National Grange Sesquicentennial Logo
Graphic Standards

Logo Usage and Guidelines

The logo is available for use by all Granges. Media outlets and other non-Grange entities may only use this logo with prior written permission by the National Grange. As with all Grange logos, this shall not be used for commercial purposes by any entity other than a legally chartered Grange.

The logo, like all Grange logos, should not be printed or used in any manner on the business stationary or business cards of any person, firm or corporation without the prior written approval of the National Grange except by the Subordinate, Pomona, State and National Granges. Any person, firm or corporation should not use the Sesquicentennial logo or any other Grange logo in connection with any goods or services, or as a tradename, without the prior written approval of the National Grange. All Grange logos, including the Sesquicentennial logo, should not be used on or in connection with any goods or services which, in the sole opinion of the National Grange, consists of or comprises of immoral, deceptive or scandalous matters, or matters that may disparage, falsely suggest a connection with people, institutions, beliefs or national symbols, or bring them into contempt or disrepute.

Alterations

In short, NO ALTERATIONS are permitted to this logo because it will harm the strength of our trademark. Given the great amount of money we have placed in protecting our mark, we rely on the good sense and frugality of Grangers not to compromise our protections and increase our spending to defend our trademark.

Logo Minimum Size
1.75 (W) x 1” (H)
125 px (W) x 72 px (H)

Logo Size

Great care should be taken to increase or decrease the logo proportionately in size, not allowing the logo to be stretched or distorted. The logo should not be sized any smaller than 1.75” wide x 1” high (125 pixels x 72 pixels). However, for readability of all the words in the logo and ability to identify the registered (R) trademark designation, it is highly suggested that the logo be at least 3” wide x 1.7” high (216 pixels wide x 123 pixels high).

Logo Colors

In an attempt to simplify and contain cost for reproduction, the Sesquicentennial logo contains two colors: Reflex Blue and Medium Gold.

An all-white version of the logo has also been provided for use on products with dark backgrounds.

Reflex Blue

100% Cyan
90% Magenta
12% Yellow
11% Black

HEX #00066

Pantone 2756

VS 289 Medium Gold (Metallic)

31% Cyan
26% Magenta
75% Yellow
4% Black

HEX #cc9933

Pantone 103

Tagline Usage

The tagline, Esto Perpetua (meaning May it Live Forever), is included in the logo design and does not need to be added near or in conjunction with the Sesquicentennial logo. Esto Perpetua was the first motto of the National Grange, established by the founders of the Order.

Additional Branding

With this logo, the “American Values. Hometown Roots.” (AVHR) tagline should not be used as it confuses the mark. However, the AVHR font, Never Let Go (free download at dafont.com) has been used in the Sesquicentennial logo. The logo also includes the Grange’s standard marque font, Trajan Pro.

The logo may be reproduced on any background; however, it is highly recommended that the colors used in association come from our brand palette. The brand palette was developed to be a visual indicator of our identities and values and to create cohesion in look across products related to the Grange. Working from the image of a faded American flag that has been weatherworn and loved, something that shows character and the ability to stand the test of time, specific colors were chosen that are both representative of and complimentary to this imagery. These should be the primary colors used in all documents produced in relation to the Sesquicentennial celebration.

Green	Light Blue	Red	Beige	Gold	Off-White	Dark Blue
Pantone 7490 37% Cyan 0% Magenta 56% Yellow 37% Black	Pantone 659 61% Cyan 34% Magenta 16% Yellow 0% Black	Pantone 703 21% Cyan 81% Magenta 69% Yellow 9% Black	Pantone 7503 24% Cyan 27% Magenta 38% Yellow 0% Black	Pantone 7403 9% Cyan 12% Magenta 43% Yellow 0% Black	Pantone 7534 4% Cyan 3% Magenta 7% Yellow 0% Black	Pantone 2756 100% Cyan 80% Magenta 12% Yellow 11% Black

SAMPLES OF ACCEPTABLE USES

© 2016 National Grange
1616 H St. NW, Washington, DC 20006 | www.nationalgrange.org | communications@nationalgrange.org