Logo and Logotype Manual
The American Farm Bureau Federation®, its members and affiliated companies, have used the words Farm Bureau® and the initials FB® for years to identify themselves and their services as being associated with and sponsored by the national Farm Bureau organization. Farm Bureau and FB are designations that are distinctive of the goodwill and reputation of Farm Bureau as the unified voice of the farmers in the United States.

In June of 1987, a national logo was adopted by the American Farm Bureau Federation Board of Directors to serve as the organization-wide symbol for Farm Bureau.

This manual, as revised from time to time, sets forth guidelines for the use and licensing of Farm Bureau, FB and the national logo, and provides other important information relative to use of those marks.

I encourage all county Farm Bureaus and their affiliates, where appropriate, to use the national logo in connection with their activities and services, and to follow the rules and guidelines set forth in this manual for the use and licensing of Farm Bureau, FB and the national logo.

Widespread and consistent use of our logo will greatly strengthen the identity and image of Farm Bureau as a single, integrated, national organization representing the interest of farmers, and will strongly support the American Farm Bureau Federation’s efforts to protect and enforce its names and logo so as to preserve and enhance the valuable goodwill and reputation they symbolize.

Wayne H. Wood, President
Michigan Farm Bureau
Table of Contents

The National Logo, Farm Bureau, and FB .............................................................. 3
The Right to Use the Logo ...................................................................................... 4
Proper and Improper Uses ................................................................................... 5
Logo Size and Color Styles .................................................................................. 6
Logo and Logotype Size Relationships and Type Style ...................................... 7
Style Sheet ........................................................................................................... 8-9
Incorrect Style Presentation .................................................................................. 10
Internet Uses and Policy ...................................................................................... 11
Federal Registration of Logo and Logotype, and Enforcement ......................... 12
The national logo, as shown above, and the designations Farm Bureau® and FB® serve as official collective membership marks and service marks for the Farm Bureau organization – county, state, and national.

As collective membership marks, they are used by all members which belong to Farm Bureau to indicate their membership in the Farm Bureau organization comprised of individuals and county, and state organizations, and the American Farm Bureau Federation. Such use may be on membership cards, letterhead, signage and other promotional materials, and in displays in any media, including radio, TV, print media, and electronic media, such as the Internet.

The national logo, Farm Bureau, and FB function as service marks when they are used in the sale, advertising, and promotion of services to identify the services as emanating from or sponsored by the Farm Bureau organization.

The logo and the name Farm Bureau and the letters FB may not be used as primary trademarks or “brands” on goods for sale.
The Right to Use the Logo

The right to use the national logo, the name Farm Bureau®, and the letters FB® is granted by the American Farm Bureau Federation (AFBF) to state Farm Bureaus, county Farm Bureaus, and, under certain circumstances, to affiliated companies of such organizations under the uniform Membership Agreement (Agreement) between the AFBF and the state Farm Bureaus.

**Under the agreement:**

**AFBF is the owner and licensor**

"On behalf and for the benefit and protection of the collective Farm Bureau organization (County, State and National), AFBF holds the ownership of the designations 'FARM BUREAU' and 'FB' with the right to obtain registrations for those designations in the United States Patent and Trademark Office." Section 7(a).

**State and County Farm Bureaus are Licensees**

"So long as State Association honors the covenants of this agreement and remains a signatory hereto, State Association shall be the one and only state-wide member entitled to AFBF membership and authorized to use the 'FARM BUREAU' or 'FB' designations, either directly or through affiliates approved pursuant to Section 7(b), within the respective territory of State Association." Section 3(a).

**Affiliate Companies May Become Licensees**

"AFBF and State Association shall ensure that no affiliate (as defined in Section 3(b) of the Agreement) shall use the designations 'FARM BUREAU' or 'FB' without obtaining written permission from the AFBF Board of Directors. AFBF may revoke such permission upon request by State Association or upon action by the AFBF Board of Directors." Section 7(b).

**Affiliates are Companies Controlled by Farm Bureau**

"... ‘affiliates’ shall mean those companies or other entities which use the designations ‘FARM BUREAU’ or ‘FB’ in the conduct of their affairs and which are subject to the influence of one or more State Associations or AFBF through such means as ownership (including partial ownership), positions on the Board of Directors or Licenses." Section 3(b).

**As a Condition of Use, All Licensees Agree**

"[To] conduct their operations, and assure that operations of their affiliates are conducted in a manner consistent with the Agreement, the AFBF Articles of Incorporation, the AFBF Bylaws, and the policies and resolutions duly adopted by the AFBF Voting Delegates and interpretations of such policy by the Board of Directors." Section 7(c).
Proper and Improper Uses

**PROPER USES**

**Style Guideline**
Use the national logo only according to the style guidelines of this manual.

**Capital Letters**
The words Farm Bureau must always appear in all capital letters or in initial caps. The letters FB must always appear as capital letters.

**Activities, Programs, and Services**
Use the national logo, Farm Bureau and FB, on membership cards, business cards, letterhead, signage, advertising and promotional materials, and in other media to indicate sponsorship of activities and services by and/or in affiliation with Farm Bureau.

Use the national logo, Farm Bureau, and FB only in connection with activities and services that are consistent with the provision of the AFBF/State Association Membership Agreement and the philosophy, objectives, and policies of the national Farm Bureau organization as manifested through AFBF.

**Geographical Designation**
A geographic designation (the name of a state, county, region, or other AFBF Board-approved geographical designation) must always appear in proximity to the logo when the logo is used to identify a service or program offered or sponsored by a county, state, or national unit of the Farm Bureau organization. The purpose of the geographic designation is to avoid possible confusion between different services and programs offered by different units of the Farm Bureau organization.

**Use of Farm Bureau or FB in Affiliated Company Name**
The name Farm Bureau and the letters FB may not be used in the name of an affiliated company unless a geographical designation also appears in such company name.

**IMPROPER USES**

**Uses Contrary to Use Manual**
Any use of the national logo, the name Farm Bureau, or the letters FB which is contrary to this use manual is an improper use.

**Use as a Brand Name on Goods for Sale**
The national logo, the name Farm Bureau, and the letters FB may not be used as a trademark brand on goods for sale.

**Altering the Appearance of the National Logo**
Do not change the appearance of any of the elements of the national logo.
Do not break the national logo into pieces, cut pieces out of it, or substitute other letters or graphics into it.
Do not superimpose the national logo over other copy.
Do not use the national logo as a part of another graphic design or configuration.
Do not reproduce the national logo in sizes or relative dimensions different from those set forth in this manual.

**Altering the Color of the National Logo**
Do not reproduce the national logo in colors different from those permitted in this manual.
Logo Size and Color Styles

Smallest Size
It is suggested that the logo not be reproduced in a size smaller than 1/4 inch in height. The size should be dictated by the amount of space available and should always be used in good taste.

Color Styles
The logo may be printed in only three color styles: (a) black and red (PMS 485) for the leaf; (b) all black; and (c) all white. For process printing, the CMYK equivalent is C=0, M=97, Y=100, K=0.

Color Style Exception for Non-Paper Surfaces
When the logo is used on non-paper surfaces, such as plastic, glass, metal, brick, concrete, wood, or leather, the natural color of the non-paper surface may be substituted for the color style for the entire logo.
The logo and logotype, when used together follow certain proportion restrictions.

**Logo and Logotype Dimensions**

In determining the size relationship of the logo to the accompanying logotype, the height of the words should not be greater than one-half of the height of the logo (Example A) or less than one-third of the height of the logo (Example B).

![Example A](image1)

![Example B](image2)

**Typestyle**

The preferred type is Bastion Italic. This should always be used when the logo and the words MICHIGAN (or applicable county name) FARM BUREAU appear together.

The logotype may be used without the logo (as shown below). Black is always preferred when used in this manner.

*MICHIGAN FARM BUREAU ®  
FARM BUREAU INSURANCE ®  
MICHIGAN AGRICULTURAL COOPERATIVE MARKETING ASSOCIATION, INC.  
MFB, INC.*
The following examples on these pages show the proper positioning of the logo and the logotype when space requires a repositioning of the various elements, and should be used as a guide for reproduction. Size and shape of the space to be used will often dictate the most appropriate layout to maintain tasteful appearance. For letterhead, the logo should always be to the left of the logotype.
The logo and logotype should always be kept at a 100 percent horizontal and vertical scale. It should never be stretched to fit a certain space.

The leading (the space between the lines of type) of the logotype should be the same as the point size. For example, if your type size is 12, than your leading should be 12.

When there is more than one line of logotype, there should always be one space at the beginning of the first line of logotype and none of the lines should be left aligned.

The logotype type style should be used only as part of the company signature and should not be used for other copy in an advertisement or brochure.

Never put \textbullet{} in a sentence or phrase.
FARM BUREAU INTERNET USERS AGREEMENT

Use of the national logo, Farm Bureau®, and FB® on the Internet is subject to the Farm Bureau Internet Users Agreement which is summarized below.

Consent to Use of Logo, Farm Bureau, and FB on the Internet

By signing the Farm Bureau Internet Agreement, a state Farm Bureau, on behalf of the state and its county Farm Bureaus and affiliates, consents to use of the logo, Farm Bureau, and FB on the Internet by all other Farm Bureau organizations and affiliated companies which have permission to use such designations, so long as such Internet use complies with the requirements set forth below.

Requirements of Farm Bureau Internet Agreement

1. The marks shall be used in close association with a geographical modifier reflecting the geographical location of the using entity.

2. The statutory registration symbol® shall always appear in conjunction with the marks.

3. State Association, its member county associations, and their affiliates may describe their services under the marks on any computer network, but may not provide or offer to provide any service under the marks on any computer network which is accessible outside the State Association’s geographical area of jurisdiction unless such service is only provided to and unless such offer states that such service is only available to persons who reside within the State Association’s geographical area of jurisdiction.

4. Any use of the marks on a computer network shall be accompanied by: (1) a legend, or a link to a legend, approved by the AFBF General Counsel which explains the relationship between the using entity and the Farm Bureau organization – county, state, and national, and such legend shall clearly state that the positions of the national Farm Bureau organization collectively are expressed through the American Farm Bureau Federation and (2) a link to AFBF’s homepage which displays the national FB logo together with the phrase “Member, American Farm Bureau Federation” (http://www.fb.com or www.fb.org). The AFBF General Counsel shall provide a preferred version of the legend described in this paragraph to all state associations.

5. Any “homepages” or other information distribution sites bearing the marks shall be in accordance with AFBF’s trademark use manual, as currently promulgated and as amended from time to time.
Federal Registration of Logo and Logotypes and Enforcement

The national logo, Farm Bureau®, FB®, American Farm Bureau Federation®, AFBF® and Farm Bureau Insurance® are registered as United States service mark registrations in the U.S. patent and Trademark Office.

To maintain and protect ownership of the national logo, Farm Bureau®, and FB®, American Farm Bureau Federation (AFBF®) must conscientiously investigate alleged and actual unauthorized uses thereof, including uses of designations which are confusingly similar to the Farm Bureau marks.

AFBF has successfully enforced ownership rights of the name Farm Bureau, the Logo, and FB, and has stopped unauthorized infringing users in past litigation, before the Courts, and in the U.S. Patent and Trademark Office. Most notably, AFBF prevailed and was granted millions of dollars in damages and attorney’s fees in American Farm Bureau Federation v. ALFA, et al., 945 Fed. Supp. 1533 (M.D. ALA. 1996), affirmed on appeal 121 Fed. 3d 723, 1997.

Any unauthorized uses of the national logo, Farm Bureau, or FB, or uses of designations which seem confusingly similar, should immediately be reported to the AFBF Office of General Counsel.
Questions about the requirements in this manual may be directed to:
Michigan Farm Bureau
Information and Public Relations Department – Graphic Designer
7373 West Saginaw Hwy.
P.O. Box 30960
Lansing, MI 48909
(517) 323-7000

Other questions about the requirements stated in this manual may be directed to:
Michigan Farm Bureau
Legal Department
7373 West Saginaw Hwy.
P.O. Box 30960
Lansing, MI 48909
(517) 323-7000

Rev. 5/2005