

STAND UP FOR GRAIN SAFETY

BRAND GUIDELINES

UPDATED: OCTOBER 2019

ABOUT STAND UP FOR GRAIN SAFETY

The National Stand Up for Grain Safety Week sponsored by the Alliance, a collaboration of agricultural industry groups, provides a collective industry focus on, and commitment to, safety.

OUR STORY



THE ALLIANCE

LOGOS & TREATMENT

When referencing the Alliance and its members, the following logos should be utilized. The Alliance logo should be larger and higher than the member organization logos. Member organization logos should also be placed in this order.





PRIMARY LOGO

Designed for use on long-standing pieces.



April 13 - 17, 2020

SECONDARY LOGO

Designed for use on year-specific promotional pieces.

COLOR PALLET



Emphasis is placed on white/black space, followed by our primary brand colors. Secondary brand colors should be used as accents and not dominate a design.



CMYK: 98 | 88 | 5 | 0
RGB: 41 | 64 | 149
HSB: 225 | 72 | 58
HEX: #294095



CMYK: 88 | 29 | 100 | 20
RGB: 9 | 115 | 0
HSB: 114 | 100 | 45
HEX: #097300



CMYK: 17 | 41 | 99 | 1
RGB: 213 | 153 | 42
HSB: 39 | 80 | 84
HEX: #d5992a



CMYK: 0 | 34 | 68 | 0
RGB: 255 | 180 | 100
HSB: 31 | 61 | 100
HEX: #ffb464



CMYK: 88 | 53 | 0 | 0
RGB: 0 | 113 | 186
HSB: 204 | 100 | 73
HEX: #0071ba



CMYK: 55 | 46 | 46 | 11
RGB: 119 | 119 | 119
HSB: 0 | 0 | 47
HEX: #777777

TYPOGRAPHY



Typography is a powerful tool in the development of a creative identity. Using a typeface consistently makes it recognizable. It pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand.

The use of "Stand Up" should not be hyphenated.

Official Hashtag: #standup4grainsafety

HEADER

MONTSERRAT EXTRA-BOLD

SUBHEADER

MONTSERRAT SEMI-BOLD

PARAGRAPH

OPEN SANS