

got to be
NC
AGRICULTURE™
LOGO STANDARDS GUIDE

The logo for "Goodness Grows In NC" features a stylized map of North Carolina. The map is filled with green and white diagonal stripes, representing agricultural fields. A small green tractor is shown plowing a field within the state's outline. The text "Goodness Grows In" is written in a green, sans-serif font above the map, and "NC" is written in a larger, green, stylized font to the right of the map.

Edited January 2016

**North Carolina Department of Agriculture and Consumer Services
Domestic Marketing Department**



2 West Edenton Street • Raleigh, North Carolina 27601
1020 Mail Service Center • Raleigh, North Carolina 27699

SUBJECT: Got to Be NC Logo Standards Guide
TO: All approved users of the Got to Be NC Logo(s)
FROM: North Carolina Department of Agriculture – Domestic Marketing Division



With increasing visibility of the Got to Be NC (GTBNC) campaign, our logos are some of the most powerful assets we can give our membership.

The name, colors, design and typography are all symbolic of the specific message we are conveying to the public. They have, and will continue to be visual identities of North Carolina agricultural products. Careful control of these visual identities is imperative to maintain consistent brand imagery in the marketplace. Adhering to the specifications within this "Logo Standards" guide will lead to a more consistent representation of the GTBNC brand in print, broadcast and electronic media. The logos are registered with the Secretary of State's Trademark Division and **NOT** subject to user alteration without expressed written permission from the North Carolina Department of Agriculture and Consumer Services' Domestic Marketing Division.

As an authorized user, you may continue to use the logos featured within this guide. Any additional questions regarding the correct usage of these logos may be directed to Jamie Hall in the Domestic Marketing Division of the NC Department of Agriculture at 919.707.3152 or email Jamie.Hall@ncagr.gov.

Master Logo(s)
(2 Color)

These are the preferred versions of the Got to be NC Logo. Any desire by a commodity group to change the color of the logo representing that group must be requested in writing to Jamie Hall.

The logo should not be compromised with any other typography or conflicting graphics.

PANTONE 123



PANTONE 348



PANTONE 123

PANTONE 320

Black & White or One Color Logo
(1 Color)

These are the preferred versions of the Got to be NC Logo when 2-color is not an option.

The logo should not be compromised with any other typography or conflicting graphics.



Logo Usage and Shape

The logo should not be altered or distorted. It is intended to be used in accordance with the guidelines herein and should remain legible and in proper aspect ratio.



Logo Usage and Background Color

The logo's color should not be altered. It is intended to be used in accordance with the guidelines herein and should remain within the guidelines set forth by the logo standards guide. If the logo is to be used on a dark background, a white border or white logo should be used.



Logo Variations

The logo can be used with a variety of products. With that in mind, there are approved variations of the GTBNC logo available. Any desire by a commodity group to change the color of the logo representing that group must be requested in writing to Jamie Hall.