



Brand Usage Guidelines

All current logo files can be found on our [digital asset platform](#). Downloads include PNG and EPS files



Color:

The ferti-lome shield is always black (K100%), with white lettering and gray bar.

Gray bar color is Hex #BCBEC0 or K 30%

Size:

Logo can vary in size, but cannot be altered, modified or overprinted, and no conflicting logos should be used. The minimum recommended size for the standard logo is 1½" in width, .33" height, always in that proportion.

Text:

In text, ferti•lome should always appear in lower case, with either a dash (-) or dot (•) separation: ferti•lome or ferti-lome



Color:

The ferti-lome shield is always green (Hex #3AB549 C75% Y100%), with white lettering and gold bar. Gold bar color is Hex #EACB66

Size:

Logo can vary in size, but cannot be altered, modified or overprinted, and no conflicting logos should be used. The minimum recommended size for the standard logo is 1½" in width, always in proportion.

Text:

In text, ferti•lome should always appear in lower case, with either a dash (-) or dot (•) separation, stated as ferti•lome "Green" Label.



Color:

The lettering is always red (Hex #E9262F PMS 185)), with black outline.

Size:

Logo can vary in size, but cannot be altered, modified or overprinted, and no conflicting logos should be used. The minimum recommended size for the standard logo is 1" in width, ½" height always in proportion.

Text:

In text, Hi-Yield contains a hyphen, and with capital H and Y. Do not break Hi-Yield.