

Brand Guidelines



Funded by the soybean checkoff.

FOR EXTERNAL USE

DRIVEN TO DELIVER

ADDRESS

1255 SW PRAIRIE TRAIL PKWY
ANKENY, IA 50023

PHONE

515-251-8640

WEB

iasoybeans.com

Last updated January 2024

OVERVIEW

Welcome to Iowa Soybean Association's brand guidelines. These guidelines contain detailed information on all elements of our brand. They:

- outline what our brand stands for;
- make it easier for you to work within our brand framework; and
- help you present our brand correctly and consistently.

Our brand sets us apart from other organizations in the non-profit sector and highlights our achievements. It helps us connect farmers, colleagues and partners with our company and our goals.

Your cooperation in branding will foster a strong, unified image that will further the reputation of our entire organization.

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LOGO DESIGN

01

Our logo

This is our most important brand asset. It's our history and values in the form of a highly recognized symbol. We use it consistently to maintain a strong brand.

LOGOS AND USAGE

LOGO | NON-CHECKOFF

The logo should always appear in the full color version, unless it's on a dark background. In that case, the white version can be used. The black version is to be used for times when the full color and white versions do not work.

Always use the official version of the logo, which can be requested from our media page on our website.

Using this logo indicates the project is **not** funded using checkoff funds. It is also used on projects that have an element of policy or advocate membership.

We have developed this logo without the use of the checkmark to show where our organization is working to leverage non-checkoff resources when developing and securing local, state and national policies and regulations that impact our farmers operations.

If you are unsure which logo to use, please contact Brock Johnston, ISA Public Relations Manager (bjohnston@iasoybeans.com).

For more information on attribution, please see page 6.

Main Logo



Reverse Logo



Black Logo



LOGOS AND USAGE

LOGO | CHECKOFF

The logo should always appear in the full color version, unless it's on a dark background. In that case, the white version can be used. The black version is to be used for times when the full color and white versions do not work.

Always use the official version of the logo, which can be requested from our media page on our website.

For more information on attribution, please see page 6.

Main Logo



Reverse Logo



Black Logo



LOGOS AND USAGE

ATTRIBUTION

Whenever possible, we should show attribution under the logo demonstrating checkoff compliance. The attribution should be one of the following: “Funded by the soybean checkoff.”, “Partially funded by the soybean checkoff.” or “Not funded by the soybean checkoff.”

“Funded by the soybean checkoff.”

Using this logo indicates the project is fully-funded by checkoff funds, without outside sponsorship. This cannot be used in conjunction with policy or advocate membership in any way.

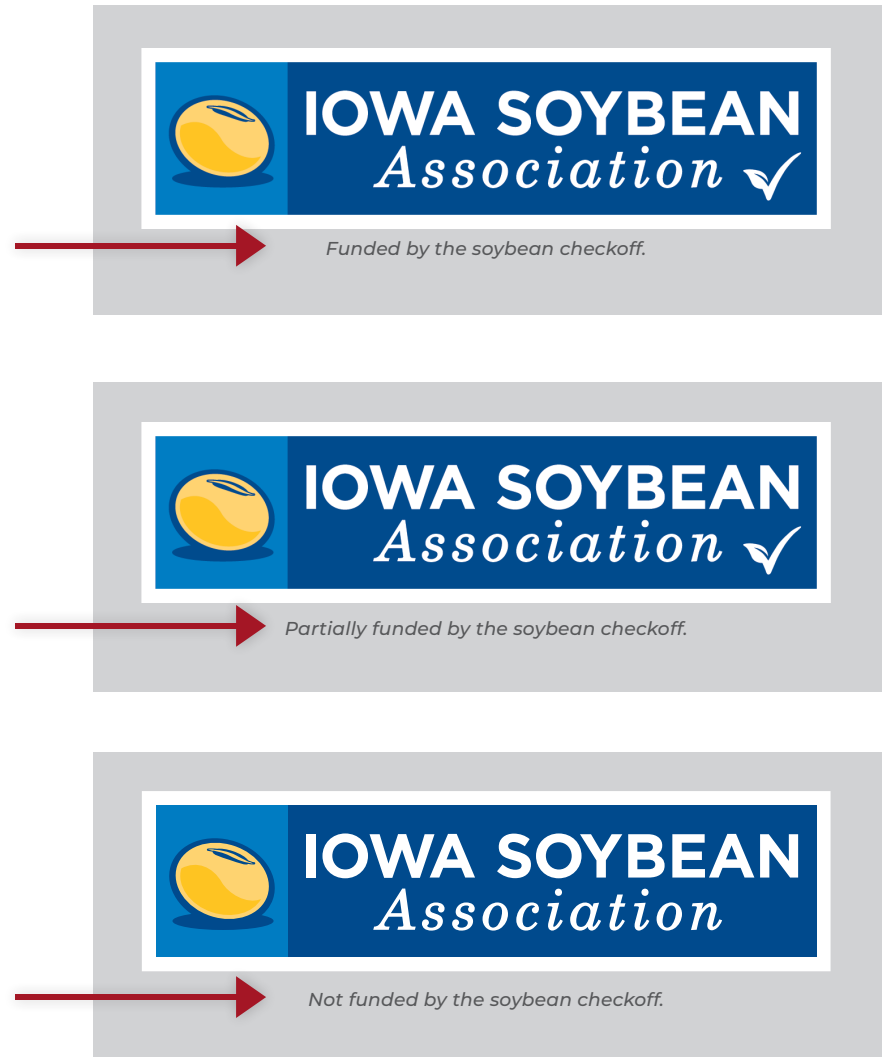
“Partially funded by the soybean checkoff.”

This language is required to accompany the logo for projects partially funded with checkoff funds and/or in addition to sponsor funds.

“Not funded by the soybean checkoff.”






We have developed this logo without the use of the checkmark to show where our organization is working to leverage non-checkoff resources when developing and securing local, state and national policies and regulations that impact our farmers’ operations.

If you have questions regarding checkoff compliance please contact Brock Johnston (bjohnston@iasoybeans.com) to ensure we are giving proper attribution.



LOGO | CORRECT USE

Here are examples of where we've used the logo correctly on light, dark and photographic backgrounds.

 <p>IOWA SOYBEAN <i>Association</i> ✓</p> <p>Color logo over light backgrounds</p>	 <p>IOWA SOYBEAN <i>Association</i> ✓</p> <p>Color logo over dark backgrounds</p>
 <p>IOWA SOYBEAN <i>Association</i> ✓</p> <p>Black logo over light backgrounds</p>	 <p>IOWA SOYBEAN <i>Association</i> ✓</p> <p>White logo over dark backgrounds</p>
 <p>IOWA SOYBEAN <i>Association</i> ✓</p> <p>Ensure the logo is clearly visible when applied over images</p>	 <p>IOWA SOYBEAN <i>Association</i> ✓</p> <p>Ensure the logo is clearly visible when applied over images</p>

LOGO | INCORRECT USE

Here are some examples of where the logo has been used incorrectly:

 <p>Don't use old versions of the logo</p>	 <p>Don't use old versions of the logo</p>
 <p>Don't resize elements of the logo</p>	  <p>Don't rotate or stretch the logo</p>
 <p>Don't color the logo</p>	 <p>Don't use the logo on a background with a similar lightness or darkness</p>

COLOR PALETTE 02

Our brand colors

Colors represent an important and identifiable part of our visual identity.

PRIMARY COLOR PALETTE

The colors in our brand palette are impactful, easy to recognize and unique, which builds and strengthens our brand identity. They have been chosen carefully to complement each other while offering range and depth. You can use tints and shades to add depth and texture to a design that already features their base color. Don't use tints and shades independently.

HEX	#004A8D
RGB	0, 75, 141
CMYK	100, 67, 0, 23

HEX	#0070C3
RGB	0, 125, 195
CMYK	89, 43, 0, 0

HEX	#FFC425
RGB	255, 196, 35
CMYK	0, 24, 94, 0

HEX	#FFD370
RGB	255, 219, 114
CMYK	0, 13, 66, 0

100	80	60	40	20
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100	80	60	40	20
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100	80	60	40	20
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100	80	60	40	20
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SECONDARY COLOR PALETTE

The use of our primary color palette reinforces our brand identity and ensures consistency across everything we communicate. There are, however, a few circumstances where we can make use of a limited number of additional colors to strengthen our message.

Color Group	HEX	RGB	CMYK
Dark Orange	#C65E35	198, 94, 53	16, 74, 89, 6
Light Orange	#CF7953	207, 121, 83	13, 59, 71, 5
Dark Green	#91A22B	145, 162, 43	36, 9, 100, 20
Light Green	#D0D170	208, 209, 112	21, 8, 70, 0

Below the main color blocks, there are four rows of five color swatches each, corresponding to the four color groups. Each row shows the color at 100%, 80%, 60%, 40%, and 20% opacity or saturation levels.

For questions on external use of these resources, please contact
Brock Johnston, ISA Public Relations Manager.



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