



LOGO AND TRADEMARK USE MANUAL

QUESTIONS ON LOGO AND TRADEMARK USE?

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Widespread and consistent use of similar marks by the Wisconsin Farm Bureau, county Farm Bureaus and affiliates strengthen the identity and image of Farm Bureau as an integrated organization representing the interests of farmers and ranchers in this country, and support our efforts to protect our names and logo.

The name 'Farm Bureau,' letters 'FB' and the 'FB' logo are registered trademarks of the American Farm Bureau Federation. The phrase 'The Voice of Agriculture' also is a registered trademark of AFBF. The National 'FB' Logo is also used by Farm Bureau Financial Services and those products sold by Rural Mutual Insurance agents and Farm Bureau Banking Services.

In 2003, the Wisconsin Farm Bureau Federation was granted a trademark for 'WFBF[®],' 'Volunteers for Agriculture[®],' 'A Voice for Farmers. A Vision for Agriculture[®]' and 'VFA[®].'

WFBF county Farm Bureaus and the affiliates and business allies of Farm Bureau, where appropriate, are to properly use the national logo and trademark in connection with their commercial activities and services and to follow the rules set forth in this manual for the use of Farm Bureau, FB, WFBF, VFA, Volunteers for Agriculture and the national logo.

Wisconsin Farm Bureau Federation applies the guidelines of the logo and name according to what has been established by the American Farm Bureau Federation, and reserves the right to approve or reject use of logos by county Farm Bureaus and affiliate companies that are in violation of the manual.

This guide provides instructions and examples of the use of the registered trademark symbol [®] in conjunction with these trademarked names when they appear in text, mastheads, letterheads, signs, logos and other printed materials. It also contains a stylesheet for proper use and capitalization of Farm Bureau company names, committees and titles.

REGISTERED TRADEMARK USE

The [®] symbol should be used to notify the public that the Wisconsin Farm Bureau and AFBF own rights to these words and images and no one else can use these references and misrepresent themselves as the Farm Bureau.

It is important that all public documents contain one use of the [®] mark at all times with the use of the FB logo or Farm Bureau name. In most cases, this will be contained in letterhead, or with use of logo or publication title. If the [®] is used with a trademark in a heading, graphic or letterhead, it is not necessary to use the [®] subsequent times associated with text in a document.

Use the [®] in these following instances:

- Letterhead and envelopes
- When used with FB logo
- When used as a title or heading for a program, brochure, flier or form, especially for those that are for public distribution

Examples of using the [®] in text in first references:

- Wisconsin Farm Bureau Federation[®]
- Farm Bureau[®]
- WFBF[®]
- Wisconsin Farm Bureau[®] Foundation
- Wisconsin Farm Bureau[®] Service Cooperative
- WFBF[®] Promotion and Education
- Volunteers for Agriculture[®]
- Farm Bureau's[®] Rural Route
- VFA[®]
- FB[®] Services
- County Farm Bureau[®]
- A Voice for Farmers. A Vision for Agriculture.[®]

Example:

News release:

The WFBF news release has the [®] at the end of "Wisconsin Farm Bureau Federation" in the heading. But in the text of the release, WFBF is used as an acronym for the organization. The [®] mark should be used following the first time WFBF is used.

Letter:

The letterhead contains the FB logo, and the words "Wisconsin Farm Bureau Federation[®]." In the text of the letter, it is not necessary to include the [®] mark behind the first reference of Wisconsin Farm Bureau Federation, but should be used when the first use of "WFBF" or "Farm Bureau" is used.

Desktop Publishing Insertion:

- Microsoft Word has two ways of inserting the [®] mark:
 1. Shortcut keys: Ctrl+Alt+R (command+Alt+R on Mac)
 2. Insert-Symbol-select the [®] mark.
- Adobe InDesign
 1. Type-insert special character-symbols-Registered Trademark Symbol
 2. Alt+R

LOGO USES

Proper Logo Uses

1. **Style Guides** – Use the National FB Logo only according to the style guidelines in this manual.
2. **Capital Letters** – The words “Farm Bureau” must always appear in all capital letters or in initial caps. The letters “FB” must always appear as capital letters.
3. **Activities, Programs and Services** – Use the FB logo, Farm Bureau and FB on the following for placement of identification or to indicate sponsorship of activities and services by and/or affiliation with Farm Bureau:
 - Membership cards
 - Business cards
 - Letterhead
 - Newsletter mastheads
 - Signage
 - Advertising and promotional materials
 - Other media



Improper Logo Uses

1. **Use as a Brand Name of Goods for Sale** – The FB logo, the name Farm Bureau, and the letters FB may not be used as a trademark brand on goods for sale. Improper use example: ‘Farm Bureau Cheese’
2. **Altering the Appearance of the Logo** –
 - Do not change the appearance of any of the elements of the FB logo.
 - Do not break the FB logo into pieces, cut pieces out of it, or substitute other letters or graphics into it.
Use of the leaf as a graphic element (i.e. in place of a bullet point or as a background pattern) is permitted as long as it does not represent the Farm Bureau logo.
 - Do not superimpose the national logo over other copy.
 - Do not use the FB logo as part of another graphic design or configuration.
3. **Altering the Color of the Logo** –
Do not reproduce the FB logo in colors different than those permitted in this manual.
4. **Warping or stretching** –
Do not stretch, transform or skew the logo in any way.

Logo Color

Preferred Style — Color

The National Logo, in its preferred form, is always two-color. The stylized FB must always appear in black and the leaf must always appear in red (485 PANTONE).

Preferred Style on Paper — Black

The logo may be printed on white or colored paper. However, the logo is not to be printed in other colors.

A 50% screen of black may be substituted for the entire red leaf as shown. In no cases, should the leaf be printed in a color other than the 50% black or red.

Style on Non-Paper Surfaces

Use the preferred style color when the logo is used on non-paper surfaces such as plastic, glass, metal, brick concrete, wood or leather.

However, if desirable, the natural color of the non-paper surface may be substituted for the preferred style color for the entire color. Example: The FB is engraved on a wood plaque. The natural color of the wood is appropriate instead of having to add color to the logo.

Preferred Style — White

The logo may be printed on black or colored paper. However, the logo must be completely white. Do NOT add the red leaf into the logo or use the colored logo with white text. A white logo must always remain all white.



Logo Size Dimensions

Smallest Size

The use of the national logo will vary from large to very small reproductions. However, the logo should not be reproduced in a size smaller than 1/4 inch in height.

Largest Size

Due to the wide variety of applications of the national logo, it is virtually impossible to establish a maximum size. However, the size relationships outlined below are to be followed. As the logo is enlarged, the spacing between the elements must also be proportionately enlarged.

WFBF CORPORATE LOGO AND NAMEPLATE

Typestyle Breakdown and Color

The preferred font styles and color should be used with the 'FB' logo when color is desired for all font elements. The size of fonts need remain in proportion according to the sample. In all cases 'Farm Bureau' should never exceed the height of the 'FB' logo.



All fonts may be in black when just the red color in the "FB" logo is desired. *This is WFBF's preferred logo.*



All fonts must be in black when the black "FB" logo is desired.



County Farm Bureau Logo

This style sheet presents examples for the logo in the proper relative dimensions, and should be used as a guide for reproduction.

Font Style

County Farm Bureaus may use the **Impact** font for the words 'Farm Bureau' in any printed material. The letters may be lowercase or all capitalized.

Font Size in Relation to Logo

In no instances should the height of the words 'Farm Bureau' exceed the height of the FB logo, nor should it be smaller than one-third the height of the FB logo.

Follow the examples that provide various layouts for use in published material. WFBF Public Relations team members can prepare artwork for counties upon request. To request your county Farm Bureau logo email Lynn at lsiekmann@wfbf.com.

