

1-Color/Black - Option

The Iowa Farm Bureau signature can also be reproduced in the following 1-color option: black. This color option is shown on the right.

Additional Usage

When the signature is used on non-paper surfaces, such as plastic, glass, metal, brick, concrete, wood, fabric, or leather - the signature may vary and take on a more natural color. This is acceptable in these instances only.

If the signature is being used for video and/or broadcast production, it may be necessary to provide a glow to illuminate signature correctly, this too is acceptable. Please use your best judgement in both situations.

Area of Isolation

Maintain adequate open space around the signature to protect legibility and integrity. The signature should remain free of any graphic element, type or other image by a "free space" of at least 1/4" on all sides.

Text Treatment - County Offices

Local county Farm Bureau signatures may be reproduced in the following formats:

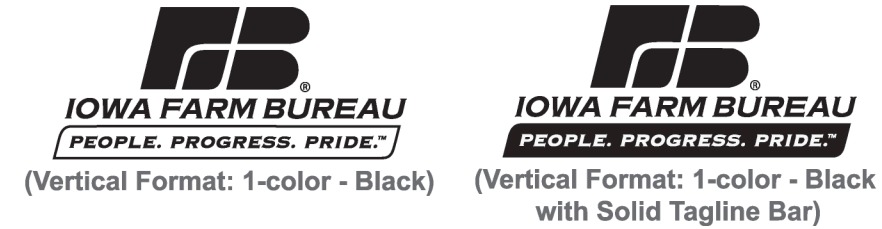
- Vertical Format - Logotype (Stacked)
- Horizontal Format

These versions are shown to the right.

Quality Standards

Quality reproduction of the Iowa Farm Bureau signature is critical for consistency and first-generation art should always be used, not a reproduction from a photocopy or fax.

Color Specifications: 1-Color Option



Area of Isolation



County Farm Bureau - Text Treatment Options



An Illustrated Style Guide To The Iowa Farm Bureau Identity

The Iowa Farm Bureau Identity Signature



This illustrated style guide has been designed to help us maintain the uniformity of the Iowa Farm Bureau identity.

This guide is designed to be brief, yet complete, and user friendly. It serves as a quick reference internally or when working with printers, newspapers or other vendors.

Please familiarize yourself with the specifications and graphic characteristics which are explained and illustrated in this guide.

Your personal commitment to support Iowa Farm Bureaus's identity policy and monitor its application in all that you do is essential and vital to our efforts to maintain the power of the Iowa Farm Bureau brand.

Iowa Farm Bureau

The Iowa Farm Bureau Federation is a grassroots, statewide organization dedicated to helping farm families prosper and improve their quality of life. We are a membership base of Iowans who take pride in what we've accomplished. From the farm fields to our cities, there is a consistent work ethic that improves Iowa each and every day.

The Iowa Farm Bureau is proud to support Iowa's progress and our members. And it's this mixture of people, progress and pride that drives the Iowa Farm Bureau in its goal to make our state the best that it can be for all of us.

Recognizable Features

The Iowa Farm Bureau identity signature is a single element consisting of three parts:

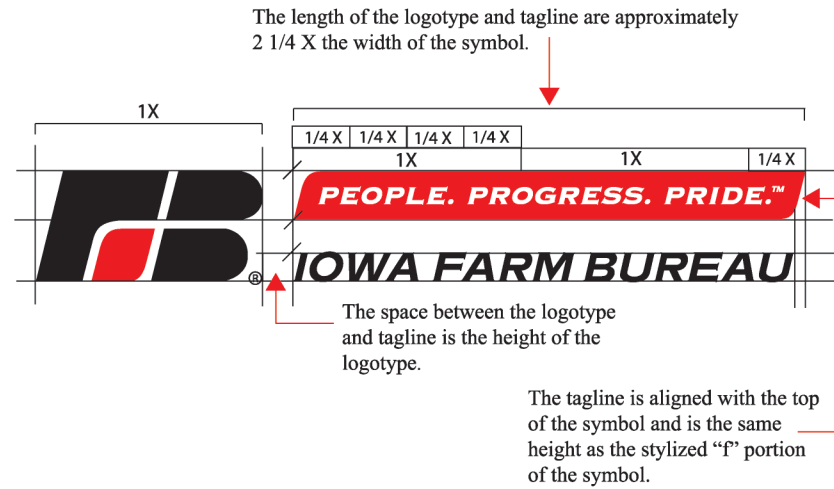
- the symbol, which consists of the stylized FB icon with leaf element.
- the logotype, which is the name Iowa Farm Bureau in a unique font.
- the tagline, which is the message that explains what the organization represents.

Our corporate colors are Black and Pantone (PMS) 485. The Farm Bureau leaf appears in PMS 485 - as illustrated on the right, unless you are using any of the other color variations outline on the next page.

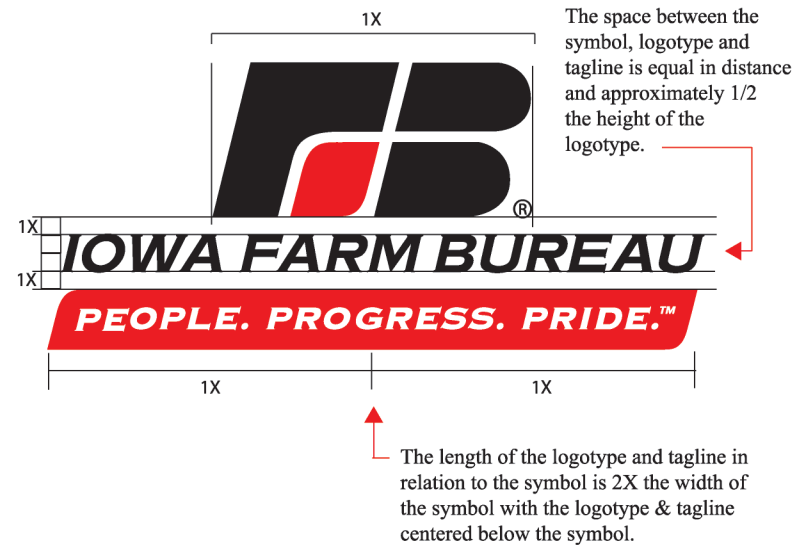
The Iowa Farm Bureau signature is a complete unit that must not be altered from its approved form. The symbol and logotype may appear with or without the tagline - as illustrated on the right.

The symbol, logotype and tagline are currently trademarked with the Office of Patent and Trademarking. Please use the ™ and ® symbol with the Iowa Farm Bureau signature (as shown) at all times.

Horizontal Format - Symbol, Logotype and Tagline Relationships



Vertical Format - Symbol, Logotype and Tagline Relationships



Other Acceptable Logo Signature Usage



Color Specifications: 2-Color Options



Color Specifications: 1-Color Option



Fonts

The font used for the logotype "Iowa Farm Bureau" (or local "County Farm Bureau") and tagline "People. Progress. Pride." is American Gothic Bold (with a 11-degree slant).

Both the logotype and tagline should always appear in capital letters.

If the American Gothic Bold font is not available, Arial (Bold) may be substituted as an alternative.

Color Specifications

The Iowa Farm Bureau signature may be reproduced in the following 2-color options:

These color versions are shown to the left.

- Black and PMS 485 (red) - with white text for tagline.
- Please note: if signature does not appear on white or if you are using this version for apparel, logo will become 3-color (black, PMS 485 and white).
- Black and PMS 485 (red) - with black text for tagline.

1-Color/Reversed Option

The Iowa Farm Bureau signature can also be reproduced in the following 1-color options: black and white.

- 1-color: White (reversed)
*This color version is shown to the left.
- 1-color: Black
*This color version is shown on the back side of this guide.

The Iowa Farm Bureau signature should not appear in a box. The example shown to the left is the signature in white over a grey box. The grey box is used to illustrate a colored background, where the signature would be reversed.