

STYLE GUIDE FOR PRODUCED IN KENT MEMBERS

The following document is to guide you through when and how to use the Produced in Kent Limited branding.

It is important that our members adhere to these guidelines to preserve the overall brand image of Produced in Kent Limited and its membership.

Produced in Kent Limited reserves the right to refuse requests for use of the logo in any circumstances it deems inappropriate and in the event of non compliance with such a request, or use not strictly in accordance with this guide, to take appropriate action against the relevant member.

Only original images supplied by Produced in Kent Limited should be used to generate any publicity or marketing materials.

Please contact pinkadmin@producedinkent.co.uk for copies of the appropriate images.

There are 2 distinct logos to be used (see below)



Corporate and Product Logo

Producers - Please provide full details for all products for which you seek approval to use the logo. These details will include but are not limited to identity/source of raw ingredients, location of manufacturing/processing and other information requested by Produced in Kent Limited

Retail/Wholesale & Hospitality Member - Nothing should be added to individual products. If the product being sold is entitled to use the logo then their producer is responsible for ensuring it carries the Produced in Kent logo.

Use of Logos on menus is subject to prior approval.

For use in P.O.S. materials or in connection with a Box Scheme / Hamper or similar please contact us for discussion/approval.



Member Logo

All Members:

- On your website /social media
- At premises
- Marketing promotions - flyers, banners etc
- Literature
- On letterheads & stationery

Please provide a link to www.producedinkent.co.uk

Use in any other circumstances is to be approved by Produced in Kent Limited

In addition to the use of the logo a number of items are available to purchase to further promote your business and your association with Produced in Kent – please contact us for further information.

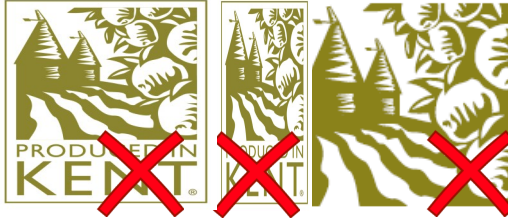
The use of these logos is strictly for Produced in Kent members only in accordance with the terms & conditions of membership.

How to use the Logos

Pantone 385 U



Wherever possible the logos should appear in Pantone Green 385 on a white background. The mono version must only ever be used when printing budgets restrict the use of colour, or the standard green is unsuitable for the individual application (see unacceptable colour variations).



The logo image and type should never be separated, modified or distorted.

The logo must never be vertically or horizontally stretched to fit a desired place.

For digital documents, use only the RGB Jpeg File

For printed material, only the Pantone or CMYK EPS/PDF files should be used



The registered trademark symbol must always appear within the logo's parameters



Minimum logo size: 15mm high



There should always be a minimum exclusion zone of the letter 'K' in the Corporate logo and the 'M' in the Member logo, around the logo's parameter.

This rule should be applied in all applications.

Acceptable colour variations



Unacceptable colour variations

