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Using Field to Market Trademarks

USING FIELD TO MARKET TRADEMARKS

"Field to Market", the Field to Market shopping cart logo, and Fieldprint are registered trademarks of Field to Market: The Alliance for Sustainable Agriculture. As such, it is important that you adhere to the following guidelines to ensure proper and approved usage.

OVERARCHING GUIDELINES:

1. To maintain consistency in messaging and safeguard Field to Market's brand, prior written approval is required for all communications referencing Field to Market trademarks, which include Field to Market, the Field to Market shopping cart logo and use of the term Fieldprint.

2. By utilizing the recommended language for Participation Claims offered in the Claims Protocol, you can expedite the review and approval process.

3. At this time communications and Participation Claims are strictly limited to business-to-business communications and/or stakeholder engagement channels (i.e., press release, CSR/sustainability report, sustainability info on website, blog, presentations). Communications and claims are not approved for use in consumer facing marketing materials, product catalogs, or at point of sale materials until measurement and impact claims are developed and finalized.

To ensure consistent communications from our members and strengthen the Field to Market brand, we request that members notify us when you intend to communicate about Field to Market in external communications.

Please e-mail a draft claim or mention and the context in which it will appear via email to Field to Market's **Communications & Membership Manager, Carter Purcell (cpurcell@fieldtomarket.org)** and allow for a period of 3 to 5 business days for approval.

TRADEMARKS GUIDELINES FOR USE

1. ORGANIZATION NAME

Field to Market: The Alliance for Sustainable Agriculture, is our TRADE NAME, or name under which we conduct business, and, when used in this context, never requires the ® or ™ designation. Field to Market is a noun. When referring to Field to Market as an organization name, with or without the "The Alliance for Sustainable Agriculture" tagline do not include a trademark designation.

Correct: Field to Market provides local, state and national benchmarks.

Incorrect: Field to Market® provides local, state and national benchmarks.

Correct: Field to Market drives continuous improvement in sustainability outcomes.

Incorrect: Field to Market® drives continuous improvement in sustainability outcomes.

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2. TRADEMARKS ARE ADJECTIVES

The registered Field to Market and Fieldprint trademarks are used to distinguish products or other relevant nouns. "Fieldprint" when followed by a product name or other noun, such as "Platform," is a registered trademark and should be designated with the ® (e.g., Fieldprint® Platform).

DO NOT USE TRADEMARKS AS NOUNS

Trademarks are adjectives and should be treated as adjectives, to be followed by the appropriate noun (e.g., tools, resources, calculator, technology, project) at least in the first mention in the text of a given piece, and thereafter from time to time throughout the piece. After the first mention of a trademark, continue to treat the mark as an adjective, even if the modified noun (e.g., tools, resources, calculator, technology or project) is implied.

DO NOT USE TRADEMARKS AS VERBS OR VERB FORMS

Correct: Use the Fieldprint® Platform to assess environmental performance at the field level.

Incorrect: *Use Fieldprinting to assess environmental performance at the field level.*

DO NOT USE TRADEMARKS AS POSSESSIVES

Correct: The Fieldprint® Platform spidergram is user-friendly.

Incorrect: *A Fieldprint's® spidergram is user-friendly.*

DO NOT USE TRADEMARKS AS PLURALS

Correct: Growers assessed their continuous improvement by looking at their Fieldprint® Analysis from the past three years.

Incorrect: *Growers assessed their continuous improvement by looking at their Fieldprints.*

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3. TRADEMARK SYMBOL USAGE

It is necessary that you include the appropriate trademark symbol with the associated mark only in the first prominent mention on a piece of marketing collateral, including introductory paragraphs, as well as in the first mention in text copy (but not including headlines, headings, or paragraph titles). In a newsletter, include the trademark symbol the first time a mark is mentioned within each article. In a publication consisting of chapters or on websites, include the appropriate trademark symbol the first time a mark is mentioned in each chapter, or on each new web page.

As stated above, you need to include the ® designation only the first time you reference a trademark in a document

4. COMMUNICATIONS AND MATERIALS THAT REQUIRE TRADEMARK SYMBOLS

It is important that the appropriate ® symbol is included with our trademarks in the following prominent uses: websites, promotional collateral or brochures, books or other commercial publications, data sheets, and advertisements. Field to Market-authored press releases do not currently require use of trademark symbols within the press release, but it is important that you include an accurate trademark paragraph, including a copyright notice and disclaimer (tradegraph) on all press releases. (See paragraph 5.)

5. TRADEMARK PARAGRAPH AND COPYRIGHT NOTICE (TRADEGRAPH)

At the end of the entire communication, collateral material, publication, or other material ("material") or on the copyright notice page of the material that references Field to Market trademarks, include one tradegraph|incorporating a list of all applicable trademarks used throughout the material (see below). Do not include the ® symbols in the tradegraph, however.

Trademark Paragraph, Including Copyright Notice (Tradegraph):

For Field to Market-generated materials: "Field to Market, the Field to Market logo and Fieldprint are registered trademarks of Field to Market: The Alliance for Sustainable Agriculture. All other brand names, product names, or trademarks belong to their respective holders. © [insert year material is published, e.g., 2015] Field to Market: The Alliance for Sustainable Agriculture. All rights reserved."

For third parties who reference Field to Market trademarks: "Field to Market, the Field to Market logo and Fieldprint are registered trademarks of Field to Market: The Alliance for Sustainable Agriculture."

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6. NOTIFY US

In the event you see or become aware of any unauthorized or improper use of Field to Market's trademarks, or if you want additional trademark information, please contact Field to Market's Communications & Membership Manager, **Carter Purcell (cpurcell@fieldtomarket.org).**

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Field to Market
Brand Standards

FIELD TO MARKET BRAND STANDARDS

BRAND, LOGO, USAGE GUIDELINES

Field to Market relies on the support and assistance of its members to share its story. To help Field to Market members confidently and consistently promote their involvement with the Alliance, the following guidelines and use recommendations have been developed.

Mentions of Field to Market or use of the Field to Market logo must be accompanied by the following statement:

Field to Market: The Alliance for Sustainable Agriculture brings together a diverse group of grower organizations; agribusinesses; food, fiber, restaurant and retail companies; conservation groups; universities; and public sector partners to focus on defining, measuring, and advancing the sustainability of food, fiber and fuel production.

OR

Field to Market: The Alliance for Sustainable Agriculture brings together a diverse group of grower organizations; agribusinesses; food, fiber, restaurant and retail companies; conservation groups; universities; and public sector partners to create opportunities across the agricultural supply chain for continuous improvement in productivity, environmental quality and human well-being.

Examples of proper use of the Field to Market logo in conjunction with information about the effort:

- Internal and external publications (e.g., annual reports, corporate responsibility reports, brochures, etc.)
- PowerPoint presentations
- External web sites or intranets
- Accompanying newsletter articles or Field to Market-specific direct mailings

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LOGO GUIDELINES

The Field to Market logo should always be surrounded by a generous amount of clear space, free of any text or imagery. The example shown here illustrates the minimum amount of clear space around the brand. Clear space is measured by half (.5) of the height of the brand (x).

The minimum reproduction size of the brand is based on its width. The brand must never be less than .5" wide.

Full Color

Tagline

Solid Color (Grayscale)

Knockout

COLOR PALETTE

Pantone 179 C #F15D22	Pantone 7496 C #6D8D24	Pantone 5743 C #33460E	Pantone 7533 C #4B3900	Pantone 2925C #0096D6
C 0 M 79 Y 100 K 0	C 40 M 0 Y 100 K 38	C 33 M 0 Y 85 K 82	C 0 M 22 Y 85 K 85	C 85 M 24 Y 0 K 0
R 241 G 93 B 34	R 109 G 141 B 36	R 51 G 70 B 14	R 75 G 57 B 0	R 0 G 150 B 214

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The standard typeface for all Field to Market communication materials is Avenir Heavy, a contemporary sans-serif typeface. This typeface has been selected for its distinct visual character, weight variations and legibility. Applications include, but are not limited to, brand service/product names, headlines, text, captions, promotional signing, stationery and forms.

Avenir- Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890î&?!;î

Avenir - Heavy Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890"&?!;"

If technical or contextual limitations prohibit the use of Avenir, Arial can be used as an acceptable substitute. This alternate font is recommended for use in Powerpoint presentations, Word documents, Excel spreadsheet, and any contexts in which the documents will have to cross software platforms or multiple desktops, as well as for use in number-intensive charts and tables.

Arial - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890"&?!;"

Arial - Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890"&?!;"