AFIA®

AMERICAN FEED INDUSTRY ASSOCIATION

Our Industry. Our Passion. Our Voice.

Logo and Tagline Usage Guidelines

For Staff and Members

AFIA Logo and Tagline Usage Guidelines | © 2018 AFIA. All rights reserved.

Updated January 2018

Introduction

Our Industry. Our Passion. Our Voice.

Consistent and proper usage of the AFIA logo and tagline will reinforce AFIA's branding efforts. The AFIA logo consists of the AFIA in red, American Feed Industry Association spelled out underneath in blue, the globe and 10 stars.

Logo Elements Symbolize Various Aspects of Today's AFIA
The AFIA logo features a bold color scheme of dark red and royal blue. A round, partial map of the earth appears to the left of "AFIA" to signify the global nature of today's livestock feed and pet food industry. Ten stars are arrayed around the globe to represent the organization's ten decades of history.

AFIA's new tagline introducted in 2015—Our Industry. Our Passion. Our Voice.—signifies the comprehensive nature of the organization's advocacy on behalf of the many sectors that comprise the feed industry today.

General Guidelines
The conventional and best way to display the AFIA logo uses the 2-color treatment because the logo appears at its boldest and brightest in this manner. However, there are times when it is not possible to use the 2-color treatment, so a blue, black or white logo versions are available.

White paper calls for use of the 2-color treatment whenever possible. Official letterhead, for example, should be printed with the official 2-color logo. Light-colored paper that comes in colors such as yellow, pink and pale blue calls for the use of the black logo, whereas with darker paper or backgrounds please use the logo in white.

AFIA Staff
To find the proper logos and taglines for Microsoft program use, go to "Logos - AFIA" in the network drive, then "AFIA LOGO." These are not high-resolution; however, if you are working with an outside vendor, contact the Graphic Design and Website Coordinator so you can send a high-res AI or EPS file. Keep in mind, sometimes a vendor may need a 1-color Pantone or 2-color Pantone of the logo for marketing collateral pieces. The RGB logo versions should be used for web, presentations and video, and can be found one folder down in "FOR WEB OR VIDEO USE."

AFIA Members and Partners
Please request the AFIA logo by contacting AFIA's Graphic and Web Design Coordinator at (703) 558-3570

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AFIA Logo Use by Members
The American Feed Industry Association is the owner of a registered service mark (Reg. No. 5,073,285; Nov. 1, 2016), the AFIA seal (or logo). AFIA's registered service mark has been used extensively and for many years in connection with AFIA's trade association business.

While AFIA members in good standing, may use the AFIA logo on their website or materials, they cannot use the logo in any way that implies AFIA is endorsing, supporting, recommending or approving their products or services.

Examples of Acceptable Use:
Blue Bird Feed Company is a proud member of AFIA.
Blue Bird Feed Company supports AFIA.
Blue Bird Feed Company is a member of AFIA.

Examples of Unacceptable Use:
Blue Bird Feed Company is a membership service provider of AFIA.
Blue Bird Feed Company is endorsed by AFIA.
AFIA supports Blue Bird Feed Company.
AFIA endorses Blue Bird Feed Company.
AFIA recommends Blue Bird Feed Company products/services.
Blue Bird Feed Company products/services are approved by AFIA.

Under the United States' intellectual property laws, making use of a registered service mark without the owner's permission is illegal. Any person or company that makes use of a registered service mark without the consent of the registrant may be subject to an injunction and/or may be held financially liable for any ill-gained profits or damages to the service mark registrant. See 15 U.S.C. § 1114.

AFIA urges its members to check with AFIA staff if there is a question about the logo use and urge members to comply with its acceptable use policy. Contact AFIA at afia@afia.org or (703) 524-0810.

If you still have questions that aren't addressed in this document, please contact:
AFIA's Graphic and Web Design Coordinator - (703) 558-3570

These guidelines do not grant you any right, license, title or other interest in or any trademarks or service marks owned by AFIA. All such rights must be granted in a separate, written agreement signed by AFIA. AFIA reserves the right to modify these logo and tagline usage guidelines from time to time as it deems necessary.

Logo and Tagline Usage

AFIA®
AMERICAN FEED INDUSTRY ASSOCIATION
Our Industry. Our Passion. Our Voice.

The AFIA logo and tagline may be reproduced only in the versions shown in these guidelines and may not be altered in any way.

Logo:

AFIA®
AMERICAN FEED INDUSTRY ASSOCIATION

Lock-up of all **four** parts makes up the official logo

AFIA, the globe and star elements should never be used separately or without each other. The logo can be used without the full name spelled underneath it on the occasion "American Feed Industry Association" already appears on the page, or is for a marketing collateral piece such as shirts or hats, etc. The file name is: MAIN AFIA LOGO NO NAME SPOT CMYK.

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Lock-up of all **three** parts makes up the only other acceptable logo

Tagline: *Our Industry. Our Passion. Our Voice.*

Font: Tw Cen MT Condensed, Regular
Tracking: 120
Horizontal scale: 90%
Skew: 5 degrees

Together:

The AFIA logo and tagline may be used together and should be in formal instances, in three ways:

1) the tagline is just below the logo, such as it is on AFIA folders, business cards and presentations
2) tagline can be used to the right of the logo, like in AFIA social media graphics
3) under the spelled out name like AFIA podium signs (must ask to use this and will be given the AI file)

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Incorrect Logo and Tagline Usage

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The AFIA logo should not be stretched, cut apart or altered in any way. Below are a few examples of incorrect usage.

DO NOT ROTATE

DO NOT CONDENSE OR EXPAND

DO NOT SLANT OR LEAN

DO NOT CHANGE THE COLORS

Tagline:

The AFIA tagline should also not be stretched or altered in any way, or appear in colors other than the four stated earlier in this guideline. Below are a few examples.

~~Our Industry. Our Passion. Our Voice.~~

~~Our Industry. Our Passion. Our Voice.~~

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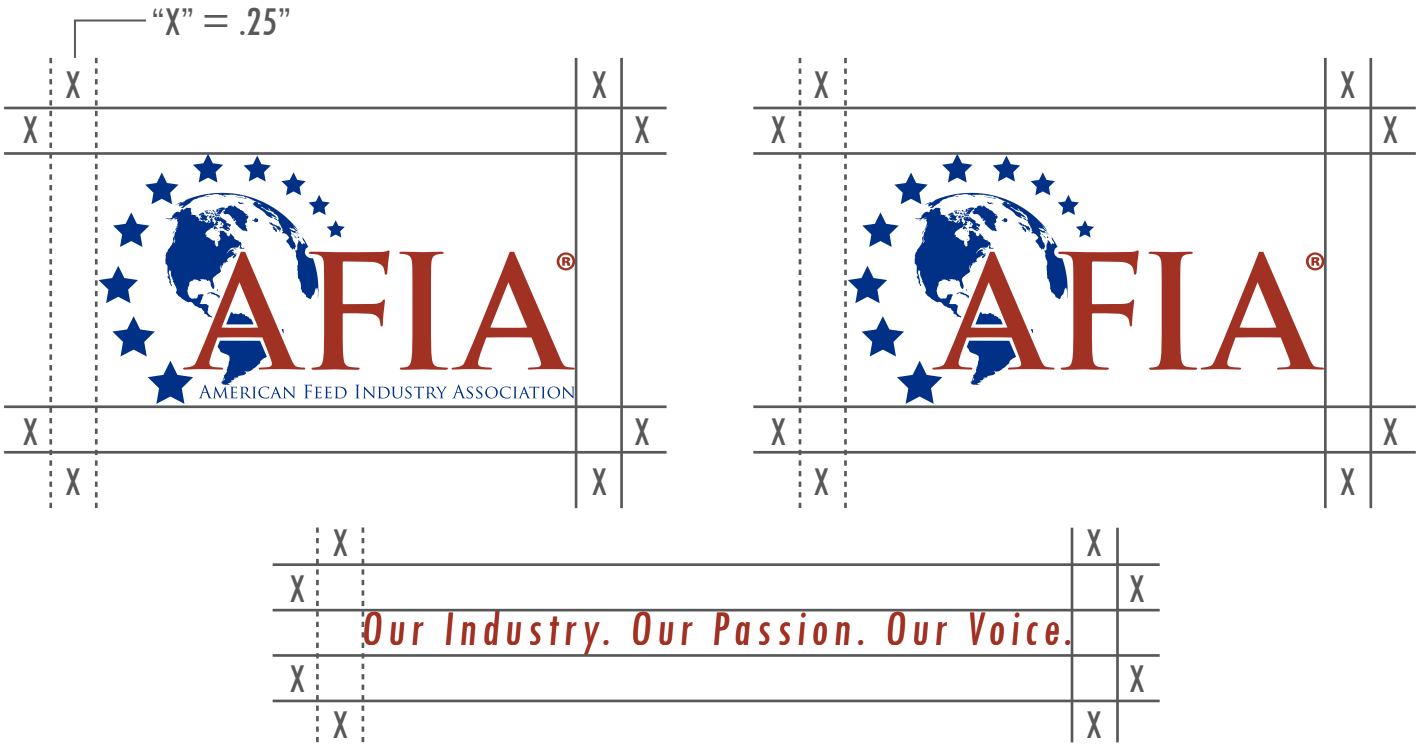
~~Our Industry. Our Passion. Our Voice.~~

Clear Space Requirements

Our Industry. Our Passion. Our Voice.

The AFIA logo and tagline should always have a bounding box or “clear space” around them to separate from surrounding elements. The logo and tagline should never have to compete visually with other graphic elements, therefore assuring their prominence and clarity with room to breathe. Below is the clear space rule that should be followed.

To that end, the AFIA logo and tagline must always have a minimum clearspace of a .25 inch on all four sides. No imagery or text should encroach upon them, and the minimum clearspace should be adhered to.



These guidelines also apply when using the AFIA logo with the tagline, however that clear space rule is half, at a .125 inch between the logo and tagline.

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Color Requirements

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The AFIA logo is provided in the following colors: 2-color red and blue, blue, black and white. An all blue version of the AFIA logo can also be used on white besides the 2-color.

Consistent color usage across all media is integral to the integrity of the AFIA brand. Below are approved color formula variations. No other color specifications should be used.

Logo:

	Red	Blue
PMS	484 C	287 C
CMYK	**C** 8 **M** 92 **Y** 100 **K** 33	**C** 100 **M** 75 **Y** 2 **K** 18
RGB	**R** 154 **G** 51 **B** 36	**R** 0 **G** 48 **B** 135
HEX	# 9A3324	# 003087

Tagline:

Tagline acceptable colors: AFIA red, AFIA blue, black and white

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Size Requirements

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The logo is 1.3 inches in width on our business cards. To ensure legibility of the AFIA logo, a minimum size has been determined. The AFIA logo cannot be any smaller than one inch in width.

When used at or smaller than 1.25 inches, "AMERICAN FEED INDUSTRY ASSOCIATION" is to be omitted. For close judgment calls, please contact the AFIA Graphic and Web Design Manager.

Tagline:

To ensure legibility of the AFIA tagline, a minimum size of 1.582 inches in width has been determined (this is the size on AFIA business cards for reference).

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Background Do's

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The following guidelines should be followed. A white logo can be used when the logo is placed over a solid color or an image, however a black logo should be used for light gray or light colored background. The official 2-color or all blue logo should be used on white.

On white background

On light gray or light colored background

On black or solid color background

Background Don’ts

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Avoid using the AFIA logo or tagline on a busy background or ones with similar coloring. A few examples of backgrounds to avoid are shown below.

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