

FLORIDA FARM BUREAU FEDERATION

CORPORATE **BRANDING** GUIDE

Includes Marks & Logo Use Guidelines



“Florida Farm Bureau will be the most effective, influential and respected Farm Bureau in the nation. To truly be recognized as Florida’s Voice of Agriculture.”



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A Message From **The President**



We have created the Florida Farm Bureau brand guide to help communicate widespread and consistent use of our message. This usage strengthens the identity and image of Farm Bureau as a single, integrated organization representing the interests of farmers and ranchers statewide.

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.

Effective application of the logo and Marks will support our efforts to protect and enforce our name so that we preserve and enhance the identity of our organization. I encourage all county Farm Bureaus and their affiliates to use the Florida Farm Bureau logo marks and branding in connection with their activities and services, where appropriate, and to follow these guidelines.

If you have any questions about the requirements of this guide, please contact FFBF Public Relations, using the email addresses and telephone numbers listed on the back cover. We hope this guide will reinforce the strength of our county Farm Bureaus in delivering a consistent and branded message as the Voice of Florida Agriculture across all media platforms.

A handwritten signature in blue ink that reads "Jeb A. Smith". The signature is written in a cursive style and is positioned above the printed name.

Jeb Smith
President
Florida Farm Bureau Federation

LOGOS

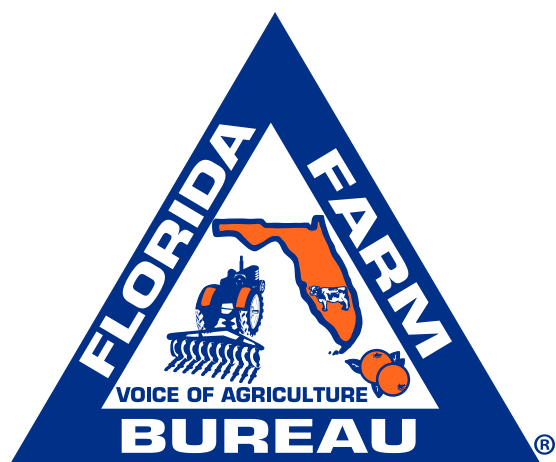
FLORIDA FARM BUREAU FEDERATION



StateLogoUsage

FLORIDA FARM BUREAU FEDERATION STATE LOGO (OFFICIAL MARKS & LOGO USE GUIDELINES)

The FFBF branding guidelines are designed for FFBF state office and county Farm Bureau staff, affiliated companies, vendors and partner use. The FFBF logo is the most vital aspect of our visual identity and must be used on all FFBF marketing materials.



In June 2012, the Florida Farm Bureau Federation (FFBF) logo, as shown, was registered and adopted by the American Farm Bureau Federation (AFBF) Board of Directors to serve as the organization-wide symbol for FFBF. This guide 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 the use of those Marks.

Right to Use the FFBF Logo, Farm Bureau®, Voice of Agriculture® and The Voice of Agriculture®

- 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 statewide 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, conducted by its own personnel, and advertised and protected through its media or through outside media at its direction and control.
- As long as a county Farm Bureau remains a signatory to the 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, conducted by its own personnel, and advertised and protected through its media or through outside media at its direction and control. County Farm Bureaus may not allow third

parties to use the Marks without permission from the board of directors of both FFBF and 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 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.

When permission IS NOT REQUIRED for use of the Marks.

Examples

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

EXAMPLE #1: Acme Restaurant partners with a county Farm Bureau to offer a 10 percent 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 cards. 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.

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.

Pantone® 165 and Pantone® 287. In applications where Pantone® ink is prohibitive or unavailable, a four-color (CMYK) version may be substituted. Always refer to the [Pantone® color formula guide](#) for accurate color representation. Never apply a transparency to FFBF logo.



PMS: 165 C
CMYK: 0, 70, 100, 0
RGB: 255, 103, 31
HEX/HTML: #FF671F



PMS: 287 C
CMYK: 100, 75, 2, 18
RGB: 0, 48, 135
HEX/HTML: #003087

EXAMPLE #3: A regional agricultural magazine approaches a county Farm Bureau about placing the FFBF logo in the regional agricultural 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 FFBF staff person or board member, the FFBF logo may be used on the page without requesting permission, so long as:

1. A FFBF 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 the 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 its 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 company's 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 a 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 60 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 12-14.

FFBF Logo Usage

- 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. NO changes may be made.
- No logos may be copied from the FFBF website. FFBF will provide authorized users with photo-ready images.
- County Farm Bureaus 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. See page 10 for examples.

AVAILABLE FORMATS

- EPS or PDF: for high-resolution professional printing and publishing
- PNG: for PowerPoint, Microsoft Word, Excel and social media
- Contact ffblogo@ffbf.org to request specific file format.



State Logo Usage

In order to maintain a strong, consistent and successful brand, we ask that our logo be kept in the original state in which it was designed. Please do not add to or change anything about the logo. These usage guidelines apply to all versions of the logo. Old versions of the logo have been retired, and therefore should no longer be used in any application.

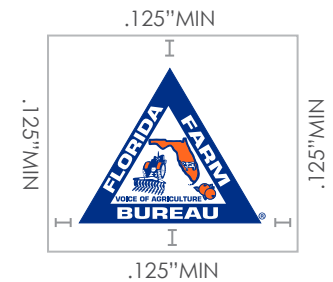
MINIMUM SIZE

For greatest impact and readability, a minimum logo size has been established. The size of the FFBF logo should not be less than .75-inch in width, and the proportions should not be altered.



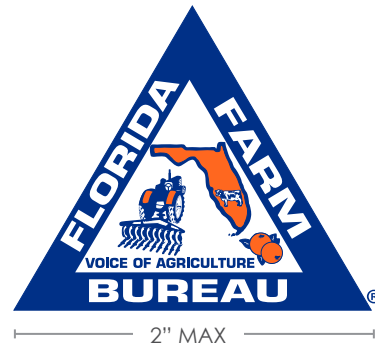
SAFE AREA

In order for our logo to retain its visual impact, please maintain a clear area around the logo. A .125-inch space should be used around perimeter of logo.



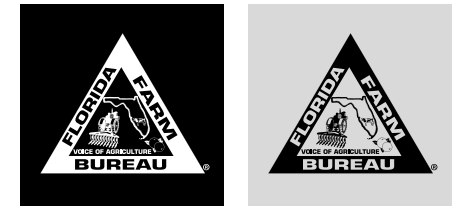
LETTERHEAD SIZE

When the FFBF logo is used on business letterhead, the maximum logo size is 2 inches wide. A larger size may be used for documents such as report covers or presentations.



ONE-COLOR

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.



COMBINING LOGOS

When appearing with other company logos, the FFBF logo must be at least equal in size and be in official colors if the other company logo is in full color. There should be at least a .25-inch space between them.



BACKGROUNDS

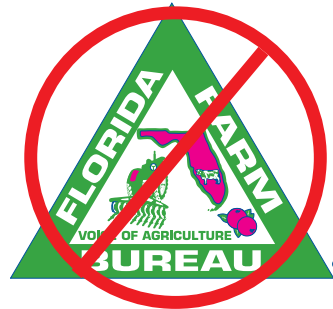
Care must be taken when using the FFBF logo on color and photographic backgrounds. Please ensure there is sufficient contrast between the logo and the background color.



Unacceptable Variations



Do not distort original proportions.



Do not use unapproved color combinations.



Do not rotate or flip position.



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



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

County Logo Usage

FLORIDA FARM BUREAU FEDERATION COUNTY LOGO (OFFICIAL MARKS & LOGO USE GUIDELINES)

Sixty county Farm Bureaus constitute the grassroots structure of our organization. We represent farm owners who produce a bounty of the state's agricultural commodities, regardless of their scope of operation or location.

County Board Permission Required for Use of the County Marks

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:

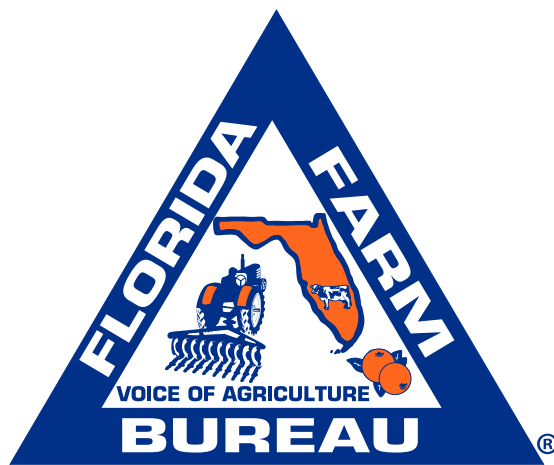
EXAMPLE #1: Acme Restaurant partners with a county Farm Bureau to offer a 10 percent discount to the county Farm Bureau's members. Acme Restaurant does not use any of the Marks in its advertising or on any of its materials or packaging, but

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 including 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



ABC COUNTY

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 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. The 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 company's bylaws and articles of incorporation.



Pantone® 165 and Pantone® 287. In applications where Pantone® ink is prohibitive or unavailable, a four-color (CMYK) version may be substituted. Always refer to the Pantone® color formula guide for accurate color representation. Never apply a transparency to FFBF logo.



PMS: 165 C
CMYK: 0, 70, 100, 0
RGB: 255, 103, 31
HEX/HTML: #FF671F



PMS: 287 C
CMYK: 100, 75, 2, 18
RGB: 0, 48, 135
HEX/HTML: #003087



County Logo Usage



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 60 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.

FFBF County Logo Usage

- The county Farm Bureau's name 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. Request a logo at FFBFlogo@ffbf.org.
- The county Farm Bureau logo is a triangle that is displayed with a specific color, font, shape and size. NO changes may be made.
- A county Farm Bureau 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.

AVAILABLE FORMATS

- EPS or PDF: for high-resolution professional printing and publishing
- PNG: for PowerPoint, Microsoft Word, Excel and social media
- Contact ffbflogo@ffbf.org to request specific file format.

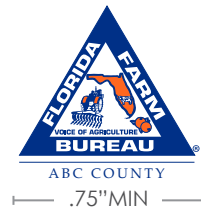


County Logo Usage

In order to maintain a strong, consistent and successful brand, we ask that our logo be kept in the original state in which it was designed. Please do not add to or change anything about the logo. These usage guidelines apply to all versions of the logo. Old versions of the logo have been retired, and therefore should no longer be used in any application.

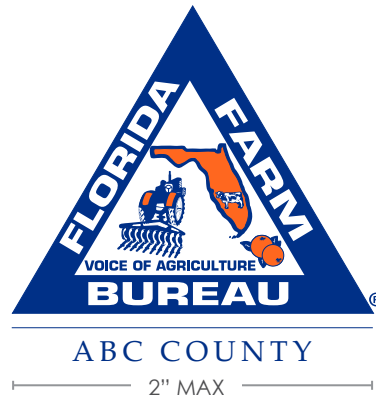
MINIMUM SIZE

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 .75-inch in width, and the proportions should not be altered.



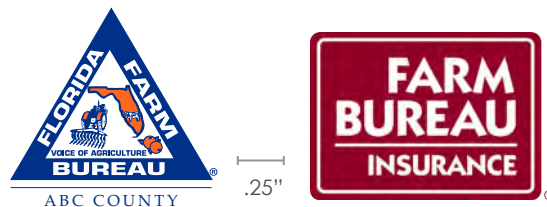
LETTERHEAD SIZE

When the county farm bureau logo is used on business letterhead, the maximum logo size is 2 inches wide. A larger size may be used for documents such as report covers or presentations.



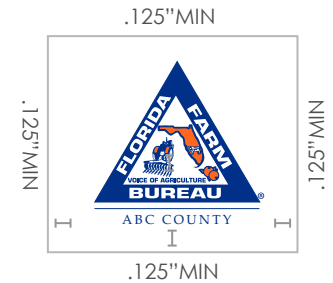
COMBINING LOGOS

When appearing with other company logos, 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. There should be at least a .25-inch space between them.



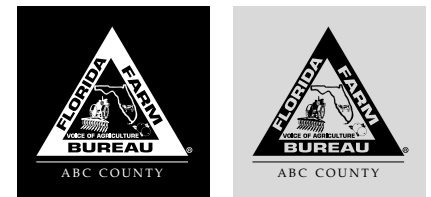
SAFE AREA

In order for the logo to retain its visual impact, please maintain a clear area around the logo. A .125-inch space should be used around perimeter of logo.



ONE-COLOR

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.



COUNTY YOUNG FARMERS & RANCHERS & WOMEN'S PROGRAM

County Farm Bureaus with an established Young Farmers and Ranchers and Women's Program have been issued county Marks. These Marks may be used on county promotions or social media pages for the county's Young Farmers and Ranchers Program. Logos must be requested from FFBF (FFBFlogo@ffbf.org).

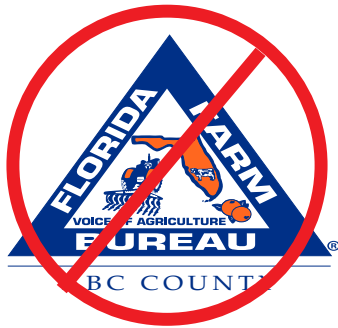


BACKGROUNDS

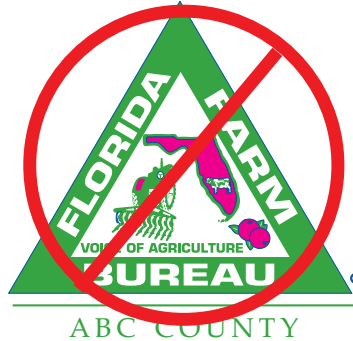
Care must be taken when using the FFBF logo on color and photographic backgrounds. Please ensure there is sufficient contrast between the logo and the background color.



Unacceptable Variations



Do not distort original proportions.



Do not use unapproved color combinations.



Do not rotate or flip position.



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



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

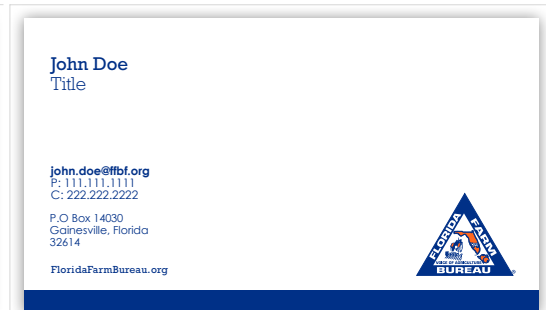
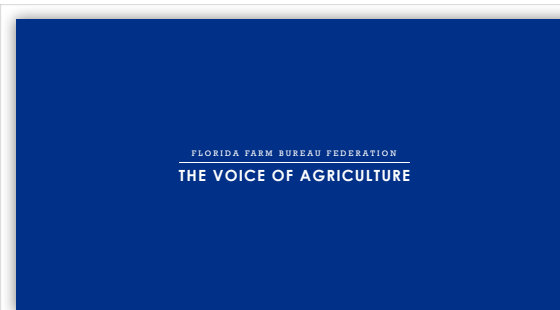
County Logo Templates

Florida Farm Bureau has designed various templates to help ensure correspondence is consistent with FFBF's branding identity. Letterhead, envelopes and business cards are available. Contact FFBFlogo@ffbf.org for assistance with a template.



LETTERHEAD AND STATIONARY

The standard FFBF letterhead is 8.5 inches wide by 11 inches tall. The recommended typeface is Century Gothic, 11 pt. FFBF has designed template letterhead for county Farm Bureaus to ensure consistent correspondence with the FFBF brand and identity. Letterhead, stationary and envelopes are available for county Farm Bureaus. Contact FFBFlogo@ffbf.org to receive a template. Customized templates with the insurance logo are also available.



BUSINESS CARD

The standard FFBF business card is 3.5 inches wide by 2 inches tall. FFBF has created template business cards for county Farm Bureaus.

POWER POINT

To ensure both visual and brand consistency, FFBF has created a PowerPoint template. This template should be used for both internal and external purposes.

(Not to scale)

To help ensure consistency in the quality and message of printed and online materials, various templates are available. Contact FFBFlogo@ffbf.org for assistance in county designs for digital or print.

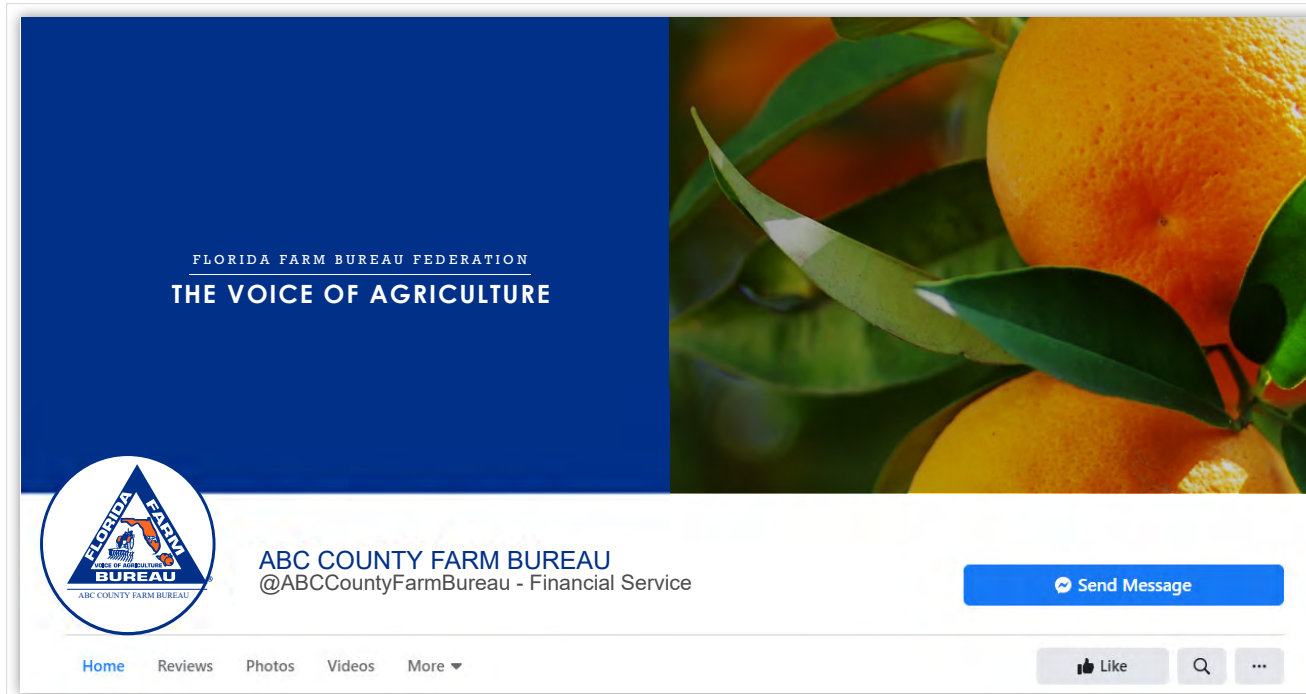


PROMOTIONAL ITEMS

FFBF has created approved event flyers for various statewide events, such as the Youth Speech Contest, Farm-City Week or Food Check-Out Week. These are available on the [FFBF Intranet](#). The Public Relations Division can create customized flyers for each county Farm Bureau. Contact FFBFlogo@ffbf.org to have a specific flyer or ad created.

County Logo Social Media

When using the Marks as part of a county Farm Bureau Facebook or other social media page, please use the county Farm Bureau logo to identify the page as a county Farm Bureau page. Use the county Women's Program Logo and/or the county Young Farmers and Ranchers Logo to identify the page as the county program social media page. Do not use the FFBF state logo.



DO use county Farm Bureau logo

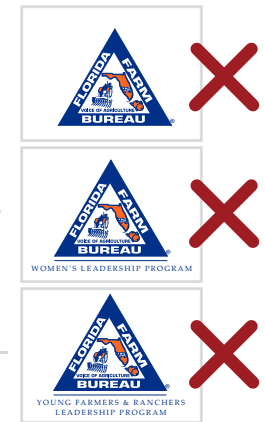
DO use county Young Farmers and Ranchers logo

DO use county Women's Program logo

DO NOT use FFBF logo

DO NOT use FFBF Young Farmers and Ranchers Leadership Program state logo

DO NOT use FFBF Women's Leadership Program state logo

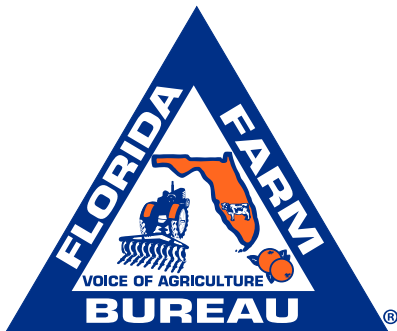


COLOR

FLORIDA FARM BUREAU FEDERATION



Color Palette



The official colors of the FFBF logo are Pantone® 165 and Pantone® 287. In applications where Pantone® ink is prohibitive or unavailable, a four-color (CMYK) version may be substituted. Our color palettes are the foundation of our designs. A comprehensive color palette has been developed to provide flexibility while creating a recognizable appearance across all communications.

Please note: The FFBF logo or county Farm Bureau logo should only be printed in primary logo colors at 100%.

PRIMARY LOGO COLORS



PMS: 287 C
CMYK: 100, 75, 2, 18
RGB: 0, 48, 135
HEX: #003087



PMS: 165 C
CMYK: 0, 70, 100, 0
RGB: 255, 103, 31
HEX: #FF671F



PMS: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

ACCENT LOGO COLORS



Leaf Green #5EC816



Aqua #12AE0



Teal #41BE88



Gray Shade 1 #262626



Gray Shade 2 #646464



Gray Shade 3 #A2A2A2

VISUALS

FLORIDA FARM BUREAU FEDERATION



Specialty Printing Use

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 state 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. When using the



EMBROIDERY

When using the Marks as part of embroidered promotional material, for greatest impact and readability, a minimum logo size of 2 inches has been established. The logo should be in official colors and if appearing with another logo, it should be opposite facing and should be no smaller than any other logo.



SCREEN PRINTING

When using the Marks as part of screen printed promotional material, for greatest impact and readability, a minimum logo size of 1.5 inches has been established and the logo should be in official colors (full-color or one-color).

FFBF logo on non-paper surfaces, such as plastic, glass, metal, brick, concrete, wood or leather, the logo must be printed in the minimum size or greater as specified below for the greatest impact and readability.

However, the natural color of the non-paper surface may be substituted for the preferred style logo for the entire logo. Please email FFBFlogo@ffbf.org to obtain the proper logo for specialty printing items.



DIE CAST

When using the Marks as part of a metal die cast, for greatest impact and readability, a minimum logo size of 1.75 inches has been established.



EMBOSS/DEBOSS

When using the Marks as part of embossing or debossing, for greatest impact and readability, a minimum logo size of 1.75 inches has been established. Please email FFBFlogo@ffbf.org for correct logo.

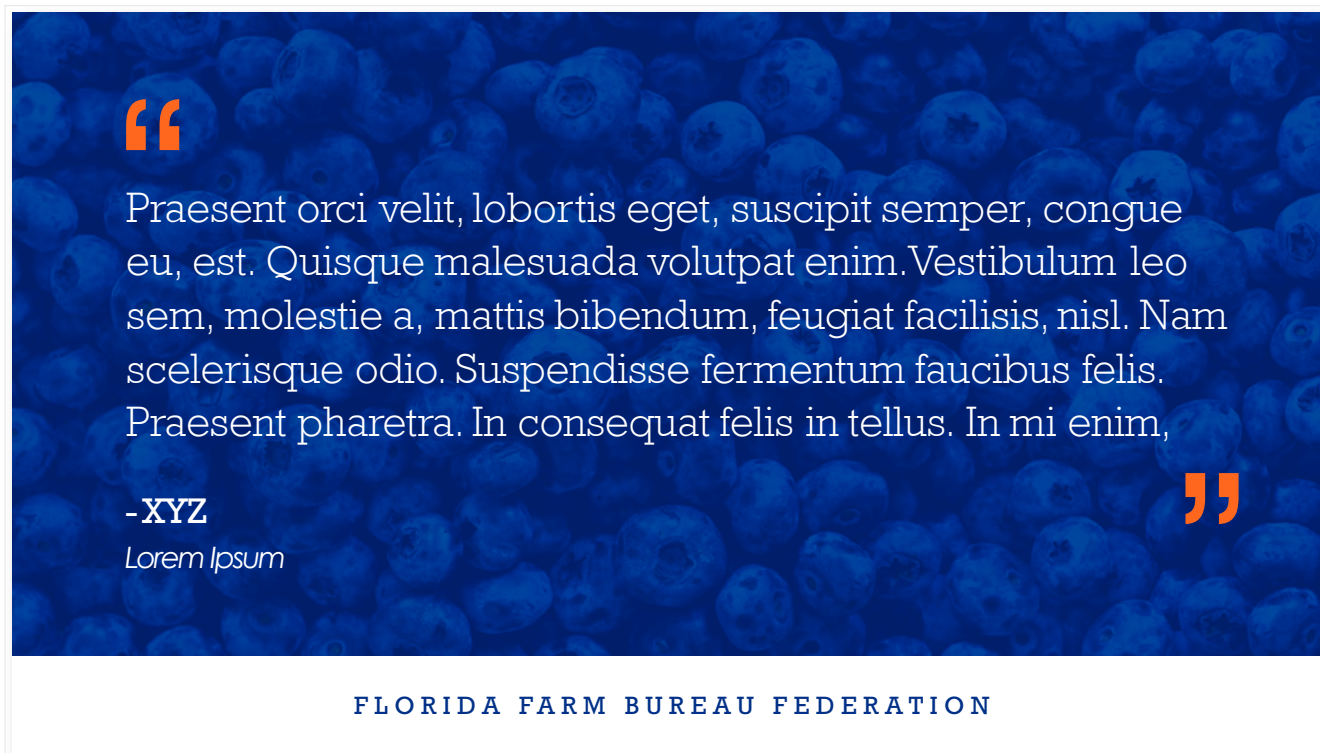


LASER ENGRAVING

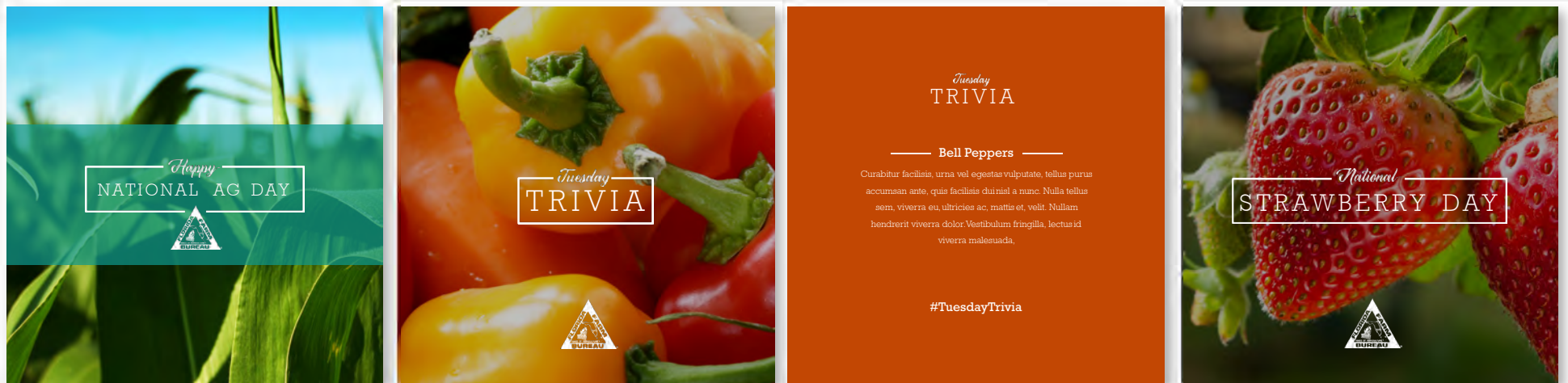
When using the Marks as part of laser etching or engraving, for greatest impact and readability, a minimum logo size of 1.5 inches has been established. Materials used may include glass, wood or metal items.

Social Media

The following images represent the FFBF state social media brand across various platforms (Facebook, Twitter, Instagram, etc.). We have chosen images and elements to depict a clean, cohesive design. We encourage county Farm Bureaus to share FFBF social media graphics on their own social media platforms.



- ✓ **DO** coordinate nearby photo and icon boxes to create a unified page design.
- ✓ **DO** keep text as brief as possible.
- ✓ **DO** use brand colors (p. 22)
- ✓ **DO** use brand fonts (p. 34-35) or the script called “Lovely Home” for single words as needed: <https://www.wfonts.com/font/lovely-home/>.



Brand Elements

Our brand elements are clean and simple, made up of solid colors, photos, icons, simple divider lines and large quotation marks. Promotional materials combine solid colors and photos to reflect the feel of Florida Farm Bureau.

A dark blue rectangular background with white text. The text is centered and reads "FLORIDA FARM BUREAU FEDERATION" in a small, all-caps, sans-serif font, underlined. Below it, "THE VOICE OF AGRICULTURE" is written in a larger, bold, all-caps, sans-serif font.

FLORIDA FARM BUREAU FEDERATION
THE VOICE OF AGRICULTURE

FFBF TAGLINE

An orange rectangular background with white text. The text is centered and reads "MEMBERSHIP" in a large, all-caps, sans-serif font. Below it, "means" is written in a smaller, lowercase, cursive font. To the right of "means" is the word "MORE." in a large, all-caps, sans-serif font.

MEMBERSHIP
means MORE.

MEMBERSHIP TAGLINE



QUOTE



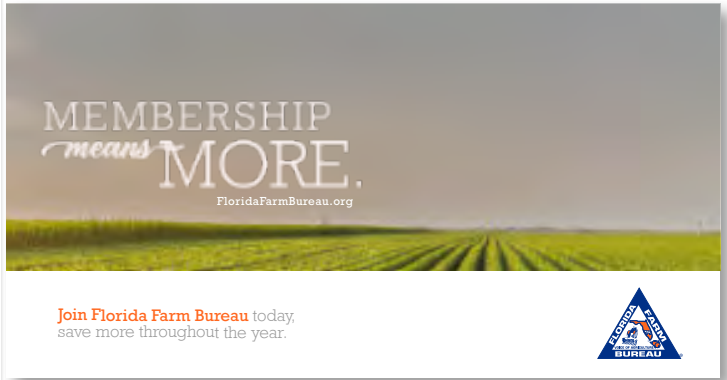
CLEAN ICONS

A dark blue rectangular background with a white border. Inside the border, the word "Title" is written in a cursive font at the top. Below it, the words "MAIN TITLE" are written in a large, all-caps, sans-serif font.

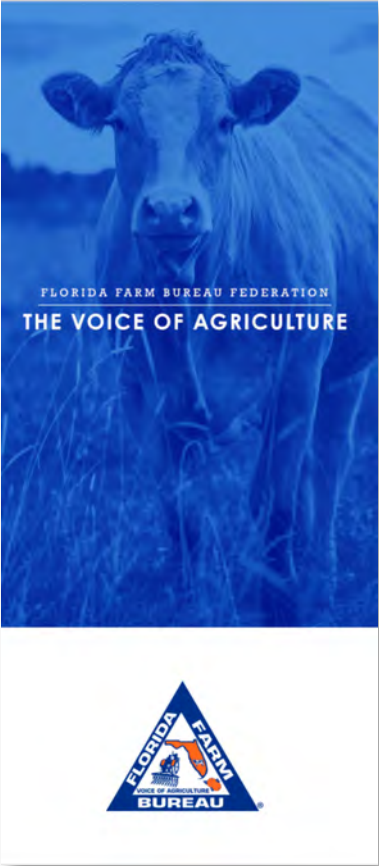
Title
MAIN TITLE

HEADER BOX

Marketing Materials



WEB AD FORMAT



PRINT & WEB BROCHURE FORMAT IDEAS

Imagery

The imagery we use shines a spotlight on the strong, proud Voices of Agriculture in Florida and highlights the beauty of our farms, resources and the care that goes into tending them. FFBF has made available a photostream of free photographs that can be downloaded to enhance your communications. Visit <https://flic.kr/s/aHsmexDHKE>.



TYPOGRAPHY

FLORIDA FARM BUREAU FEDERATION



Fonts

Our primary fonts include one serif and one sans serif—Century Gothic and Rockwell. They are clean, modern and easy to read. Each font family includes different weights.

Rockwell Standard For main headlines, quotes, quote mark, larger corporate text

Light

Regular

Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890

Century Gothic Pro For copy, headlines, subheadlines

Regular

Italic

Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890

Rustling Trees

For headlines, subheadlines

Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890

The standard Florida Farm Bureau Federation font is Century Gothic and should not be substituted unless the font is not available. Questrial may be used for digital formats. It can be downloaded for free on Google Web Fonts: <https://fonts.google.com/specimen/Questrial>. Rockwell can be substituted with Arvo found at: <https://fonts.google.com/specimen/Arvo>.

Arvo When Rockwell is unavailable

Regular	<i>Italic</i>	Bold
ABCDEFGHIJKLMNOP QRSTUVWXYZ abcdefghijklmnopqr stuvwxyz 1234567890	<i>ABCDEFGHIJKLMN</i> <i>OPQRSTUVWXYZ</i> <i>abcdefghijklmnopqr</i> <i>stuvwxyz</i> <i>1234567890</i>	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqr stuvwxyz 1234567890

Questrial When Century Gothic is unavailable

Regular

ABCDEFGHIJKLMN
 OPQRSTUVWXYZ
 abcdefghijklmnop
 qrstuvwxyz
 1234567890

Times New Roman For magazine articles

Regular

ABCDEFGHIJKLMN
 OPQRSTUVWXYZ
 abcdefghijklmnop
 qrstuvwxyz
 1234567890



Learn More

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

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

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