



### **Logo Use Guidelines**

The **ARIZONA GROWN** series of logos was developed by the Arizona Department to identify food and agricultural products from our state. The logos have been trademarked by the State of Arizona and may only be used by those who have filed a participation agreement with the Arizona Department of Agriculture.

The **ARIZONA GROWN** series of logos may be used only on food or agricultural products that were grown, raised or processed in Arizona. Non-food items must have been grown, raised or processed in Arizona.

The logos may only be used in a manner that positively promotes Arizona's food and agricultural industry and may never be used in a manner that appears to be an endorsement of the state of Arizona.

The **ARIZONA GROWN** series of logos may be used on product packaging, sales literature, advertising, banners, etc. When used, the logos must comply with the guidelines set forth in these Logo Use Guidelines. If a company wishes to use the logos in a manner other than described in these guidelines, it must request and receive permission in writing from the Arizona Department of Agriculture.

Any use of these logos which is deemed a misrepresentation of the intended use by the Arizona Department of Agriculture may result in the suspension of the participation agreement.

#### **Printing Specifications**

##### **Full-Color Reproduction**

Both logos may be reproduced in a three-color look using the following Pantone Matching System (PMS) colors (coated inks preferred):

Arizona Grown-Black

Star above "I" in "Arizona" – Black

External Rectangular Outline – Orange PMS 021 C

Internal Rectangular Outline – Yellow PMS 116 C

Stars between word "Grown" – Yellow PMS 116 C

##### **Two – Color Reproduction**

The two-color version is identical to the three-color version, except that the stars between the word "Grown" and rectangular outline box are black rather than yellow PMS 116 C.

##### **One – Color Reproduction**

In one – color applications, the logo may be reproduced in black and white or in any one color that matches the company's packaging.

#### **Information**

For more information on this program, please contact Deborah Atkinson at:

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