



IOWA  CORN[®]

BRAND GUIDE



WHO WE ARE:

Comprised of the Iowa Corn Promotion Board (ICPB)
and the Iowa Corn Growers Association (ICGA).

VISION STATEMENT:

To sustainably unlock the potential of corn to meet the global need for food and energy.

MISSION STATEMENT:

Creating opportunities for long-term Iowa corn grower profitability.

VALUES STATEMENT:

Iowa Corn activities are driven by the following high-priority values:

- Honesty and integrity
- Responsiveness to the needs of corn farmers and their customers
- Science-based decision-making that is environmentally responsible
- Professionalism through leadership development
- A collaborative mentality
- A creative and innovative culture



IOWA CORN PROMOTION BOARD

WHO WE ARE: A board of 12 peer-elected farmers and four ex-officio members who direct funds collected through the one cent per bushel Iowa corn checkoff program.

WHAT WE DO: Represent thousands of Iowa farmers to create an economic climate in which the Iowa corn industry will be successful through research, market development and education.

PRIMARY FOCUS OF THE IOWA CORN PROMOTION BOARD:

- Expand markets & promote corn in all forms
- License technology for value-added products through research
- Educate consumers/farmers/key decision makers
- Protect and improve the crop land, water and natural resources



IOWA CORN GROWERS ASSOCIATION

WHO WE ARE: A board of 12 peer-elected farmers and two industry liaisons that spearhead policy positions established by grassroots members and voted on by farmer delegates annually.

WHAT WE DO: Serve as the collective voice for 8,000 Iowa corn farmer members, lobbying on agricultural issues at the state and federal level.

ICGA STATE/FEDERAL LEGISLATIVE PRIORITIES INCLUDE:

- | | | |
|-----------------|-------------|---------------------------|
| - Biotechnology | - Ethanol | - Taxes |
| - Conservation | - Farm Bill | - Trade |
| - Environment | - Livestock | - Transportation |
| | - Research | - Value-added agriculture |

LOGO USAGE

The Iowa Corn logo is a symbol of Iowa’s productive and sustainable corn farming industry and the farmers who are the face of this crucial industry. Consistent and proper use of the logo is critical to maintain the image of the organization. Following these standards assures the Iowa Corn brand is consistently recognizable when it appears on all forms of communication.

This guide introduces standards for logo treatments and how they are to be applied in most situations. The logo consists of two elements that will appear on most communications.



“Iowa Corn” with the ear of corn graphic.



In two-color reproductions, only use the two-color version of the logo. The Pantone ink colors for the two-color logo are PMS 3435 C Dark Green and PMS 1235 C Gold.



Line of text beneath the identifier that can be either “Growers Association” or “Promotion Board,” which are used when needed to refer to either of the specific organizations.



Whenever possible, the full-color version of the logo should be used. If the logo is to be reproduced on a background such as a photograph, this background should be light in color in order to achieve maximum contrast for the logo.



In black and white reproductions, only use the black and white version of the logo outlined on a white, black or gray background, or a black and white photo.

Whenever possible the logo should be placed over a solid background. The difference in using the color logo or white logo is dependent on the light or darkness of a background.

PRIMARY USAGE

To protect the integrity and legibility of the logo, follow the guidelines outlined below regarding minimum size, scaling and safe area of the logo.

The impact of the logo is enhanced by maintaining an area free of all imagery surrounding the logo. This area is defined by determining the N height.



Letters and line thickness should scale proportionately in all instances.

To assure the logo is recognizable and legible, it should never be reduced below 1.5 inches.



LOGO USAGE DON'TS



Do not scale disproportionately



Do not use incorrect rule weight



Do not rotate logo



Do not use incorrect colors



Do not place over incorrect background



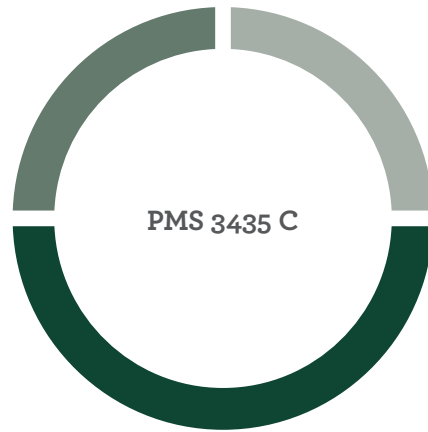
Do not alter typeface



Do not alter logo for county organizations

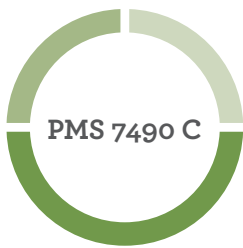
COLOR PALETTE

Primary Green

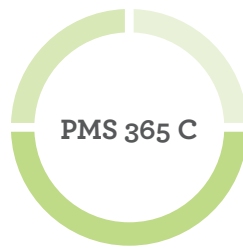


C86 M45 Y79 K49
R21 G71 B52
#154734

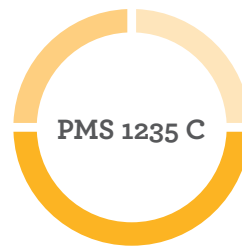
Secondary Colors



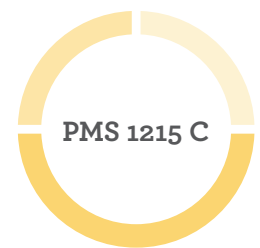
C60 M23 Y91 K5
R97 G187 B22
#61bb16



C26 M0 Y60 K0
R189 G255 B102
#bdf666



C0 M29 Y91 K0
R255 G181 B23
#ffb517



C1 M15 Y60 K0
R252 G217 B102
#fcd966

TYPOGRAPHY

Fonts

The Iowa Corn logo typeface is Copperplate Gothic STD and Copperplate Regular. Some suggested additional complementary fonts are outlined below.

To obtain the fonts, refer to the ASSETS section.

Interstate Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Interstate Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Archer Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Archer Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

LEGAL

The Iowa Corn logo is a registered trademark. The ® indicator must appear on all uses of the logo.



When possible, the following legal line should also be used: ©[YEAR] Iowa Corn Promotion Board/Iowa Corn Growers Association. All rights reserved.

ASSETS

To request hi-res images, fonts or contact sheets of the Iowa Corn logo and primary color palette, contact:

Shannon Textor

Director of Marketing & Communications

Phone: 515-225-9242

E-mail: stextor@iowacorn.org

CO-BRANDING

County associations throughout Iowa may add a secondary line to the logo text with the name of the county, sponsorships and committees using approved art and fonts provided by Iowa Corn. The primary graphic element (Iowa Corn and ear of corn) may not be changed or altered in any way.



WEBSITE

When including a call to action of visiting the website to learn more use **IOWACORN.ORG** or **iowacorn.org**

SOCIAL MEDIA

Using social media as a call to action, to tag or learn more use:

Facebook: facebook.com/IowaCorn

Twitter: [@iowa_corn](https://twitter.com/iowa_corn)

YouTube: youtube.com/IowaCorn