



# Better for you. Better for Colorado.

## What is COLORADO PROUD?

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

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.

The bright distinctive **COLORADO PROUD** logo series helps residents of our state, other states and other countries easily identify Colorado food and agricultural products.

## What are the benefits?

- ▲ **FREE** artwork for use on packaging and in advertising
- ▲ **FREE** monthly newsletter
- ▲ **FREE** inclusion in online directory (Colorado MarketMaker)
- ▲ Advertising opportunities
- ▲ Public Relations opportunities
- ▲ Invitations to participate in a variety of marketing opportunities

**Restaurants** also receive:

- ▲ **FREE** "Proudly Serving Colorado Cuisine" window decal

## Who may use the logos?



The **COLORADO PROUD** logo may be used to promote any food or agricultural product that has been grown, raised or processed in Colorado. "Grown" applies only to fresh produce, herbs, grains and horticultural products, "Raised" applies only to livestock, and "Processed" applies only to value-added/manufactured food products. **Fresh produce, herbs, grains and horticultural products** must be grown in Colorado. **Livestock** must be raised in Colorado. **Value-added consumer foods** (jams, salsas, sauces, chips, dairy, sausage, jerky, etc.) must be manufactured in a commercial kitchen in Colorado and companies are encouraged to use ingredients that are grown or raised in Colorado. Foods manufactured under the Cottage Foods Act do not qualify for the program. **Non-food items** must be at least 50 percent 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. 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.



The **COLORADO ORGANIC** logo may be used to help market Colorado agricultural products that have been certified by a federally accredited organic certification program.



The **COLORADO CUISINE** logo may be used by restaurants that feature Colorado products on their menus.

To use the logos, companies must join Colorado Proud online, verifying their eligibility and agreeing to comply with the *Logo Use Guidelines* (on back). 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.

Retailers, farmers' markets and restaurants are encouraged to use these logos to promote Colorado products to their customers. The logos may only be used to promote Colorado products, as described above.

**Join For FREE Today!**  
**Visit [www.comarketmaker.com](http://www.comarketmaker.com)**  
**and click on "Register" to join**  
**Colorado Proud.**



## Logo Use Guidelines

The **COLORADO PROUD** family of logos was developed by the Colorado Department of Agriculture to identify food and agricultural products from our state. The logos have 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 logos 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** family of logos may be used on product packaging, sales literature, advertising, web sites, banners, etc. When used, the logos must comply with the guidelines set forth in these *Logo Use Guidelines*. If a company wishes to use the logos 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 these logos which is deemed a misrepresentation of the intended use by the Colorado Department of Agriculture may result in the suspension of membership.

The **COLORADO ORGANIC** logo may be used only to market Colorado agricultural products that have been certified by a federally accredited organic certification program. The Colorado Organic logo does not take the place of any label statements required by the National Organic Program.

For more information about organic certification, call 303-869-9074 or visit [www.colorado.gov/pacific/agplants/organic](http://www.colorado.gov/pacific/agplants/organic).

### Printing Specifications

#### Full-Color Reproduction

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

COLORADO - Black

Sun - PMS 123

Mountain in PROUD & CUISINE logos (purple) - PMS 2597

Mountain in ORGANIC logo (green) - PMS 3425

PROUD, CUISINE, ORGANIC words - Reverse out to white or another bright stock color (white preferred)

#### Two-Color Reproduction

The two-color version is identical to the three-color version, except that the word "**COLORADO**" is the same PMS color as the mountain, rather than black.

#### 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.

#### Matching Type

If you wish to match the type in the logo, the following fonts were used:

COLORADO - Futura Heavy

PROUD, CUISINE, ORGANIC - Futura Bold

Better for you. Better for Colorado. - Futura Medium

#### For More Information

For more information about this program, please contact:

**Colorado Department of Agriculture**

Markets Division

305 Interlocken Parkway

Broomfield, CO 80021

Ph. 303-869-9174

E-mail: [markets@state.co.us](mailto:markets@state.co.us)

Fax 303-466-8515

Web site: [www.coloradoproud.org](http://www.coloradoproud.org)