



LOGO USE GUIDELINES

The Colorado Proud program was developed by the Colorado Department of Agriculture to identify food and agricultural products from our state. The logo has been trademarked by the State of Colorado and may only be used by those that have become a member of Colorado Proud and have agreed to the program terms and conditions.

The logo may only be used in a manner that positively promotes Colorado's food and agricultural industry and may never be used in a manner that appears to be an endorsement of the State of Colorado.

The Colorado Proud logo may be used on product packaging, sales literature, advertising, web sites, banners, etc. When used, the logo must comply with the guidelines set forth in these Logo Use Guidelines. If a company wishes to use the logo in a manner other than described in these guidelines, it must request and receive permission in writing from the Colorado Department of Agriculture.

Any use of the logo which is deemed a misrepresentation of the intended use by the Colorado Department of Agriculture may result in the suspension of membership.

PRINTING SPECIFICATIONS

Full-Color Reproduction

The logo may be reproduced in three colors using the following Pantone Matching System (PMS) colors (coated inks preferred):

RED PMS 200C

BLUE PMS 2748C

YELLOW PMS 109C

One-Color Reproduction

In one-color applications, the logo may be reproduced in black and white or in any one color that matches the company's packaging. If the logo is being reproduced on a dark background, please use the outlined version of the logo.

Matching Type

If you wish to match the type in the logo, the following font was used:

- **GOTHAM BOLD**



FOR MORE INFORMATION

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www.coloradoproud.org



WHAT IS COLORADO PROUD?

The Colorado Department of Agriculture developed Colorado Proud in 1999. It is a FREE marketing program designed to help consumers, restaurants and retailers identify and purchase Colorado food and agricultural products.

More than 90% of Coloradans would buy more Colorado grown and produced products if they were available and identified as being from Colorado.

The distinctive Colorado Proud logo helps residents of our state, other states and other countries easily identify Colorado food and agricultural products.

WHAT ARE THE BENEFITS?

- Overall Colorado Proud program awareness-building advertising and marketing campaigns to Colorado consumers
- Invitations to participate in a variety of advertising, marketing, public relations and social media opportunities
- FREE artwork for use on packaging and in advertising
- FREE monthly newsletter
- FREE inclusion in online directory

WHO MAY USE THE LOGO?

The Colorado Proud logo may be used to promote any food or agricultural product that has been **grown, raised or processed** in Colorado. Use of the Colorado Proud logo is not permissible on any product whose production, merchandising, distribution, sale, or use violates any local, state, or federal regulation.

Non-food items must be at least 50% agricultural origin by weight, and that agricultural base must have been grown, raised or processed in Colorado. Non-food products such as pet food/treats and fertilizer must also be currently registered through the appropriate programs at the Colorado Department of Agriculture.

Cottage food producers must meet all requirements of the Cottage Foods Act to be eligible to use the logo.

Hemp - Use of the Colorado Proud logo is only permitted for products that comply with all applicable federal, state, and local laws. Notwithstanding Colorado law, the distribution of marijuana-based products is illegal under federal law. Both federal and Colorado law do, however, permit the distribution of hemp-based products provided that the products meet the statutory definition of hemp, i.e. containing no more than 0.3 percent delta-9-THC on a dry weight basis. Use of the Colorado Proud logo with your product will, therefore, not be permitted without documentation that the product meets the definition of hemp under federal and Colorado law. For food items, this documentation can be a demonstration of your compliance with the Colorado Department of Public Health & Environment's policy regarding food containing industrial hemp.

Retailers, farmers' markets, schools, distributors, institutions and restaurants are encouraged to use the logo to promote Colorado products to their customers. The logo may only be used to promote Colorado products, as described above.

JOIN COLORADO PROUD

To use the logo, companies must join Colorado Proud online, verifying their eligibility and agreeing to comply with the Logo Use Guidelines. There is NO COST to participate in the program. Artwork is provided at no cost to the company, and promotional items are available at the cost of production.

JOIN FOR FREE TODAY!
www.coloradoproud.org