BRAND & STYLE GUIDELINES

The brand is registered and cannot be altered in any way either with typography or graphics. It is registered with the NC Secretary of State's office and controlled by the NC Department of Agriculture - Marketing Division. All graphic files for both the brand and tagline are produced and controlled by the Graphic Design Section.

It is preferred and necessary for the logo versions be used for specific types of media and best reproduction. EXAMPLES BELOW:

.eps = used for printing high quality images, ie. vector image without loss of quality
.jpg = can be high or low resolution and used for video/web. This will have a white background behind it.
.png = can be high or low resolution and used for video/web. This image will have a transparent background.
.pdf = used for print files. This can be saved high or low resolution. Print quality is 300dpi at 100% of the size you wish to print the logo. Low resolution is 72dpi. This is a second choice to the .eps file if one is not given.

These two versions represent our BRAND STANDARDS

Both would be considered the most used and recognizable use of the brand. The colors and the location of "Agriculture" and website identify both as the preferred brand standard.

AGRICULTURE got to be NC™

AGRICULTURE got to be NC™ gottobenc.com

COMMODITY SPECIFIC

For marketing efforts focused on a single commodity. Commodity names are represented in this specific location in conjunction with the brand.

got to be NC™ CHRISTMAS TREES

To include NCDA CONNECTION/TAGLINE

AGRICULTURE got to be NC™ NORTH CAROLINA DEPARTMENT OF AGRICULTURE & CONSUMER SERVICES

AGRICULTURE got to be NC™ NORTH CAROLINA DEPARTMENT OF AGRICULTURE & CONSUMER SERVICES More Than Just Agriculture, IT'S GOT TO BE NC.

AGRICULTURE got to be NC™ More Than Just Agriculture, IT'S GOT TO BE NC.

APPROVED COLOR STANDARDS FOR ABOVE

got to be NC™ got to be NC™ got to be NC™ got to be NC™

REVERSED OUT OPTION FOR DARKER BACKGROUNDS

Approved Font used in copy text and logo:
Myriad Pro • Pantone 123 C - Yellow • Pantone 348 C - Green
Note: make sure to use the pantone **COATED** swatch and NOT uncoated swatch to assure the correct build of colors is represented in print pieces.

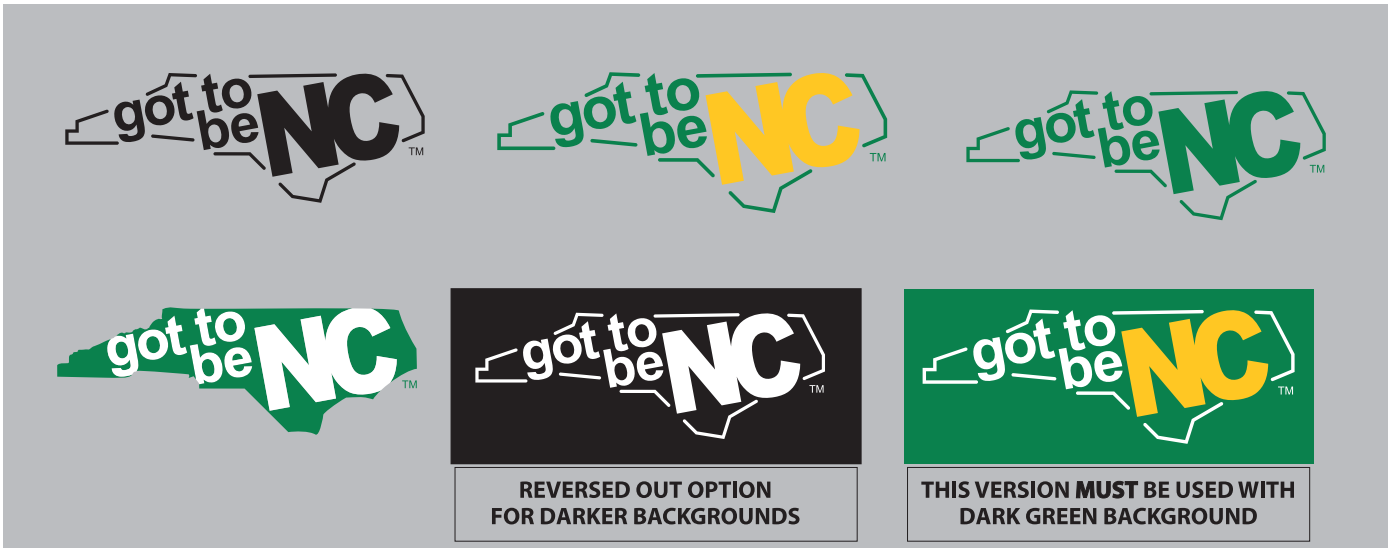
Pantone 123 C Yellow	Pantone 348 Green	Black	White
R252 G201 B23 Hex #FCC917	R0 G130 B74 Hex #00824A	R0 G0 B0 Hex #000000	R255 G255 B255 Hex #FFFFFF
C2 M20 Y100 K0	C93 M24 Y100 K13		

SPECIALTY USES OF OUR BRAND

This is the APPROVED PACKAGE version of the Got to Be NC logo.
The logo is trademarked and should not be compromised with any other typography or conflicting graphics.
Only approved versions are shown below for brand use. Do not stretch, apply any patterns, or alter the logo in any way.

APPROVED PACKAGE USE VERSION

Product packaging labels and small format needs:
5/8" to 3/4" (outline of state is broken to enlarge the words)



APPROVED "CAROLINA SELECT" PACKAGING STICKER OPTIONS

Approved Font used in copy text and logo:
Myriad Pro • Pantone 123 C - Yellow • Pantone 348 C - Green
*Note: make sure to use the pantone **COATED** swatch and NOT uncoated swatch to assure the correct build of colors is represented in print pieces.*

Pantone 123 C Yellow	Pantone 348 Green	Black	White
R252 G201 B23 #FCC917	R0 G130 B74 #00824A	R0 G0 B0 #000000	R255 G255 B255 #FFFFFF
C2 M20 Y100 K0	C93 M24 Y100 K13		

BRAND & STYLE GUIDELINES

The brand is registered and cannot be altered in any way either with typography or graphics. It is registered with the NC Secretary of State's office and controlled by the NC Department of Agriculture -Marketing Division. All graphic files for both the brand and tagline are produced and controlled by the Graphic Design Section.

These two versions represent the BRAND STANDARD
(FOR SEAFOOD)

Both would be considered the most used and recognizable use of the brand. The colors and the location of "SEAFOOD" and website identify both as the preferred brand standard.

To include NCDA&CS OR TAGLINE

APPROVED COLOR STANDARDS FOR ABOVE

REVERSED OUT OPTION
FOR DARKER BACKGROUNDS

Approved Font used in copy text and logo:
Myriad Pro • Pantone 123 C -Yellow • Pantone 321C - Teal
*Note: make sure to use the pantone **COATED** swatch and NOT uncoated swatch to assure the correct build of colors is represented in print pieces.*

Pantone 123 C Yellow	Pantone 321 Teal	Black	White
R252 G201 B23 #FCC917	R0 G133 B138 #00858A	R0 G0 B0 #000000	R255 G255 B255 #FFFFFF
C2 M20 Y100 K0	C91 M31 Y46 K7		

THREAD & EMBROIDERY STITCHING GUIDELINES

Minimum 3" width applies to approved versions noted in style guidelines.

APPROVED EMBROIDERY USE

Fill stitch colors for the state	Fill stitch colors for "Got to Be NC" *	Stitch color for Agriculture or Commodities
1 Green	GTB in white, NC in yellow	Green
2 Green	GTBNC in white	Green or white
3 Black	GTBNC in silver or white	Black or silver
4 Silver or White	GTBNC in black, green	Silver, white, green or black

BRAND REQUIRES FILL STITCHING FOR QUALITY

Fill stitch colors for the state	Fill stitch colors for "Got to Be NC" *	Stitch color for Agriculture or Commodities
1 Teal	GTB in white, NC in yellow	Teal
2 Teal	GTBNC in white	Teal or white
3 Black	GTBNC in silver or white	Black or silver
4 Silver or White	GTBNC in teal or black	Silver, white, teal, black