

Appendix K:

Grange Graphic Standards

LOGO USAGE AND GUIDELINES:

The following guidelines describe how the Logo may be reproduced to maintain its integrity across all forms of media.

All uses of the Grange Logo shall conform exactly to the requirements, descriptions, and specifications established and authorized by the National Grange and shall be used on or in connection with Grange goods and services only in a manner approved in writing by the Washington, D.C., office.

LOGO SIZE:

The Logo may be proportionately increased or decreased in size.



LOGO COLORS:

For printer use:

Blue: Reflex Blue, Pantone 2756, or CMYK 100-90-12-11

Gold: VS280 Medium Gold (metallic), Pantone 103, or CMYK 31-26-75-4

The Grange Logo may also print in black and white (see example on page 10).

In materials that are being printed with two spot colors, the gold color specified is VS280 Medium Gold (metallic.) In situations where the printed piece is being printed in four color process (CMYK) or metallic is not possible, use color Pantone 103. The blue should be printed in

Pantone 2756 if Reflex Blue is not available.

For electronic uses (Internet, intranet, e-mail):

Blue: # 000066

Gold: # cc9933

Blue



Pantone 2756
100% Cyan
90% Magenta
12% Yellow
11% Black

Gold



Pantone 103
31% Cyan
26% Magenta
75% Yellow
4% Black

JUNIOR GRANGE LOGO

The Junior Grange Logo contains the basic colors red and black.

Pantone Red 032



0% Cyan
96% Magenta
82% Yellow
0% Black



GRANGE YOUTH LOGO

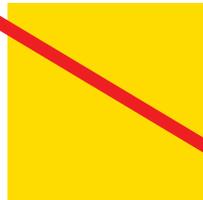
The Grange Youth Logo contains the colors hunter green and goldenrod.

Pantone 5535



90% Cyan
43% Magenta
81% Yellow
46% Black

Pantone 109



0% Cyan
10% Magenta
100% Yellow
0% Black



OUT DATED. SEE PAGE 134B FOR UPDATED DESIGN

All Logos are available online in the member's section of the website at www.nationalgrange.org/account or by request to the Communications Director.

New Grange Youth Branding

The Logo

The new Grange Youth logo embraces the existing color scheme, but injects more vibrant (youthful) accents. The diagonal motif adds depth, while embracing the rural landscape of crop rows. The previous icon of keys has been removed to allow for a wider breadth of connection with the large age range that Grange Youth captures. It has been replaced with an iconic typography element formed from both the G and Y of the name. Connections, growth, vibrant life, and youth are all captured in the new mark.



We all know one size doesn't fit all. Included are several versions to allow optimal reproduction and a consistent outward visual feel. To maintain clear reproduction never use the logo small than .75" or place other art closer than 1 "G" to the logo.



Photography

Photographs should reflect energy, bright colors, and when possible a group setting; along with agriculture. Staging shots of the environment help give context to the organization and build a sense of life within collateral pieces. Use these images as a secondary element to the main imagery of the youth. If you take your own imagery, ensure proper exposures and focus for a crisp and vibrant reproduction.

Color Palette

The existing green and yellow have been maintained, but brighter accent colors have been added to reflect the taste of the audience. A stronger sense of fun, youthfulness and growth has been captured in the expanded color palette.

The addition of the diagonal lines over solid colors creates depth and energy. Use this element for active layouts and connected visual items.

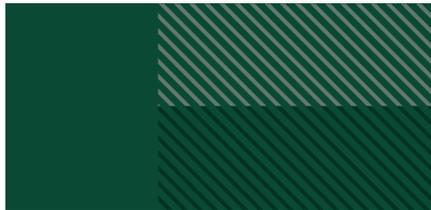
ORANGE
Pantone 1375 c
C 0
M 50
Y 100
K 0



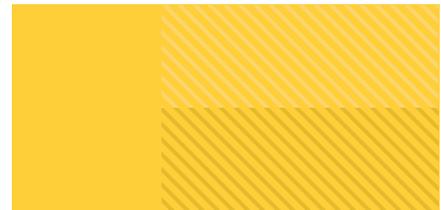
BRIGHT GREEN
Pantone 360c
C 50
M 0
Y 100
K 0



DARK GREEN
Pantone 3305c
C 90
M 43
Y 81
K 46



YELLOW
Pantone 122c
C 0
M 18
Y 88
K 0



Fonts

Two main fonts are used in the Grange Youth identity. Neutraface Text is used for the name. It is a clean, modern, sans-serif font with great readability.

The G and Y from the icon are custom letter forms built for this specific logo.

For designed collateral material use Trade Gothic for body copy. Online body copy, presentations, or any other application where Trade Gothic is not available, a simple sans-serif font can be substituted. Arial is a great choice for this.

Header Text and Organization Name: Neutraface Text

Body Text for Materials: Trade Gothic

Alternate Body Text for Materials: Arial

LOGO EXTENSIONS

The Grange Logos should not be printed or used in any manner on the business stationery or business cards of any person, firm or corporation, except the National Grange and State, Pomona, and Subordinate Granges, without the prior written approval of the Washington, D.C. office.

The Grange Logos should not be used in connection with any other goods or services, or as a trade name, by any person, firm or corporation without the prior written approval of the Washington, D.C. office.

The Grange Logos should not be used on or in connection with any goods or services which, in the sole opinion of the National Grange, consist of or comprise of immoral, deceptive or scandalous matters, or matters that may disparage, falsely suggest a connection with people, institutions, beliefs or national symbols, or bring them into contempt or disrepute.

UNACCEPTABLE USAGE/ OBSOLETE LOGOS



TAGLINE USAGE

Tagline:

The current Grange tagline is “American Values. Hometown Roots.”

The tagline must always be used in the font “Never Let Go,” and must appear directly below the Grange logo, or by itself. It may appear as one line, or two. It can appear in any of the brand colors.

American Values. Hometown Roots.

*American Values.
Hometown Roots.*



American Values. Hometown Roots.

Extended Name:

The extended name of the organization is National Grange of the Order of Patrons of Husbandry.

Usage:

The extended name of the organization must be printed on all books, brochures, pamphlets, newsletters, flyers, and Web sites. Small scale pieces, such as postcards, business cards, t-shirts, etc., do not have to include the extended name, but the Grange Logo must appear on those items.

TYPEFACE USAGE

The design of the Grange features three primary typefaces: Trajan Pro, Times New Roman, and Helvetica Neue. These typefaces represent the image and style of the Grange and should be used consistently throughout all materials. Preferably headlines are set in Trajan Pro or Times New Roman and body copy is set in Helvetica Neue Regular.

Banners/ Headers:

Typeface: Trajan Pro (or Times New Roman Bold)

Subheads:

Typeface: Trajan Pro (or Times New Roman)

Bar Text:

Typeface: Helvetica Neue Bold (or Helvetica Bold)

General Text:

Typeface: Helvetica Neue Regular (or Helvetica)

The Internet and intranet are exceptions to the above typography guidelines because these typefaces cannot be reproduced on all computer interfaces, the default font for Web and e-mail usage is Arial.

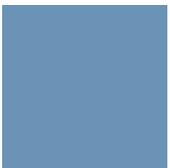
SPECIAL LOGOS

There are numerous special logos offered by the National Grange to be included in any printed material. Simply request them from the Washington, D.C. office by calling Amanda at (301 943-1090 or e-mailing communications@nationalgrange.org.



OUR BRAND

As part of our branding effort, a color palette that is suggestive of our identity has been developed. Working from the image of a faded American flag that has been weather-worn and loved, something that shows character and the ability to stand the test of time, specific colors were chosen that are both representative of and complimentary to this imagery. These should be the primary colors used in all documents produced as part of Grange communication as they build cohesion and strengthen identity within and outside our Order. As an example, see the use of these colors throughout the redesigned National Grange brochures shown in Appendix F.

Green	Light Blue	Red	Beige	Gold	Off-White	Dark Blue
						
Pantone 7490	Pantone 659	Pantone 703	Pantone 7503	Pantone 7403	Pantone 7534	Pantone 2756
37% Cyan	61% Cyan	21% Cyan	24% Cyan	9% Cyan	4% Cyan	100% Cyan
0% Magenta	34% Magenta	81% Magenta	27% Magenta	12% Magenta	3% Magenta	80% Magenta
56% Yellow	16% Yellow	69% Yellow	38% Yellow	43% Yellow	7% Yellow	12% Yellow
37% Black	0% Black	9% Black	0% Black	0% Black	0% Black	11% Black

2019 NATIONAL GRANGE BYLAWS INTELLECTUAL PROPERTY & LOGO USE

ARTICLE XVIII**OWNERSHIP, MAINTENANCE, PROTECTION, MANAGEMENT AND LEGALLY AUTHORIZED USES FOR THE REGISTERED TRADEMARKS, LOGOS, COPYRIGHTS AND OTHER INTELLECTUAL PROPERTY OF THE NATIONAL GRANGE*****4.18.1 Ownership and Management of Registered and Non-Registered Grange Trademarks, Logos, Trade Names, Copyrights and Other Intellectual Property associated with the Order of Patrons of Husbandry.***

(A) All registered and non-registered trademarks, logos, copyrights and other intellectual property related to, used by and associated with, the Order are the legal property of the National Grange, including the following incontestable trademark registrations: GRANGE (U.S. Registration No. 1,872,429), NATIONAL GRANGE (U.S. Registration No. 1,817,894), NATIONAL GRANGE OF THE ORDER OF PATRONS OF HUSBANDRY (U.S. Registration No. 1,816,827) and the Grange Logo (U.S. Registration No. 1,824,368) (the "Grange Intellectual Property"). All Grange Intellectual Property is held by the National Grange for the furtherance of the general purposes of the Order.

(B) For the purpose of this section the traditional names of the officers of Granges of the various Divisions of the Order as well as any other names, phrases or terms associated with any or all of the various Divisions of the Order, including the Assembly of Demeter, that are found in the various National Grange copyrighted printed ritual instruction materials or that are found in any other works of the Order are the intellectual property of the National Grange and may only be used for the furtherance of the general purposes of the Order.

(C) All authority and responsibility for developing and publishing guidelines, rules, regulations or prohibitions related to Grange intellectual property, including decisions related to the management, defense, lease, sale, license, transfer or abandonment of such intellectual property shall be vested in the National Grange board of directors and shall be implemented by the National Master only; provided that no specific agreement to lease, sell, license, transfer or abandon any intellectual property related to, and associated with, the Order shall be made other than in writing.

4.18.2 License to use the Grange Intellectual Property.

(A) Chartered State Granges, Pomona Granges, Subordinate Granges, Junior Granges as well as the Assembly of Demeter may generally use Grange Intellectual Property for purposes that further the general purposes of the Order subject to specific usage guidelines, rules, regulations or prohibitions that may be adopted by the National Grange Board of Directors or the National Grange delegate body.

(B) Chartered State Granges, Pomona Granges, Subordinate Granges, Junior Granges as well as the Assembly of Demeter may use the traditional names of the officers of Granges of their Division of the Order as well as any other names, phrases or terms associated with the various ritual ceremonies of the Order of Patrons of Husbandry that are owned by the National Grange, only in accordance with the instructions found in the various National Grange copyrighted printed ritual instruction materials and only for purposes that further the general purposes of the Order.

(C) No chartered State Granges, Pomona Granges, Subordinate Granges, Junior Granges as well as the Assembly of Demeter or any officers thereof, may license, lease, sell, barter, or transfer legal authority for the future use of Grange intellectual property to any third party, private individual or Grange member as part of any transaction, including the sale or lease of real Grange property and/ or the sale, lease, or transfer of any commercial concession, without first receiving the written permission of the National Master and subject to the terms of a written agreement approved by the National Master. For the purpose of this section "third party" shall include without limitation any partnership, cooperative, corporation, social club, informal membership society, or business enterprise that may be wholly or partially owned or controlled by a chartered Grange of any Division of the Order but that nevertheless has an independent legal existence separate from that charter.

4.18.3 No license to use the Grange Intellectual Property by individual Grange members.

(A) Individual Grange members in good standing may not use, by virtue of their Grange membership, Grange intellectual property for any personal monetary gain or personal commercial purposes without first obtaining, in writing, a license to use such property from the National Grange.

(B) Nothing in this section shall prohibit individual Grange members from owning, wearing, displaying, collecting, utilizing or reselling individual pieces of personal property which depict marks or logos that are part of the Grange Intellectual Property, so long as these items were acquired through legitimate means, for their personal use and enjoyment.