

FARM RAISED | FARM PROUD



STYLE GUIDE

FloridaFarmBureau.org

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ABOUT THE CAMPAIGN

FARM RAISED | FARM PROUD

Agriculture is the backbone of our economy. Through our FARM RAISED, FARM PROUD membership campaign, we are not only supporting rural life and the farmers and ranchers who produce our food and fiber, but we are supporting our greenspace and the conservation of our natural resources.

For farmers and ranchers, this initiative is a way to rally together and show pride and support for Florida agriculture, the means by which they make a living for their families. For non-farming members, this is a way to support locally-grown food and the farmers in their communities.

With this campaign we hope to:

1. Re-energize our current membership by giving them a way to connect more easily with the Farm Bureau brand by showing their farm pride with FARM RAISED, FARM PROUD signs and merchandise.
2. Attract new members by harnessing the excitement of our existing membership and their willingness to serve as informal brand ambassadors, carrying the campaign into local communities throughout the state.

We have already seen positive results from this campaign and expect it to yield even greater membership growth.



PRIMARY LOGO



Primary Logo and Guidelines

The above logo with “FARM RAISED, FARM PROUD” in red with the registered mark, and “FARM BUREAU” in blue with the Florida Farm Bureau Federation (FFBF) triangle logo presented in a minimum size of 1”x1,” is the primary and preferred logo for the campaign.

When appropriate and applicable, this logo should be used. The Federal registration symbol ® should appear with the FARM RAISED, FARM PROUD logo as practicable.

“FARM RAISED, FARM PROUD” must be used in conjunction with other FFBF marks. These include the FFBF triangle logo, the FFBF website URL, the names “Florida Farm Bureau” and “Florida Farm Bureau Federation” and FFBF publications. Anything that associates “FARM RAISED, FARM PROUD” with FFBF is appropriate.

Additional logo variations can be found on the following pages. Please request artwork by sending email to FFBFLogo@FFBF.org or by contacting the Public Relations Division. Contact information can be found on page 17 of this booklet.

ALTERNATIVE LOGOS

The following logos may be used in place of the primary logo when doing so makes the logo more legible, or more consistent with the coloring in the document, image or promotional material with which it is being used. Whenever possible, the last line, "FARM BUREAU," should be in the shade of blue specified in the color palette on page 12. Please request these logos from FFBFLogo@FFBF.org. If you would like to use any other variations of these marks, please contact the Public Relations Division for guidance and artwork. Contact information can be found on page 17 of this booklet.

Digital and Screen Printing Logos



When the FFBF triangle logo is used within the FARM RAISED, FARM PROUD logo, the triangle must remain a minimum size of 1"x1". This means the full FARM RAISED, FARM PROUD logo will need to be approximately 6" wide. When a smaller logo is needed, please use a FARM RAISED, FARM PROUD logo that does not contain the FFBF triangle logo.



*The one-color logo is available in all black (shown) and all white, per [FFBF Marks and Logo Use Guidelines](#).



g. **FARM RAISED**
FARM PROUD.
FLORIDA FARM BUREAU

h. **FARM RAISED**
FARM PROUD.
FLORIDA FARM BUREAU

i. **FARM RAISED**
FARM PROUD.
FLORIDA FARM BUREAU

j. **FARM RAISED**
FARM PROUD.
FLORIDA FARM BUREAU

Plain Text

The options below can be created in Microsoft Office using the Bookman Old Style font, bolded with "Caps Lock" on. The vertical line can be found in the toolbar under "Insert" and "Symbol".

FARM RAISED | FARM PROUD

FARM RAISED | FARM PROUD | FARM BUREAU

FARM RAISED. FARM PROUD. FARM BUREAU.

ALTERNATIVE LOGOS

Embroidery Logos

For embroidery, use these logos so the finished product is legible and neat. The logos below are available with, and without the bottom line, "Florida Farm Bureau".

k. **FARM RAISED**
FARM PROUD
FLORIDA FARM BUREAU

l. **FARM RAISED**
FARM PROUD
FLORIDA FARM BUREAU

m. **FARM RAISED**
FARM PROUD
FLORIDA FARM BUREAU

n.* **FARM RAISED**
FARM PROUD
FLORIDA FARM BUREAU

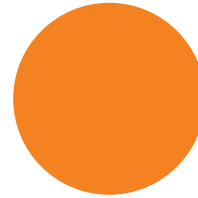
* The background of the logo above is actually transparent. It is shown within a gray box only to display the white font.

o. **FARM**
RAISED
FARM
PROUD

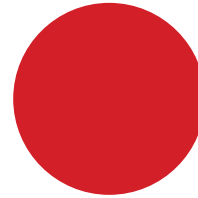
p. **FARM**
RAISED
FARM
PROUD



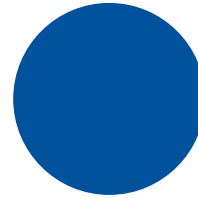
COLOR PALETTE & FONT



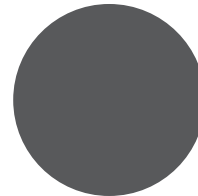
ORANGE
PANTONE 165cv
CMYK 0 60 100 0
RGB 245 130 32



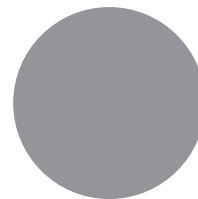
RED
PANTONE 1797 U
CMYK 11 100 99 2
RGB 211 32 40



BLUE
PANTONE 287cv
CMYK 100 69 0 11
RGB 0 82 155



DARK GRAY
PANTONE 245 U
CMYK 0 0 0 80
RGB 88 89 91



COOL GRAY
PANTONE Cool Gray 9 U
CMYK 0 0 0 50
RGB 147 149 152

Font

STEAK

Used for digital and screen printed materials. Found in the "FARM RAISED, FARM PROUD" portion of the logo.

EUROSTILE BOLD

Used for digital, screen printed and embroidered materials. Found in the "FARM BUREAU" and "FLORIDA FARM BUREAU" portions of the logos.

Bookman Old Style

Used for embroidered and plain-text materials. Found in the "FARM RAISED, FARM PROUD" portion of the embroidered logo. This font is available in Microsoft Word and other Office programs.

Text Style

"FARM RAISED, FARM PROUD, FARM BUREAU" should always be typed in all caps. When written on a single line by itself, the phrase should be broken up with vertical lines or periods. When the phrase is within a text block or sentence, it should be written in all caps and broken up with commas. See examples on page 9.

IMAGERY

When placing a logo on an image, make sure the logo is legible and easy to see. The logo will be easiest to see in an area of a photo that is not too busy. A good rule of thumb is to place light-colored logos on dark-colored images and dark-colored logos on light-colored images. If you have any questions or would like assistance placing a logo on a photo, please send email to FFBLogo@FFBF.org or contact the Public Relations Division. Contact information can be found on page 17 of this booklet.

Facebook Cover Photos



Additional Images



MARKETING IDEAS



Purchase FARM RAISED, FARM PROUD apparel and signs online at <http://www.floridafarmbureau.org/farm-raised-farm-proud-farm-bureau/>

County Farm Bureaus can purchase promotional items through the Member Supply Order Form on FFBLink

Display yard signs

Develop and host yard sign contests

Sponsor Facebook photo contests (with FARM RAISED, FARM PROUD gear)

Sponsor t-shirts with the logo on them for events like youth fairs and Ag-Venture days

Sponsor events and use the FARM RAISED, FARM PROUD logo on event promotional items, programs and signs

Partner with farmers markets and grocery stores to display signs

Partner with storefront businesses to display signs or window decals

Have a great idea? [Share it](#) with the Public Relations Division so we can share it with other county Farm Bureaus.



FINAL COMMENTS

Contact Info

Request logos and artwork from FFBFlogo@FFBF.org or contact the Public Relations Division with questions or comments.

Logo Request

FFBFlogo@FFBF.org

Public Relations Division

P: 352.374.1535

F: 352.374.1530

Requesting Logos

Please send logo requests to FFBFlogo@FFBF.org and provide the red letter corresponding to the logo you need on pages 6-10, along with how and where you intend to use it to receive the proper file format.

Logo Usage

Please remember that all logos containing the FFBF triangle logo are subject to the [FFBF Marks and Logo Use Guidelines](#). Please email FFBFlogo@FFBF.org with questions or to request a digital copy of the [Florida Farm Bureau Federation Marks and Logo Use Guidelines](#). The Federal registration symbol ® should appear with the FARM RAISED, FARM PROUD logo as practicable.

Alternative Designs

Please send design requests and ideas to FFBFlogo@FFBF.org for assistance, guidance or to share your designs with other county Farm Bureaus.





FARM RAISED | FARM PROUD