

PROUD MEMBER LOGO USAGE GUIDELINES

LOGO USAGE

The official ARA Proud Member logo is shown to the right. It is available in this format only. The logo consists of three inseparable elements:

- The ARA green leaf icon
- The words 'Agricultural Retailers Association'
- The words 'Proud Member' with hair lines above and below it.

These three elements are always united in the Proud Member logo.



LOGO COLORS

The primary color palette consists of a mid green (PMS 356 C) and a lighter green (PMS 368 C). Builds for CMYK process, RGB, and Web are provided.

PMS 356



c95 m8 y93 k27
r0 g121 b52
Web 007934

PMS 368



c63 m0 y97 k0
r105 g190 b40
Web 69BE28

ACCEPTABLE VARIATIONS OF LOGO

The logo is also available in grayscale, one-color (black), and white versions. These versions cannot be used without approval from ARA.



GRAYSCALE VERSION



BLACK VERSION



WHITE VERSION

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CLEAR SPACE

There should be ample negative space between the logo and other elements on a page. The minimum amount of spacing required between the logo and another element is equivalent to '2x'. The definition of 'x' is shown below.



MINIMUM SIZE

For legibility and proper impact, the minimum reproduction size is 1.0" wide.



INCORRECT USAGE

Do not alter the logo in any way. The examples below show how the logo may not be used.



SKewed OR MANIPULATED



UNAPPROVED COLOR



DISASSEMBLED OR REARRANGED



COLOR LOGO ON DARK BACKGROUND