



Logo Usage Guidelines & Design Specifications

September 2019

Permission to use the logo and participation in the program may be revoked at any time at the discretion of the Sweet Grown Alabama Board of Directors, Advisory Board and staff. No membership dues will be refunded.

The right to use the Sweet Grown Alabama logo is reserved for paid Sweet Grown Alabama members in good standing and cannot be utilized by a non-Sweet Grown Alabama member or an expired member. The right to use the logo is non-transferrable.

Any company, organization, association, or individual using the logo must be approved for Sweet Grown Alabama membership and pay membership dues prior to using the logo. Each item or product category being used in conjunction with the logo must be listed on the membership application and approved.

The logo can only be used to promote products that are listed on the Sweet Grown Alabama directory. Updates may be made to your directory listing by contacting Sweet Grown Alabama staff.

Notifying Sweet Grown Alabama staff of any additions or changes, such as a change in production location, new crops, product line, etc. is the producer's responsibility.

Changes in logo composition or colors must be approved by the Sweet Grown Alabama staff. The design or graphics of the logo cannot be altered, and the logo must be printed in its entirety. The logo can be printed in varying sizes.

The logo may be used in advertising, incorporated into a product's packaging or label, displayed on point-of-purchase materials or signs, on pressure sensitive labels, on promotional materials or brochures, on letterhead and envelopes, etc.

The logo has been designed to be simple and iconic so slogans, farm names, products or tag lines can be incorporated. All slogans, names or tag lines used in conjunction with the logo must be approved and edited by the Sweet Grown Alabama staff.

Any farm, organization or association intentionally using the logo in a manner against the mission of Sweet Grown Alabama or on a product not qualifying for Sweet Grown Alabama inclusion will be removed from the program and barred from future logo usage. No membership dues will be refunded.

Sweet Grown Alabama Logo Design Specifications

9/10/2019

Please review design specifications for the Sweet Grown Alabama logo prior to applying the logo to your printed materials, signage, product label or other application.

Colors

The Sweet Grown Alabama logo is to be used as provided in the following color combinations only.



PMS Colors

Green - PMS 361 C
Red - PMS 200 C

CMYK Colors

Green - 70% Cyan, 100% Yellow
Red - 100% Magenta, 100% Yellow and 20% Black

Single Color

When using the Sweet Grown Alabama logo in a single color application you may present the logo as:

 100% Black	 White
 Green*	 Red*

*Green and Red must be official PMS or CMYK combinations as listed above.

Note: In some instances an outer black shadow or outer white glow may be applied to enhance visibility of the logo. Please submit an image for approval if you need to utilize this option.

Sizing

The Sweet Grown Alabama logo should be used in a size clearly visible to the consumer to maximise exposure for both the Sweet Grown Alabama program and your commitment to providing high-quality Alabama products.



In applications where space is limited, the logo without accompanying tag line should be displayed no smaller than 0.5 inches wide while the logo with accompanying tag line should be displayed no smaller than 1 inch wide.



What Not To Do

The Sweet Grown Alabama logo should be used as provided at 1:1 proportional scale. **DO NOT** skew, squeeze or otherwise distort the logo in any way



The Sweet Grown Alabama logo should be used as provided in its entirety. **DO NOT** remove portions of the logo, cut off portions of the logo or rearrange it in any way.



The Sweet Grown Alabama logo should be used as provided. **DO NOT** apply inner shadows, inner glows, bevel and emboss, outlines, transparency or other special effects that may affect the color or shape of the logo.



Questions & Approvals:

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