



PlacerGROWN Logo Use Guidelines

PlacerGROWN is a groundbreaker in Sierra Foothills Agriculture and has worked hard to obtain brand respect and recognition. The PlacerGROWN logo is a vibrant symbol used to identify high quality products grown and produced in Placer County. The logo also conveys the effort of the organization and our partners to steward resources for the long-term sustainability of agriculture in the region.

- The PlacerGROWN brand consists of the “PlacerGROWN” name and logo pictured above
- Only PlacerGROWN “business” or “producer” members in “good standing” may use the PlacerGROWN logo and brand. The logo may not be used by “community” members or non-members, including former members whose membership has lapsed due to nonpayment of dues. To ensure that your membership is in good standing, please email placergrown@gmail.com
- The PlacerGROWN logo may be used to identify your business (i.e. farm, winery, nursery) or organization as a PlacerGROWN member. It may be used on websites, signage, reports, brochures and other display and/or marketing materials.
- If your business or producer membership is in good standing, you may also use the PlacerGROWN logo to identify products grown and/or produced in Placer County.
- The PlacerGROWN logo may not be used in conjunction with products that contain no agricultural commodities grown or produced within Placer County.
- All processed agricultural products marketed under the PlacerGROWN logo must contain as a major ingredient, agricultural commodities which were grown in Placer County.
- For web display, the PlacerGROWN logo may link only to the www.placergrown.org homepage. The logo may not be used to link to other pages on your website or link to any other third party websites.
- The PlacerGROWN logo must be used in its entirety, and may not be altered in any way (including proportion, color, element, type, etc.). You may not animate morph or in any other way distort the appearance of the logo. For web display,

you may decrease or increase the pixel size as long as proportion and integrity of the logo is maintained.

- The PlacerGROWN logo may be printed in black and white, grayscale or its original colors. Altering the original color scheme of the logo is not permitted.
- The PlacerGROWN logo may not be used to indicate any kind of endorsement of any product or service by the organization, to indicate that any official status for any product or service has been conferred by or is otherwise associated with the organization, or to show any kind of relationship with PlacerGROWN aside from those permitted above (membership).
- The PlacerGROWN logo may not be used on official documents such as sales contracts or official disclosure documents provided to potential or actual clients or purchasers of a member company's services or products.
- The PlacerGROWN logo may not be used in connection with any disparaging statements about PlacerGROWN or its members, or statements that otherwise reflect poorly on PlacerGROWN.
- The PlacerGROWN logo may not be used on any web site that is in violation of any applicable laws or governmental regulations.
- PlacerGROWN reserves the right to disallow any use of the PlacerGROWN logo and these guidelines are subject to change as determined by the PlacerGROWN Board of Directors.
- Any unauthorized use of the PlacerGROWN logo may result in legal action.
- Members may request exemption or permission for use outside these guidelines by submitting a request to placergrown@gmail.com.

**approved and adopted by the PlacerGROWN Board of Directors, November 3, 2008*