

Sharing the Message III: Brand Kit Guidelines

THE SHARING THE MESSAGE III BRAND KIT CONTAINS THE FOLLOWING:

1. Advertisements: The “Success. Some farmers plant it.” series:

- Wheat Version – available in horizontal and vertical formats, in PDF and JPEG files
- Canola Version – available in horizontal and vertical formats, in PDF and JPEG files

2. Certified Seed Tag Logo

- Available in EPS and JPEG files
- Black and white or full colour versions

3. Brand Identity Description (PDF)

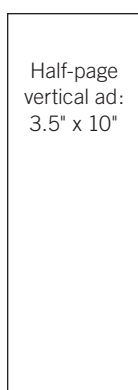
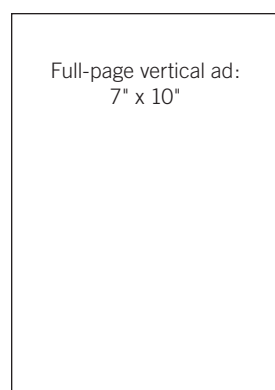
USAGE

The Sharing the Message III brand kit materials are for use in promoting the role of certified seed in successful farm operations. The ads, certified seed logo, and brand identity should be integrated into:

- Seed product guides
- Advertising in general farm publications, company newsletters, and e-newsletters
- Web sites, and
- Other promotional materials utilized by your company/organization

The certified seed tag is a symbol of quality and acknowledges that the rigorous standards of certified seed have been met. The certified seed logo may be used in the Sharing the Message III initiative to promote the advantages of certified seed.

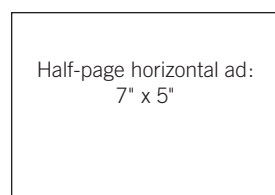
All users of the certified seed logo and Sharing the Message III materials must comply with the graphics standards set out in this manual.



Colour file options:
Process colour: CertifiedSeedwTag 4C.eps
Pantone 286: CertifiedSeedwTag PMS.eps
RGB: CertifiedSeedwTag RGB.jpg



Black/White file options:
Black/White: CertifiedSeedwTag K.eps
RGB: CertifiedSeedwTag K.jpg



For alternate sizes, please contact
the program administrator.



GRAPHIC STANDARDS

Proportions: The proportions of the certified seed logo and ads are not to be altered in any way. If they are to be enlarged or shrunk they should always be treated as one unit and sized proportionately.

Protected Space: No words or images may crowd or overlap the certified seed logo image.

Colour: The colour of the certified seed logo (Pantone 286, Process: 100%C, 60%M, 0%Y, 6%K) must not be altered in any way. A black and white version has been created for use as well.



Protected Space:
Leave a free space around the logo equal to the height of the word "Certified"

CLARITY

The certified seed logo may be printed on any solid colour, texture, or photographic background that provides sufficient contrast for clarity of image.

UNACCEPTABLE USES

The certified seed logo may not be integrated into another symbol, mark or logo. It must be used in its entirety with nothing added or subtracted.

WHERE TO FIND THE TOOLS

- Enclosed CD
- On the CSTA web site, found at www.cdntseed.org.
- On an ftp site, by request basis only. Contact the program administrator to arrange.

