 years, Bishop's Orchards has connected people to the land and to each other.

Our story begins in 1871 when founder, Walter Goodrich Bishop, established the business under the family-owned and operated farm corporation, B.W. Bishop & Sons, Inc. What started with general farming, including dairy, produce, and ice, expanded into Bishop's first commercial orchard in 1909, a mere glimpse at what was to come.

A Local Landmark

By the 1960s, Bishop's was serving neighbors through wholesale and a seasonal retail market at its Guilford location, well on its way to building a legacy of tradition—both new and old.

Today, with its sixth generation at the helm, Bishop's has blossomed into a farm-first destination where New England gathers.

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Grown with Intention

Bishop's offers local products, on-farm experiences, and a sense of belonging, nurturing only what honors its roots and brings people together.

Visitors can shop the market for local, seasonal food; taste what the land produces, be it wine, hard cider, or ice cream; pick fruit straight from the fields; and celebrate with events that mark the calendar year-round. Here, the connection between land, community, and heritage is always in view.

After more than a century of growing food and connections, Bishop's remains committed to turning visits into traditions, and memories that last.

POSITION

We’re a farm-first destination where New England gathers.

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Bishop’s Orchards is a farm-first destination for food, experiences, and belonging, where all generations can create lasting connections to the land and one another.

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PURPOSE

We are committed to caring for the land and the people we serve, so that what we grow today endures for tomorrow.

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At Bishop’s, growth is at the core of everything we do.

We cultivate crops, but also foster friendships, family bonds, and community ties. We deepen our expertise as farmers, retailers, employers, and hosts. We nurture relationships with our neighbors, customers, suppliers, and colleagues. And through it all, we strengthen our connection to each other, the land, and the community we call home.

The roots of Bishop’s Orchards run deep, nourished by the dedication of those who came before us, and the support of those who believe in what we do.

For over 150 years, we’ve cared for the land we farm and the people we serve, so that what we grow today endures for tomorrow.

As we carry this legacy forward, we envision Bishop’s as a place where people gather, where traditions take root, and where unforgettable moments are made. Whether through the food on a family’s table, a stroll through our rolling orchards, or a celebration in our recreational spaces, we are passionate about creating meaningful experiences that bring people together.

DIFFERENTIATORS

1 Resilience

We grow deliberately in an ever-changing world, staying true to who we are while evolving in ways that honor our heritage and deepen the experiences that bring people together.

2 Experience

We blend farm, food, and community into inclusive, multi-sensory moments that invite every generation to gather and celebrate.

3 Quality

We deliver quality in everything we do, from the sustainably farmed food we grow, to the welcoming service we provide, so every encounter reflects the best of Bishop's.

4 Legacy

We carry a 150-year legacy of environmental care and community connection, earning us trust, loyalty, and respect as a family institution cherished across New England.

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VALUES

1 Connection

We foster moments of belonging, where food, community, and the land come together to shape memories that last a lifetime.

2 Momentum

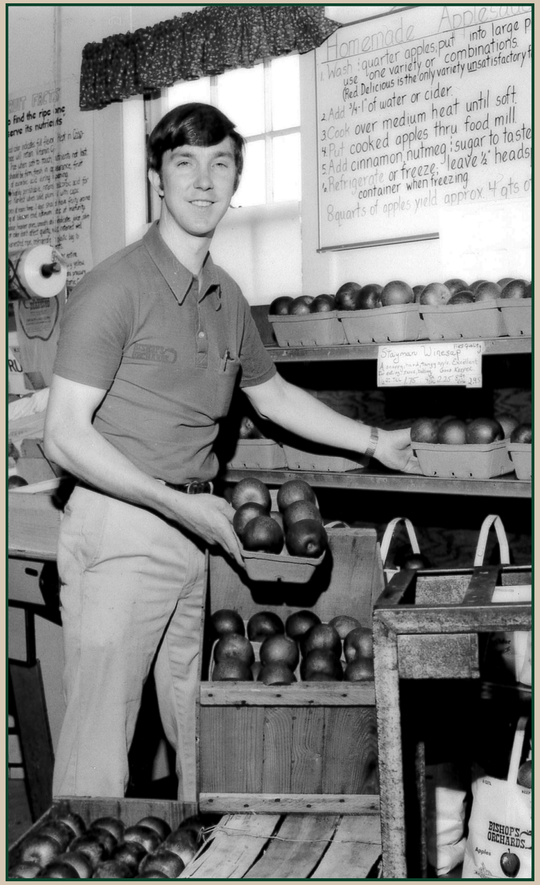
We embrace what's next, building on our heritage with purposeful offerings that meet our audience's needs today and tomorrow, so Bishop's can thrive for generations to come.

3 Integrity

We protect what matters, honoring our responsibility to nurture the land, act with honesty, and share what we've learned so our community can grow alongside us.

4 Tradition

We celebrate the legacies of our own family and those of our guests, creating rituals where generations return and memories are passed from one to the next.



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VISION

Bishop’s Orchards will remain a trusted part of New England life, evolving with purpose so every generation can experience our farm, food, and products in meaningful ways that bring them back, day after day.

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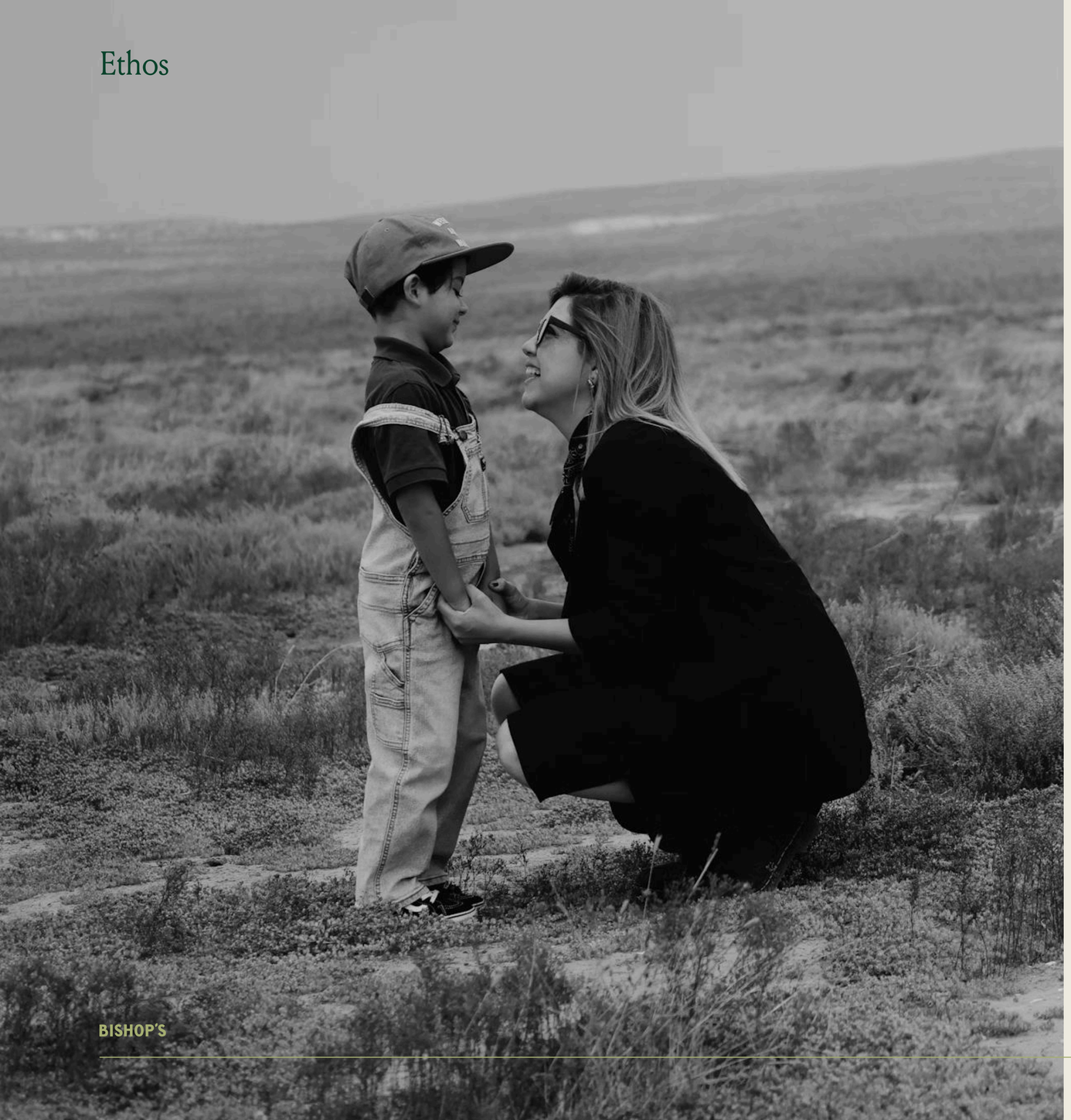
AUDIENCE



Bishop's Orchards' target audience is a full-time working parent who deeply values natural, local products and experiences, while balancing those priorities with the modern shopping habits that a busy household and career demand.

She's happiest enjoying simple pleasures outdoors with family and friends, and ultimately strives to create shared, meaningful moments that connect her to the community and shape her children's lives for the better.

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The Sentimental Working Mom

LARISSA, 40

Larissa is a dedicated general practice doctor, a mom of 3 children, 2 pets, and one of Bishop's most loyal shoppers. She's high-functioning, high-earning, and deeply committed to creating a meaningful, balanced life for her family. Her weeks are packed with curbside pickups, planning meals and activities, and making space for moments that feel intentional.

She shops smart: a mix of Target and Amazon for convenience, and local boutiques when she wants something special. Larissa values natural, local, and organic, but she's practical. She believes in small businesses and community, but she also lives in the real world.

What she wants most is to raise her family in a beautiful place she loves, with good food, strong roots, and a lifestyle that feels full without being frantic. She's working hard to savor the little things while still getting it all done.

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The Sentimental Working Mom

LIKES

Spending time w/ family & friends
Good food
Good people
Doing things outdoors
Reading
New experiences with the kids
Making memories
Celebrating
Taking time to relax and reflect
A good vacation

SHOPS AT

Chewy
Amazon
Target
J Crew
Crate & Barrel
Page Hardware & Appliance
Local boutiques
Local restaurants like Bufalina or South Lane

CHALLENGES

- A busy schedule with a full time job
- Planning activities, meals, etc.
- Finding balance between cooking at home and eating out/buying prepared foods
- She worries if she's doing enough
- Keeping her kids healthy & happy
- Making sure that she spends valuable time with her family and making memories to last a lifetime
- Keeping traditions (old and new)

DESIRES

- To build a better future and lifestyle for her family
- A strong sense of community
- To live fully
- To give her kids the best life possible while maintaining success in career
- To experience life, not just sit and watch
- To savor every moment
- To love where she lives
- Creating a balanced, fun, wholesome life for her family
- Ease and happiness

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PERSONALITY

Bishop’s Orchards is a feel-good, farm-first brand that speaks from the heart. They are rooted in tradition, open to all, and lovingly grown to bring people together.

Bishop’s should feel warm, approachable, heartfelt, and intentionally thoughtful — never overly polished, but always deeply genuine.

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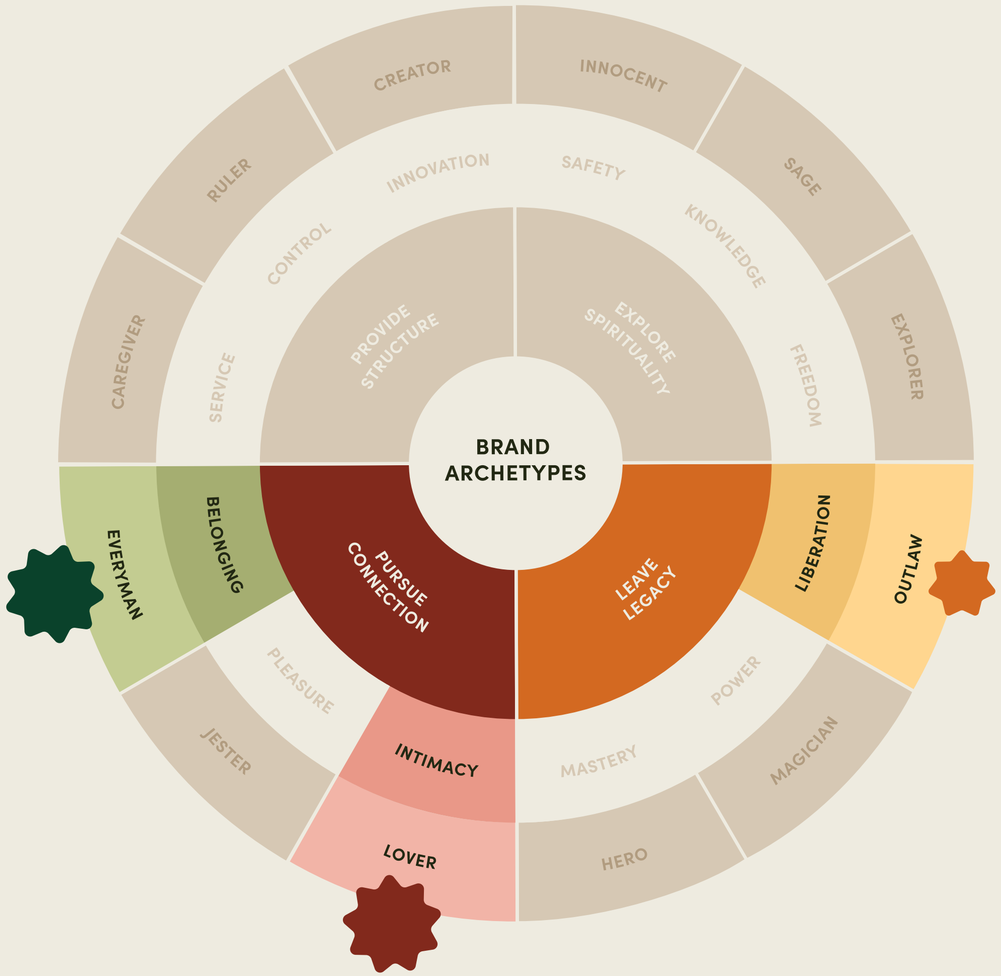

PRIMARY (EXTERNAL SELF)

The Lover

Lovers celebrate our deep connection to the ideas and items we need and use every day. They amplify the experience we have with people, products, and solutions, pointing out what's special and life-affirming about these relationships.

Bishop's represents the Lover archetype because they cherish relationships. They are deeply passionate, elevating their relationships with their audience to a high level.

TERTIARY (INTERNAL SELF)

The Rebel

Rebels challenge existing solutions. They lay the groundwork for change, providing alternatives to existing solutions that they (and their audience) view as underwhelming.

Bishop's is unafraid of breaking rules and challenging conventions. They are progressive thinkers and always bring a fresh perspective.

SECONDARY (EXTERNAL SELF)

The Everyperson

The Everyperson appeals to others through their relatability and humanity. Everypersons embrace their imperfections and are deeply authentic, approachable, and friendly. Their appeal is rooted in their ability to make their audience feel comfortable and understood.

Because Bishop's wants their guests to feel a sense of belonging and treat them like a friendly neighbor or advocate, The Everyman is a primary archetype.

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TRAITS

Loyal
Committed
Compassionate
Caring
Nostalgic
Adventurous
Family-oriented
Honest
Hard-working
Independent
Authentic
Unique
Welcoming
Inclusive
Friendly
Social
Wise

Bishop / 38
Jack of all trades

LIKES

Locally grown food
Dogs
Nature and the outdoors
Spending time with loved ones
Fun and new experiences
New England
Community
Living a healthy lifestyle
Having a good time
Comfort
Cleanliness
Good Food

HOBBIES

Hiking and other outdoor activities
Concerts
Cooking & entertaining
Shopping and exploring local
Making and canning jams
Gardening & farming
Collecting memorabilia
Going out to eat

DISLIKES

Big box anything
Phones
Inauthentic connection
Sterile indoor spaces
Frozen dinners
Over-commercialization
Rebellious behavior
Messy people

MY PERFECT MATCH

A nature-lover who just wants to have a good time.
They can both kick back and relax, or accompany me on a new adventure.
They love to cook, learn, and aren't afraid to get dirty!
They love to try new things and value making memories.

NOT A MATCH

Anyone who is cheap, obnoxious, mean, messy, or simply doesn't care about anything.

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We Are

- Retro-leaning established
- On the safer side of things
- A familiar vibe
- Light and bright
- Timeless
- Laid-back
- Tastefully bold
- Simply classic
- Sprinkled with rustic charm

We Are *Not*

- Overly playful
- Too serious
- In-your-face vibrant
- Shy
- Dark or heavy
- Visually distracting
- Overly refined
- Metropolitan
- Trend followers

VOICE & TONE

Bishop’s speaks like a trusted, multigenerational neighbor who’s proud of their heritage and deeply embedded in the community.

Their voice comes from a place of knowledge and reverence for the land they have worked hard to maintain generation after generation, spoken with warmth and approachability.

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We Are

- Warm
- Neighborly
- Grounded
- Knowledgeable
- Respectful
- Approachable
- Dynamic
- A touch poetic

We Are *Not*

- Frenzied
- Pompous
- Elitist
- Cheeky
- Overbearing
- Unpredictable
- Shy
- Corporate

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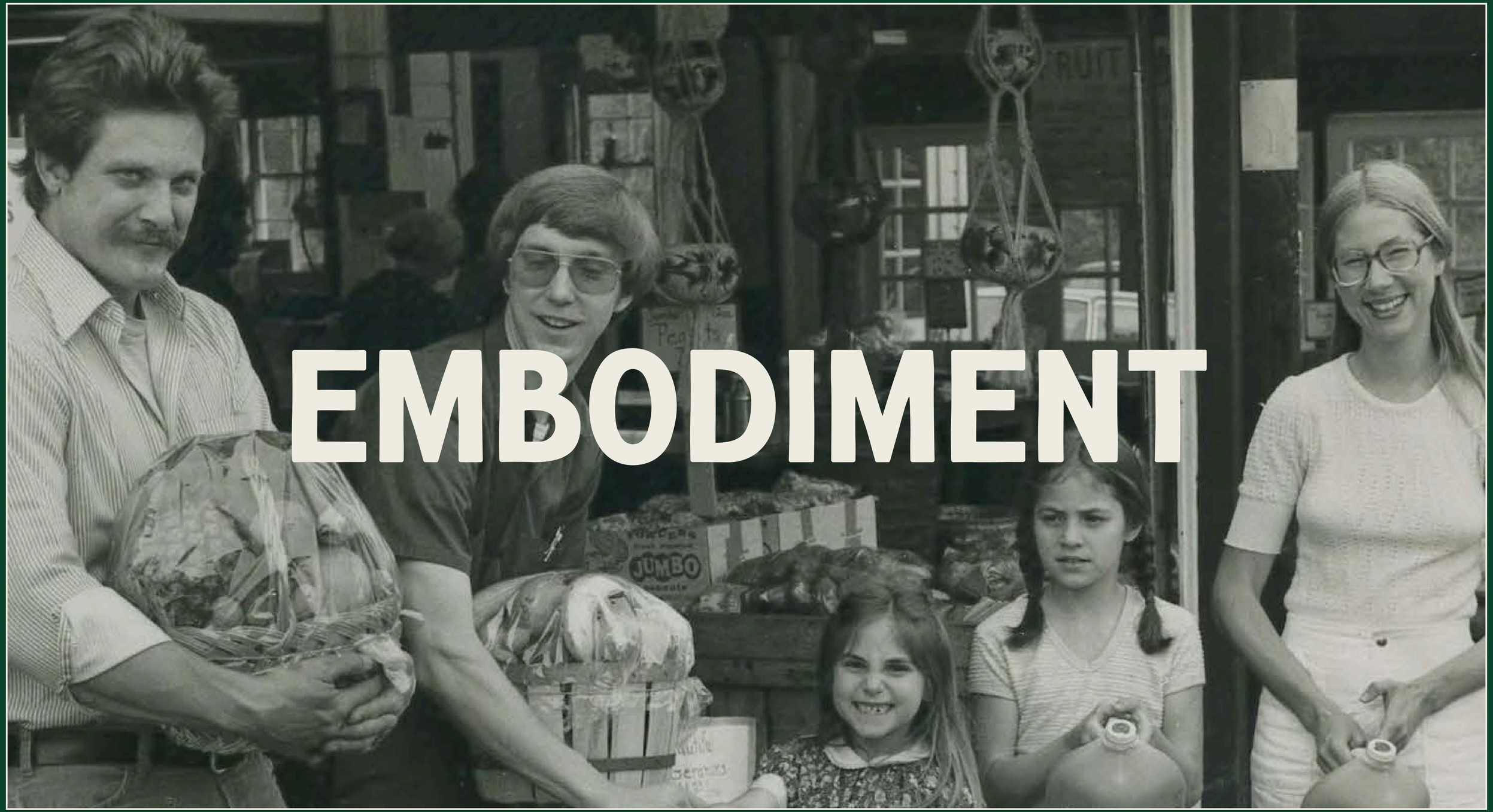
EMBODIMENT
JUMBO

LOGOS & WORDMARKS

1

Primary Wordmark

©BISHOP'S | BRAND GUIDELINES | CREATED 2025 BY BOX EIGHT

Primary Wordmark

This mark represents all aspects of the Bishop's brand.

Inspired by the hand-painted signage in Bishop’s photo archives, our custom wordmark has a handmade quality that feels authentic to Bishop's history and present day personality.

A subtle, leaf-shaped apostrophe carries forward the legacy of the Bishop’s apple.

BISHOP’S

©BISHOP’S | BRAND GUIDELINES | CREATED 2025 BY BOX EIGHT

Clear Space

To protect legibility and impact, maintain a minimum clear space around the primary wordmark.

This space should be at least the height of the letter ‘B’ on every side, scaled with the logo.

©BISHOP’S | BRAND GUIDELINES | CREATED 2025 BY BOX EIGHT

Primary Arched

The arched wordmark is a special-use asset.

Use it only when the layout allows it to sit comfortably within a circular shape.

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Arch Usage

The arched mark is most often used to label items that belong to Bishop's, including product packaging, stickers, and sub-brand badges.

When placed within a half-circle above a color fill, it accentuates the brand's warm and handmade aesthetic.

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2

Heritage Mark

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Heritage Mark

Our script Heritage mark captures the nostalgic, farm-first side of Bishop's with a custom lockup honoring Guilford, our founding date, and our iconic apple.

It reinforces our agricultural roots while supporting Bishop's evolution into a full destination experience.

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Clear Space

To protect legibility and impact, maintain a minimum clear space around our heritage mark.

This space should be at least the height of the apostrophe on every side, scaled with the logo.

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Color Usage

These are the only acceptable color pairings for both our main wordmark and our heritage mark.

These pairings ensure legibility and readability for our audience, and **pass** WCAG AA standards for large text.

! *Important note: We **never** use "Earth" (the darkest, deepest color in our palette) for background fills.*

3

Usage

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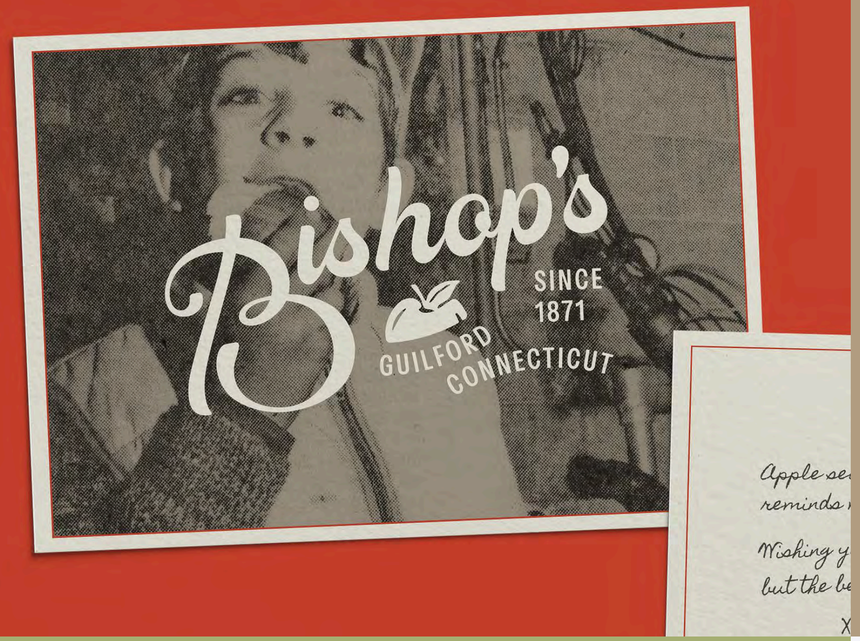
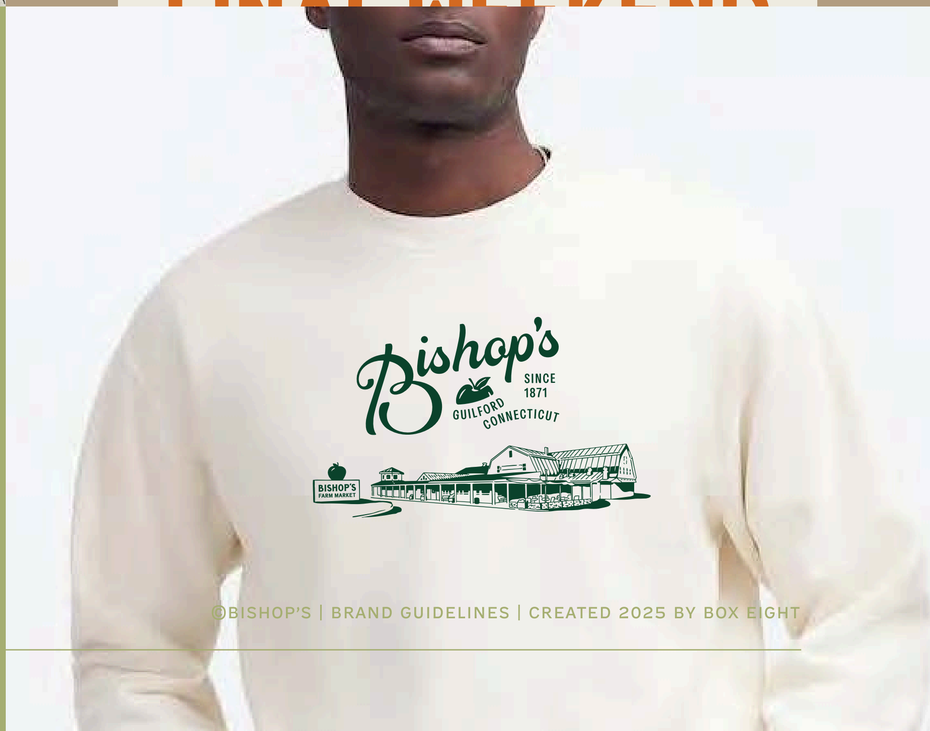
Do’s

Our heritage mark is best used at a larger scale and on its own in layouts. It almost always looks nice over an old photo, or sitting above our Market illustration.

The main mark can be used with supporting text across marketing materials and in utility placements like email and website headers or footers.





Don’ts

- Do not use the script mark on its own, without our location and founding date lockup.
- Do not use our heritage mark in utility placements or with supporting text on marketing materials.
- Do not use any logos in unapproved color pairings.
- Do not use our arched mark without containing it in a circular shape.

Bishop's

HOME SHOP BISHOP'S FALL FESTIVAL

FALL FESTIVAL

Bishop's SINCE 1871 GUILFORD, CONNECTICUT

APPLE PICKING

PUMPKIN PATCH

& MORE

480 New England Rd.

Scan code for GPS directions

BISHOP'S

WELCOME TO OUR MARKET

SUB-BRAND MARKS

Orchards

Bishop's Orchards is represented by an apple tree.

Each sub-brand name is Instrument Condensed Semibold with custom rounded corners.

©BISHOP'S | BRAND GUIDELINES | CREATED 2025 BY BOX EIGHT

Pick Your Own

Bishop's Pick Your Own is represented by a hand picking a fresh apple.

Each sub-brand name is Instrument Condensed Semibold with custom rounded corners.

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Farm Market

Bishop's Farm Market is represented by a bag of apples.

Each sub-brand name is Instrument Condensed Semibold with custom rounded corners.

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Bakery & Kitchen

Bishop's Bakery & Kitchen is represented by a pie, which can be both sweet and/or savory.

Each sub-brand name is Instrument Condensed Semibold with custom rounded corners.

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Creamery

Bishop's Creamery is represented by a traditional ice cream cone.

Each sub-brand name is Instrument Condensed Semibold with custom rounded corners.

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Little Red Barn

Bishop's Little Red Barn is represented by a depiction of the Little Red Barn itself.

Each sub-brand name is Instrument Condensed Semibold with custom rounded corners.

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Catering & Events

Bishop's Catering & Events is represented by a place setting.

Each sub-brand name is Instrument Condensed Semibold with custom rounded corners.

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Farm Share

Bishop's Farm Share (CSA) is represented by a crate of produce and flowers.

Each sub-brand name is Instrument Condensed Semibold with custom rounded corners.

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SUPPORTING ASSETS

1

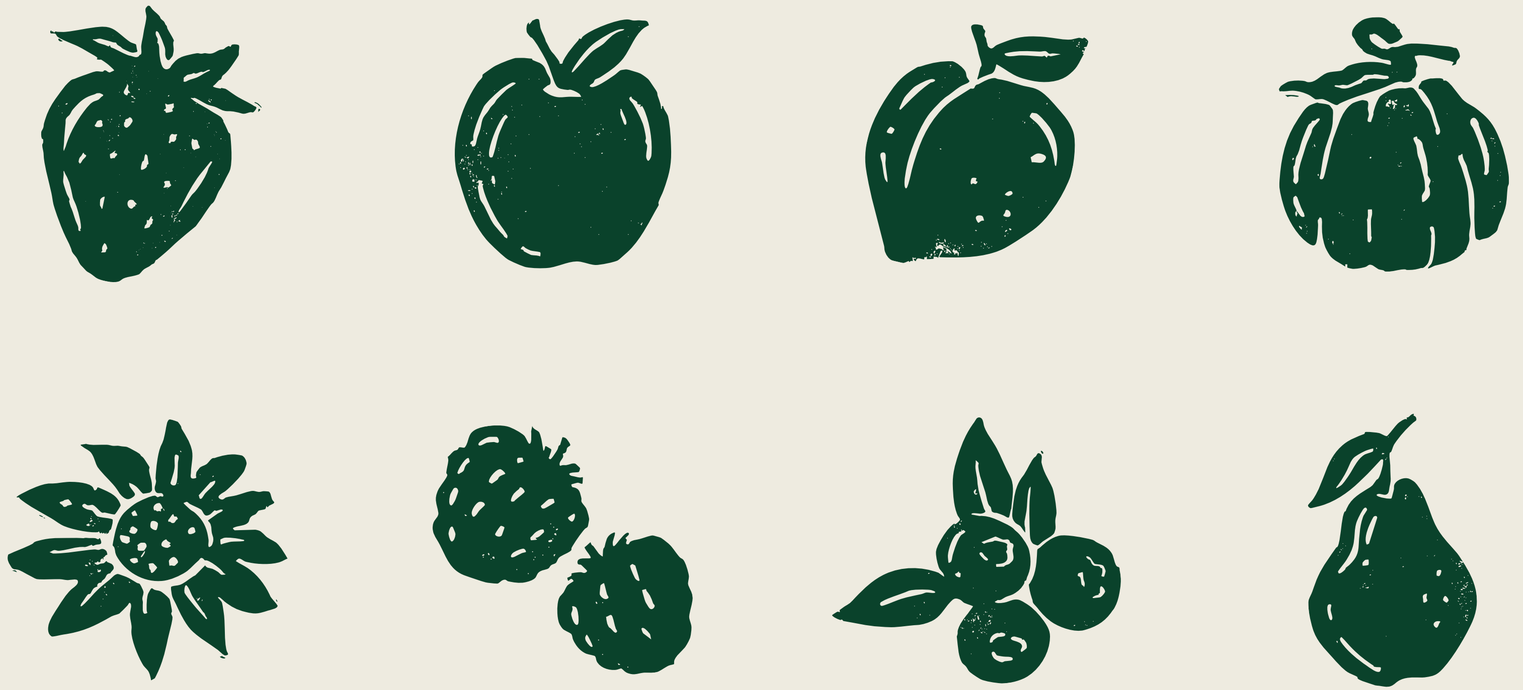
Pick Your Own Illustrations

©BISHOP'S | BRAND GUIDELINES | CREATED 2025 BY BOX EIGHT

PYO Illustrations

Each Pick Your Own offering at Bishop's has a custom stamp associated with it.

These can be used seasonally on your marketing materials that promote Pick Your Own.



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PYO Illustrations: Usage

When using over a line of text (Walter only), be sure the letter-to-stamp ratio is slightly larger than 1:1.

Do not exceed a 2:1 ratio, or go below a 1:1 ratio.

Do not mix ratios — all stamps in a single layout should be the same size relative to one another.

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PYO Illustrations: Usage

Pair the appropriate stamp with its respective part of the business.

FARM MARKET

FLOWERS

CREAMERY

FARM MARKET

FLOWERS

CREAMERY

©BISHOP'S | BRAND GUIDELINES | CREATED 2025 BY BOX EIGHT

2

Pick Your Own Seasonal Stamps

©BISHOP'S | BRAND GUIDELINES | CREATED 2025 BY BOX EIGHT

PYO Seasonal Stamps

Our Pick Your Own seasonal stamps are meant to differentiate the many seasons of Pick Your Own that Bishop's offers.

©BISHOP'S | BRAND GUIDELINES | CREATED 2025 BY BOX EIGHT

PYO Seasonal Stamps

They can be used with their background container, or without.

PYO Seasonal Stamps

There are versions of these stamps in which “Pick Your Own” is replaced by the name of the produce depicted in each stamp for additional flexibility in your signage and marketing materials.

They can be used in either our Gala color (which represents Pick Your Own as a whole), or their respective seasonal color.

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PYO Seasonal Stamps

They can be used with their background container, or without.

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PYO Seasonal Stamps: Usage

You may use seasonal stamps on signage to help with Pick Your Own wayfinding, or on marketing materials to promote a particular crop.

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3

Market Illustration

©BISHOP'S | BRAND GUIDELINES | CREATED 2025 BY BOX EIGHT

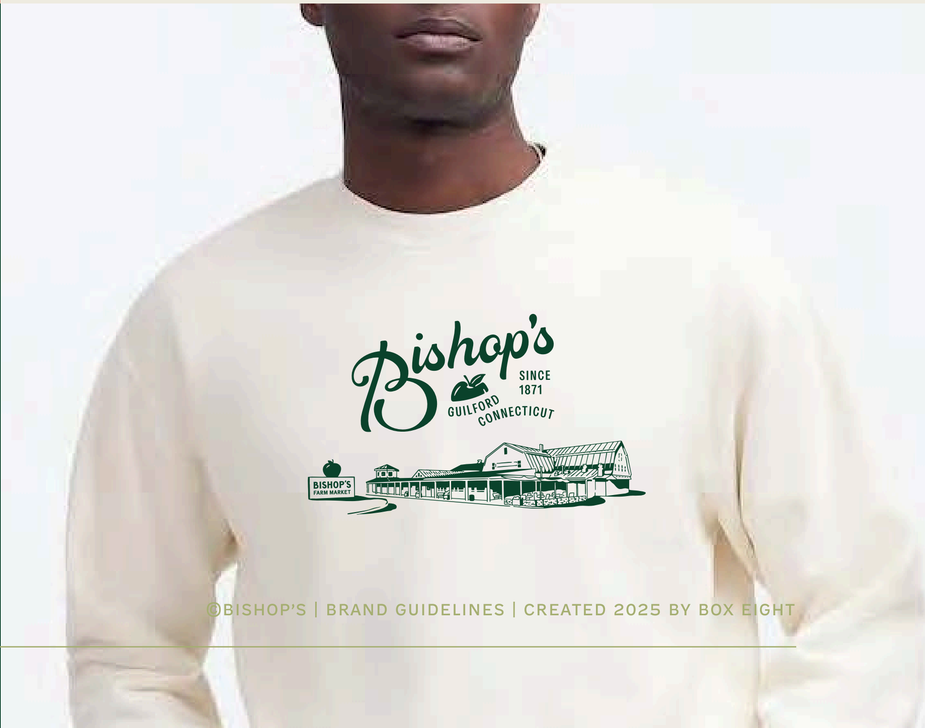
Market Illustration

An illustration of the main Farm Market and Creamery building with our iconic sign as it stood in 2025.

©BISHOP'S | BRAND GUIDELINES | CREATED 2025 BY BOX EIGHT

Market Illustration: Usage Do’s

- Use at the bottom of layouts so that our building is always anchored and grounded.
- Use only in dark colors over a light background.



Market Illustration: Usage Don’ts

- Never use the market illustration in a light color on top of a dark background.

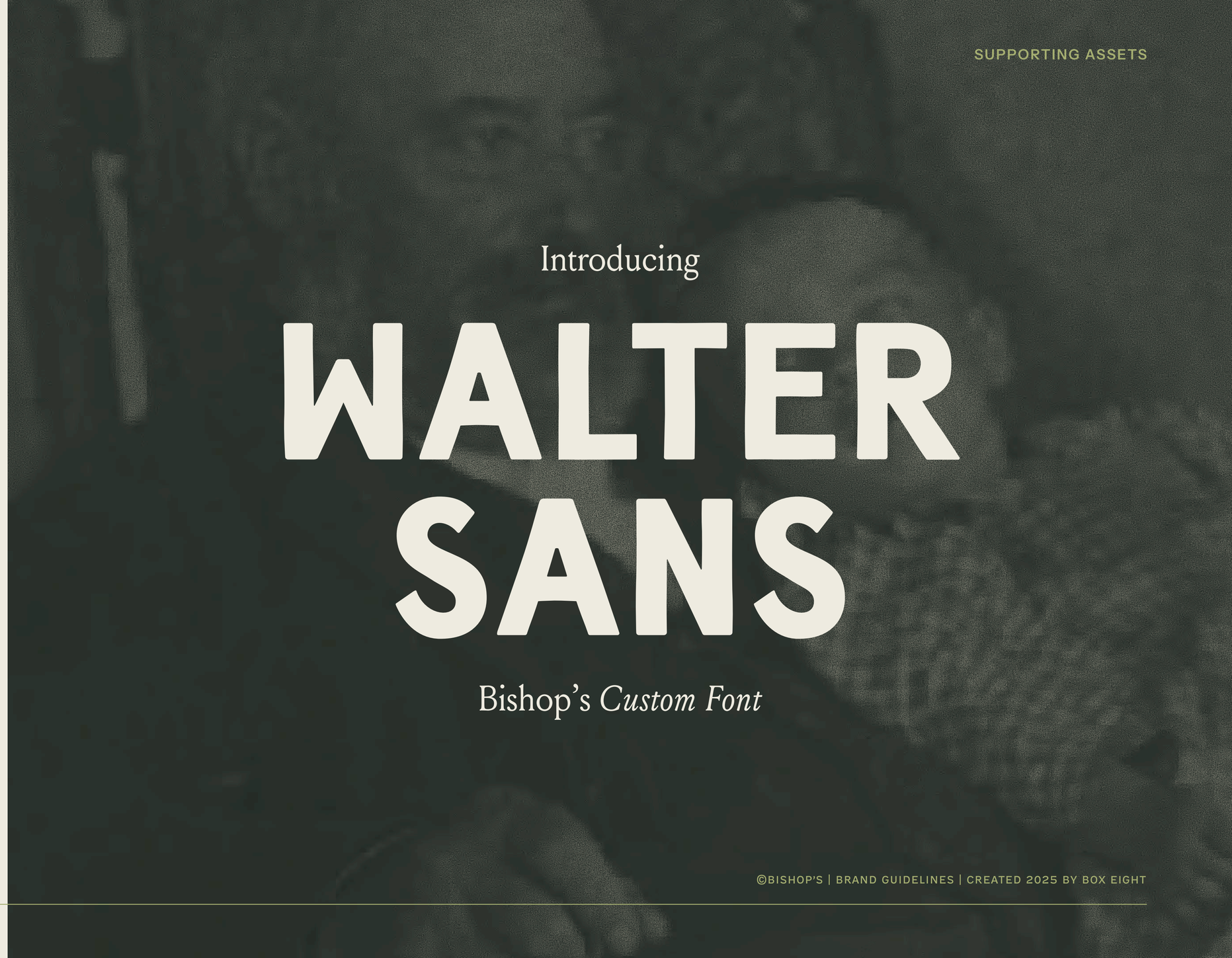
4

Walter

©BISHOP'S | BRAND GUIDELINES | CREATED 2025 BY BOX EIGHT

Bishop's Custom Font: Walter

Bishop's custom font, built from the letterforms in our Primary Wordmark and named after Bishop's founding father: Walter Goodrich Bishop.



©BISHOP'S | BRAND GUIDELINES | CREATED 2025 BY BOX EIGHT

Bishop's Custom Font: Walter

Our custom font is an important asset in differentiating our brand from others.

Using our custom font increases brand recognition on shelves and marketing materials.

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Walter: Usage

- Always use at 100% leading (line height).
  Do not increase or decrease the space between lines.
- Always use 100% tracking (letter spacing).
  Do not increase or decrease the space between letters.

5

Rustic Lockups

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Rustic Lockups

Rustic lockups serve as alternate sub-brand identifiers when a circular badge doesn't apply.

Using Walter, brand illustrations, and a single word of context, each lockup clearly differentiates the sub-brands.

Designed for use on merch, billboards, and packaging.

©BISHOP'S | BRAND GUIDELINES | CREATED 2025 BY BOX EIGHT

Orchards

“Where we grow.”

BISHOP'S
WHERE WE GROW
ORCHARDS

©BISHOP'S | BRAND GUIDELINES | CREATED 2025 BY BOX EIGHT

Pick Your Own

“Where we gather.”

BISHOP'S
WHERE WE GATHER
PICK YOUR OWN

©BISHOP'S | BRAND GUIDELINES | CREATED 2025 BY BOX EIGHT

Farm Market

“Where we nourish.”

BISHOP'S
WHERE WE NOURISH
FARM MARKET

©BISHOP'S | BRAND GUIDELINES | CREATED 2025 BY BOX EIGHT

Bakery & Kitchen

“Where we savor.”

BISHOP'S
WHERE WE SAVOR
BAKERY & KITCHEN

©BISHOP'S | BRAND GUIDELINES | CREATED 2025 BY BOX EIGHT

Creamery

“Where we delight.”

BISHOP'S
WHERE WE DELIGHT
CREAMERY

©BISHOP'S | BRAND GUIDELINES | CREATED 2025 BY BOX EIGHT

Little Red Barn

“Where we enjoy.”

BISHOP'S
WHERE WE ENJOY
LITTLE RED BARN

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Catering

“Where we connect.”

BISHOP'S
WHERE WE CONNECT
CATERING & EVENTS

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Farm Share

“Where we nurture.”

BISHOP'S
WHERE WE NURTURE
FARM SHARE

©BISHOP'S | BRAND GUIDELINES | CREATED 2025 BY BOX EIGHT

6

Rustic Wordmarks

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Rustic Wordmarks

Versions of our rustic lockups that lay flat, without any curves, sub-copy or illustrations.

These are great for more structured layouts, and can be read at smaller sizes.

BISHOP'S CATERING & EVENTS

BISHOP'S LITTLE RED BARN

BISHOP'S FARM SHARE

BISHOP'S FARM MARKET

BISHOP'S CREAMERY

BISHOP'S FARM SHARE

BISHOP'S PICK YOUR OWN

BISHOP'S ORCHARDS

BISHOP'S BAKERY & KITCHEN

BISHOP'S FARM MARKET

©BISHOP'S | BRAND GUIDELINES | CREATED 2025 BY BOX EIGHT

Orchards

BISHOP'S
ORCHARDS

Pick Your Own

BISHOP'S
PICK YOUR OWN

Farm Market

BISHOP'S
FARM MARKET

Farm Market

An additional lockup for our Farm Market that takes up more vertical space.

Bakery & Kitchen

BISHOP'S
BAKERY &
KITCHEN

Creamery

BISHOP'S
CREAMERY

Little Red Barn

BISHOP'S
LITTLE RED
BARN

Catering

BISHOP'S CATERING & EVENTS

Farm Share

BISHOP'S
FARM SHARE

Farm Share

An additional lockup for our Farm Share program that takes up more vertical space.

Rustic Lockups: Usage Examples

7

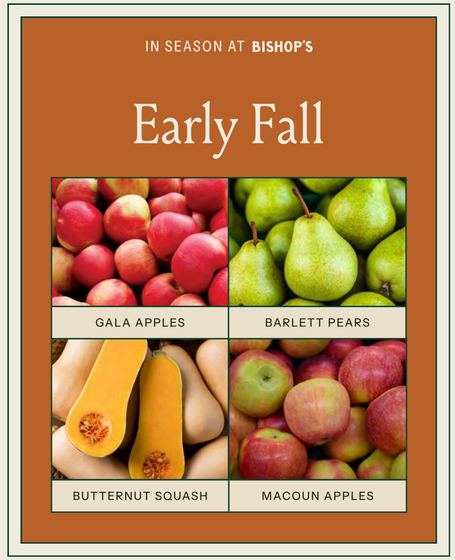
Border Elements

©BISHOP'S | BRAND GUIDELINES | CREATED 2025 BY BOX EIGHT

Borders

Thin line borders are important element of the Bishop's brand. They frame content to represent the "handmade birthday card" and "old family photo" side of our brand.

They should always be used with a thin stroke width for elegance, and never feel overcrowded.



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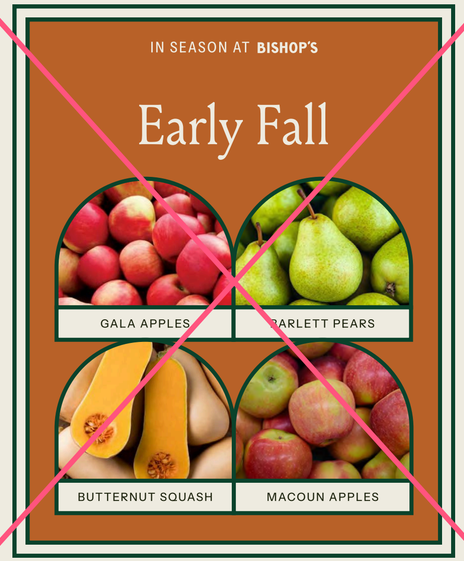
Border Don’ts

- Do not use thick stroke weights
- Do not use a “gravestone” shape to contain content
- Do not overuse lines to make the composition feel choked or crowded
- Do not borders that appear very large or wide. They should always remain fairly thin.



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8

Messaging

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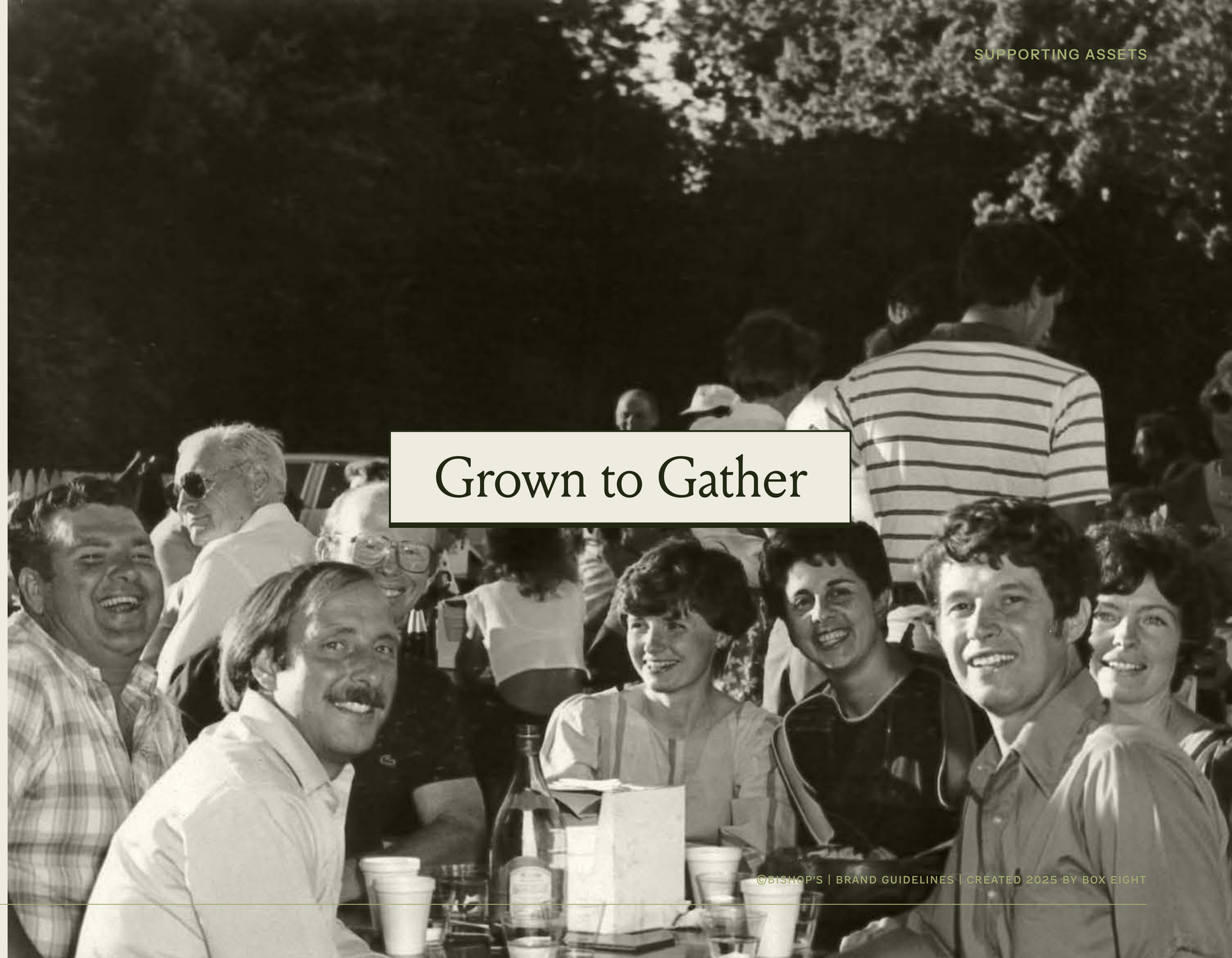
Our Tagline

This tagline says what we do, and why we do it. It alludes to the growing/gathering of community as well as the growing/gathering of produce.

It also sounds like "Grown Together" when said aloud, which is intentional and meaningful wordplay.



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Branded One-Liners

These lines are perfect for headlines or short pieces of branded copy.

Where New England Gathers

Where Tradition Takes Root

Tradition Grows Here

Connected to the Land and to Each Other

Caring for the Land and the People We Serve

Grown with Intention Since 1871

New England Grown

Serving Our Neighbors Since 1871

A Local Landmark Since 1871

Turning Visits into Traditions and Memories That Last

True to Our Roots

Grown and Gathered in Guilford, CT

Heritage at the Heart

Farm-First Experiences for the Whole Family

On Caring for the Land

Some options for messaging about what caring for the land means to Bishop's.

We carry a 150-year legacy of environmental care and community connection.

We're committed to caring for the land and the people we serve, so that what we grow today endures for tomorrow.

We keep our promises to the land and to you, farming responsibly and sharing our knowledge so our community can grow alongside us.

We deliver quality in everything we do, from the sustainably farmed food we grow, to the welcoming service we provide, so every encounter reflects the best of Bishop's.

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On Community Connection

Some options for messaging around community connection, and its importance to us.

After more than a century of growing food and connection, Bishop’s is committed to turning visits into traditions and memories that last.

We foster moments of belonging, where food, community, and the land come together to shape memories that last a lifetime.

We celebrate the legacies of our own family and those of our guests.

At Bishop’s, every generation is invited to gather and celebrate.

Bishop’s is a place where people gather, where traditions take root, and where unforgettable moments are made.

The connection between land, community, and heritage is always in view

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On Sustainable Growth

Some options for messaging about sustainable growth and growing intentionally.

Growing today what endures for tomorrow

Growth is at the core of everything we do

We embrace what's next, building on our heritage with purposeful offerings that meet our neighbor's needs today and tomorrow, so Bishop's can thrive for generations to come.

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COLOR PALETTE

Primary

Bishop's Green
#0A422C
RGB: 10 / 66 / 44
CMYK: 85 / 0 / 33 / 74
PMS: 7728 C / 7728 U
PANTONE Pro. Blue 65.88
PANTONE Yellow 012 23.02
PANTON Black 11.10

Earth
#232814
RGB: 35 / 40 / 20
CMYK: 13 / 0 / 50 / 84
PMS: 448 C / 448 U
PANTONE Yellow 39.50
PANTONE Rub. Red 20.90
PANTONE Pro. Blue 19.80
PANTONE Black 19.90

Gala
#C6412F
RGB: 198 / 65 / 47
CMYK: 0 / 67 / 76 / 22
PMS: 179 C / 179 U
PANTONE Warm Red 98.50
PANTONE Black 1.50

Crimson
#82291C
RGB: 130 / 41 / 28
CMYK: 0 / 68 / 78 / 50
PMS: 7622 C
PANTONE Rub. Red 59.86
PANTONE Yellow 012 32.88
PANTONE Black 6.86
PANTONE Trans. Wt. 0.40
PMS: 180 U
PANTONE Warm Red 94.10
PANTONE Black 5.90

Neutrals

Eggshell
#EFECE1
RGB: 239 / 236 / 225
CMYK: 0 / 1 / 6 / 6
PMS: N/A (Use White)

Beige
#D7C9B4
RGB: 215 / 201 / 180
CMYK: 0 / 6.5 / 16 / 16
PMS: 4685 C / 4685 U

Craft
#B29C80
RGB: 178 / 156 / 128
CMYK: 0 / 12 / 28 / 30
PMS: 4655 C / 4655 U

Secondary

Harvest
#D46922
RGB: 212 / 105 / 34
CMYK: 0 / 50 / 84 / 17
PMS: 152 C / 144 U

Leaf
#A5AF71
RGB: 165 / 175 / 113
CMYK: 6 / 0 / 35 / 31
PMS: 577 C / 578 U

Suncrisp
#D2BA59
RGB: 210 / 186 / 89
CMYK: 0 / 11 / 58 / 18
PMS: 611 C / 610 U

Sub-Brand

Farm Share
#6B5E27
RGB: 107 / 94 / 39
CMYK: 0 / 12 / 64 / 58
PMS: 3985 C / 3985 U

Market
#22431E
RGB: 34 / 67 / 30
CMYK: 49 / 0 / 55 / 74
PMS: 7743 C / 2266 U

Creamery
#0A6472
RGB: 10 / 100 / 114
CMYK: 91 / 12 / 0 / 55
PMS: 7703 C / 313 U

Catering
#2D4153
RGB: 45 / 65 / 83
CMYK: 46 / 22 / 0 / 67
PMS: 647 C / 2384 U

Barn
#841822
RGB: 132 / 24 / 34
CMYK: 0 / 82 / 74 / 48
PMS: 1805 C / 1795 U

Gala
#C6412F
RGB: 198 / 65 / 47
CMYK: 0 / 67 / 76 / 22
PMS: 179 C / 179 U

Tertiary (Seasonal)

Strawberry
#D1484A
RGB: 209 / 72 / 74
CMYK: 0 / 66 / 65 / 18
PMS: 1785 C / 1785 U

Peach
#DE604A
RGB: 222 / 96 / 74
CMYK: 0 / 57 / 67 / 13
PMS: 171 C / 171 U

Raspberry
#761F31
RGB: 118 / 31 / 49
CMYK: 0 / 74 / 58 / 54
PMS: 194 C / 193 U

Flower
#5C2851
RGB: 92 / 40 / 81
CMYK: 0 / 57 / 12 / 64
PMS: 7656 C / 2355 U

Pumpkin
#B86228
RGB: 184 / 98 / 40
CMYK: 0 / 47 / 78 / 28
PMS: 7565 C / 138 U

Pear
#9F8930
RGB: 159 / 137 / 48
CMYK: 0/ 14 / 70 / 38
PMS: 612 C / 611 U

Blueberry
#363968
RGB: 54 / 57 / 104
CMYK: 48 / 45 / 0 / 59
PMS: 662 C / 662 U

Gala
#C6412F
RGB: 198 / 65 / 47
CMYK: 0 / 67 / 76 / 22
PMS: 179 C / 179 U

Bishop's Green

Earth

Craft

Eggshell

Beige

Harvest

Leaf

Suncrisp

Gala

Crimson

Strawberry

Peach

Farm Share

Raspberry

Market

Flower

Creamery

Pumpkin

Catering

Pear

Barn

Blueberry

Color Guidelines

Use the Bishop's parent brand colors for all marketing materials that have to do with Bishop's as a whole.

✅

CONNECTED TO THE LAND AND TO EACH OTHER

CONNECTED TO THE LAND AND TO EACH OTHER

❗ *Important note: We **never** use "Earth" (the darkest, deepest color in our palette) for background fills.*

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Color Guidelines

Use sub-brand colors in conjunction with Bishop's parent brand colors when promoting a specific sub-brand.

✅

2026 SEASON

BISHOP'S FARM SHARE

Sign up at customer service or online at *bishops.com/farm-share*

2026 SEASON

BISHOP'S FARM SHARE

Sign up at customer service or online at *bishops.com/farm-share*

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Color Guidelines

Sub-brand colors may also be used with tertiary (seasonal) colors when promoting one within the other.

✅

PEACH
ICE CREAM

PEACH
ICE CREAM

❗ *Important note: We **never** use "Earth" (the darkest, deepest color in our palette) for background fills.*

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Color Guidelines

Layer colors that have legible contrast.

✅

PEACH
ICE CREAM

PEACH
ICE CREAM

❗ *Important note: We **never** use “Earth” (the darkest, deepest color in our palette) for background fills.*

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Color Guidelines

Don’t change the opacity of Bishop’s colors. All colors should always be 100% opaque.

❗ *Important note: We **never** use “Earth” (the darkest, deepest color in our palette) for background fills.*

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Color Guidelines

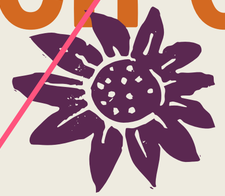
Don’t use more than 3 colors in a single layout

✅

CONNECTED TO THE LAND AND TO EACH OTHER

Sign up at customer service or online at *bishops.com/farm-share*

CONNECTED TO THE LAND AND TO EACH OTHER



Sign up at customer service or online at *bishops.com/farm-share*

❗ *Important note: We **never** use “Earth” (the darkest, deepest color in our palette) for background fills.*

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TYPOGRAPHY

LOUIZE
Regular
205TF

WALTER
Custom Font

INSTRUMENT SANS SEMI-CONDENSED
Regular & Semibold
Open Source Font

INSTRUMENT SANS REGULAR
Regular & Semibold
Open Source Font

LOUIZE
Italic
205TF

Pick Your Own

PEACHES

OPENING DAY

Saturday, June 14

MID JUNE — EARLY JULY

Call 203-458-PICK for daily updates

©BISHOP'S | BRAND GUIDELINES | CREATED 2025 BY BOX EIGHT

WALTER

Custom font by Box Eight, created for Bishop's

DOWNLOAD

For Use In	Headlines Stand-alone copy Large copy
Line Height (Leading)	100%
Capitalization	UPPERCASE

Pick Your Own

PEACHES

OPENING DAY

Saturday, June 14

MID JUNE — EARLY JULY

Call 203-458-PICK for daily updates

©BISHOP'S | BRAND GUIDELINES | CREATED 2025 BY BOX EIGHT

Louize Regular

By 205TF

PURCHASE

For Use In	Sub-Headlines
Line Height (Leading)	110%
Capitalization	Sentence case

Pick Your Own

PEACHES

OPENING DAY

Saturday, June 14

MID JUNE — EARLY JULY

Call 203-458-PICK for daily updates

©BISHOP'S | BRAND GUIDELINES | CREATED 2025 BY BOX EIGHT

Louize Italic

By 205TF

PURCHASE

For Use In	Small notes Detail copy
Line Height (Leading)	130%
Capitalization	Sentence case

Pick Your Own

PEACHES

OPENING DAY

Saturday, June 14

MID JUNE — EARLY JULY

Call 203-458-PICK for daily updates

©BISHOP'S | BRAND GUIDELINES | CREATED 2025 BY BOX EIGHT

INSTRUMENT SANS SEMI-BOLD

Open Source Font

DOWNLOAD

For Use In	Eyebrows Labels
Line Height (Leading)	One line only
Capitalization	UPPERCASE

Pick Your Own

PEACHES

OPENING DAY

Saturday, June 14

MID JUNE — EARLY JULY

Call 203-458-PICK for daily updates

©BISHOP'S | BRAND GUIDELINES | CREATED 2025 BY BOX EIGHT

Instrument Sans
Semi-Condensed Regular

Open Source Font

DOWNLOAD

For Use In	Body copy
Line Height (Leading)	140%
Capitalization	Sentence case

Pick Your Own

PEACHES

OPENING DAY

Saturday, June 14

MID JUNE — EARLY JULY

Call 203-458-PICK for daily updates

©BISHOP'S | BRAND GUIDELINES | CREATED 2025 BY BOX EIGHT

Text Alignment & Line Length

We usually left align all copy, but center alignment is acceptable when necessary.

Blocks of copy should never exceed ~12 words. This helps legibility and ease of reading.

We deliver quality in everything we do, from the sustainably farmed food we grow, to the welcoming service we provide, so every encounter reflects the best of Bishop's.

We deliver quality in everything we do, from the sustainably farmed food we grow, to the welcoming service we provide, so every encounter reflects the best of Bishop's.

©BISHOP'S | BRAND GUIDELINES | CREATED 2025 BY BOX EIGHT

Backup Fonts

There are many scenarios where a backup font (like a Google Font or system-safe font) is necessary.

Backup fonts are useful for applications such as (but not limited to) Klaviyo, Powerpoint, and Google Slides, because these programs don't support custom fonts.

These fonts do not need to be purchased, as they are fonts that come with the application.

BRAND FONTS

FALL FESTIVAL FINAL WEEKEND

Open Daily 9am–6pm
480 New England Rd., Guilford, CT

Join us for the last days of our annual Fall Festival, where classic autumn fun meets Connecticut pizza pride. Enjoy apple picking, the pumpkin patch, wagon rides, our corn maze, activity area, hard cider, sweet treats, food trucks and more!

Last Day: November 2

PURCHASE TICKETS

Adobe Canva

SYSTEM BACKUP FONTS

FALL FESTIVAL FINAL WEEKEND

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480 New England Rd., Guilford, CT

Join us for the last days of our annual Fall Festival, where classic autumn fun meets Connecticut pizza pride. Enjoy apple picking, the pumpkin patch, wagon rides, our corn maze, activity area, hard cider, sweet treats, food trucks and more!

Last Day: November 2

PURCHASE TICKETS

klaviyo

©BISHOP'S | BRAND GUIDELINES | CREATED 2025 BY BOX EIGHT

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Backup fonts are useful for applications such as (but not limited to) Klaviyo, Powerpoint, and Google Slides, because these programs don't support custom fonts.

These fonts do not need to be purchased, as they are fonts that come with the application.

SYSTEM BACKUP FONTS

ARIAL NARROW BOLD

EB Garamond Regular

Roboto Condensed Regular

EB Garamond Italic

ROBOTO MEDIUM
10% TRACKING

FALL FESTIVAL
FINAL WEEKEND

Open Daily 9am–6pm
480 New England Rd., Guilford, CT

Join us for the last days of our annual Fall Festival, where classic autumn fun meets Connecticut pizza pride. Enjoy apple picking, the pumpkin patch, wagon rides, our corn maze, activity area, hard cider, sweet treats, food trucks and more!

Last Day: November 2

PURCHASE TICKETS

klaviyo

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Color Usage: Large Text

When it coms to large text and color, you can lean on the same color pairings as are acceptable for our logo.

These pairings ensure legibility and readability for our audience, and **pass** WCAG AA standards for large text.

❗ *Important note: We **never** use "Earth" (the darkest, deepest color in our palette) for background fills.*

Color Usage: Small Text

For small text and color, there are fewer acceptable pairings.

This is because small text is naturally less legible than large text, so we need to support legibility even more, especially to comply with U.S. ADA Standards for Accessible Design.

The following color combinations **pass** WCAG AA standards for normal text.

❗ *Important note: We **never** use "Earth" (the darkest, deepest color in our palette) for background fills.*

Color Usage: Small Text Don’ts

The following color combinations **fail** WCAG AA standards for normal text.

Pick your own

Pick your own

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Pick your own

Pick your own

! *Important note: We **never** use “Earth” (the darkest, deepest color in our palette) for background fills.*

Color Usage: Small Text Don’ts

The following color combinations **fail** WCAG AA standards for normal text.

*All colors fail over “Harvest” (our orange color in our Secondary palette.)

! *Important note: We **never** use “Earth” (the darkest, deepest color in our palette) for background fills.*

Color Usage: Small Text Don’ts

The following color combinations **fail** WCAG AA standards for normal text.

Pick your own

Pick your own

Pick your own

Questions on use?

Contact team@box8creative.com