



# BRAND & STYLE GUIDELINES

This brand is Trademarked 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 & Consumer Services - Marketing - Media Section.

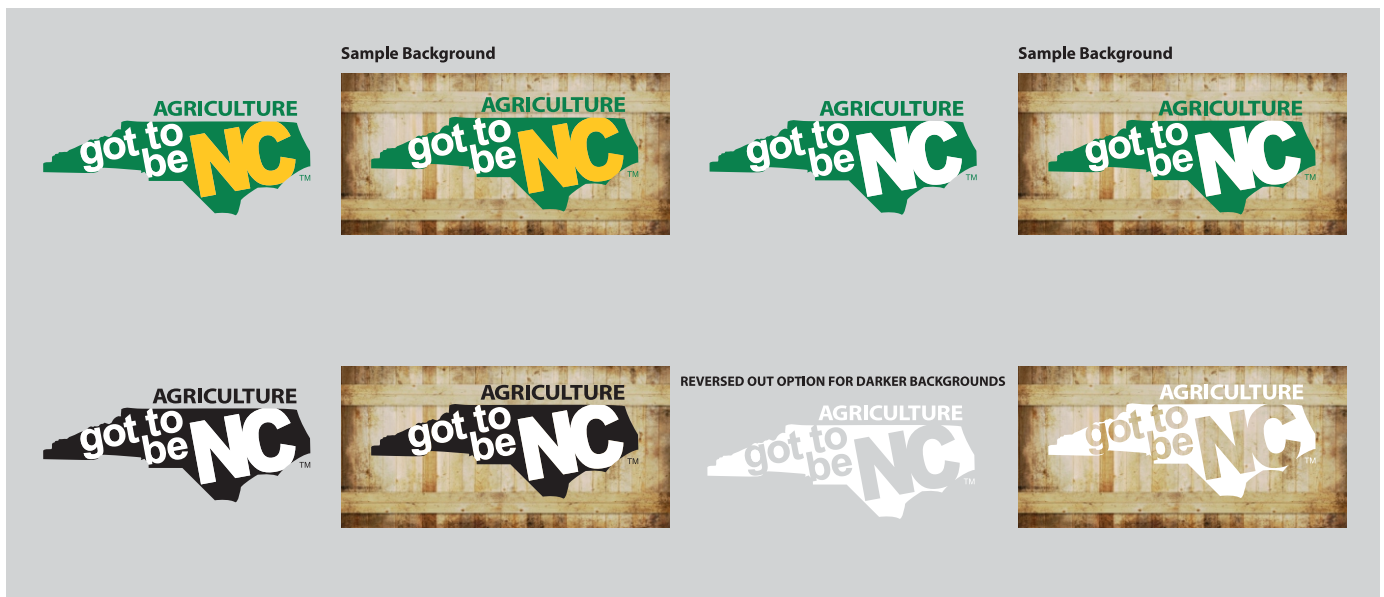
**It is preferred and necessary for the logo versions be used for specific types of media and best reproduction. EXAMPLES BELOW:**

- .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.

## BRAND STANDARDS



## APPROVED COLOR STANDARDS FOR ABOVE

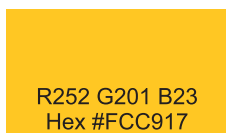


### Approved Font used in copy text and logo:

Myriad Pro • Pantone 123 C - Yellow • Pantone 348 C - Green

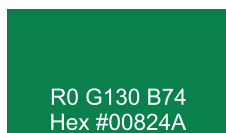
Note: make sure to use the pantone **COATED** swatch and NOT uncoated swatch to assure the correct build of colors is represented in print pieces.

Pantone 123 C Yellow



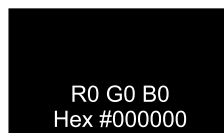
C2 M20 Y100 K0

Pantone 348 C Green



C93 M24 Y100 K13

Black



R0 G0 B0  
Hex #000000

White



R255 G255 B255  
Hex #FFFFFF



# EXAMPLES OF HOW NOT TO USE OUR BRAND

The logo is trademarked and should not be compromised with any other typography or conflicting graphics.  
Do not stretch, apply any patterns, or alter the logo in any way.

## Examples of how NOT to use logo

### AGRICULTURE



Logo is out of proportion and skewed



Logo is out of proportion and skewed



"NC" should be filled WHITE against background color unless using approved version of logo



Logo does not have filled "NC".  
Only approved instance of background image showing is white reverse out logo.



Logo is out of proportion and skewed



Wrong PMS colors

### SEAFOOD



Logo is out of proportion and skewed



Logo is out of proportion and skewed



"NC" should be filled WHITE against background color unless using approved version of logo



Logo does not have filled "NC".  
Only approved instance of background image showing is white reverse out logo.



Logo is out of proportion and skewed



Wrong PMS colors

### PAST VERSIONS



Our logo has evolved since it was created. These are past versions that should NOT be used in future promotions.





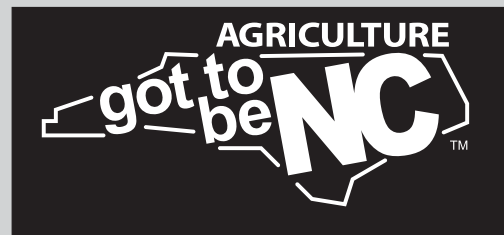
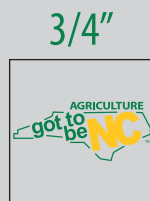
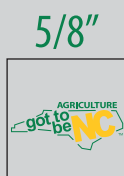
# PRODUCT PACKAGING & SMALL FORMAT

This is the APPROVED PRODUCT PACKAGING 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 FOR USE IN PACKAGE DESIGN

Product packaging labels and small format needs:

5/8" to 3/4"



REVERSED OUT OPTION  
FOR DARKER BACKGROUNDS



THIS VERSION MUST BE USED WITH  
DARK GREEN BACKGROUND

### 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.

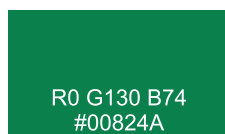
Pantone 123 C Yellow



R252 G201 B23  
#FCC917

C2 M20 Y100 K0

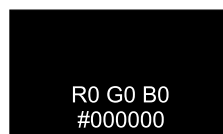
Pantone 348 C Green



R0 G130 B74  
#00824A

C93 M24 Y100 K13

Black



R0 G0 B0  
#000000

White



R255 G255 B255  
#FFFFFF



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## 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

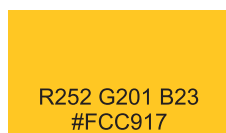


#### Approved Font used in copy text and logo:

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.

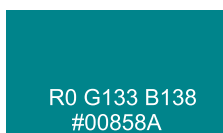
Pantone 123 C Yellow



R252 G201 B23  
#FCC917

C2 M20 Y100 K0

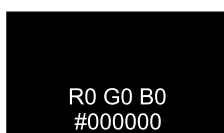
Pantone 321 C Teal



R0 G133 B138  
#00858A

C91 M31 Y46 K7

Black



R0 G0 B0  
#000000

White



R255 G255 B255  
#FFFFFF



# THREAD & EMBROIDERY STITCHING GUIDELINES

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

## APPROVED EMBROIDERY USE

### BRAND REQUIRES FILL STITCHING FOR QUALITY



Fill stitch colors for the state	Fill stitch colors for "Got to Be NC" *	Stitch colors for Agriculture
1 Green	GTBNC 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 Black	GTBNC in Silver or White	Silver or Black
5 Silver or White	GTBNC in Black or White	Silver or White



Fill stitch colors for the state	Fill stitch colors for "Got to Be NC" *	Stitch color for Seafood
1 Teal	GTBNC in White, NC in Yellow	Teal
2 Teal	GTBNC in White	Teal or White
3 Black	GTBNC in Silver, White	Black or Silver
4 Silver or Black	GTBNC in Silver or White	Black or White
5 Silver or White	GTBNC in Black or White	Silver or White