An Illustrated Style Guide To The Iowa Farm Bureau Identity

The Iowa Farm Bureau Identity Signature

This illustrated style guide has been designed to help us maintain the uniformity of the Iowa Farm Bureau identity.

This guide is designed to be brief, yet complete, and user friendly. It serves as a quick reference internally or when working with printers, newspapers or other vendors.

Please familiarize yourself with the specifications and graphic characteristics which are explained and illustrated in this guide.

Your personal commitment to support Iowa Farm Bureau’s identity policy and monitor its application in all that you do is essential and vital to our efforts to maintain the power of the Iowa Farm Bureau brand.
Iowa Farm Bureau

The Iowa Farm Bureau Federation is a grassroots, statewide organization dedicated to helping farm families prosper and improve their quality of life. We are a membership base of Iowans who take pride in what we've accomplished. From the farm fields to our cities, there is a consistent work ethic that improves Iowa each and every day.

The Iowa Farm Bureau is proud to support Iowa’s progress and our members. And it’s this mixture of people, progress and pride that drives the Iowa Farm Bureau in its goal to make our state the best that it can be for all of us.

Recognizable Features

The Iowa Farm Bureau identity signature is a single element consisting of three parts:

- the symbol, which consists of the stylized FB icon with leaf element.
- the logotype, which is the name Iowa Farm Bureau in a unique font.
- the tagline, which is the message that explains what the organization represents.

Our corporate colors are Black and Pantone (PMS) 485. The Farm Bureau leaf appears in PMS 485 - as illustrated on the right, unless you are using any of the other color variations outline on the next page.

The Iowa Farm Bureau signature is a complete unit that must not be altered from its approved form. The symbol and logotype may appear with or without the tagline - as illustrated on the right.

The symbol, logotype and tagline are currently trademarked with the Office of Patent and Trademarking. Please use the Tm and ® symbol with the Iowa Farm Bureau signature (as shown) at all times.

Horizontal Format - Symbol, Logotype and Tagline Relationships

The length of the logotype and tagline are approximately 2 1/4 X the width of the symbol.

The space between the symbol, logotype and tagline is the height of the logotype.

The tagline is aligned with the top of the symbol and is the same height as the stylized “P” portion of the symbol.

Vertical Format - Symbol, Logotype and Tagline Relationships

The space between the symbol, logotype and tagline is equal in distance and approximately 1/2 the height of the logotype.

The length of the logotype and tagline in relation to the symbol is 2 X the width of the symbol with the logotype & tagline centered below the symbol.

Other Acceptable Logo Signature Usage

The logo can be reversed without altering the size or proportions of the elements.

Color Specifications: 2-Color Options

The font used for the logotype “Iowa Farm Bureau” (or local “County Farm Bureau”) and tagline “People. Progress. Pride.” is American Gothic Bold (with a 11-degree slant).

Both the logotype and tagline should always appear in capital letters.

If the American Gothic Bold font is not available, Arial (Bold) may be substituted as an alternative.

Color Specifications

The Iowa Farm Bureau signature may be reproduced in the following 2-color options:

- Black and PMS 485 (red) - with white text for tagline.
- Please note: If signature does not appear on white or if you are using this version for apparel, logo will become 3-color (black, PMS 485 and white).

1-Color/Reversed Option

The Iowa Farm Bureau signature can also be reproduced in the following 1-color options: black and white.

- 1-color: White (reversed) *This color version is shown to the left.
- 1-color: Black *This color version is shown on the back side of this guide.

The Iowa Farm Bureau signature should not appear in a box. The example shown to the left is the signature in white over a grey box. The grey box is used to illustrate a colored background, where the signature would be reversed.