



PROGRAM LOGO & ACKNOWLEDGEMENT GUIDELINES

The NC Specialty Crop Block Grant Program (NCSCBGP) logo is for the exclusive use of the program coordinators, NC Department of Agriculture & Consumer Services and for grantees. Projects are strongly encouraged to utilize the logo and acknowledgement statements in order to provide proper recognition to the program and its funding. Grantee project leaders may use their own discretion as to which of the three logo versions they deem appropriate to their project. Recognition of the NCSCBGP informs all beneficiaries of not only the funding source, but of the partnerships established to support significant specialty crop projects!

The NCSCBGP Logo should be utilized in the following ways:

- Power point presentations, to group meetings
- Field Days, other group meetings
- Video and audio messages
- Media ads such as TV, radio, social media
- Written materials including brochures, publications, reports
- Printed signs, banners, displays
- And any other visual resource related to the project

In addition...

- The NCSCBG Logo colors and wording should not be altered in any way
- The logo should not be smaller than 1" x 2" when used on an 8 1/2" x 11" sheet
- When resized, the logo should be resized in consistent proportions
- Proofs of any planned printed materials or permanent signs utilizing the logo should be emailed to the NCSCBG Coordinator for approval
- Upon request, the NCSCBG office will provide 18" x 24" logo signs with stands that are suitable for events such as field days or trade shows

All versions of approved logos can be seen on the next page and are available in the following formats to grantees: pdf, jpg, png. These logo files will be available to all grantees from the NCSCBG Office.

WORDING/RECOGNITION PHRASES

When crediting the program for its funding support in news releases, articles, etc., the program names should be used in one of the following ways:

- North Carolina Specialty Crop Block Grant Program
- NC Specialty Crop Block Grant Program

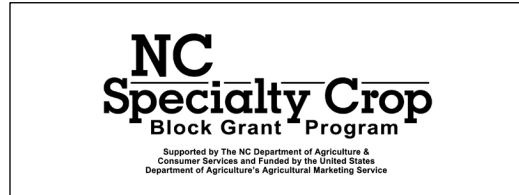
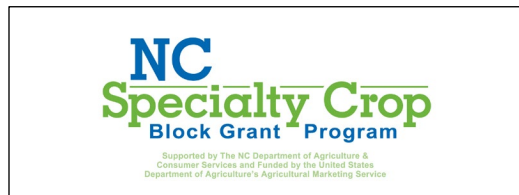
The following recognition is also appropriate and encouraged for printed materials:

The NC Specialty Crop Block Grant Program, is supported by the NC Department of Agriculture & Consumer Services with funding from the US Department of Agriculture's Agricultural Marketing Service.

For printed materials such as guides, regulations, books, etc., please include the following disclaimer, as per USDA guidelines:

Funding for [Project or Publication] was made possible by the U.S. Department of Agriculture's (USDA) Agricultural Marketing Service through grant [Insert Agreement Number]. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the USDA.

APPROVED LOGOS (All versions available in 2-color and black and white)



Have questions, need more information or need logo files?

Contact Jenni Keith at jenni.keith@ncagr.gov or Jeff Jennings at jeff.jennings@ncagr.gov.