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Harvest New England (HNE) was established in 1992, by the New England state departments of agriculture to support the sale of New England grown agricultural products thru various retail and wholesale outlets.

Our Purpose
1. To promote the use and identification of New England grown and processed food and agricultural products;
2. To increase awareness of New England agriculture and to help keep it a viable and vital industry;
3. To help ensure the availability of fresh, local products in season;
4. To facilitate retailers’ efforts to purchase and market New England food and agricultural products; and
5. To enhance existing New England state marketing programs and themes promoting food and agricultural products.

What We Stand For
1. Regional
2. Collaborative
3. Growth
4. Preservation of Agriculture
Logo Guidelines

Always use approved art for the Harvest New England logo which can be found on www.HarvestNewEngland.org/hne-logo/.

We represent New England agriculture. Our logo should appear with the Harvest New England name locked in with all graphic elements. When using the Harvest New England logo the specifications outlined in this guide must be followed.
Elements of the Harvest New England Logo

The elements of the HNE Primary Logo include:

1. Harvest New England Type and Underscore
2. New England Map
3. Map Outline and Stripes
4. Sun & Rays
Logo Colors

Our logo colors were carefully selected. These are Harvest New England’s approved colors.

1. Always use specified colors, no acceptations.
2. Brand colors are presented in Pantone®, CMYK, RGB and hexadecimal values (web).
3. Do not use any tints, with the exception of the map background.

GREEN

<table>
<thead>
<tr>
<th>PANTONE</th>
<th>PMS 555</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK</td>
<td>83 / 0 / 56 / 56</td>
</tr>
<tr>
<td>RGB</td>
<td>0 / 99 / 81</td>
</tr>
<tr>
<td>HEX</td>
<td>006351</td>
</tr>
</tbody>
</table>

ORANGE

<table>
<thead>
<tr>
<th>PANTONE</th>
<th>PMS 179</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK</td>
<td>0 / 79 / 94 / 0</td>
</tr>
<tr>
<td>RGB</td>
<td>242 / 92 / 42</td>
</tr>
<tr>
<td>HEX</td>
<td>F2C2A</td>
</tr>
</tbody>
</table>

YELLOW

<table>
<thead>
<tr>
<th>PANTONE</th>
<th>PMS 129</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK</td>
<td>0 / 15 / 76 / 0</td>
</tr>
<tr>
<td>RGB</td>
<td>255 / 214 / 90</td>
</tr>
<tr>
<td>HEX</td>
<td>FFD65A</td>
</tr>
</tbody>
</table>
One-Color Logo Alternatives

Depending on a particular creative or production requirement, one-color versions of the logo are available. These logos are to be used when full color is not available. Never print the logo in a color other than black, white, or the PMS colors listed below.

- PMS 555
- PMS 179
- PMS 129

Black

White (knock-out of solid background color)
One- and Two-Color Printing Guidelines

Because HNE has no way of determining the one or two colors being used in creative developed by co-op organizations, farmers, etc., we request the following be taken into consideration:

1. **White HNE logo**: If visibility is an issue, place the white HNE logo inside a solid, colored box. If two colors are printing, use the darker of the two colors being used for the solid, colored box. *(see example 1)*

2. **Black HNE logo**: If visibility is an issue, place the black HNE logo inside a white or light, colored box. Tints are permitted to lighten the box for logo visibility. Do not tint the logo. *(see example 2)*

3. **Approved one-color, PMS logo option**: If visibility is an issue, tints are permitted to lighten the box. Do not place in a colored box that reduces the visibility of the logo. Do not tint the logo. *(see example 3)*

4. Do not color or tint the logo in any colors other than black, white, or one of the three PMS colors specified in the Primary Logo (PMS 555, PMS 179, PMS 129). *(See one-color options on page 7)*

*example 1: White HNE logo inside a colored box, using the darker of the two-colors being used for printing.*

*example 2: Black HNE logo inside a light, colored box. Tints of a dark color are permitted for the box background only.*

*example 3: Do not place a PMS logo in a colored box that reduces the visibility of the logo.*
Using the Logo for Digital Media

1. Always use the HNE Primary Logo.

2. Logo used on the web is always to include a hyperlink to the HarvestNewEngland.org website.

3. Minimum logo size for digital media is 1" wide.

4. Be sure the logo colors match the HEX color values below.

**GREEN**

![Green Apple](image)

HEX | 006351

**ORANGE**

![Orange Apple](image)

HEX | F2C2A

**YELLOW**

![Yellow Apple](image)

HEX | FFD65A

When using the HNE logo for digital media, it is mandatory that the logo size is **1" wide or larger** and be [hyperlinked to HarvestNewEngland.org](http://HarvestNewEngland.org).
Logo Alternative 1:

Primary Logo with URL

The Primary Logo with URL is to be used on any printed collateral where the logo is 2" wide or larger. Here are a few simple guidelines:

1. The URL is to be printed in black.
2. When the logo is smaller than 2” wide, do not use the logo with the URL, but rather the HNE logo without the URL. (Primary Logo)
3. Logo with URL is mandatory for any sponsorship collateral.
4. Logo with URL is for non-web use only.
5. Always keep the URL locked-up in its’ exact position.

When using the HNE logo with the URL, it is mandatory that the logo size is 2" wide or larger.
Logo Alternative 2:

**Type-Only Logo**

Special permissions are required for use of the Type-Only logo, without graphic elements, when logo presentation is less than 1" wide. Request permission on HarvestNewEngland.org

Use of HNE Logo without graphic map and sun is only to be considered when the logo presentation is less than 1" wide.
Spacing & Environment

It is essential to follow the guidelines regarding safe area and minimum size, no matter which logo variation you are using. These guidelines ensure that the HNE logo is legible and consistent. Keep in mind where it resides in relationship to its surroundings — how close it is to other design elements or to the edge of a page.

The radius of the safe area for the HNE logo must equal the size represented by the red box below – **equaling the height of the letters “ew” with underlining stroke**. This is then used to measure the space above, below and to each side of the logo. Nothing should intrude into this specified safe area.

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**Summary of Minimum Size Requirements**

- **Primary logo:**
  - minimum logo size is 1” wide

- **Primary Logo with URL:**
  - minimum logo size is 2” wide

- **Type-Only Logo:**
  - no graphic elements, minimum logo size is .5” to under 1” wide
Co-branding

For any partnership/sponsorship opportunity, use the appropriate logo, depending on size. *(See Summary of Minimum Size Requirements on page 8)*

When positioning our logo consider the following:

**Harvest New England dominant** – The partner logos are smaller than the HNE logo.

**Equal branding with partners** – The HNE and partner logos should have equal emphasis.

**Partner dominant** – The HNE cannot be smaller than any logos other than the dominant logo.
Do’s

1. Logo must adhere to color, font, and layout outlined in this manual, no exceptions.
2. Use only approved logos, which can be downloaded at HarvestNewEngland.org/hne-logo/
3. Logo used for digital media is always to include a hyperlink to HarvestNewEngland.org.
4. Logo can only be used to identify New England grown products.

Don’ts

1. Elements of the logo cannot be used independent of one another (sun, states, etc.) without special written permission.
2. Do not alter individual parts of the logo.
3. Do not rotate the logo.
4. Do not adjust the proportions of the logo.
5. Do not use any color tints, with the exception of the map background.
6. Do not use the logo on a busy background.
7. Do not add an outline or glow to the logo.
Quick Reference

1. Primary Logo minimum size is 1” wide. (see p. 12)

2. Primary Logo with URL – minimum logo size is 2” wide. (see p. 10)

3. Type-Only Logo: no graphic elements – minimum logo size is .5” wide. (see p. 12)

4. Logo colors are PMS 555, PMS 179, PMS 129. Do not use tints. (see p. 6)

5. The map background is 20% of PMS 555. (see p. 6)

6. While one-color alternatives are available (see p. 7), always use the full-color logo when creative design allows.

7. It is important to follow the safe-area guidelines. (see p. 12)

Contact

Please visit HarvestNewEngland.org to find your state representative to contact with questions or for more information.