

# STYLE GUIDELINES

A guide for maintaining consistency and cohesion across all communications



## LOGO ITERATIONS



Primary logo—seal  
Preferred logo for marketing to  
Maine consumers



Secondary logo—stacked  
Stacked Real Maine logo for marketing  
to a wide range of consumers



Secondary logo—horizontal  
Horizontal Real Maine logo for  
marketing to a wide range of consumers

## LOGO COLORS & USAGE



Light backgrounds  
Use the green logo on  
white or light-colored  
backgrounds—potentially  
adapt to the teal logo  
overtime



Dark backgrounds  
Use the white logo on dark-  
colored backgrounds



Primary logo use  
on product  
Solid green seal logo with  
the specialized tagline for  
products distributed within  
New England and beyond

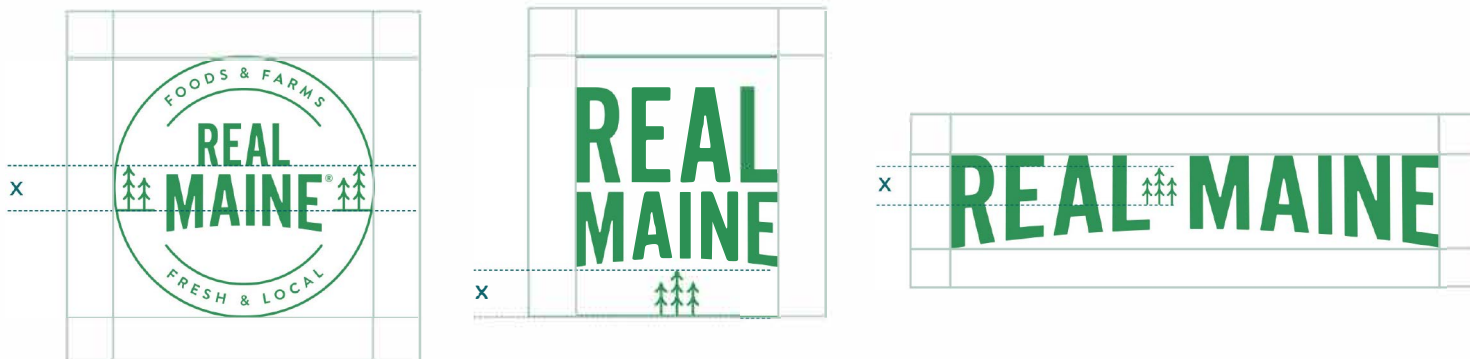


Secondary logo use  
on product  
Alternative to primary logo  
with use of the stacked logo  
in a teal color and better  
integrates with existing  
product packaging

# LOGO COLORS & USAGE, continued

Consistent use of our logo will reflect cohesive and unified program. Adjusting the logo in ways that are inappropriate with only dilute the power of our program.

**Clear space:** Ensure the logo maximizes visibility and impact with adequate clear space around it.



**Don'ts:** No adjustments or alterations should be made to the logos.



**Minimum sizes:** To maintain clarity and legibility the logo should not be smaller than the outlined measurements.



Seal: 1.75 in. minimum size



Stacked: 1 in. W



Horizontal: 0.5 in. H minimum size

## REAL MAINE GREEN

CMYK: 80 27 87 0

PMS: 364 C

RGB: 62 144 86

HEX: 3E9056

## QUESTIONS?

## [DOWNLOAD PRIMARY LOGO](#)

Real Maine is a marketing initiative led by the Maine Department of Agriculture, Conservation and Forestry . If you have questions about the new "Real Maine" logos and refresh process, or would like to request an alternate logo style, please reach out to Director of the Division of Agricultural Resource Development, Michelle Webb at michelle.t.webb@Maine.gov