

Graphic Design Standards for the Massachusetts Grown and Fresher Logo

Graphic identity is usually a symbol or logo that supports an organizational identity. Identity is much more than the implementation of a logo. It is a structure for communicating and presenting information about the organization clearly and with distinction. The standards and guidelines presented here have strong Department support. Following these standards will be strengthen the entire Massachusetts Grown and Fresher community with clarity and effectiveness in all print and electronic communications.

At the same time, it is not possible to anticipate all of the possible uses and applications of this program's identity—this brief is intended to be an introduction and guide to implementing the basic components of our identity system and developing a greater awareness of the Massachusetts Grown and Fresher program. When the graphic system is correctly implemented, this identity will consistently distinguish the program's publications and advertising—throughout print, electronic and other visual materials.

In this way, these standards will provide consistent visual unity to our publications and presentations.

For questions and/or requests for information, camera-ready reproduction art and electronic files, please contact Richard LeBlanc at Richard.LeBlanc@mass.gov.

Massachusetts Grown and Fresher Signatures

The term signature refers to the joining of two primary elements in the graphic identity system—state agricultural symbol and the logotype. The logotype consists of the word identifiers—“Massachusetts grown...and fresher” set in the official Frutiger Bold typeface and style. In order for the signature to be used effectively in a considerable variety of applications, the system provides seven (7) different signatures for general use. Each signature has a unique proportion or format and must not be altered in any way. When a signature is reduced or enlarged, it should always be treated as one unit. All elements should be sized proportionately. Enlarge to any size that is practical and necessary, but do not reduce to a size which reduces the height of the state outline and the logotype to less than 5/8". The integrity of the signature demands that no words or images crowd, overlap or merge with it. A minimum clear zone equal to the height of the logotype is required.



Reproduction art and files

Electronic (Adobe Illustrator™ EPS) files of the logos are available and have the greatest range of flexibility. The art is also available as a tiff, jpg, or gif, depending on the application of the signature.

Do not reduce any of the camera-ready art or any electronic file more than 50% and do not reproduce the signature smaller than 5/8" in height from the top of the state outline to the baseline of the logotype.

Clear zone The integrity of the signature demands that no words or images crowd, overlap or merge with it. All words and images used in proximity should be placed no closer than the distance equal to the height of the entire signature.



For reproduction of the signature larger than 6" in width, enlarge the 6" width camera-ready art or use the electronic file. Use only authorized camera-ready art or the official electronic (Illustrator EPS) files to reproduce the signature. Do not use third-generation art of any kind for reproduction purposes.

Black & white

Process

Dark green = 100% cyan , 71% yellow, 43% black
Light green = 40% cyan , 28% yellow, 17% black
Red = 100% magenta, 81% yellow, 4% black
Blue = 51% cyan, 9% yellow



One Pantone ink

Dark green = PMS 342



Two Pantone inks

Dark green = PMS 342
Red = PMS 186



Three Pantone inks

Dark green = PMS 342
Light green = 40% PMS 342
Red = PMS 186
Blue = PMS 305



RGB for web only (web safe colors)

Dark green = 006633
Light green = 00CC66
Red = FF0000
Blue = 66CCCC

