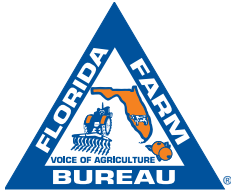


FLORIDA FARM BUREAU

MARKS & LOGO USE GUIDELINES



The Florida Farm Bureau logo and associated marks represent a valuable business brand. They also reflect our commitment to superior service on behalf of our members.

Widespread and consistent use of these marks will greatly strengthen the identity and image of Farm Bureau as a single, integrated organization representing the interests of farmers and ranchers in Florida. Effective application of the marks will also support our efforts to protect and enforce our name and logo so that we preserve and enhance the valuable goodwill and reputation they symbolize.

The Florida Farm Bureau Federation (FFBF), its members and its affiliated companies, have used the designations Farm Bureau®, Voice of Agriculture® and The Voice of Agriculture® for years to identify the organization and its services as being associated with American Farm Bureau Federation (AFBF). Farm Bureau®, Voice of Agriculture® and The Voice of Agriculture® are designations that are distinctive of the goodwill and reputation of Farm Bureau as the unified voice of farmers and ranchers in the United States.

In June 2012, the FFBF logo, as shown above, was registered and adopted by the AFBF Board of Directors to serve as the organization-wide symbol for FFBF.

This manual sets forth guidelines for the use of the FFBF logo, Farm Bureau®, Voice of Agriculture® and The Voice of Agriculture® and provides other important information relative to use of those marks.

I encourage all County Farm Bureaus and their affiliates to use the logo in connection with their activities and services, where appropriate, and to follow these rules and guidelines.

If you have any questions about the requirements of these guidelines, please contact Kevin Morgan or Staci Braswell, using the email addresses and telephone numbers listed on page 14.

John L. Hoblick
President
Florida Farm Bureau Federation



STATE LOGO GUIDELINES

RIGHT TO USE THE FFBF LOGO, FARM BUREAU®, VOICE OF AGRICULTURE® AND THE VOICE OF AGRICULTURE®

- **American Farm Bureau Federation (AFBF) is the owner** of the designations *Farm Bureau*, *Voice of Agriculture*, *The Voice of Agriculture* and the FFBF logo (together, the "Marks"). FFBF is the exclusive state-wide licensee of AFBF, entitled to use these Marks in Florida.
- The right to use these Marks is licensed by AFBF to FFBF, County Farm Bureaus and, under certain circumstances, companies affiliated with state and county Farm Bureaus, under the Uniform Membership Agreement between AFBF and FFBF.
 - As long as FFBF remains a signatory to the Membership Agreement, FFBF is entitled to AFBF membership and to the exclusive right to use the Marks within the state of Florida in connection with its normal business activities.
 - As long as a County Farm Bureau remains a signatory to a membership agreement with FFBF, the local organization is entitled to the exclusive right to use the Marks within its county boundaries in connection with its normal business activities. County Farm Bureaus may not allow third parties to use the Marks without permission from the board of directors of both the FFBF and the AFBF.

BOARD PERMISSION REQUIRED FOR USE OF THE MARKS

As a general rule, prior to use of any of the Marks by any entity other than a state or county Farm Bureau, written permission must be requested from the FFBF and AFBF boards of directors.

Affiliate companies wishing to use the Marks must obtain permission. Affiliate is defined under the Membership Agreement to include:

- (1) companies owned or controlled by one or more Farm Bureau entities, and
- (2) companies that are not owned or controlled by Farm Bureaus, but who will be licensed to use the Marks in connection with a program or service (such as a member benefit) provided to or on behalf of a state or county Farm Bureau.

EXAMPLES

Following are several examples of when permission may or may not be required to use the Marks.

Example of when permission is not required for use of the Marks.

Example #1: Acme Restaurant partners with a County Farm Bureau to offer a 10% discount to the County Farm Bureau's members. Acme Restaurant does not use any of the Marks in its advertising or on any of its materials or packaging, but simply provides the discount to County Farm Bureau members when they present their membership card. The County Farm Bureau promotes the offer in its local newsletter and places an ad in a newspaper, on the radio and on its website. **NO PERMISSION NECESSARY.**

Examples of when permission is required for use of the Marks.

Example #2: Acme Restaurant partners with a County Farm Bureau to create and manage the "County Farm Bureau Meal Deal." Acme will create and place its own advertising in both Farm Bureau and non-Farm Bureau media, and will use signage at its restaurant referring to Farm Bureau's sponsorship of the program, and using the program name and the **FFBF logo. PERMISSION IS NECESSARY FROM FFBF AND AFBF.**

Example #3: A regional agricultural magazine approaches a County Farm Bureau about placing the FFBF logo in the regional agriculture magazine. The regional agricultural magazine controls the printing and placement of the **FFBF logo. PERMISSION IS NECESSARY FROM FFBF AND AFBF.**

* **Exception:** If a business decision has been made that an article in the regional agricultural magazine will be drafted by a Florida Farm Bureau staff person or board member, the FFBF logo may be used on the page without requesting permission, so long as:

1. A Florida Farm Bureau staff person or board member writes the article/column, and
2. The FFBF logo is used on the same page as the article to identify writer's affiliation with FFBF.

PROCEDURE TO REQUEST PERMISSION TO USE THE MARKS

To request permission for an entity other than the County Farm Bureau to use any of the Marks, a County Farm Bureau Board or President must submit a written request to FFBFlogo@ffbf.org. The letter should include:

- a. In the case of a company that is stock-owned or otherwise controlled by the County Farm Bureau:
 - i. A brief explanation of how the entity is owned or controlled by the County Farm Bureau,
 - ii. A brief explanation of the program or service that will be provided under the Marks and how the Marks will be used, with examples, if available (i.e., flyer, radio advertisement, television advertisement, social media, brochure, etc.) and,
 - iii. A copy of the bylaws and articles of incorporation.
- b. In the case of all other companies (i.e., third party vendors), a brief explanation of the program or service that will be provided under the Marks and how they will be used, with examples, if available.

Once a County Farm Bureau has submitted their written request for permission for another entity to use the Marks, FFBF will request permission for such use from AFBF. County Farm Bureaus should allow 45 days for review and action on any request for permission to use the Marks. If permission is granted for use of the Marks, it is granted for that specific instance and only the specific purpose articulated in the request. In addition, if the company in question is not stock-owned or otherwise controlled by the County Farm Bureau, permission will only be granted subject to control over the use of the Marks through a written license agreement. A written license agreement template is available on the Florida Farm Bureau Intranet.

County Farm Bureaus should have a similar policy in place to ensure that the County Farm Bureau logo is used appropriately by entities other than the County Farm Bureau. See page 10.

PROPER USE OF THE FFBF LOGO

- The federal registration symbol ® should appear with the FFBF logo as often as practicable.
- This FFBF logo is a triangle that is displayed with a specific color, font, shape and size and NO changes may be made.
- No logos may be copied from the FFBF website. FFBF will provide authorized users with photo-ready images.
- Counties may use the FFBF logo in conjunction with the Florida Farm Bureau Insurance Company logo. However, please ensure that the necessary permission is obtained for use of the insurance logo by sending a request to FLDeptSales@ffbic.com.

STYLE GUIDELINES

SIZE

• For greatest impact and readability, a minimum logo size has been established. The size of the FFBF logo should not be less than one-inch in width and the proportions should not be altered.



• When appearing with other company logos within a document, the FFBF logo must be at least equal in size and be in official colors if the other company logo is in full color.



• Standard letter sheet: when the FFBF logo is used on a letter-sized document, the maximum logo size is 2 inches wide.

COLORS

• The official colors of the FFBF logo are PANTONE® 287cv (navy blue) and PANTONE® 165cv (orange). In applications where PANTONE® ink is prohibitive or unavailable, a four-color (CMYK) version may be substituted.



• Refer to the PANTONE® Color Formula Guide for accurate color representation. PANTONE® is a registered trademark of Pantone, Inc.



PMS: 165cv
CMYK: 0, 60, 100, 0
RGB: 245, 130, 32

PMS: 287cv
CMYK: 100, 69, 0, 11
RGB: 0, 82, 155

• When used as a one-color logo, the logo should be in all black or all white. The one-color logo is not to be created in colors other than all black or all white.



AVAILABLE FORMATS

- EPS or PDF files are high-resolution images intended for professional printing and publishing.
- PNG files are available for PowerPoint presentations and for use in Microsoft Word and Excel documents.
- The JPG or GIF formats should be used for websites or email messages and are generally not suitable for professional printing.

*Contact FFBFlogo@ffbf.org to request a specific file format.

UNACCEPTABLE VARIATIONS

Do not distort original proportions.



Do not use unapproved color combinations.



Do not use the discontinued logo without the registered trademark.

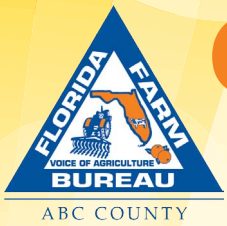


Do not use the discontinued logo with this "3D" effect.



Do not add graphic elements. (Example: shadow behind logo)





COUNTY LOGO GUIDELINES

PROPER USE OF THE COUNTY FARM BUREAU LOGO

- The county names should be set forth underneath the FFBF logo; the county name should not appear within sides of the triangle itself.
- No logos may be copied from the FFBF website. FFBF will provide authorized users with photo-ready images.
- County Farm Bureau logos have been distributed to each County Farm Bureau office and examples are shown on page 14.
- The County Farm Bureau logo is a triangle that is displayed with a specific color, font, shape and size and NO changes may be made.
- County Farm Bureaus may use its authorized County Farm Bureau logo in conjunction with the Florida Farm Bureau Insurance Company logo. However, please ensure that the necessary permission is obtained for use of the insurance logo by sending a request to FLDeptSales@ffbic.com.
- If there is a valid membership agreement between the County Farm Bureau and FFBF, the County Farm Bureau may use its authorized County Farm Bureau logo for any normal business use without permission.
- If a third party requests to use the County Farm Bureau logo or any of the other Marks, approval must be requested from the County Farm Bureau, FFBF and AFBF.

PROPER USE OF THE MARKS ON SOCIAL MEDIA

When using the Marks as part of a County Farm Bureau Facebook page, including but not limited to a County Women’s Leadership Committee page and/or a County Young Farmers & Ranchers page, please use the County Farm Bureau logo to identify the page as a County page, rather than the FFBF logo.

EXAMPLES

ACCEPTABLE



UNACCEPTABLE

Use County Farm Bureau logo, rather than the FFBF logo.



COUNTY FARM BUREAU BOARD PERMISSION REQUIRED FOR THIRD PARTY USE OF THE MARKS AND THE COUNTY FARM BUREAU LOGO

If an entity other than the County Farm Bureau wishes to use the County Farm Bureau logo on its own materials, or in its name, the entity that will control the use must request permission for use.

EXAMPLES

Following are several examples of when permission may or may not be required to use the County Farm Bureau logo.

Example of when permission is not required for use of the County Farm Bureau logo.

Example #1: Acme Restaurant partners with a County Farm Bureau to offer a 10% discount to the County Farm Bureau's members. Acme Restaurant does not use any of the Marks in its advertising or on any of its materials or packaging, but simply provides the discount to County Farm Bureau members when they present their membership card. The County Farm Bureau promotes the offer in its local newsletter and places an ad in a newspaper, on the radio and on its website. **NO PERMISSION NECESSARY.**

Examples of when permission is required for use of the County Farm Bureau logo.

Example #2: Acme Restaurant partners with a County Farm Bureau to create and manage the "County Farm Bureau Meal Deal." Acme will create and place its own advertising in both Farm Bureau and non-Farm Bureau media, and will use signage at its restaurant referring to Farm Bureau's sponsorship of the program, using the program name and County Farm Bureau logo. **PERMISSION IS NECESSARY FROM COUNTY FARM BUREAU, FFBF AND AFBF.**

Example #3: A regional agricultural magazine approaches a County Farm Bureau about placing the County Farm Bureau logo in the regional agricultural magazine. The regional agricultural magazine controls the printing and placement of the County Farm Bureau logo. **PERMISSION IS NECESSARY FROM COUNTY FARM BUREAU, FFBF AND AFBF.**

* **Exception:** If a business decision has been made that an article in the regional agricultural magazine will be drafted by a County Farm Bureau staff person or board member, the County Farm Bureau logo may be used on the page without requesting permission, so long as:

1. The County Farm Bureau staff person or board member writes the article/column, and
2. The County Farm Bureau logo is used on the same page as the article to identify writer's affiliation with the County Farm Bureau.

SUGGESTED PROCEDURE TO REQUEST PERMISSION TO USE A COUNTY FARM BUREAU LOGO

Each County Farm Bureau will need to establish its own procedure for managing requests to use the County Farm Bureau logo. Following is a suggested procedure that can be used by the County Farm Bureau or tailored to meet the County Farm Bureau's need:

To request permission for an entity other than the County Farm Bureau to use any of the Marks, the entity requesting use of the County Farm Bureau logo must submit a written request to the County Farm Bureau board of directors. The letter should include:

- a. In the case of a company that is stock-owned or otherwise controlled by the County Farm Bureau:
 - i. A brief explanation of how the entity is owned or controlled by the County Farm Bureau,
 - ii. A brief explanation of the program or service that will be provided under the Marks and how the Marks will be used, with examples, if available (i.e., flyer, radio advertisement, television advertisement, social media, brochure, etc.) and,
 - iii. A copy of the bylaws and articles of incorporation.
- b. In the case of all other companies (i.e., third party vendors), a brief explanation of the program or service that will be provided under the Marks and how the Marks will be used, with examples, if available.

Once an entity has submitted its written request for permission to use the Marks to a County Farm Bureau, the County Farm Bureau will request permission for such use from FFBF (FFBFlogo@ffbf.org). FFBF will then seek permission from AFBF. County Farm Bureaus should allow 45 days for review and action on any request for permission to use the Marks. If permission is granted for use of the Marks, it is granted for that specific instance and only the specific purpose articulated in the request. In addition, if the company in question is not stock-owned or otherwise controlled by the County Farm Bureau, permission will only be granted subject to control over the use of the Marks through a written license agreement. A written license agreement template is available on the Florida Farm Bureau Intranet. County Farm Bureaus should record board actions that pertain to decisions granting such permission in their meeting minutes.

STYLE GUIDELINES

SIZE

- For greatest impact and readability, a minimum logo size has been established. The size of the County Farm Bureau logo should not be less than one-inch in width and the proportions should not be altered.



- When appearing with other company logos within a document, the County Farm Bureau logo must be at least equal in size and be in official colors if the other company logo is in full color.



- Standard letter sheet: when the County Farm Bureau logo is used on a letter-sized document, the maximum logo size is 2 inches wide.

COLORS

- The official colors of the FFBF logo are PANTONE® 287cv (navy blue) and PANTONE® 165cv (orange). In applications where PANTONE® ink is prohibitive or unavailable, a four-color (CMYK) version may be substituted.



- Refer to the PANTONE® Color Formula Guide for accurate color representation. PANTONE® is a registered trademark of Pantone, Inc.



PMS: 165cv
CMYK: 0, 60, 100, 0
RGB: 245, 130, 32



PMS: 287cv
CMYK: 100, 69, 0, 11
RGB: 0, 82, 155

- When used as a one-color logo, the logo should be in all black or all white. The one-color logo is not to be created in colors other than all black or all white.



ABC COUNTY

AVAILABLE FORMATS

- EPS or PDF files are high-resolution images intended for professional printing and publishing.
- PNG files are available for PowerPoint presentations and for use in Microsoft Word and Excel documents.
- The JPG or GIF formats should be used for websites or email messages and are generally not suitable for professional printing.

*Contact FFBFlogo@ffbf.org to request a specific file format.

UNACCEPTABLE VARIATIONS

Do not distort original proportions.



Do not use unapproved color combinations.



Do not use the discontinued logo with this "3D" effect.



Do not add graphic elements. (Example: shadow behind logo)



Do not type your county name below the logo.



Do not place county name within the sides of the triangle.



GOODS FOR SALE

STYLE SHEET

PROHIBITED USE OF THE LOGO ON GOODS FOR SALE

None of the Marks, including the County Farm Bureau logo, should be used as a trademark directly on products or their containers. While use of the Marks by approved affiliated service companies in their promotion and advertising is encouraged, the Marks would take on the character of a “brand name” if used directly on goods. This is not desirable because it tends to mischaracterize Farm Bureau as a commercial entity engaged in the manufacture and sale of products, rather than as a national membership organization dedicated to serving and representing farmers and ranchers. The Marks may be used on goods which are used to promote the Farm Bureau organization, such as shirts, hats, pens and other promotional items.

This style sheet presents the FFBF logo and the County Farm Bureau logo in the proper relative dimensions, and should be used as a guide for reproduction.

FFBF Logo



County Farm Bureau Logo



Questions about the style guidelines in this manual may be directed to:


FFBF Public Relations
352-374-1535
FFBFlogo@ffbf.org

Other questions about the requirements stated in this manual may be directed to:

Kevin Morgan
Assistant to the President
352-374-1537
kevin.morgan@ffbf.org

Staci Braswell
General Counsel
352-384-2671
staci.braswell@ffbf.org

To request your County Farm Bureau logo or seek permission for third party use, contact FFBFlogo@ffbf.org. To seek permission to use the Florida Farm Bureau Insurance Company logo, contact FLDeptSales@ffbic.com.



WWW.FLORIDAFARMBUREAU.ORG