NATIONAL SORGHUM PRODUCERS
LOGO GUIDELINES

LOGO

National Sorghum Producers designed the current logo to create brand identification among our representation of sorghum producers across the United States. There are two NSP logo formats available for use depending on project need. National Sorghum Producers requires both versions of the logo be used in the proper way outlined in this document.

LOGO FORMAT

There are two formats of the NSP logo availble for use. The two versions are the worded logo and the non-worded logo, also refered to as the flag-only format. To decide which logo to use, you must consider the audience, amount of clear space, design and size of your project.
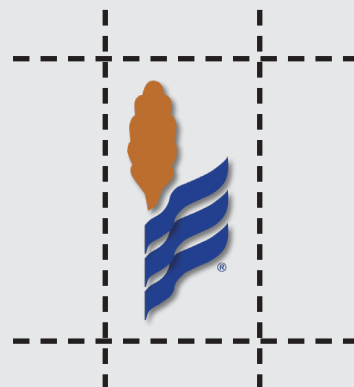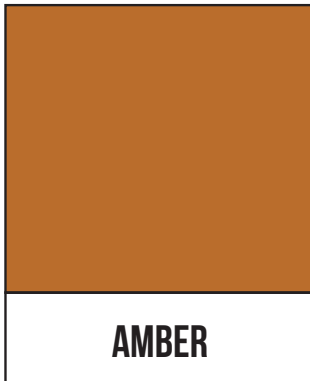
WORDED LOGO

NON-WORDED LOGO

CLEAR SPACE

The NSP logo, no matter which format used, should be away from other design elements or text, giving it enough space to easily be identified and not associated with other elements.
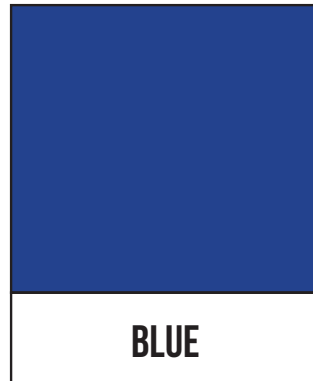
COLOR APPLICATION

The NSP logo may be reproduced with the three authorized NSP colors, however the dual color logo is the preferred color use and is the primary option. An entirely blue logo may be used on a light background, and the entirely white logo may be used on darker backgrounds. Other color applications are not permitted.

AMBER

#BA6D2D
RGB: 186 109 45
CMYK: 22 63 97 8

BLUE

#24408E
RGB: 36 64 142
CMYK: 100 88 11 1

WHITE

#FFFFFF
RGB: 255 255 255
CMYK: 0 0 0 0

LOGO SIZE

The NSP logo may be reproduced in a variety of sizes to fit design needs. The logo, however, must be large enough to both recognize and read. The non-worded logo may appear smaller. It must not be so large to appear pixelated or blurry. If the logo is pixelated or blurry at the size you desire, contact NSP for the vector file or other options.

MINIMUM SIZE

1 inch tall
for print

96 pixels tall
for digital

LEGAL REQUIREMENTS

Those outside of NSP must be granted permission to use the logo. Parts of the logo must not be copied and other logos must not be "confusingly similar" to NSP's. The logo is a registered trademark and must be used with the registered trademark symbol at all times.

USAGE GUIDELINES

To ensure consistency of brand representation of National Sorghum Producers, follow these guidelines when using the logo:

1. Utilize the logo in its original format and do not rearrange or delete any logo elements.

2. Use the logo in its original proportions. Do not stretch the logo in any way.

3. Use only authorized colors: blue, amber or white.

4. A stroke or other non-approved effects should never be used.

5. Apply a proper amount of clear space to ensure recognizability of the logo.

6. Use the logo in a proper size to ensure readability and recognizability.

7. Always gain permission before using the logo, outside of NSP employees.

8. Always utilize the registered trademark symbol accompanying the logo.

9. The logo should only be reproduced using the original vector file.