

## Usage guidelines – the logo

There are many benefits from adopting the Home Grown logo on your plant labels and marketing material not least the creation of one symbol that consumers will come to recognise whatever part of the country they live in as standing for British grown plants.

These guidelines have been created to ensure that these benefits are realised through the consistent and controlled use of the Home Grown logo by growers throughout the country.

## Permitted use of the logo

The logo is only to be used in the formats shown in this document. All Home Grown logo artwork is available as eps, jpeg or png files from the BPOA.



## Not permitted

- stretching or scaling the logo disproportionately
- reversing out of a coloured background
- altering colours
- moving the leaf/flag icon in relation to the text
- using the leaf/flag icon without text

## Usage guidelines – plant labels

Growers are permitted to include their business name and location/address on the label with the Home Grown logo. There are no requirements for the typeface or colour of this text. We recommend using a standard sans serif typeface such as Arial, and keeping the text in black or the Home Grown blue. This gives the text clear visibility and complements the Home Grown logo. The Home Grown logo typeface is Century Gothic Bold.

## Grower-specific text

Text recommended be updated to the following specifications:

Business name and address text recommended be set as Arial Bold or Century Gothic Bold in black or Home Grown blue centred under logo, with business name and location/address split onto two separate lines.

## Home Grown colours

Pantone references	RED= Pantone 703C	C=15 Y=100 M= 90 K=10
		R=190 G=30 B=45
	BLUE = Pantone 285C	C=85 Y=50 M=0 K=0
		R=85 G=117 B=188

## Logo application – plant labels

Logo positioning on labels – the logo can be centred, positioned left or right, depending on space available. The logo must have a clear space surrounding all sides, no less than 1mm. The minimum width of the logo is 9mm.

## Logo application – marketing and promotional

Use of standard logo – this logo can be used in all forms of marketing, promotional, advertising and stationery. The logo can be centred, positioned left, or positioned right, depending on space available. The logo must have a clear white space surrounding all sides, no less than 6mm. The minimum width for the logo is 15mm.