# Farm Logo Usage Guide

A farm logo usage guide for explaining how the farm's logo should be placed, sized and colored on signs, packaging and online, so the brand looks the same everywhere.

Farm / unit: _____ Date: _____ By: _____

1. Show the approved logo versions
2. Set clear space around the logo
3. State minimum size rules
4. Show approved color versions
5. List incorrect uses to avoid
6. Place on light backgrounds
7. Place on dark backgrounds
8. Note file formats to use
9. Name who approves new uses

**YOUR NOTES**

**TIP** Save the logo files in one shared folder and give printers the correct format.