BRAND IDENTITY / NOVEMBER 2026

Niimaamaa Aki Miijim

My Mother Earth's Food

Food, land, culture, and the people who bring them together.



Identity, color, typography, voice, and website applications built around the revised eagle emblem.

One emblem. A familiar name.

Use the full name and English descriptor together when introducing the business.



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MY MOTHER EARTH'S FOOD

HORIZONTAL WEBSITE LOCKUP



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STACKED APPLICATION

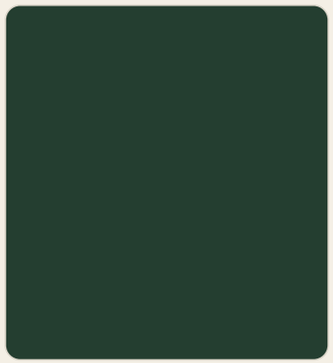
SPACE & SCALE

Leave clear space of at least 15% of the emblem width on each side. Keep the eagle, tree, and rising sun in their original proportions.

Use the detailed emblem at 96 px wide or larger where possible. At compact sizes, let the name carry the identity. Use the transparent PNG on cream or deep cedar.

A palette drawn from the emblem.

Cream creates space. Cedar anchors the page. Copper and amber draw attention.



Cedar

#243E30

Headers, primary buttons

Warm cream

#F4EFE5

Page background



Copper

#9E442B

Links, small accents



Amber sun

#DFA04A

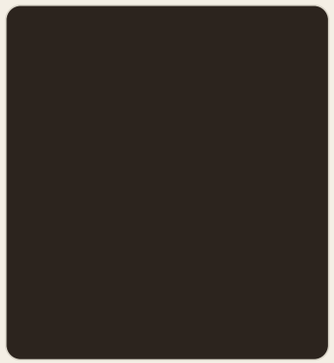
Highlights and detail



Sage

#7D896A

Secondary decoration



Bark

#2C241E

Body copy

READABLE PAIRINGS

Cream on cedar
10.14 : 1 contrast ratio

Cream on copper
5.53 : 1 contrast ratio

Bark on cream
13.30 : 1 contrast ratio

Warm headlines. Clear details.

Cormorant Garamond for the voice of the brand. DM Sans for the details people need.

CORMORANT GARAMOND / 500 & 600

Gather around something meaningful.

Use for the wordmark, page headings, and short editorial statements. Keep the lines generous and the phrasing conversational.

DM SANS / 400, 500, 600 & 700

Traditional food. Shared stories. A gathering shaped around your people.

Use for navigation, service details, forms, captions, and booking emails.

WEBSITE TYPE SIZES

Hero 48–76 px • Section heading 34–48 px • Body 17–18 px • Button 16 px • Caption 14 px

Use a line height of 1.5–1.65 for body text. Both font families and their licenses are included.

Speak like Chef Sam.

Warm, personal, specific, and easy to respond to.

WEBSITE HEADLINE

Bring people together through food, culture, and the land.

SUPPORTING COPY

Traditional catering, Lunch & Learn experiences, speaking, hands-on workshops, and prepared meals with Chef Samuel Anglin in Mount Pleasant and Mid-Michigan.

Book an Experience

Tell us what you have in mind. Start with what you know.

VOICE IN PRACTICE

"Tell me what you're planning, and we'll talk through what fits."

Use concrete details about the meal, audience, or activity. Share Chef Sam's personal stories in his own words.

For meal preparation, ask what meals are needed, how much, and when. For workshops, ask about the topic and number of seats.

A website that feels like the brand.

Use an open layout with one clear invitation to get in touch.

Niimaamaa Aki Miijim

MY MOTHER EARTH'S FOOD

Our Story Experiences Contact

MOUNT PLEASANT & MID-MICHIGAN

A place at the table.

Shared meals, traditional food knowledge, and experiences built around your gathering.

Book an Experience



The included website example contains responsive logo layouts, service cards, buttons, booking links, and locally bundled fonts.

Carry the same feeling everywhere.

Use this kit for the website, booking emails, social posts, and video graphics.

PHOTOGRAPHY & VIDEO

Show Chef Sam cooking, serving, teaching, and spending time with people. Favor natural light, warm food tones, and real settings. Family photographs give his story a personal connection.

Use a quiet cream or cedar panel for text over a busy photograph. For videos, pair his name with "Chef & Consultant" in DM Sans.



IN YOUR WEBSITE ASSET PACK

assets/emblem.png • transparent 1254 × 1254 PNG

fonts/ • Cormorant Garamond, DM Sans, and font licenses

website/index.html + brand.css • responsive brand example and reusable styles

brand-tokens.json + README.txt • exact colors, typography, and implementation notes

Prepared around the revised emblem with the sun rising along the wings. Color and type choices are proposed for this kit.