COLOR PALETTE: PRIMARY

The New York State Grown & Certified (NYSGC) seals are comprised of two colors — cyan and grey. Simple collateral may appear in the same palette, but the Agriculture and Markets palette is available to use for more complex pieces and in combination with full-color photography.

TYPOGRAPHY

Proxima Nova is used on all collateral related to the NYSGC programs. Headlines may be set in uppercase Proxima Nova Bold, and subheads may be a mix of uppercase and lowercase Regular, SemiBold, and Bold, depending on individual needs. Proxima Nova can be purchased from myfonts.com.

THE SEALS

New York State Grown & Certified
For produce grown and certified by New York State

New York State Certified
For dairy products certified by New York State

Made with New York State Certified Ingredients
For packaged goods that use ingredients certified by New York State
MINIMUM CLEAR SPACE FOR THE SEAL

This clear space isolates the seal from other elements such as text, photography, or background patterns that may compromise its appearance or readability.

The clear space around the seal is equal to 2 times the thickness of the outer cyan border (X).

MINIMUM SIZE

The seal can be used in a wide variety of sizes, but when sized too small, legibility is reduced and impact is diminished. The seal must never appear smaller than .75" in height, and it should appear only at that size if production standards ensure legibility.

Smaller applications of the logo run the risk of obscuring its legibility. Always resize from the original vector art supplied.

DO’S AND DON’TS

The integrity of the seal must be maintained at all times. Any modifications will create inconsistencies and confusion among brand communications. The seal is a piece of art that should not be altered or re-created.

| DO NOT SEPARATE, ALTER, OR SHIFT THE SEAL ELEMENTS. | DO USE THE SEAL ON FULL-COLOR PHOTOGRAPHY WHEN IMAGE ALLOWS FOR ENOUGH CONTRAST AND CLEAR SPACE. |
| DO NOT ALTER THE COLORS OF THE SEAL. | DO NOT CHANGE THE SEAL TO GREYScale. |
| DO NOT STRETCH, CONDENSE, OR ASYMMETRICALLY SCALE THE SEAL. | DO NOT ROTATE THE SEAL. |
| DO NOT ADD ANY EFFECTS OR BORDERS TO THE SEAL. | DO NOT CHANGE THE OPACITY OF THE SEAL. |
The following guidelines apply to all three seal variations. Please follow these guidelines to improve exposure at retail and ensure consumers recognize New York State products.

**PLACEMENT OF THE SEAL AT RETAILERS**

The seal can be positioned in front or behind the produce, depending on the display set-up.

**IN FRONT**

**IN BACK**

**PLACEMENT OF THE SEAL ON PRODUCTS**

When the seal is placed on products at retailers, it must be positioned in a prominent consumer-facing location in the upper half of the label, ensuring not to block important branding information. The seal must never appear smaller than .75" in height.