

STYLE GUIDELINES

A guide for maintaining consistency and cohesion across all communications



LOGO ITERATIONS



Primary logo—seal
Preferred logo with specialized tagline for marketing to consumers within New England area and beyond, reinforcing the concept of a passport stamp



Secondary logo—stacked
Stacked Real Maine logo for marketing to a wide range of consumers



Secondary logo—horizontal
Horizontal Real Maine logo for marketing to a wide range of consumers

LOGO COLORS & USAGE



Light backgrounds
Use the green logo on white or light-colored backgrounds—potentially adapt to the teal logo overtime



Dark backgrounds
Use the white logo on dark-colored backgrounds



Primary logo use on product
Solid green seal logo with the specialized tagline for products distributed within New England and beyond

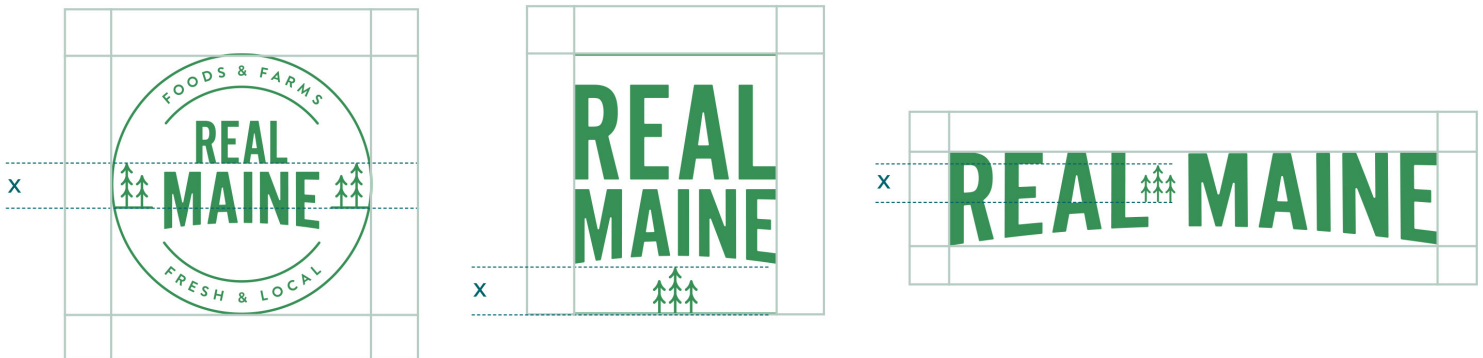


Secondary logo use on product
Alternative to primary logo with use of the stacked logo in a teal color and better integrates with existing product packaging

LOGO COLORS & USAGE, continued

Consistent use of our logo will reflect cohesive and unified program. Adjusting the logo in ways that are inappropriate will only dilute the power of our program.

Clear space: Ensure the logo maximizes visibility and impact with adequate clear space around it.



Don'ts: No adjustments or alterations should be made to the logos.



Minimum sizes: To maintain clarity and legibility the logo should not be smaller than the outlined measurements.



Seal: 1.75 in. minimum size



Stacked: 1 in. W



Horizontal: 0.5 in. H minimum size

REAL MAINE GREEN

CMYK: 80 27 87 0

PMS: 364 C

RGB: 62 144 86

HEX: 3E9056

[DOWNLOAD PRIMARY LOGO](#)

QUESTIONS?

Real Maine is a marketing initiative led by the Maine Department of Agriculture, Conservation and Forestry. If you have questions about the new "Real Maine" logos and refresh process, or would like to request an alternate logo style, please reach out to Director of the Division of Agricultural Resource Development, Leigh Hallett, at Leigh.Hallett@maine.gov.