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.