

BRAND GUIDELINES



IDAHO POTATO COMMISSION

Established in 1937, the Idaho Potato Commission (IPC) is a state agency that is responsible for promoting and protecting the famous *Grown in Idaho*® seal, a federally registered trademark that assures consumers they are purchasing genuine, top-quality Idaho® potatoes. Idaho's ideal growing conditions, including rich, volcanic soil, climate, and irrigation differentiate Idaho® potatoes from potatoes grown in other states.

These guidelines are provided for general guidance only. Specific requirements are set forth in the Idaho Code SS 22-1201 et. seq. and the Idaho Administrative Code IDAPA 29.01.01 et seq. The IPC's legal department must approve all artwork prior to use.

CERTIFICATION MARKS & TRADEMARKS

CERTIFICATION MARK AND TRADEMARK DISTINCTIONS

Currently, the Idaho Potato Commission licenses the use of two types of marks:

1. GROWN IN IDAHO® CERTIFICATION MARK

The IPC licenses potato growers, packers-shippers, and processors to use the **Grown in Idaho®** certification mark on potatoes and potato products to certify that they are 100% Idaho® grown potatoes and meet the IPC's quality standards. Uses include packaging, both retail and foodservice.

2. GROWN IN IDAHO® TRADEMARK

The IPC licenses the **Grown in Idaho®** trademark (with stars) to be used on non-potato products such as promotional items (hats, mugs, etc.) and marketing materials such as brochures, advertising, social media, etc.

Note: Certification marks and trademarks can be downloaded, however the use of the certification marks are to be used by Licensees only. To obtain a license please request at idahopotato.com/licensing.

1. CERTIFICATION MARKS



2. TRADEMARKS



SPANISH CERTIFICATION MARKS & TRADEMARKS

SPANISH MARKS

1. SPANISH GROWN IN IDAHO® CERTIFICATION MARK

The *Producidas en Idaho*® certification mark is used on potatoes and potato products to certify that they are 100% Idaho® grown potatoes and meet the IPC's quality standards. Uses include packaging, both retail and foodservice.

2. SPANISH GROWN IN IDAHO® TRADEMARK

Spanish-speaking customers can use the *Producidas en Idaho*® trademark (with stars) or the Las Papas Famosas mark on non-potato products such as promotional items (hats, mugs, etc.) and marketing materials such as brochures, advertising, social media, etc.

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1. SPANISH CERTIFICATION MARKS



2. SPANISH TRADEMARKS



BRAND RECOGNITION

CERTIFICATION USAGE ON PRODUCT PACKAGING

The **Grown in Idaho**® certification mark (without stars) is used properly for potato products such as bags, boxes, cartons of potatoes.

Only use the logo without stars when creating any product material.

CERTIFICATION MARK USAGE



TRADEMARK USAGE IN MARKETING MATERIAL

The **Grown in Idaho**® trademark (with stars) is used properly for non-potato products such as advertising, promotional items, marketing materials, social media, etc.

Only use the logo with stars when creating a retail ad or any other marketing material.

TRADEMARK USAGE

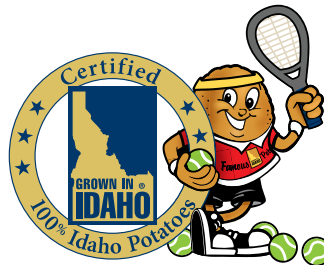


BRAND RECOGNITION

SPUDDY BUDDY

In addition to the primary marks, the IPC licenses the use of its Spuddy Buddy mascot.

The official Spuddy Buddy *Grown in Idaho*[®] trademark is shown here with some additional seasonal Spuddy renderings. More versions are available for download. Ask your field director about other Spuddy Buddy designs.



BRAND RECOGNITION

ACCEPTABLE USAGE

USE DESIGNATED OR APPROVED BRAND COLORS

For brand consistency, it is important to maintain the provided logo colors in the IPC branding palette. Alternate colors may be used, but only with approval from the legal department. Visit idahopotato.com/licensing to submit your request.

MAINTAIN APPROVED TRADEMARK ELEMENTS

Rearranging or otherwise altering the positioning of the logo's elements, fonts, or both, can be detrimental to brand recognition. This applies to all trademark and certification marks.

KEEP PROPORTIONS THE SAME AS THE ORIGINAL ARTWORK

Be sure to maintain the correct proportions any time logo resizing is necessary.

ACCEPTABLE



AVOID



BRAND RECOGNITION

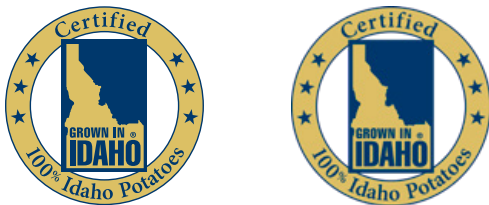
COLOR PALETTE

Color is essential to brand identity recognition. Consistent use of a specific color palette reinforces the Idaho Potato Commission's brand by creating strong connections between colors and the brand's messaging.

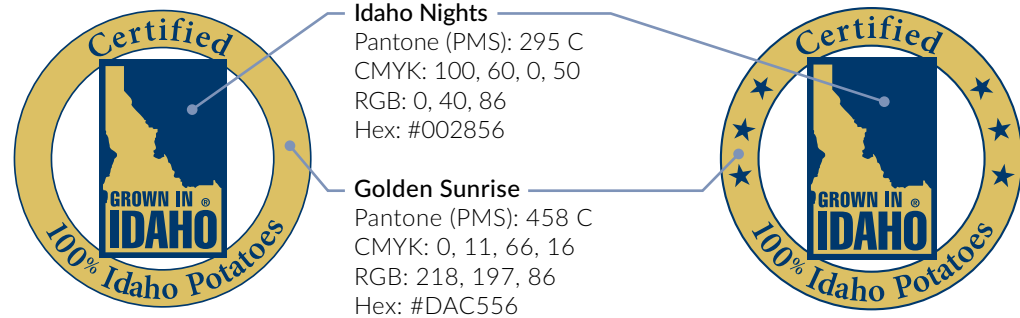
FILE COLOR MODE

There are multiple color modes: CMYK, RGB, HEX, and Grayscale (fig. 1). CMYK is used explicitly for print applications and should never be used for web applications. Always use RGB for web applications and in presentations, such as Google Slides or Docs, Microsoft PowerPoint, or Word.

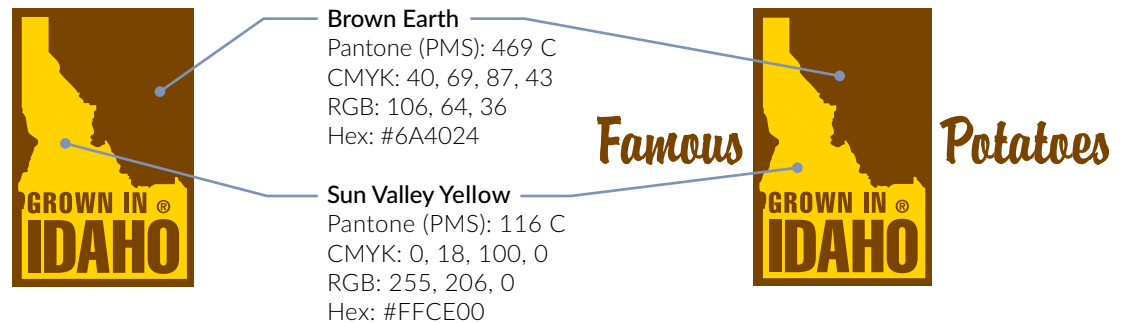
fig. 1 - CMYK vs. RGB: same colors, but different in appearance, depending on the application



PRIMARY COLOR PALETTE



ALTERNATIVE COLOR PALETTE



SIZE REQUIREMENTS

FRESH PACKAGING

Size requirements for the **Grown in Idaho**[®] certification mark on all fresh packaging is as follows:

Containers 100 lbs or greater	5 inches minimum width
Containers 50-100 lbs	3.5 inches minimum width
All other containers	2.25 inches minimum width
Three exceptions	<ol style="list-style-type: none"> 1. Individual or single potatoes 2. 3 or 4 tray packs, with a written variance 3. 1-2 lbs specialty variety potatoes, with a written variance

All artwork must be submitted to the IPC's legal department for approval before use.

The potato variety must be identified. Several methods are acceptable, but the method chosen must be listed on the artwork when the artwork is submitted to IPC for approval. Identification methods include:

Single or containers holding less than 2 lbs	Label must say <i>Russet</i> with the variety stamped or printed on the master carton or container, and must be plainly visible, unless a variance has been obtained.
Containers holding over 2 lbs, but less than 50 lbs.	Variety must be part of packaging and at least 5/8 inches in height or on the closing device.
Containers holding 50 lbs or more	Variety may be printed, marked, labeled or stenciled on a master carton or container, and must be at least 3/4 inches in height.
Containers holding 100 lbs or more	Variety may be printed, marked, labeled or stenciled on a master carton or container, and must be at least 1 inch in height.

Packaging of mixed non-russet varieties is only allowed with a specific, preapproved, signed variance. Records of which specific varieties are packed in the container are required each year, and must be updated during the year if the varieties change. A record keeping form will be provided upon request.



Grown in Idaho[®]
Certification Mark
3.5" minimum

Variety Name
5/8" minimum

Grown in Idaho[®]
Certification Mark
2.25" minimum

Variety Name
5/8" minimum



IDAHO POTATO COMMISSION

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