

Appendix K:

Grange Graphic Standards

LOGO USAGE AND GUIDELINES:

The following guidelines describe how the Logo may be reproduced to maintain its integrity across all forms of media.

All uses of the Grange Logo shall conform exactly to the requirements, descriptions, and specifications established and authorized by the National Grange and shall be used on or in connection with Grange goods and services only in a manner approved in writing by the Washington, D.C., office.

LOGO SIZE:

The Logo may be proportionately increased or decreased in size.



LOGO COLORS:

For printer use:

Blue: Reflex Blue, Pantone 2756, or CMYK 100-90-12-11

Gold: VS280 Medium Gold (metallic), Pantone 103, or CMYK 31-26-75-4

The Grange Logo may also print in black and white (see example on page 10).

In materials that are being printed with two spot colors, the gold color specified is VS280 Medium Gold (metallic.) In situations where the printed piece is being printed in four color process (CMYK) or metallic is not possible, use color Pantone 103. The blue should be printed in

Pantone 2756 if Reflex Blue is not available.

For electronic uses (Internet, intranet, e-mail):

Blue: # 000066

Gold: # cc9933

Blue



Pantone 2756
100% Cyan
90% Magenta
12% Yellow
11% Black

Gold



Pantone 103
31% Cyan
26% Magenta
75% Yellow
4% Black

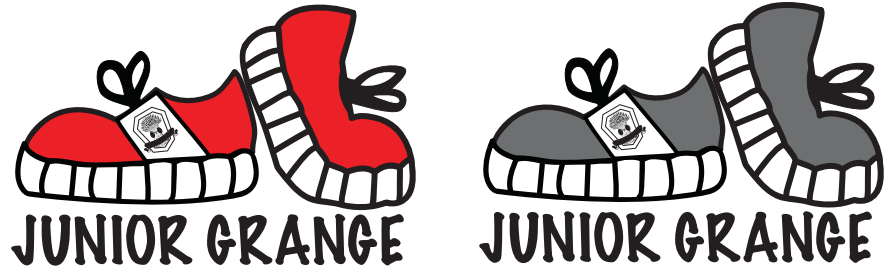
JUNIOR GRANGE LOGO

The Junior Grange Logo contains the basic colors red and black.

Pantone Red 032



0% Cyan
96% Magenta
82% Yellow
0% Black



GRANGE YOUTH LOGO

The Grange Youth Logo contains the colors hunter green and goldenrod.

Pantone 5535

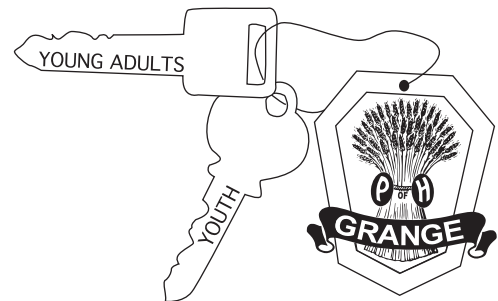


90% Cyan
43% Magenta
81% Yellow
46% Black

Pantone 109



0% Cyan
10% Magenta
100% Yellow
0% Black



All Logos are available online at www.NationalGrange.org or on the 2012 Grange Month Resource CD attached to this manual.

LOGO EXTENSIONS

The Grange Logos should not be printed or used in any manner on the business stationery or business cards of any person, firm or corporation, except the National Grange and State, Pomona, and Subordinate Granges, without the prior written approval of the Washington, D.C. office.

The Grange Logos should not be used in connection with any other goods or services, or as a trade name, by any person, firm or corporation without the prior written approval of the Washington, D.C. office.

The Grange Logos should not be used on or in connection with any goods or services which, in the sole opinion of the National Grange, consist of or comprise 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.

UNACCEPTABLE USAGE/ OBSOLETE LOGOS



TAGLINE USAGE

Tagline:

The current Grange tagline is “American Values. Hometown Roots.”

The tagline must always be used in the font “never let go”, and must appear directly below the Grange logo, or by itself. It may appear as one line, or two. It can appear in any of the brand colors.

American Values. Hometown Roots.

*American Values.
Hometown Roots.*



American Values. Hometown Roots.

Extended Name:

The extended name of the organization is National Grange of the Order of Patrons of Husbandry.

Usage:

The extended name of the organization must be printed on all books, brochures, pamphlets, newsletters, flyers, and Web sites. Small scale pieces, such as postcards, business cards, etc., do not have to include the extended name, but the Grange Logo must appear on those items.

TYPEFACE USAGE

The design of the Grange features three primary typefaces: Trajan Pro, Times New Roman, and Helvetica Neue. These typefaces represent the image and style of the Grange and should be used consistently throughout all materials. Preferably headlines are set in Trajan Pro or Times New Roman and body copy is set in Helvetica Neue Regular.

Banners/ Headers:

Typeface: Trajan Pro (or Times New Roman Bold)

Subheads:

Typeface: Trajan Pro (or Times New Roman)

Bar Text:

Typeface: Helvetica Neue Bold (or Helvetica Bold)

General Text:

Typeface: Helvetica Neue Regular (or Helvetica)

The Internet and intranet are exceptions to the above typography guidelines because these typefaces cannot be reproduced on all computer interfaces, the default font for Web and e-mail usage is Arial.






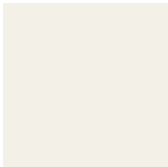

SPECIAL LOGOS

There are numerous special logos offered by the National Grange to be included in any printed material. Simply request them from the Washington, D.C. office by calling 1-888-4GRANGE, ext. 102 or e-mailing info@nationalgrange.org



OUR BRAND

As part of our branding effort, a color palette that is suggestive of our identity has been developed. Working from the image of a faded American flag that has been weather-worn 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 as part of Grange communication as they build cohesion and strengthen identity within and outside our Order. As an example, see the use of these colors throughout the redesigned National Grange brochures shown in Appendix F.

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