



Branding Guidelines
& Specifications



In as many cases as possible this principal logo should be used. If printing in black and white, use the two logos underneath.



If the logo must be significantly shrunk and compacted. This logo is appropriate.



If only using an icon, Use the seed graphic as an extension of our principal logo icon. This will further enforce the seed metaphor embeded in the logo.



Backgrounds & Textures

When applying logo above a background or texture be sure to maintain transparency settings.



Drop Shadow

Pull drop shadow from logo file marked "DropShadow" if applicable.

A drop shadow should be applied to logo if placed above a background or texture.

