



CERTIFIED SOUTH CAROLINA Logo Usage Guidelines

The Certified South Carolina program is a cooperative effort among producers, processors, wholesalers, retailers, restaurants, and the South Carolina Department of Agriculture (SCDA) to brand and promote South Carolina produce and products. Our goal is for consumers to easily identify, find, and buy South Carolina products.

CONTENTS

<u>Logo Colors</u>	2
<u>Proportions / Clear Space / Sizes</u>	3
<u>Certified South Carolina Logo</u>	4
<u>Certified SC Grown Logo</u>	5
<u>Certified SC Product Logo</u>	6
<u>Certified SC Seafood Logo</u>	7

Introduction

This logo usage guide will help you in using the logos and colors for the Certified South Carolina program.

Please note that there are some 16 different versions of what at first might appear to be the same logo. Please review how each is used to ensure you are using the correct mark.

Contact the South Carolina Department of Agriculture with any questions.

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Trademark Statement

The logos contained in this guide have been designed and created for the South Carolina Department of Agriculture. Permission for use of this Federally Trademarked material is granted solely by the SCDA.

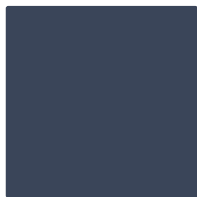
A signed licensing agreement or approved Certified South Carolina application must be on file with the SCDA prior to use of any of these trademarked logos. Any unapproved use of these materials can result in liability under Federal Trademark Laws.

Logo Usage

Certified SC logos may not be used in any manner that suggests they are the business's own logo or brand identity. When displayed on a business's website, the Certified SC logo must be clearly accompanied by language such as "Member of Certified SC" or another approved designation that accurately reflects the business's relationship with Certified SC.

Logo Colors

Colors are referenced by the Pantone Matching System (PMS)



PMS 2379 C
CMYK 79, 68, 44, 32
RGB 60, 69, 89
Hex # 3C4559



PMS 368 C
CMYK 60, 0, 96, 0
RGB 105, 186, 74
Hex # 70BF4A



PMS 180 C
CMYK 17, 91, 89, 6
RGB 196, 60, 50
Hex # C33C32

Color Usage

PRIMARY COLOR

Blue

SECONDARY COLOR

Green

TERTIARY COLOR

Red

PRINT (4C)



Preferred color version for use in printed materials.

WEB/DIGITAL



Preferred color version for use in TV, digital display, or web.

3 SPOT COLORS



This is the preferred version for print when full color is not an option and solid inks need to be specified.

1 SPOT COLOR, BLACK, OR WHITE



For printed materials where only one spot color can be specified, use the blue logo.

Use black or white logos for black & white usage.

Proportions

The CSC logos should be scaled to maintain proportion. **Never** stretch, skew, lengthen or otherwise distort the mark, including the ® or SM symbols.

Correct



Incorrect



Clear Space

All occurrences of the CSC logos must have a specific clear space around them. This means no other objects or media edges can be closer to the logo than the line of the clear space (except for small PLU-style stickers). The clear space is measured by the distance from the wave to the lower parallel of the state shape as shown:

Correct



Incorrect



Minimum and Maximum Sizes

PRINT

minimum

0.5 inch wide



DIGITAL

minimum

72 pixels wide



OUTDOOR/POSTERS

minimum

$\frac{1}{4}$ scale: 1 inch wide (4 feet actual size)

$\frac{1}{2}$ scale: 1 inch wide (2 feet actual size)

$\frac{3}{4}$ scale: 1 inch wide, or $\frac{1}{8}$ of the shortest edge of the page
(e.g. 1 inch for 8.5 × 11 inches, 2.25 inches for 18 × 24 inches)

Certified South Carolina (CSC) Logo



When to Use?

The CSC logo is used for general Certified South Carolina program materials.

CMYK / 3 Color Spot



Used with CMYK (4c) or 3 spot colors printing. A web version is available for digital media.

1 Color Spot



Used with 1 spot color, PMS 2379.

Black



Used when only black is available and screening isn't supported, such as photocopied flyers, coarse screen printing, etc.

White



Used on a dark color background when full color is not suitable.

Certified SC Grown (CSCG) Logo



When to Use?

The CSCG logo is used in general produce/farm advertising and on labels for produce grown in South Carolina. Do not use for processed or manufactured products.

CMYK / 3 Color Spot



Used with CMYK (4c) or 3 spot colors printing. A web version is available for digital media.

1 Color Spot



Used with 1 spot color, PMS 2379.

Black



Used when only black is available and screening isn't supported, such as photocopied flyers, coarse screen printing, etc.

White



Used on a dark color background when full color is not suitable.

Certified SC Product (CSCP) Logo



When to Use?

The CSCP logo is used in general processed or manufactured goods advertising and on labels for products processed/made in South Carolina.

CMYK / 3 Color Spot



Used with CMYK (4c) or 3 spot colors printing. A web version is available for digital media.

1 Color Spot



Used with 1 spot color, PMS 2379.

Black



Used when only black is available and screening isn't supported, such as photocopied flyers, coarse screen printing, etc.

White



Used on a dark color background when full color is not suitable.

Certified SC Seafood (CSCS) Logo



When to Use?

The Certified SC Seafood logo is used by approved Certified SC Seafood members for advertising seafood products that are caught, harvested, or farmed in South Carolina waters.

CMYK / 3 Color Spot



Used with CMYK (4c) or 3 spot colors printing. A web version is available for digital media.

1 Color Spot



Used with 1 spot color, PMS 2379.

Black



Used when only black is available and screening isn't supported, such as photocopied flyers, coarse screen printing, etc.

White



Used on a dark color background when full color is not suitable.