



# LOGO USAGE GUIDE V1



## LOGO USAGE GUIDE v1



## Identity Importance

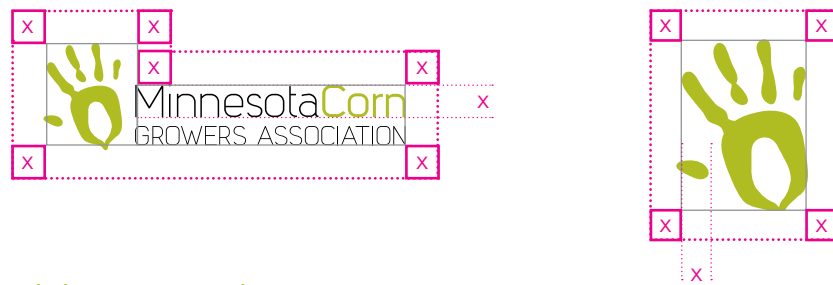
A strong visual identity projects a distinctive look and creates a lasting impression. For any logo to be successful, it must be used repeatedly and consistently in all communications.

The following guidelines illustrate and explain how to use the Minnesota Corn Growers Association logo.

## Clear Space Requirements

A minimum amount of space must always surround the Minnesota Corn Growers Association logo. Other graphic elements or text must not intrude. The space surrounding the logo must be equal to the height of the letter M in Minnesota (x). The diagram below illustrates the minimum area of clear space required.

When using just the hand icon the (x) height is determined by the width of the thumb.



## Digital Logo Files

Do not redraw, reposition, or modify the Minnesota Corn Growers Association logo in any way. Use original art to ensure high-quality reproduction. Use the eps files provided to reduce or enlarge the logo without a notable loss in quality.



## Minimum Size Requirements

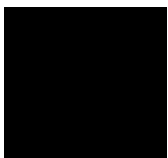
Do not use the Minnesota Corn Growers Association logo smaller than 0.3" tall.



### PMS 583

C: 23  
M: 0  
Y: 100  
K: 17

R: 176  
G: 188  
B: 34



### PMS Black

C: 60  
M: 40  
Y: 40  
K: 100

R: 0  
G: 0  
B: 0

## Color Standards

Use the Minnesota Corn Growers Association logo and icon can be used in several ways. (as shown on the following page.)

1. Full Color Logo (green/black)
2. Black Logo
3. Color Reverse Logo (green/white)
4. White Logo
5. Color Icon (green)
6. Black Icon
7. White Icon

## Unacceptable Use

Consistent use of the Minnesota Corn Growers Association logo is essential. Any variation is forbidden. Here are a few examples of what not to do with the logo.



Do not alter colors.



Do not allow other graphic elements or names to encroach on the logo.



Do not compress, stretch, or distort the elements.





## Identity Importance

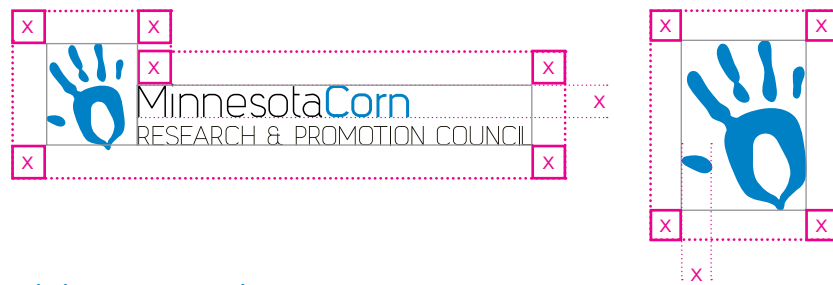
A strong visual identity projects a distinctive look and creates a lasting impression. For any logo to be successful, it must be used repeatedly and consistently in all communications.

The following guidelines illustrate and explain how to use the Minnesota Corn Research & Promotion Council logo.

## Clear Space Requirements

A minimum amount of space must always surround the Minnesota Corn Research & Promotion Council logo. Other graphic elements or text must not intrude. The space surrounding the logo must be equal to the height of the letter M in Minnesota (x). The diagram below illustrates the minimum area of clear space required.

When using just the hand icon the (x) height is determined by the width of the thumb.



## Digital Logo Files

Do not redraw, reposition, or modify the Minnesota Corn Research & Promotion Council logo in any way. Use original art to ensure high-quality reproduction. Use the eps files provided to reduce or enlarge the logo without a notable loss in quality.



## Minimum Size Requirements

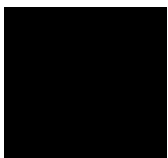
Do not use the Minnesota Corn Research & Promotion Council logo smaller than 0.3" tall.



### PMS 3005

C: 100  
M: 34  
Y: 0  
K: 2

R: 0  
G: 129  
B: 198



### PMS Black

C: 60  
M: 40  
Y: 40  
K: 100

R: 0  
G: 0  
B: 0

## Color Standards

Use the Minnesota Corn Research & Promotion Council logo and icon can be used in several ways. (as shown on the following page.)

1. Full Color Logo (blue/black)
2. Black Logo
3. Color Reverse Logo (blue/white)
4. White Logo
5. Color Icon (blue)
6. Black Icon
7. White Icon

## Unacceptable Use

Consistent use of the Minnesota Corn Research & Promotion Council logo is essential. Any variation is forbidden. Here are a few examples of what not to do with the logo.



Do not alter colors.



Do not allow other graphic elements or names to encroach on the logo.



Do not compress, stretch, or distort the elements.





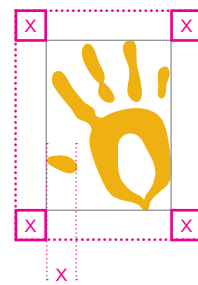
## Identity Importance

A strong visual identity projects a distinctive look and creates a lasting impression. For any logo to be successful, it must be used repeatedly and consistently in all communications. The following guidelines illustrate and explain how to use the Minnesota Corn logo.

## Clear Space Requirements

A minimum amount of space must always surround the Minnesota Corn logo. Other graphic elements or text must not intrude. The space surrounding the logo must be equal to the height of the letter M in Minnesota (x). The diagram below illustrates the minimum area of clear space required.

When using just the hand icon the (x) height is determined by the width of the thumb.



## Digital Logo Files

Do not redraw, reposition, or modify the Minnesota Corn logo in any way. Use original art to ensure high-quality reproduction. Use the eps files provided to reduce or enlarge the logo without a notable loss in quality.



## Minimum Size Requirements

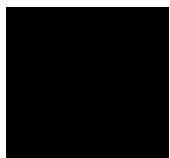
Do not use the Minnesota Corn logo smaller than 0.3" tall.



### PMS 124

C: 0  
M: 28  
Y: 100  
K: 6

R: 238  
G: 177  
B: 17



### PMS Black

C: 60  
M: 40  
Y: 40  
K: 100

R: 0  
G: 0  
B: 0

## Color Standards

Use the Minnesota Corn logo and icon can be used in several ways. (as shown on the following page.)

1. Full Color Logo (gold/black)
2. Black Logo
3. Color Reverse Logo (gold/white)
4. White Logo
5. Color Icon (gold)
6. Black Icon
7. White Icon

## Unacceptable Use

Consistent use of the Minnesota Corn logo is essential. Any variation is forbidden. Here are a few examples of what not to do with the logo.



Do not alter colors.



Do not allow other graphic elements or names to encroach on the logo.



Do not compress, stretch, or distort the elements.







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**[mncorn.org](http://mncorn.org)**