

Colorado Farm Bureau & American Farm Bureau Federation Logo and Brand Standards Guidelines

Revised November 2024



AFBF®

FB®

Farm Bureau®

American Farm Bureau Federation®

Voice of Agriculture®



American Farm Bureau Federation®



Farm Bureau®

The Colorado Farm Bureau®, its members, and affiliated programs have used the trademarks Farm Bureau®, FB®, and the national Farm Bureau Logo (the “FB Logo”) (collectively, the “Marks”) for years to identify themselves and their services as being associated with the national Farm Bureau organization. The Marks are designations that are distinctive and representative of the goodwill and reputation of Farm Bureau as the unified voice representing the interests of America’s farmers and ranchers.

This Manual sets forth guidelines for use and licensing of the Marks and provides other important information relative to these Marks. All state and county Farm Bureau organizations and, where authorized, their affiliates may use the Marks in connection with their activities and services in accordance with the rules and guidelines set forth in this Manual.

Widespread and consistent use of the Marks strengthens the identity and image of Farm Bureau as a single, integrated, national organization representing the interests of farmers and ranchers in the United States. Consistent and proper use also supports our efforts to protect the Marks and preserve and enhance the valuable goodwill and reputation they symbolize.

Proper Use

Capitalization

Farm Bureau®, Young Farmers and Ranchers (YF&R) Program, Women’s Leadership Committee, and all county names (i.e. Douglas County Farm Bureau, La Plata County Farm Bureau, etc.) must be presented in all capital letters.

Use of Federal Registration Symbol ®

Farm Bureau®, FB®, the FB Logo, American Farm Bureau Federation®, AFBF®, and numerous other marks that include the words Farm Bureau® are registered with the U. S. Patent and Trademark Office. When using a registered mark, the federal registration symbol (the letter “R” in a circle ®) should be used as follows:

AFBF®

FB®

Farm Bureau®

American Farm Bureau Federation®

Colorado Farm Bureau®

The registration symbol ® should be used as often as is practical so as to provide notice that the Marks are registered. However, it is only necessary to use the symbol with the first or most prominent appearance of a Mark in a single document, article, webpage, etc.

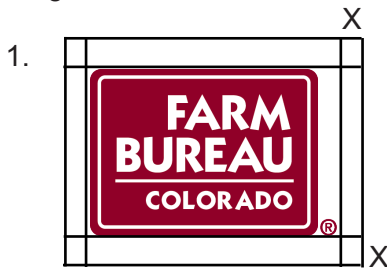
Use of Text with Logo

When county Farm Bureau organizations or affiliate companies use the FB Logo in conjunction with their company’s name, the use of Kabel Bd font with capital letters is required, along with maintaining the proportionality of the text and spacing between the text and the FB Logo. Kabel Bd font is available as part of the Adobe Creative Cloud font collection or may be purchased from a third-party vendor.

Please reach out to the state office for state, county, and program-specific logos.

Space and Proportions

1. Leave clear space around the logo (see examples below).
2. As the logo is enlarged, the associated text and the spacing between elements must also be proportionately enlarged.



Keep
proportional
space, no
matter the
size.

The black lines represent the clear space around the logo that should be free of any text, graphics, borders, or other images. The minimum measurement "X" is equal to the height of the capital letters in the text.

Color

The Colorado Farm Bureau logo should always be printed in either its red, black, or white form, as shown below. The color specifications for the red/burgundy are:

CMYK: C 27, M 100, Y 82, and K: 28
RGB: R: 144, G: 0, B: 40
Hex: 900028



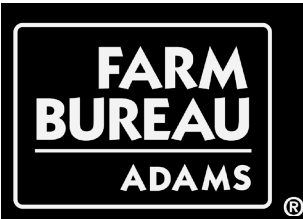
* For text accompanying the two-color logo, the preferred text color is Black and CMYK.

** Black only: Used when CMYK not available.

*** Reverse: Used when logo is placed on a solid color or image or when more contrast is needed. Black box is not part of the logo. It represents a solid background.

Examples of Proper Use

Proper Use of State, County, and Program Usage:

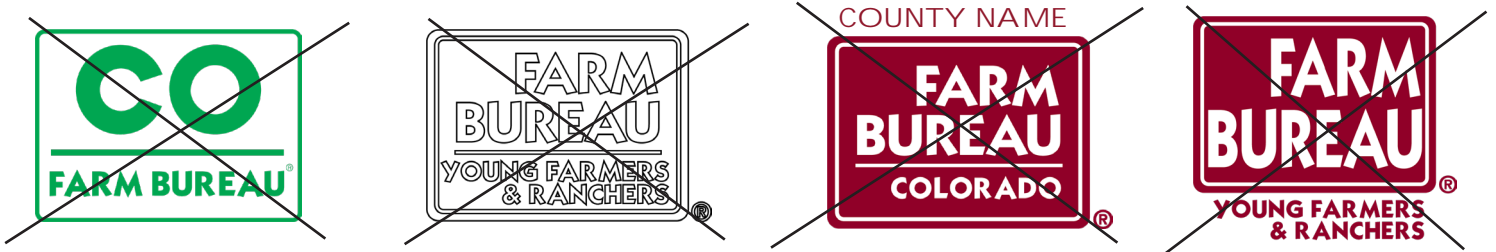


Proper Use with Other Logos:

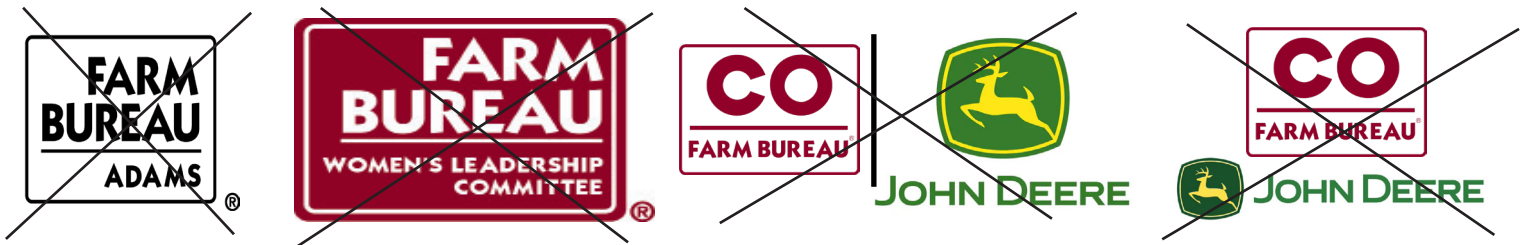


Examples of Improper Use

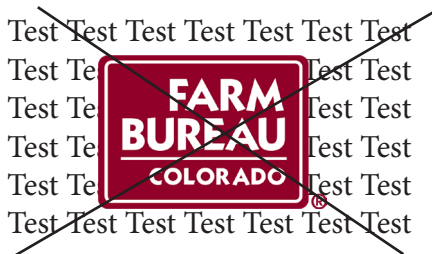
Do not change the appearance of any element of the logo, or reproduce the logo (or any accompanying text) in colors other than those permitted in this manual. Do not break, cut, or rearrange the logo. Do not use an outlined version of the Colorado Farm Bureau logos.



Always size the logo proportionally, especially when combined with other logos.



Do not superimpose the logo over copy or as a watermark under copy.



Mission Statement

When using the Colorado Farm Bureau mission statement, it should read accurately and in its entirety, as shown below:

Colorado Farm Bureau promotes, protects, and enhances agriculture and rural communities.

Questions about these Guidelines
should be directed to:

The Colorado Farm Bureau Office:
9177 E Mineral Circle
Centennial, CO 80112

Melissa Weaver, Director of Communications
Melissa@ColoradoFB.org
or
Media@ColoradoFB.org

The following pages will include the
American Farm Bureau Federation Standards and Guidelines.

American Farm Bureau Federation®

MARKS USE MANUAL

Revised December 2023

AFBF®

FB®

Farm Bureau®

American Farm Bureau Federation®

Voice of Agriculture®



American Farm Bureau Federation®



Farm Bureau®

The American Farm Bureau Federation[®], its members, and affiliated companies have used the trademarks Farm Bureau[®], FB[®], Voice of Agriculture[®], The Voice of Agriculture[®], and the national Farm Bureau Logo (the “FB Logo”) (collectively, the “Marks”) for years to identify themselves and their services as being associated with the national Farm Bureau organization. The Marks are designations that are distinctive and representative of the goodwill and reputation of Farm Bureau as the unified voice representing the interests of America’s farmers and ranchers.

This Manual sets forth guidelines for use and licensing of the Marks and provides other important information relative to these Marks. All state and county Farm Bureau organizations and, where authorized, their affiliates may use the Marks in connection with their activities and services in accordance with the rules and guidelines set forth in this Manual.

Widespread and consistent use of the Marks strengthens the identity and image of Farm Bureau as a single, integrated, national organization representing the interests of farmers and ranchers in the United States. Consistent and proper use also supports our efforts to protect the Marks and preserve and enhance the valuable goodwill and reputation they symbolize.

Proper Use

Capitalization

Farm Bureau®, American Farm Bureau Federation®, Voice of Agriculture®, and The Voice of Agriculture® must be presented in all capital letters or initial capitals, and the letters FB® in all capitals.

Use of Federal Registration Symbol ®

Farm Bureau®, FB®, the FB Logo, American Farm Bureau Federation®, AFBF®, Farm Bureau Insurance®, Voice of Agriculture®, The Voice of Agriculture®, and numerous other marks that include the words Farm Bureau® are registered with the U. S. Patent and Trademark Office. When using a registered mark, the federal registration symbol (the letter “R” in a circle ®) should be used as follows:

AFBF®
FB®
Farm Bureau®
American Farm Bureau Federation®
Voice of Agriculture®
The Voice of Agriculture®
Farm Bureau Insurance®
[State] Farm Bureau® Federation
[State] Farm Bureau® Insurance

Note that if a Farm Bureau organization’s full name is registered (e.g., Idaho Farm Bureau Federation®), then the registration symbol is placed at the end of the full name. Likewise, if a Farm Bureau insurance company’s full name is registered (e.g., Texas Farm Bureau Insurance®), then the registration symbol is placed at the end of the full name.

The registration symbol ® should be used as often as is practical so as to provide notice that the Marks are registered. However, it is only necessary to use the symbol with the first or most prominent appearance of a Mark in a single document, article, webpage, etc.

Style Guidelines for Logo

Color

The FB Logo—sometimes referred to informally as the “bug”—should always be printed in either its two-color form or its one-color form (black or white), as shown below. The color specifications are:

Black and PANTONE 485.

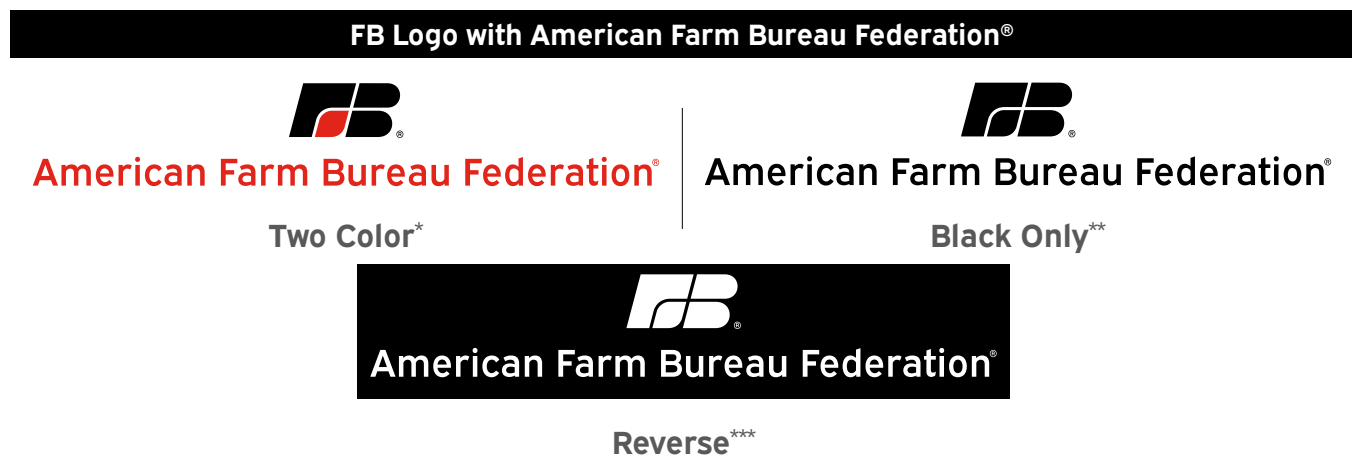
CMYK build for PANTONE 485: Cyan: 0%; Magenta: 95%; Yellow: 100%; and Black: 0%



Use of Text with Logo

When the name Farm Bureau® or American Farm Bureau Federation® is used with the FB Logo, it must be presented in initial capital letters in Expressway Semibold font as depicted below. Art files from AFBF Creative Services are available in several formats on The Feed and can be obtained by request via email to CreativeServices@fb.org. Ongoing use by a state or county Farm Bureau organization or their affiliate companies of text styles approved prior to the date of this Manual is also permissible (e.g., all capital letters or American Gothic Bold or Warnock Pro Semibold font).

When state or county Farm Bureau organizations or affiliate companies use the FB Logo in conjunction with their company’s name, the use of Expressway Semibold font with initial capital letters is encouraged, along with maintaining the proportionality of the text and spacing between the text and the FB Logo. Expressway Semibold font is available as part of the Adobe Creative Cloud font collection or may be purchased from a third-party vendor.



*Two color: Black and Pantone 485 or CMYK. For text accompanying the two-color logo, the preferred text color is Black for Farm Bureau® and Pantone 485 for a specific company name (e.g., Indiana Farm Bureau®).

**Black only: Used when Pantone 485 or CMYK are not available.

*** Reverse: Used when logo is placed on a solid color or image or when more contrast is needed. Black box is not part of the logo. It represents a solid background.

Secondary options:
Use secondary options when space is limited.
These options can also be used in CMYK, black only, and reverse.



Examples of Logo with State Farm Bureau® Name



Examples of Logo with County Farm Bureau® Name



Space and Proportions

1. Leave clear space around the logo (see example below).*
2. As the logo is enlarged, the associated text and the spacing between the elements must also be proportionately enlarged.

1.



* Clear Space is the area surrounding the logo that should be free of any text, graphics, borders, or other images. The minimum measurement "X" is equal to the height of the capital letters in the text.

2.



Use of Logo with Other Logos

The logo should not be used in subordination to another logo or art form. This means the logo should be proportional to, or at least as large as, the other logo used when co-sponsoring.

Example of Proper Use:



Example of Improper Use:



Style on Non-paper Surfaces (Etching, Carving, Stamping, Molding, Etc.)

When the FB Logo is used on non-paper surfaces, such as plastic, glass, metal, brick, concrete, wood, or leather, the natural color of the non-paper surface may be substituted for the preferred style color for the entire logo color.

Improper Use

Uses Contrary to Use Manual

Any use of the Marks that is contrary to this Manual is an improper use.

Altering the Appearance of the Logo

Examples*:

1. Do not change the appearance of any element of the logo.



2. Always size the logo proportionally.



3. Do not break the logo into pieces, cut pieces out of it, or substitute other letters or graphics into it.



4. Do not superimpose the logo over copy or as a watermark under copy.

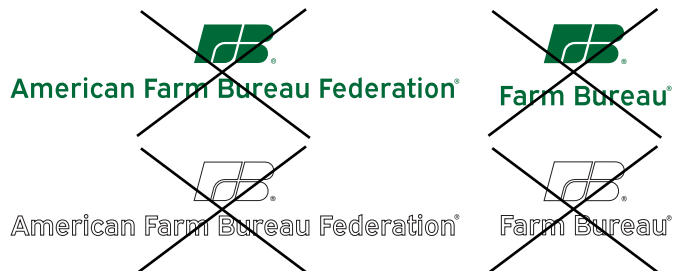
Giam quae. Nam, et, si netum verciunt dis plis ea por senis ducia volupta sus eium viducit ~~FB~~ eseditatur magnihitCus unt, qds, cor rerore plant elit aut adigendis poreptam, oscatem dolo commolore, comnisi nest, quunt laturios

Giam quae. Nam, et, si netum verciunt dis plis ea por senis ducia volupta sus eium viducit ~~FB~~ eseditatur magnihitCus unt, qds, cor rerore plant elit aut adigendis poreptam, oscatem dolo commolore, comnisi nest, quunt laturios

5. Do not incorporate the logo into another logo configuration.



6. Do not reproduce the logo or accompanying text in colors different from those permitted in this Manual, outline the logo, or use outline font.



*Please reach out to the Director, Creative Services if you are uncertain or have any questions.

Additional Information, Requirements, and Restrictions

Activities, Programs, and Services

Use the Marks on membership cards, business cards, letterhead, signage, advertising, and promotional materials, and in other media to indicate sponsorship of activities and services by and/or affiliation with the Farm Bureau.

Ensure use of the Marks only in connection with activities and services that are consistent with the provisions of the AFBF Membership Agreement and the philosophy, objectives, and policies of the national Farm Bureau organization.

Geographical Designation

A geographic designation (the name of a state, county, region, or other AFBF Board-approved geographic designation) should always appear in proximity to the name Farm Bureau® and the letters FB® when used to identify a service or program offered or sponsored by one or more Farm Bureau organizations. The purpose of the geographic designation is to avoid possible confusion between different services or programs offered or sponsored by different Farm Bureau entities. The name Farm Bureau® and the letters FB® may not be used in the name of a new affiliated company or domain name unless a geographic designation also appears in such name.

When used by state or county Farm Bureau organizations or their affiliates, the FB Logo should always be accompanied by a geographic designation or name of a specific company, service, or program to avoid possible confusion with any national AFBF services or programs.

Prohibited Use of Marks on Goods for Sale

The Marks should not be used as a product brand name for goods sold, such as Farm Bureau® Orange Juice or FB® Soy Nuts. This is not permitted because it mischaracterizes Farm Bureau® as a commercial entity engaged in the manufacture and sale of products, rather than a national membership organization dedicated to serving and representing farmers and ranchers. Use of the Marks on products that are sold or given away to promote the organization, such as hats or shirts, is permitted as long as the use conforms to this Manual.

Use of the Marks to Show Sponsorship of Goods or Services

Subject to permission from the AFBF Board of Directors, the Marks may be used on goods or services in connection with a third-party trademark for the purpose of showing Farm Bureau sponsorship or endorsement.

Internet Uses and Policy

State and county Farm Bureau organizations and their affiliates may describe their services under the Marks on websites and other digital platforms, but, in accordance with the AFBF Membership Agreement, they may not provide or offer to provide services outside of their geographical area of jurisdiction.

Who Has the Right to Use Farm Bureau[®], FB[®], the FB Logo, and Voice of Agriculture[®]

The right to use the name Farm Bureau[®], FB[®], the FB Logo, and Voice of Agriculture[®] (the “Marks”) is granted by the American Farm Bureau Federation to state Farm Bureau organizations, county Farm Bureau organizations, and, under certain circumstances, to affiliated companies of such organizations under the uniform Membership Agreement between AFBF and the state Farm Bureau organizations.

Under the Agreement:

1. AFBF Is the Owner and Licensor

“On behalf and for the benefit and protection of the collective Farm Bureau organization (County, State and National), AFBF owns the Marks with the sole right to obtain registrations for the Marks in the United States Patent and Trademark Office and in all other trademark registries or comparable record systems in the United States and elsewhere throughout the world.” Section 4(a).

2. State and County Farm Bureau Organizations Are Licensees

“So long as State Association remains a signatory to this Agreement, State Association shall be the one and only state-wide member entitled to AFBF membership and authorized to use the Marks, either directly or through Affiliates approved pursuant to Section 4(d), within the respective territory of State Association.” Section 4(b).

“So long as a County Farm Bureau Association remains a member or affiliated local unit of State Association, that County Farm Bureau Association shall be authorized to use the Marks only within the territory of that County Farm Bureau Association.” Section 4(c).

3. Affiliate Companies May Become Licensees Only with AFBF Board Permission

“AFBF and State Association shall ensure that no Affiliate shall use the Marks without obtaining written permission from the AFBF Board of Directors or the AFBF Executive Committee during the periods between regular meetings of the AFBF Board of Directors. AFBF may revoke such permission upon request by State Association or upon action by the AFBF Board of Directors.” Section 4(d).

4. Affiliates Are Companies Controlled by Farm Bureau

“‘Affiliate’ or ‘Affiliates’ shall mean those companies or other entities which use the Marks in the conduct of their affairs and which are subject to control by one or more State or County Farm Bureau Associations and/or AFBF through such means as ownership (including partial ownership), positions on the Board of Directors or licenses, or other methods of control approved by the AFBF Board of Directors.” Section 1(a).

5. Conditions of Use

“Use of the Marks by AFBF, State Association, the County Farm Bureau Associations, and their Affiliates shall be governed by the provisions of this Agreement and by the Farm Bureau Marks Use Manual, which is ... incorporated herein by reference, and which may be revised from time to time by the AFBF Board of Directors.” Section 4(e).

6. Control Over Use of Marks

“Each party hereto shall maintain sufficient control of its Affiliates, and State Association shall ensure that its County Farm Bureau Associations maintain sufficient control of their Affiliates, including Affiliates operating on behalf of two or more State Associations, to assure that the Affiliates comply with the rules governing their use of the Marks, as stated in this Agreement, the Farm Bureau Marks Use Manual, and any applicable trademark license or other document providing for control over the use of the Marks as may be required by the AFBF Board of Directors.” Section 4(f).

AFBF Board Permission for Affiliated Company Use

As described above, affiliate companies can only use the Marks with AFBF Board of Directors permission. Centralized ownership and control of any trademark is important to maintain the quality of goods or services offered under the mark and to ensure the mark's strength as an indicator of quality to all who see it.

The permission process ensures that sufficient control is maintained over use of the Marks. Quality control is critical because when a trademark owner/licensor fails to exercise quality control over uses of the trademarks, then the owner may be found to have "abandoned" its mark, and associated rights may be forfeited.

Permission to use the Marks may be granted subject to the terms of the Membership Agreement and such further licensing agreement requirements as may be specified by the AFBF Board of Directors.

When Should Permission Be Requested?

The general rule is that AFBF Board of Directors permission is required for any use of the Marks by any entity other than a state or county Farm Bureau organization. If a state or county Farm Bureau is using the Marks in connection with its own activities, conducted by its own personnel, and advertised and promoted through its own media or through outside media at its direction and control, then permission is not necessary, since state and county Farm Bureau organizations have a license to use the Marks under the Membership Agreement [Sections 4(b) and (c)].

However, if an entity other than a state or county Farm Bureau organization wishes to use the Marks, AFBF Board permission is required. This includes use of the Marks by any separate legal entity, even one that is wholly owned by the state or county Farm Bureau organization. If such an affiliated company wishes to use the Marks on its own materials (for example, in connection with a member benefit program), or in its name (as is the case, for example, with many Farm Bureau insurance companies), the relevant state or county Farm Bureau organization must request permission from the AFBF Board of Directors.

If you have any questions regarding whether permission for use of the Marks is required, please contact the AFBF Office of General Counsel.

Procedure to Request Permission:

Permission should be requested for affiliated company use of the Marks as follows:

1. By a permission request letter addressed to the AFBF President and submitted to the AFBF Office of General Counsel by the state Farm Bureau president(s) for the state(s) in which the affiliated company will use the Marks.
2. In the case of an affiliated company that is controlled by the state Farm Bureau through ownership or common directors, the letter should include:
 - a. A brief explanation of how the affiliate is controlled by the state Farm Bureau organization.
 - b. An explanation of the program or services to be provided in connection with the Marks and the manner of use (i.e., company name, website, advertisements, etc.)
 - c. A current copy of the articles of incorporation and bylaws of the affiliate.
3. In the case of all other companies (e.g., non-related affiliates, third-party vendors, etc.), the letter need only include the information mentioned in 2(b) above. Note that in these situations the AFBF Board of Directors will only grant permission subject to control over the use of the Marks through a written license agreement.

The AFBF Office of General Counsel is available to assist with the permission process. In addition to the above, the AFBF Office of General Counsel may request additional information in connection with a permission request.

Licensing Farm Bureau[®], FB[®], the FB Logo, Voice of Agriculture[®], and The Voice of Agriculture[®]

Trademark licenses differ depending on the circumstances surrounding each licensed use of the Marks. However, AFBF requires that each license contain certain provisions as described below. **The AFBF Office of General Counsel must approve all licenses before execution** and is available to assist in drafting appropriate licensing language. Usually, the “licensor” will be either AFBF or a state Farm Bureau organization.

1. The Granting Clause

The granting clause describes what rights are granted to the licensee, for example: Licensor hereby grants to Licensee a non-exclusive, non-transferable, royalty-free license to use Farm Bureau[®], FB[®], the FB Logo, Voice of Agriculture[®], and The Voice of Agriculture[®] (hereinafter called the “Marks”) only in connection with [the services are described here] (hereinafter called the “Services”), and only within the State of _____ (hereinafter called the “Territory”).

2. No Challenge Clause

In this clause, the licensee agrees not to challenge the validity of the Marks and AFBF’s ownership of the Marks.

3. AFBF’s Ownership of the Marks

Here, the licensee acknowledges AFBF’s ownership of the Marks and agrees not to register them in its own name or claim any ownership rights in the Marks.

4. Prior Approval of All Uses of the Marks

This clause gives the licensor the right to prior approval of all uses of the Marks by the licensee and requires the licensee before use to provide the licensor with samples of all materials and displays in any media bearing the Marks.

5. Quality Standards and Maintenance

Fundamental trademark law requires a mark owner/licensor to control the nature and quality of the services rendered by a licensee under the licensed mark to ensure that they are performed at a consistent level. Thus, every valid trademark license must contain provisions that set standards for the nature and quality of the licensee’s services and that provide the licensor with the right to monitor the nature and quality of the services.

6. Form of Use

The license should also set forth rules as to the mode or manner of use of the Marks (e.g., signage, print or electronic advertisements, websites). Farm Bureau[®], Voice of Agriculture[®], and The Voice of Agriculture[®] must be presented in all caps or initial caps, FB[®] in all caps, and the use of the FB Logo must conform to the style guidelines contained in this Manual. The federal registration symbol (the letter “R” in a circle [®]) must appear with the Marks when practical, and materials bearing the Marks should contain a legend that explains the Marks are registered and owned by AFBF. AFBF may prescribe other rules depending on the circumstances surrounding the license.

7. Indemnification

This provision requires the licensee to indemnify the licensor for any liability caused by the licensee’s activities under the Marks, except for charges that the Marks infringe prior trademark rights of others.

8. Infringement

The license agreement gives AFBF the sole right to take legal action to enforce or protect the Marks against infringements or allegations of infringement and allows AFBF to require the licensee to participate in such legal action.

9. Compliance

In performing its obligations under the license agreements, the licensee is required to comply with all federal, state, and local laws and regulations.

10. Assignment and Sublicensing

The license agreement prohibits assignment or sublicensing of the licensed rights without AFBF's permission.

11. Term

The license agreement must always be effective for a set term, not perpetual. Provisions often are made for renewal of the license for additional terms.

12. Termination

This clause authorizes the licensor to terminate the license if the licensee breaches any of its provisions. Usually, the licensee will be given a period in which to cure the breach before termination can occur, except for failure to maintain quality standards, in which case the license can usually be terminated immediately with no cure period.

The AFBF Office of General Counsel may require further safeguards and requirements in each license as dictated by the facts surrounding the license.

Enforcement and Policing of Unauthorized Uses

To maintain and protect ownership of the Marks, the American Farm Bureau Federation must conscientiously investigate alleged unauthorized uses of the Marks, including uses of designations that could be considered "confusingly similar" to the Marks.

AFBF has successfully enforced ownership rights in the Marks and has stopped unauthorized infringing users in past litigation before the courts and in the U.S. Patent and Trademark Office.

Any unauthorized uses of the Marks or uses of designations that seem confusingly similar should immediately be reported to the AFBF Office of General Counsel.

Questions about the style guidelines in
this Manual may be directed to:

Creative Services

American Farm Bureau Federation®
600 Maryland Avenue, SW, Suite 1000W
Washington, DC 20024

(202) 406-3600

creativeservices@fb.org

Other questions about the
requirements stated in this Manual
may be directed to:

Office of General Counsel

American Farm Bureau Federation®
600 Maryland Avenue, SW, Suite 1000W
Washington, DC 20024

(202) 406-3600



American Farm Bureau Federation®

600 Maryland Avenue, SW | Suite 1000W | Washington, DC 20024