



Brand Identity Guide
January 2014



Logo Usage:

The Iowa Corn Growers Association (ICGA) is a membership organization lobbying for agricultural issues on behalf of its members. The Iowa Corn Promotion Board (ICPB) works to develop and defend markets, fund research and provide education about corn and corn products. In general use, the organizations are referred to as "Iowa Corn." Iowa Corn is a farmer-directed organization helping Iowa maintain its reputation for growing world-class crops for food and fuel in the most responsible and sustainable manner possible.

The Iowa Corn logo is a symbol of Iowa's productive and sustainable corn farming industry and the farmers who are the face of this crucial industry. Consistent and proper use of the logo is critical to maintaining the image of the organization. Following these standards assures the Iowa Corn brand will be consistently recognizable when it appears on all forms of communication.

This guide introduces standards for logo treatments and how they are to be applied in most situations. The logo consists of two elements that will appear on most communications. The first element is the identifier "Iowa Corn" with the ear of corn graphic. The second element is the line of text beneath the identifier that can be either "Growers Association" or "Promotion Board," which are used when needed to refer to either of the specific organizations. Whenever possible, a full color version of the logo should be used. If the logo is to be reproduced on a background such as a photograph, this background should be light in color in order to achieve maximum contrast for the logo.

Logo Usage:



In two-color reproductions, only use the two-color version of the logo. The Pantone ink colors for the two-color logo are PMS 3435 C Dark Green and PMS 1235 C Gold.



In black and white reproductions, only use the black and white version of the logo outlined on white, black or gray background, or a black and white photo.



Primary Usage:

To protect the integrity and legibility of the logo, follow the guidelines outlined below regarding minimum size, scaling and safe area of the logo.



The impact of the logo is enhanced by maintaining an area free of all imagery surrounding the logo. This area is defined by determining half of the X height.



Letters and line thickness should scale proportionately in all instances.



To assure the logo is recognizable and legible, it should never be reduced below 1.5 inches.

Logo Usage Do's & Don'ts



do not scale proportionately wrong



do not use wrong rule weight



do not rotate logo



do not use wrong colors



do not place over wrong background



do not change the typeface

Flipping, rotating, changing proportions or using different colors with the logo are not allowed. Changing rule weight, using incorrect backgrounds, altering the typeface and obscuring the logo are also not allowed.



do not alter the logo for county organizations

Color Palette:

The colors in the Iowa Corn logo are green with green and yellow graphic elements.



Primary Colors:

The ear of corn graphic element is green and yellow.

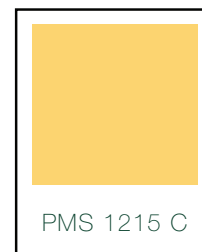
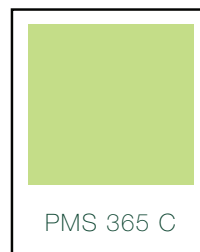
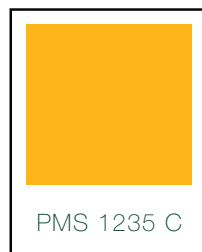
Use only the provided CMYK, RGB, HEX or PMS values.

For the text elements, use only the provided CMYK, RGB, HEX or PMS values.

Iowa Corn:



Graphic Elements (Ear of Corn):



4-color match

PMS 7490 C

C=60 M=23 Y=91 K=5

PMS 1235 C

C=00 M=29 Y=91 K=0

PMS 365 C

C=26 M=0 Y=60 K=0

PMS 1215 C

C=1 M=15 Y=66 K=0

Typography:

The typography of the logo provides consistency and legibility. Iowa Corn must always appear in all capital letters.



Fonts:

The Iowa Corn logo typeface is Copperplate Gothic STD and Copperplate Regular. Some suggested additional complementary fonts are Helvetica and Vectora. To obtain the fonts, refer to the ASSETS section.

Font Weights:

COPPERPLATE GOTHIC STD 32 AB

COPPERPLATE REGULAR

Helvetica Neue LT Std 35 Thin

Helvetica Neue LT Std 35 Book

Vectora LT Std Light

Vectora LT Std Black

Legal:

The Iowa Corn logo is trademarked. The ™ indicator must appear on all uses of the logo. When possible, the following legal line should also be used: ©2014 Iowa Corn Promotion Board/Iowa Corn Growers Association. All rights reserved.



Co-Branding:

County associations throughout Iowa may add a secondary line to the logo text with the name of the county, using the approved art and fonts provided by Iowa Corn. The primary graphic element (Iowa Corn and ear of corn) may not be changed or altered in any way.

**POLK COUNTY****Assets:**

To request hi-res images or contact sheets of the Iowa Corn logo and primary color palette contact:

Mindy Williamson
Director of Communications & Public Relations
Phone: 515-225-9242
E-mail: mwilliamson@iowacorn.org