



GRAPHIC STANDARDS GUIDE





MISSION & VISION



Who we are

Founded in 1957, the National Corn Growers Association represents nearly 40,000 dues-paying corn farmers nationwide and the interests of more than 300,000 growers who contribute through corn checkoff programs in their states. NCGA and its 50 affiliated state organizations work together to create and increase opportunities for corn growers.

Our mission

Create and increase opportunities for corn growers.

Our vision

Sustainably feed and fuel a growing world.

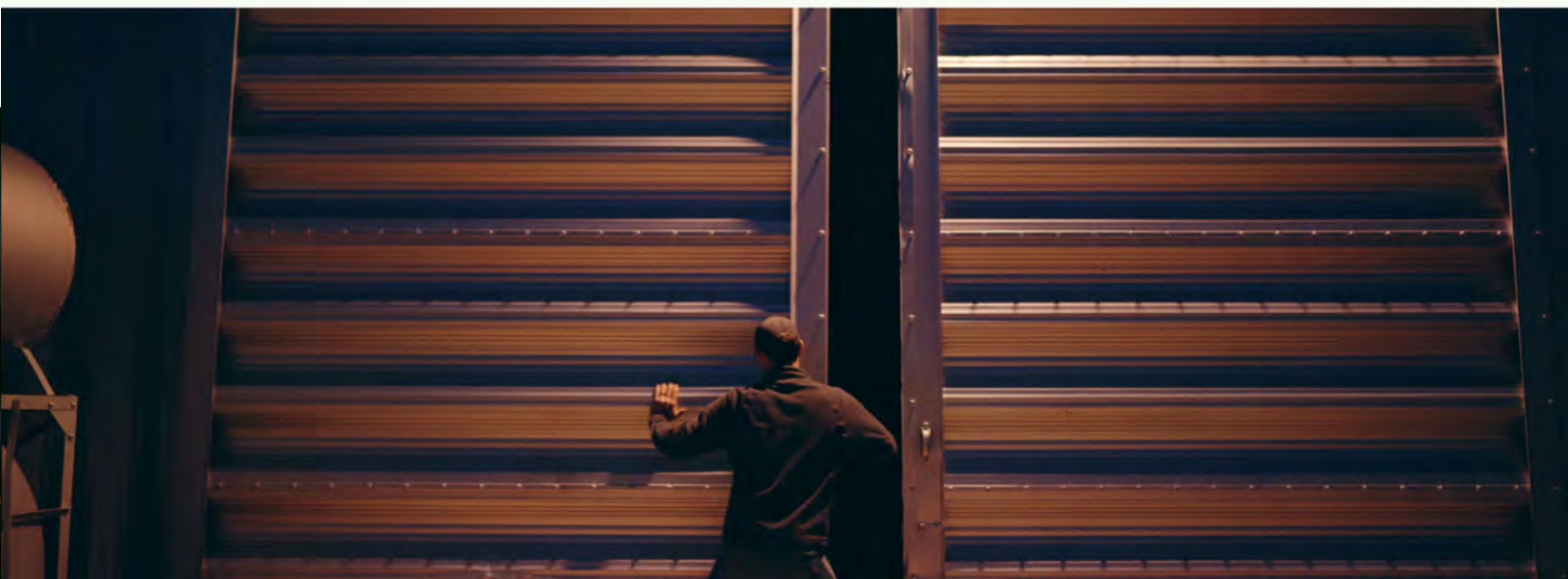




**THE NCGA
LOGO**



The National Corn Growers Association is a valuable and recognizable name. In a competitive business environment it is critical the name and logo represent the spirit of NCGA farmer-members and leaders. At the same time, to maintain the brand and represent NCGA appropriately, it is important to consistently use the logo. This is a comprehensive logo guide to help you in all day-to-day business and promotions. Thank you in advance for your assistance in helping maintain a recognizable, cohesive and aesthetically pleasing image for the National Corn Growers Association.



THE MAIN NCGA LOGOTYPE 1

The following are examples of the NCGA logotype for use in presentations, publications, brochures, signs and merchandise.



PANTONES



BLACK & WHITE



ALL NCGA logo artwork is available in
“ai” Adobe Illustrator, eps and PDF formats.
Alternative formats upon request.

FONT

TRADE GOTHIC BOLD CONDENSED NO. 20

All caps, wide letter spacing +120

NCGA SHORT LOGOTYPE #2

This logo should be used when delicate lettering is difficult to print or visibility to an audience that is internal or well-acquainted with NCGA. The following are examples of the NCGA logotype for use in presentations, publications, brochures, signs and merchandise.



PANTONES



PMS 370 PMS 129



BLACK & WHITE



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“ai” Adobe Illustrator, eps and PDF formats.
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FONT

TRADE GOTHIC BOLD CONDENSED NO. 20

All caps, wide letter spacing +120

NCGA STACKED LOGOTYPE #3

This logo should be used when delicate lettering is difficult to print or visibility to an audience that is internal or well-acquainted with NCGA. The following are examples of the NCGA logotype for use in presentations, publications, brochures, tattoos, signs and merchandise.



PANTONES



PMS 370 PMS 129



BLACK & WHITE



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“ai” Adobe Illustrator, eps and PDF formats.
Alternative formats upon request.

FONT

TRADE GOTHIC BOLD CONDENSED NO. 20

All caps, wide letter spacing +120

NCGA BRANDMARK

This logo is generally reserved for embroidery, merchandise, and icons.
Contact musgrove@ncga.com before using.



PANTONES



PMS 370 PMS 129



BLACK & WHITE



ALL NCGA logo artwork is available in
“ai” Adobe Illustrator, eps and PDF formats.
Alternative formats upon request.

CORNPAC Logotype

The following are examples of the NCGA CornPAC logotype. For use in presentations, publications, brochures, signs and merchandise.



PANTONES



BLACK

PMS 130



BLACK & WHITE



CornPAC is a voluntary, non-partisan political contribution fund dedicated to helping elect candidates who best represent the interests of corn growers and those they serve. This logo should only be used with permission of the NCGA Washington, D.C. staff.

National Corn Yield Contest Logotype

The following are examples of the NCGA National Corn Yield Contest logotype. For use in presentations, publications, brochures, signs and merchandise.



PANTONES 3-COLOR



PMS 375 PMS 370 PMS 130



PANTONES 2-COLOR



PMS 370 PMS 130



BLACK & WHITE



National Corn Yield Contest logo is property of NCGA and should only be used when referring to the contest with mention of the National Corn Growers Association and when possible with the NCGA Logotype.

Brand Personality

Thoughtful, Humble, Curious, Steadfast and Accountable

Visual

Presenting facts in the context of a story with authentic on-farm photography and bold typography.



2.9 Billion

BUSHEL MARKET POTENTIAL

If all 9 of the Consider Corn Challenge winners reached full commercialization with products available in the marketplace, the potential for additional corn demand would be approximately 2.9 billion bushels.

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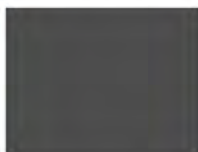
Color

Vast are the colors in agriculture. NCGA's color themes are flexible, with strongly saturated hues.

Consistent Themes include



#4C97c1



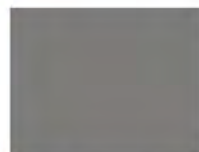
#4D4D4D



#5d9732

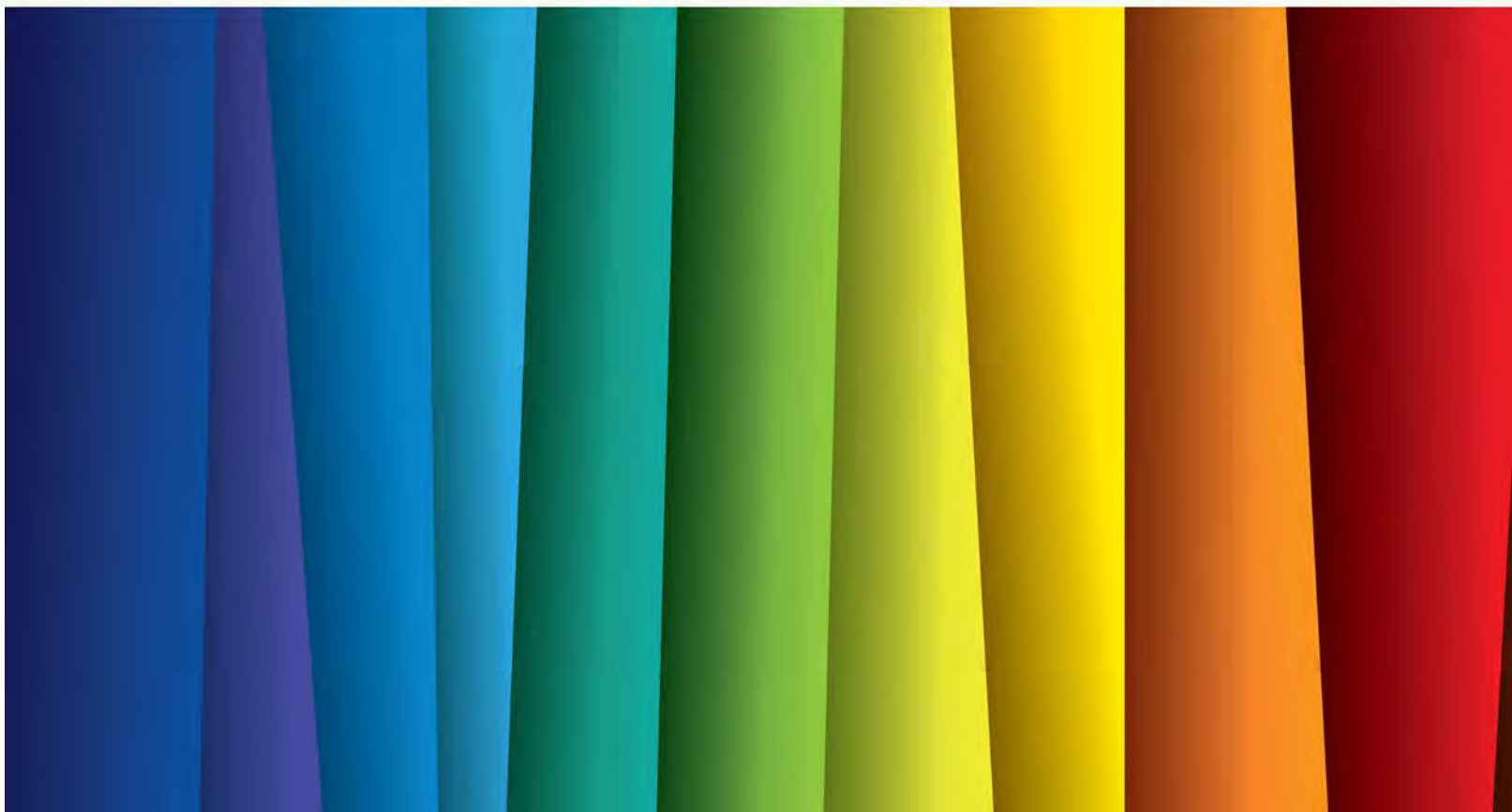


#FFD457



#7E7B7B

RGB Hex Values





Typefaces

Typefaces chosen for NCGA publications are reflective of the current trend in technology. Most reading is consumed through computer, tablet and phone screens. For the cleanest look and the easiest to avoid eye-strain, the typefaces used are mostly sans-serif, or slab-serif.

An eye-catching combination of light and heavy fonts balance impactfully.



"We're thankful to have USMCA in force and Phase One deals with Japan and China, but we have lost ground to our competitors, and it's time to pivot to more aggressive expansion in our trade. NCGA will continue to push for trade agreements in Southeast Asia and other regions with strong demand potential."

– Kevin Ross, Iowa farmer
NCGA Chairman

Heading examples not limited to

- Trade Gothic - **TRADE GOTHIC**
- **Impact - IMPACT**
- Futura PT - **FUTURA PT**
- **PT Sans - PT SANS**
- **Arial Black - ARIAL BLACK**

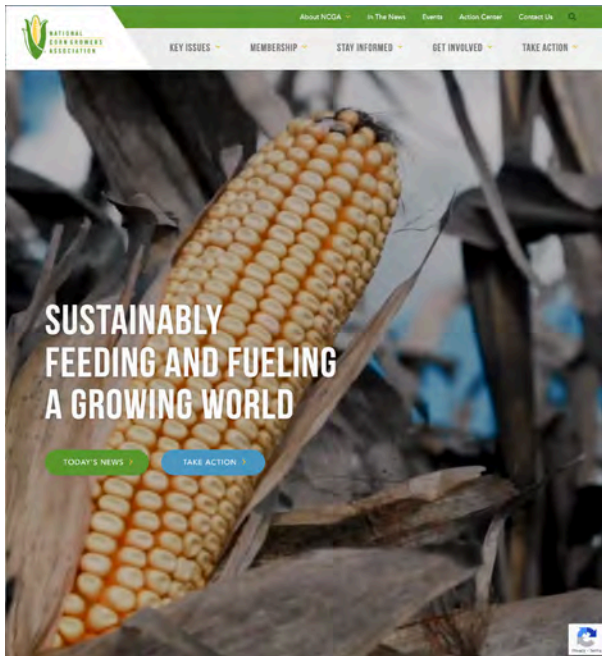
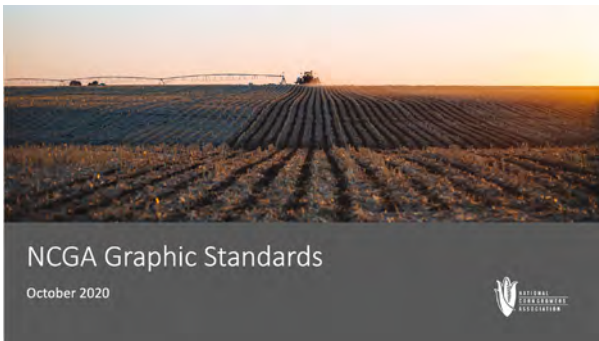
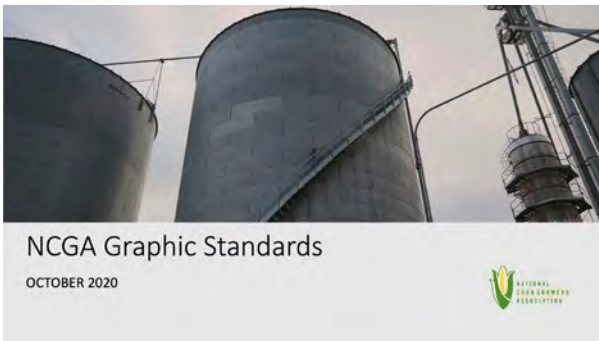
Body Copy examples not limited to

- Avenir
- Calibri
- Futura
- Arial
- Arial Narrow
- Helvetica
- Helvetica Neu
- Myriad Pro
- Museo (Slab Serif)



Bringing it all together

Typefaces and photos in balance for social media and presentations, depending on space typically are a play between bold and heavy weight font styles.



You'll find a common characteristic in NCGA publications and presentations is the utilization of white space. Visit NCGA.COM for one-pagers, reports and social media graphics.



Sharing brand space with partners & programs



When highlighting an NCGA branded program, NCGA and program are better together. A .75 diagonal stroke is a complimentary way to tie programs to the main NCGA logo. This also provides a centerpoint for which to balance the two logotype designs next to one another.

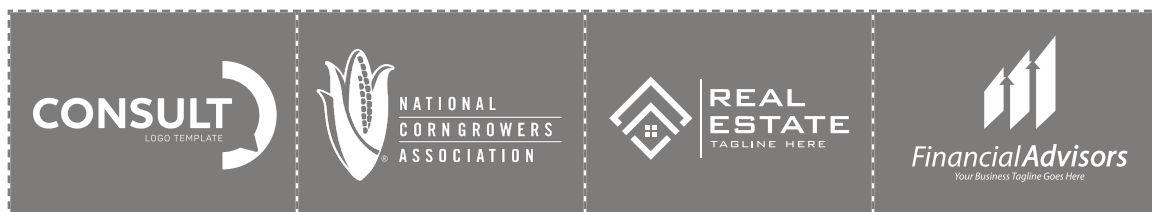
Partners

Equal billing is the name of the game when listing partner logos together. For distribution, setting up a table of equal space is one good way initially to establish fair real estate. Also, make sure you have the best file quality for each. If even just one logo is a jpeg, be prepared to set all on a white background if you don't have a design program to work around it. Always check with the partner that you have the preferred logo for the application.



Logos are meant to stand alone in the spotlight for a brand, so it makes sense that a group of logos together can look like a hot mess. One way to calm the chaos is grouping one-color logos together.

It must be at the permission of NCGA and the partners, including the color it will appear in and on.



Don'ts



The NCGA neomorphic logo, AKA NCGA 4-Color of 2010s was fun on screen. Cue up the song by Passenger, ["Let Her Go." 2012](#) – Let's let this logo also dissolve into obscurity. This pesky throwback is still contained on some e-documents on many hard-drives so doublecheck that the logo is current, likely the return address will not be either if this logo is in place.



Pay attention to backgrounds and what works best. Both of the above work well.



Watch out for jpegs and their built-in white backgrounds and opt for a png or an eps. Also, pay attention to how the logo shows up over a photo. When the 2-color version doesn't work on the page, try using the one-color logo in white.

DON'TS everyone knows, and if you're reading this now, odds are you wouldn't do any of these things. Do not skew or stretch the logo. Do not overlap the logo with other logos. Do not change the color scheme of the color logos.

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Questions:
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