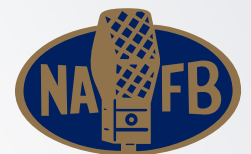




Branding Guidelines

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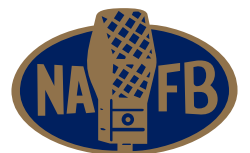
Branding Guidelines

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INTRODUCTION

The National Association of Farm Broadcasting (NAFB) is dedicated to serving the interest of the agricultural community and creating value for its Broadcast member stations and networks. For more than 70 years, since the first association meeting, May 5, 1944 in Columbus, Ohio, NAFB has been the recognized voice of agriculture. Through programs and services, NAFB deepens the farm broadcasting industry's understanding of agriculture and agribusiness, and empowers its members to investigate and educate rural America about leading-edge technology and productivity.

To complement our history and to support our position in the market, we have developed brand standards to be used consistently at every touch point, externally and internally. NAFB brand standardization guide is a strategic marketing resource that we will continually grow, manage, respect and protect. This strategy enables us to focus on building the NAFB brand together and to clearly differentiate ourselves in the

minds of our clients. The consistent use of the guidelines will help strengthen our clients' experience with us and help contour expectations of our visual identity. These guidelines are designed to provide a clear set of rules to follow for the best use of our name, logo and colors. No derivative of the NAFB logo or these guidelines is acceptable without prior approval from NAFB.

Association Membership is represented by three councils, which make up the membership.

Broadcast Council (BC)

BC members represent radio, television, Internet, satellite and digital delivery of farm and rural community programming

Management & Sales Council (MC)

MC members represent sales managers, general managers, and owners of broadcast entities are eligible to join NAFB when they have a BC member.

Allied Industry Council (AIC)

Industry partners are important of our association. We welcome involvement from agribusiness companies, marketing agencies, commodity organizations, and other allied business that are integral to NAFB.



1.0 – Name and Brand Architecture

To support our vision of providing our clients with a consistent, high quality level of service, it is necessary to present a unified brand, including the name.

In 2005, the name of the organization was changed to the National Association of Farm Broadcasting (“NAFB”). The National Association of Farm Broadcasting (NAFB) name and logo must appear in the form prescribed here, on all company marketing and communication materials. The National Association of Farm Broadcasting name and acronym represent our brand, and, to ensure a consistent message, they cannot be altered.

In every communications piece, the full name of “National Association of Farm Broadcasting” should be used in the following ways:

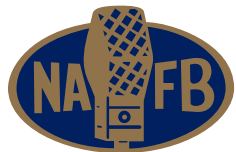
- As the first use in headlines/subheads, and
- With the first mention of the brand name in all written copy

In subsequent mentions you may use the full “National Association of Farm Broadcasting” name or, at your discretion, the acronym of “NAFB”. No other derivative names are permitted.

2.0 - National Association of Farm Broadcasting Logo

Our logo is the most critical and recognizable element of the National Association of Farm Broadcasting brand. Its consistent and thoughtful application is the cornerstone of a strong global identity. The logo represents our brand, and, to ensure a consistent message, cannot be altered.

PRIMARY LOGO



Two-Color Logo

The two-color NAFB logo is the preferred version. It should be used whenever possible.

BLACK AND WHITE LOGO



Black or White Logo Treatments

If the medium of your communication does not allow for color (e.g. fax, classified ads), the black and white logo can be used. There will also be times where it may make sense to reverse the logo in white (embroidery is a good example of this use).



OTHER VERSIONS



One-Color Logo Treatments

The one-color NAFB logos are to be used in the case of restrictive production limitations (e.g., one-color silk screening on a mug), use the one-color logo. The blue version is the preferred one-color version for print. When the NAFB logo is shown on a dark background, be sure to use the gold version seen here. Gold can also be used in emboss or deboss productions. Gold metallic may also be used sparingly for specialized printing or promotional materials.



LOGO FILE FORMATS

EPS

EPS files are the preferred file formats. Because these are vector-based files, they are scalable and generally provide the best reproduction in print. They should be used on all professionally printed pieces.

TIFF

A good choice for Microsoft Word or other applications where the logo will be seen primarily in printed form.

PNG

PNG files are most often used in digital media, such as the web and PowerPoint. They have transparent backgrounds, so they're a good choice for non-white backgrounds.

JPG

Use JPEG files in digital media, such as the web and PowerPoint presentations with white backgrounds.

LOGO COLOR FORMATS

CMYK

These files are optimized for print applications. This is usually the easiest and best file format to use for print, especially in applications that will also include other brand elements or photography.

Black and White

For print applications with limited or no color capability, use the all-black or black-and-white versions.

RGB

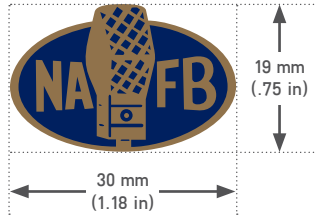
RGB files are used in on-screen applications of the logo, such as PowerPoint or the web.

PMS

Pantone® Matching System is a global standard for spot-color matching in print applications. Only the flat color logo versions are available in the PMS color model. These are a good choice for signage and newsprint.

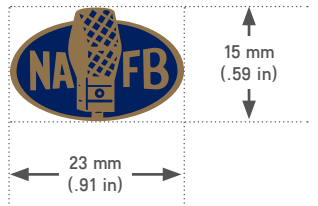
2.1 - Logo Size and Clear Space

STANDARD AND MINIMUM SIZE



Standard Size

The standard size is 19mm (.75 in) in height. The standard size is a good starting point for many typical print applications, including advertising.



Minimum Size

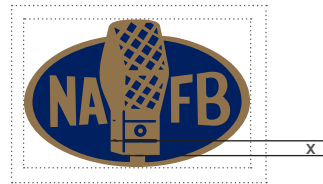
The smallest size the logo should be used is 15mm (0.59 in.) in height. Below that size, the legibility of the logo may become degraded. If the size of the logo in your application approaches the minimum size, please double-check that all type is legible before publishing.

CLEAR SPACE



Standard Clear Space

It's important to keep the area immediately surrounding the logo free and clear of distracting elements. For most applications, this clear space should be a minimum measure equal to the height of base of the microphone. This measure will grow or shrink depending on the size of the logo. If possible, provide even more space around the logo to maximize its impact.












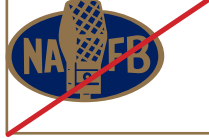









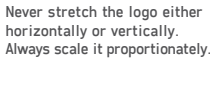
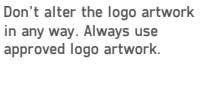
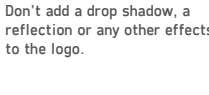


Minimum Clear Space

In certain applications where space is at a premium (signage, banners and advertising), use the alternate minimum clear space. In this case, the clear space is equal to the height of the bottom microphone level.

2.2 - Logo Application Matrix

The following matrix provides details on which version of the logo to use by application. Any questions about logo usage outside of these applications should be directed to marketing.

LOGO VERSION	APPROVED USE	INAPPROPRIATE USE	EXAMPLES OF INAPPROPRIATE USE		
	<ul style="list-style-type: none"> All online and electronic applications Business cards and stationery All professionally printed, full-color brochures Full-color advertising Signboards and banners Professional profiles Case studies 	Embroidery			
	<ul style="list-style-type: none"> Spot color advertising Promotional items supporting only one spot color Embroidery Deboss or emboss foil printing 	<ul style="list-style-type: none"> In any full color application On any dark background 			
	<ul style="list-style-type: none"> Spot color advertising Promotional items supporting only one spot color Embroidery Deboss or emboss foil printing 	<ul style="list-style-type: none"> In any full color application On any light background 			
	<ul style="list-style-type: none"> Classified ads Black and white printed materials Deboss or emboss foil printing 	<ul style="list-style-type: none"> In any full color application On any dark background Digital media (web, PowerPoint or other) 			
	<ul style="list-style-type: none"> 2-color Ads White-printed materials (promo bags, t-shirts, etc.) Deboss or emboss foil printing Embroidery 	<ul style="list-style-type: none"> In any full color application On any light background 			
	<ul style="list-style-type: none"> *Deboss or emboss *Foil printing *Embroidery <p>*Please seek approval of NAFB Marketing prior to use</p>	*In any other application			

2.3 – NAFB Foundation Logo

As a vital element of NAFB, the NAFB Foundation helps ensure a strong future for the farm broadcasting profession and industry. The NAFB Foundation is the nonprofit charitable and educational arm of NAFB. It is focused on enhancing the value of agriculture, food production and rural lifestyle through the various forms of broadcasting, while assisting and benefiting industry partners, students, future broadcasters and the general broadcast audience. The NAFB Foundation works to keep the quality and viability of the farm broadcasting profession and industry at the highest level through the support of NAFB education, marketing and research activities, annual student scholarships and internship grants to stations and networks.

FOUNDATION LOGO



Two-Color Logo

The two-color NAFB Foundation logo is the preferred version. It should be used whenever possible to represent the NAFB Foundation.

OTHER VERSIONS



One-Color Logo Treatments

The one-color NAFB Foundation logos are to be used in the case of restrictive production limitations (e.g., one-color silk screening on a mug), use the one-color logo. The blue version is the preferred one-color version for print. When the NAFB Foundation logo is shown on a dark background, be sure to use the gold version seen here. Gold can also be used in emboss or deboss productions. Gold metallic may also be used sparingly for specialized printing or promotional materials.

BLACK AND WHITE LOGO



Black or White Logo Treatments

If the medium of your communication does not allow for color (e.g. fax, classified ads), the black and white logo can be used. There will also be times where it may make sense to reverse the logo in white (embroidery is a good example of this use).

2.4 – NAFB News Service Logo

A true News Service for the NAFB Broadcast Council members, the NAFB News Service provides Broadcast Council members with daily industry news and information, supplied by members and industry partners. The NAFB News Service website, www.nafbnewservice, is the first stop for members every morning. NAFB News Service provides a valuable connection between the agricultural industry, farm broadcasters, and rural audiences on more than 1,800 radio stations nationwide.

NAFB NEWS SERVICE LOGO



Two-Color Logo

The two-color NAFB News Service logo is the preferred version. It should be used whenever possible to represent the NAFB Foundation.

OTHER VERSIONS



One-Color Logo Treatments

The one-color NAFB News Service logos are to be used in the case of restrictive production limitations (e.g., one-color silk screening on a mug), use the one-color logo. The blue version is the preferred one-color version for print. When the NAFB Foundation logo is shown on a dark background, be sure to use the gold version seen here. Gold can also be used in emboss or deboss productions. Gold metallic may also be used sparingly for specialized printing or promotional materials.

BLACK AND WHITE LOGO



Black or White Logo Treatments

If the medium of your communication does not allow for color (e.g. fax, classified ads), the black and white logo can be used. There will also be times where it may make sense to reverse the logo in white (embroidery is a good example of this use).

3.0 – Color Palette

The NAFB marketing materials primarily make use of the primary colors in the logo (2757c and 872c). For vivid accents, use the secondary and tertiary colors. Gold Metallic should be only for specialized printing, such as promotional materials, t-shirts, stickers, etc.

PANTONE COLORS

PMS (Pantone Matching System): The most accurate representation of each of the This system is used in print applications instead of—or in addition to—CMYK color.

CMYK EQUIVALENTS

(Process Color): Process builds use international standards for printing with the four process colors: Cyan, Magenta, Yellow and Black (CMYK). Values range from 0% to 100% for each of the four colors.

RGB EQUIVALENTS

(Screen Color): For on-screen applications. RGB refers to the three colors of the visual spectrum, Red, Green and Blue. RGB values range from 0 to 255 for each of the three colors.

HEXADECIMAL VALUES

(Screen Color): For on-screen applications. Hex values are arranged into three groupings of two characters each, representing Red, Green and Blue, and are compatible with HTML and other programming languages.

*NON-METALLIC VALUES

(Printing Only): Primarily used as a non-metallic substitute for PMS Gold when printing requires PMS treatment and the preferred metallic gold is not conducive to the printing outcome.

*Please seek guidance from NAFB Marketing prior to use.

PRIMARY BRAND COLORS



2757 C



872 C



C: 100
M: 93
Y: 31
K: 31



C: 40
M: 48
Y: 77
K: 17



R: 0
G: 31
B: 95



R: 141
G: 115
B: 74



#06357A



#B4975A

SECONDARY COLORS



P 179-13 C



368 C



C: 0
M: 0
Y: 0
K: 82



C: 58
M: 2
Y: 100
K: 0



R: 84
G: 84
B: 86



R: 119
G: 88
B: 31

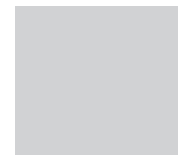


#535456



#78BA2F

TERTIARY COLORS



P 179-3 C



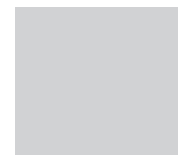
7485 C



C: 0
M: 0
Y: 0
K: 20



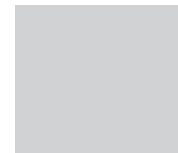
C: 18
M: 4
Y: 31
K: 0



R: 209
G: 211
B: 212



R: 210
G: 221
B: 197



#D1D2D4



#D1DDBC

*NON-METALLIC



466 C

4.0 - Fonts and Typography

The NAFB brand uses two type families to create a distinctive and memorable aesthetic. The Freeroad font family is the primary typeface and should be used for most applications. It is a clean, modern typeface that communicates a professional and organized business approach. For all Microsoft Office programs, use standard PC font Calibri in the same font hierarchy, respectively.

HEADER / SUBHEADER TYPEFACE

Freeroad Light

Freeroad Regular

Freeroad Bold

Freeroad Black

Freeroad Light Italic

Freeroad Regular Italic

Freeroad Bold Italic

Freeroad Black Italic

BODY COPY TYPEFACE

Calibri Light

Calibri Regular

Calibri Bold

Calibri Italic

Calibri Bold Italic

WEB SAFE TYPEFACE

Calibri Light

Calibri Regular

Calibri Bold

Calibri Italic

Calibri Bold Italic

HEADLINE SAMPLES

Headlines can be set in NAFB Blue, Grey or White. Be sure there is sufficient contrast in size and color to differentiate the headlines versus the subheads and body copy. (Black to be used only in black & white publication).

Freeroad Headline

Freeroad Bold, title case, NAFB Blue, 25 pt

FREEROAD HEADLINE

Freeroad Regular, upper case, NAFB Blue, 25 pt

Freeroad Headline

Freeroad Bold, title case, NAFB Grey, 25 pt

FREEROAD HEADLINE

Freeroad Regular, upper case, NAFB Grey, 25 pt

Freeroad Headline

Freeroad Bold, title case, NAFB White, 25 pt

FREEROAD HEADLINE

Freeroad Regular, upper case, NAFB White, 25 pt

4.1 – Typography Specifications

Subheads in text documents are generally upper case NAFB Blue. Styles may be adjusted to suit your layout.

SUBHEADS

Subheads in text documents are generally title case NAFB Gold. Styles may be adjusted to suit your layout.

This is a Subhead Style

Freeroad Regular title case, NAFB Gold, 14 pt with 18 pt leading

THIS IS A SUBHEAD STYLE

Freeroad Regular title case, NAFB Gold, 14 pt with 18 pt leading

SECTION HEADERS

Section Headers in text documents are generally upper case NAFB Gold or upper case NAFB Blue, 9 pt. Styles may be adjusted to suit your layout.

THIS IS A SECTION HEADER

THIS IS A SECTION HEADER

BODY COPY

Body text sizes may be adjusted for layout and space considerations. Generally, body text is Calibri 10 pt with 12 pt leading. Be sure you are consistent with the size, style and color of the body text within any single document. Do not use grays lighter than 82% for body copy.

This is sample body copy. This is sample body copy.
This is sample body copy. This is sample body copy.
This is sample body copy.

SUBHEAD LAYOUT SAMPLES

THIS IS A SAMPLE This is a Subhead Style

Freeroad Regular upper case, NAFB Blue, 25 pt, two spaces, Freeroad Regular title case NAFB Gold, 14 pt

This is a Sample

THIS IS A SUBHEAD STYLE

Left aligned, Freeroad Bold title case, NAFB Blue, 25 pt headline, Freeroad Regular upper case, NAFB Gold, 14 pt font size with 18 pt leading.

SECTION INTRODUCTION

Section introductions are Freeroad Light Italic, title case, NAFB Gray, 18 pt font with 21 pt leading. Sizes may be adjusted.

This is a section introduction.

PULL QUOTES AND SECTION INTRODUCTION

Pull quotes are Freeroad Light Italic, title case, NAFB Gray, 12 pt font with 15 pt leading. Contributor name is Freeroad Regular, NAFB Blue, 10 pt font with 14 pt leading. Contributor's company name is Freeroad Regular, NAFB Gold, 9 pt font with 11 pt leading. Sizes may be adjusted to suit layout.

"This is a pull quote. This is a pull quote. This is a pull quote."

First Lastname

COMPANY

3 mm

This is a Sample

This is a Subhead Style

Right aligned, Freeroad Bold title case, NAFB Blue, 25 pt headline, Freeroad Regular title case, NAFB Gold, 14 pt font size with 18 pt leading.

RULES

Horizontal rules like the one above are used to highlight headlines and subheads and to help define areas of a layout. They are 1 pt (it's okay to modify the line weight if needed) and can be colored NAFB Blue, Gold, Gray, Black or White. They are generally the same color as the headline or subhead immediately above or below.

HYPERLINKS

Hyperlinks are set in a contrasting color, preferably NAFB Gold. Underline optional depending on layout.

Here's an example of how a [hyperlink might look](#) within body copy.

BULLETED TEXT

- This is bulleted text.

5.0 – Copy Statements

Copy statements bring focus to the development of a marketing strategy and the marketing plan and tactics supporting that strategy. While a copy statements can appear quite simple, the repeated use of them can be quite effective. Copy statements do not have to be set in stone. While there is value in keeping the same statements so that your marketing plan has consistency and a chance to work through time, business environments can change quickly. If competition changes, NAFB might need to change copy statement to recognize what that change means for the brand.

Radio Planning Starts Here

Reaching Farm Audiences for 70 Years

6.0 – Association Events

Association events are held throughout the year for professional development, education and industry relations. NAFB member events carry their own unique logo and creative to help designate the Member Events from the overall NAFB Brand.

Washington Watch & Spring Issues Forum

Held every year in Washington D.C., Washington Watch provides Broadcast Council members with in-depth political reporting on critical issues facing their audience. Spring Issues Forum allows Washington D.C. based AIC members to meet one-on-one with broadcasters and discuss current events as it relates their organization and members.

WASHINGTON WATCH & SPRING ISSUES FORUM LOGOS

NAFB Convention

The NAFB Convention is held each November in Kansas City, Mo. Every year a new logo and convention theme is selected by the President-Elect. The logo and convention materials don't have to follow the NAFB Brand Guidelines for color and headline. It is recommended that the body copy font stays consistent with the overall Brand Guidelines.

PAST CONVENTION LOGOS



Trade Talk

The centerpiece event of the NAFB Convention, Trade Talk, provides a forum for allied industry to connect with farm broadcasters to discuss current industry news and events. Trade Talk is a news gathering event for member broadcasters. Trade Talk has its own unique standalone logo.

TRADE TALK LOGO

**TRADE
TALK**

7.0 – Photography Guidelines

When preparing for a photo shoot or selecting stock imagery, try to keep the overall goals of the NAFB brand in mind. There are essentially three types of images we use: 1) portraits of our professionals; 2) conceptual images to represent our brand, capabilities, or local specialization; and, 3) photos of events. So, it follows that the type of imagery we choose for any given application should be based upon its given objective.

DIGITAL CAMERAS

If a digital camera is to be used, please be aware of the following:



HIGH RESOLUTION: The highest quality setting on your camera will provide you with a photograph which is ideal for printing at sizes up to full-page or even larger. Depending on your camera and its memory card, you may find that you can only take a few high resolution shots at a time. The file size should be approximately 2Mb or larger.



MEDIUM RESOLUTION: The medium resolution setting will typically provide you with a half-page photo, suitable for printing at sizes smaller than full-page. The file size should be approximately 1-2Mb.



MEDIUM RESOLUTION: The lowest setting is typically not suitable for printing and should be avoided if possible, as the photo size will be too small for most marketing purposes. As a general rule, file sizes smaller than 1Mb are low resolution and should not be used.

ASSOCIATION BOARD OF DIRECTORS MEMBERS AND STAFF

Employee portraits should be taken by a professional photographer whenever possible and particularly for senior executives. They should be taken in a controlled light setting to achieve best results. To create consistency throughout all employee portraits, each portrait should be imaged with gray gradient background as seen in this sample:



CONCEPTUAL PHOTOGRAPHY

Visual qualities of conceptual imagery will vary widely depending on the application and the objective of the communication. However, all images should feature uncluttered compositions, and light, open and optimistic environments. When people are shown in stock photography, they should be in motion or silhouetted, having natural, comfortable expressions and body language. All photos should be free of outside branding (i.e. John Deere, CAT, etc.).



EVENT PHOTOGRAPHY

Event photography can be the greatest challenge, as events are often dimly lit and oversized ballrooms. It's important to have a good flash on your camera or use a tripod. Event photos published for either internal or external marketing communications should be cited with the name of the person or people appearing in the photograph from left-back to front-right. Photographs of people enjoying the event who are not facing the camera do not need to be cited.

8.0 - Email Signature Guidelines

Email signatures are very similar to business cards and represent the quality and professionalism of an individual and a company. To provide a consistent and professional experience, we have developed the following email signature format.

SAMPLE EMAIL SIGNATURE

Tom Brand

EXECUTIVE DIRECTOR

National Association of Farm Broadcasting

P 816.431.4032 | F 816.431.4087 | E tom@nafb.com
1100 Platte Falls Road | PO Box 500 | Platte City, MO 64079

www.nafb.com



*Promotional Area (NAFB Planner Banner, Convention Banner, etc.)

*Seek guidance from NAFB Marketing for appropriate use

Tom Brand

————— Name should be in NAFB Blue, Calibri Bold 16 pt font size, title case.

EXECUTIVE DIRECTOR

————— Title to appear as it does on your business card. NAFB Gold, Calibri Regular 10 pt font size, 12 pt leading, upper case.

National Association of Farm Broadcasting

————— NAFB Gray, Calibri Bold, 12 pt font

P 816.431.4032 | F 816.431.4087 | E tom@nafb.com

↑
NAFB Gold
Calibri Regular
8 pt font
Upper case

↑
NAFB Gray
Calibri Regular
12 pt font

↑
NAFB Gold
Calibri Regular
8 pt font
Upper case

↑
NAFB Gray
Calibri Regular
12 pt font

↑
NAFB Gold
Calibri Regular
8 pt font
Upper case

↑
NAFB Gold
Calibri Regular
Underlined
12 pt font

1100 Platte Falls Road | PO Box 500 | Platte City, MO 64079

└————— NAFB Gray, Calibri Regular 12 pt font size

www.nafb.com

————— Hyperlink to website. NAFB Gold, Calibri Bold, 12 pt font



————— Please use the pre-sized logo file labeled NAFBLogoBIGId_email.png



————— Social Media Icons should point to designated NAFB company pages

8.1 - Email Signatures in Outlook

Create a signature - Microsoft Outlook

1. Open a new message. On the Message tab, in the Include group, click Signature, and then click Signatures command on the ribbon



2. On the E-mail Signature tab, click New.
3. Type a name for the signature, and then click OK.
4. In the Edit signature box, type the text that you want to include in the signature. (see Email Signature Guidelines)
5. To format the text, select the text, and then use the style and formatting buttons to select the options that you want.
6. To add elements besides text, click where you want the element to appear, and then do any of the following:

OPTIONS	HOW TO
To add an electronic business card	Click Business Card, and then click a contact in the Filed As list. Then click OK
To add a hyperlink	Click Insert hyperlink icon Insert Hyperlink, type in the information or browse to a hyperlink, click to select it, and then click OK
To add a picture	Click Insert a picture icon Picture, browse to a picture, click to select it, and then click OK. Common image file formats for pictures include .bmp, .gif, .jpg, and .png.

7. To finish creating the signature, click OK.
Note The signature that you just created or modified won't appear in the open message; it must be inserted into the message.

Insert a signature - Microsoft Outlook

1. Open a new message. On the Message tab, in the Include group, click Signature, and then click Signatures command on the ribbon



2. Under Choose default signature, in the E-mail account list, click an email account with which you want to associate the signature.
3. In the New messages list, select the signature that you want to include.
4. If you want a signature to be included when you reply to or forward messages, in the Replies/forwards list, select the signature. Otherwise, click (none).

