

Rainforest Alliance
Follow the Frog 2022 – Visual Guidelines

Approved color combinations. Note different frog’s eye in light/dark versions—use files as-is; do not re-color!



Follow the Frog campaign logo



Frog mark



Rainforest Alliance logo

Forest
RGB 23/82/89
Hex #175259
CMYK 93/60/50/40
Pantone 3165

Mango
RGB 245/178/36
Hex #f5b224
CMYK 0/35/100/0
Pantone 7549

Guava
RGB 255/115/115
Hex #ff7373
CMYK 0/73/43/0
Pantone 1777

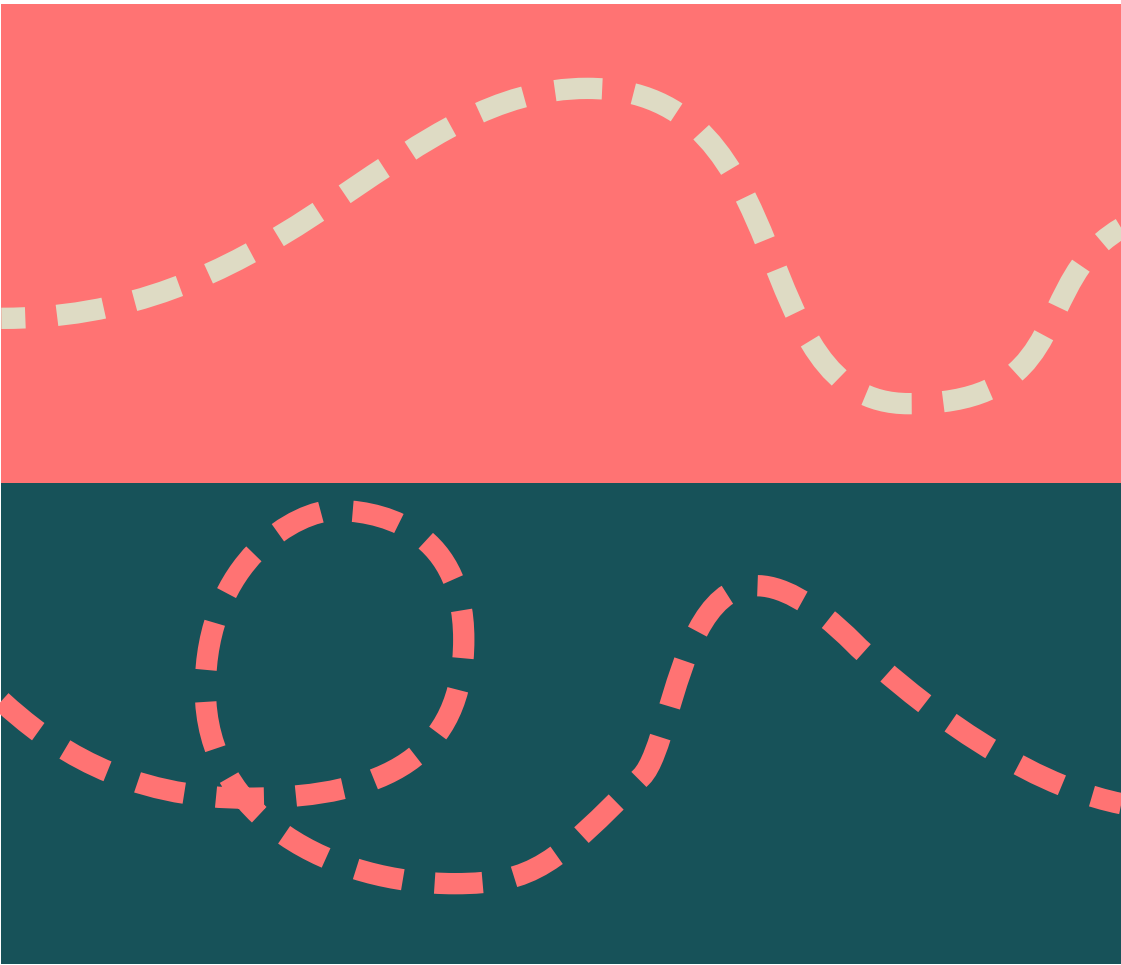
Clay
RGB 222/219/196
Hex #dedbc4
CMYK 4/8/19/18
Pantone Warm Gray 1

Poppins

AaBbCcDd

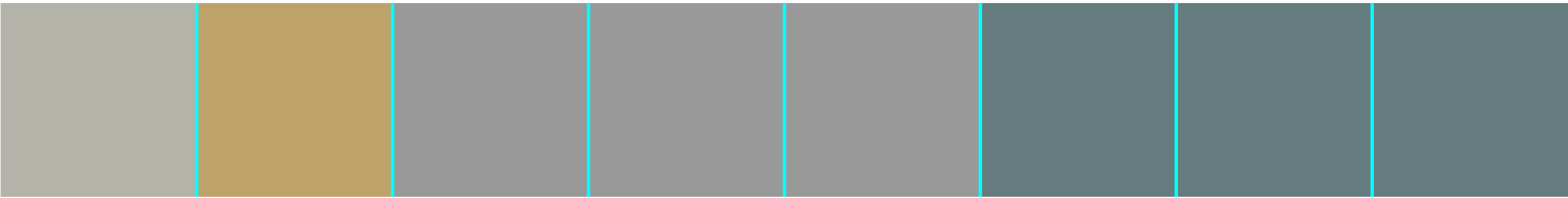
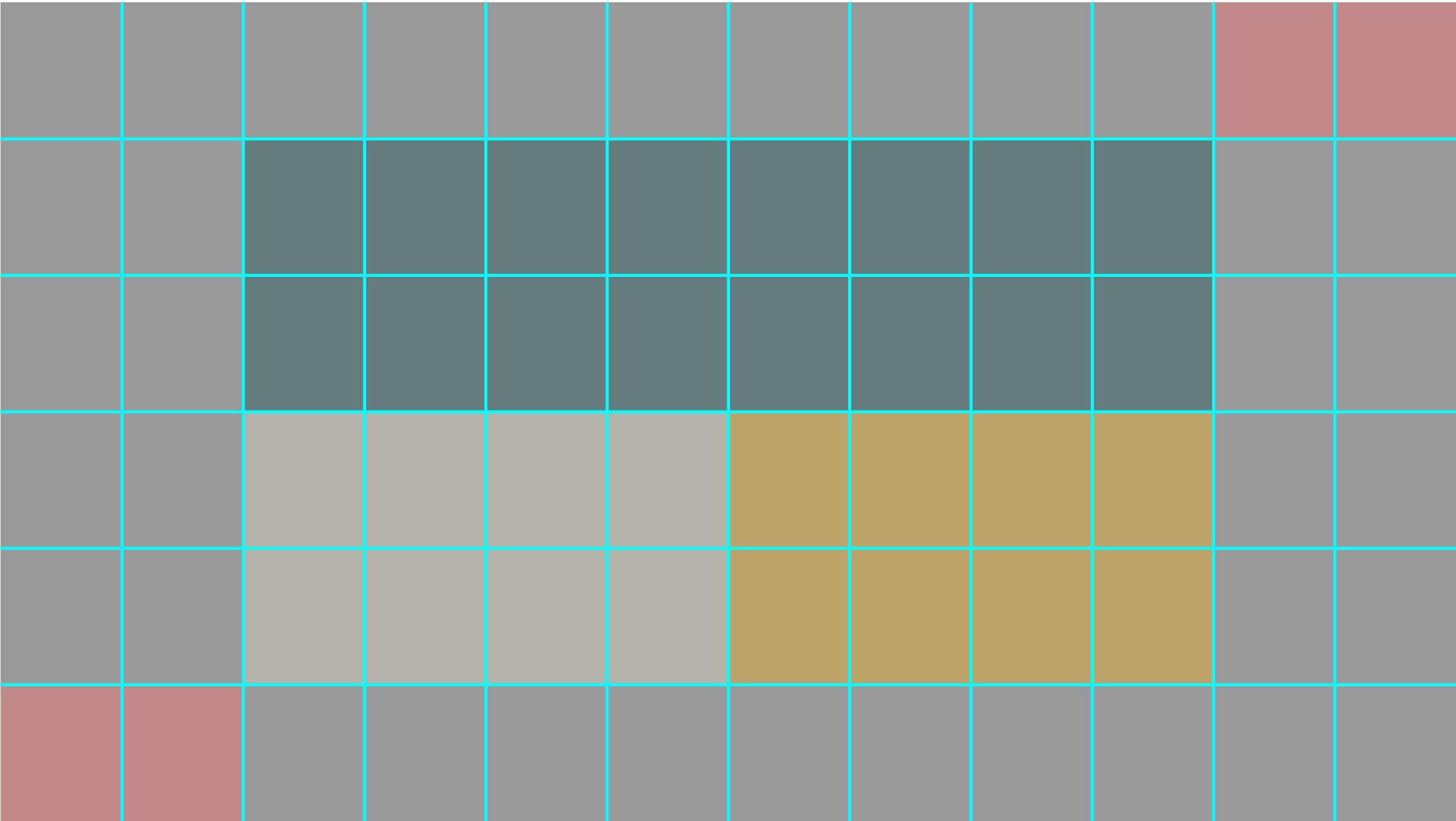
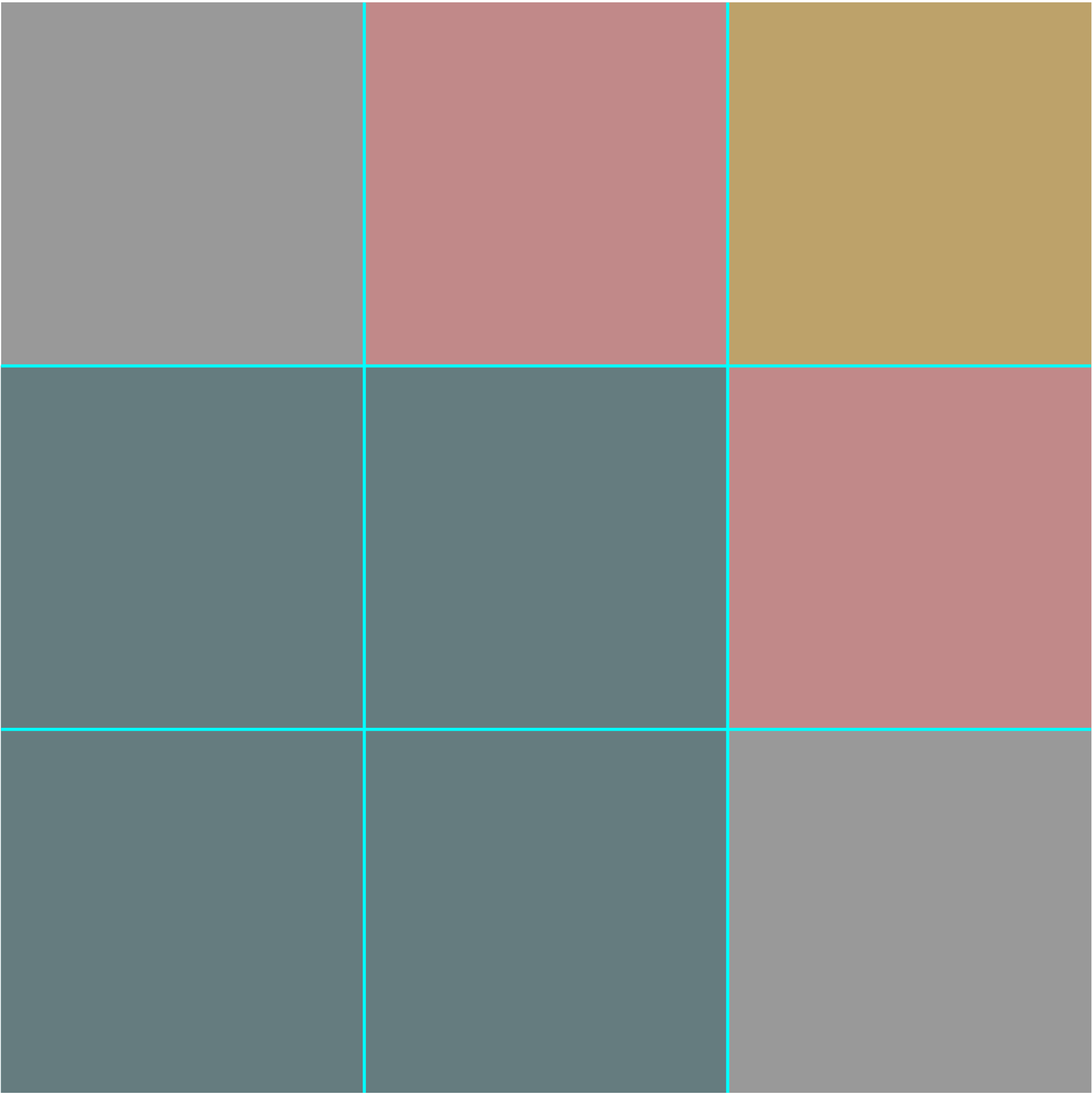
12345&!\$?

Poppins for headlines and body text
(Poppins Bold is the most common weight
used in Rainforest Alliance-produced
campaign materials)
Free download at fonts.google.com



Dashed line paths symbolize the journey of
Rainforest Alliance certification. Paths can be
whimsical and meandering.
Use 3:2 dash-to-gap ratio

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Campaign graphics are modular and constructed using a grid of squares.