



## National Dairy FARM Program

FARMERS ASSURING RESPONSIBLE MANAGEMENT

*U.S. dairy farmers dedicated to the highest standards for their cows, your milk, our environment and worker safety.*

(703) 243-6111

DAIRYFARM@NMPF.ORG

WWW.NMPF.ORG

*The National Dairy FARM Program brand represents to important audiences who we are and what we do – from our member dairy producers, cooperatives and processors to veterinarians, retailers, restaurants, consumers, media and broader food and agriculture industry influencers.*

*Maintaining brand standards results in a cohesive image and consistent messaging – both which help amplify our mission of high standards of animal care, environmental and antibiotic stewardship, and worker safety. It's that consistency overtime that demonstrates our professionalism, enhances our reputation, differentiates FARM from other programs and, ultimately, builds trust.*

*Thank you for helping FARM tell its story by using the following guidelines in your outreach.*

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## OUR SHARED GOALS

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### **Tell the FARM Story**

Continue to amplify the FARM story by sharing our brand and key messages to ensure long-term success as we continue – in partnership with farmers, co-ops and processors – to raise the bar for today’s dairy industry.



### **Instill Confidence**

Communicate about the National Dairy FARM Program in a way that instills confidence in our audiences that we hold our members to rigorous standards on the nation’s dairy farms.



### **Demonstrate Professionalism**

Use the FARM brand in a consistent manner, adhering to guidelines, to demonstrate the professionalism of the program.

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## OUR LOGO

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### The FARM Logo

A consistent use of logos and brand marks can be one of the most important ways of creating a recognizable and lasting brand image. The FARM logo and supporting variations should never be altered or redrawn.

### Alternative Logo

When the main, circular logo is not ideal for the space, there is an allowable variation intended to maintain legibility. This version is horizontal in nature and moves the primary tagline from around “FARM” to below “FARM” as shown.

**The FARM logo is permitted for DIGITAL USE ONLY. To use the logo for print materials, apparel or other branded items, please email [dairyfarm@nmpf.org](mailto:dairyfarm@nmpf.org) for approval. The FARM logo is not allowed on product packaging.**



## LOGO PLACEMENT

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### Clear Space

Maintain the proper amount of clear space around the FARM logo to protect it from distracting graphics and typography. Make sure there is at least  $\frac{1}{5}$  the width of the logo of white space on all sides.

### Minimum Size

The FARM logo should never be reproduced smaller than 0.75" wide.



.75" Wide

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## COLOR PALETTE

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### Primary Palette

Consistent use of color is one of the simplest ways to establish and maintain an enduring, recognizable brand.

Please follow the specified values when creating any FARM-branded collateral.



**CMYK** 100, 95, 26, 13  
**RGB** 40, 50, 112  
**HEX** 283270



**CMYK** 83, 15, 100, 2  
**RGB** 28, 153, 72  
**HEX** 1C9948



**CMYK** 50, 0, 99, 0  
**RGB** 141, 199, 65  
**HEX** 8DC741



**CMYK** 80, 53, 1, 0  
**RGB** 60, 115, 183  
**HEX** 3C73B7



**CMYK** 12, 99, 97, 2  
**RGB** 209, 36, 41  
**HEX** D12429



**CMYK** 0, 0, 0, 100  
**RGB** 0, 0, 0  
**HEX** 000000

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## KEY COPY

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***When referencing the National Dairy FARM Program, please use the following messages. The long-form messages may be abbreviated.***

### **Short Form**

**Option 1:** The National Dairy FARM Program – ensuring the highest standards on today’s dairy farms.

**Option 2:** The National Dairy FARM Program – ensuring the highest standards for animal care, wholesome milk, environmental stewardship and workforce development on today’s dairy farms.

### **Long Form**

**Option 1:** Consumers today are more interested than ever before in their food: how it’s produced, its safety and wholesomeness, who’s producing it, and how animals, the environment and employees are treated.

The National Dairy FARM Program: Farmers Assuring Responsible Management is earning the trust of everyone who makes dairy a part of their day by setting the highest standards on U.S. dairy farms.

Open to all farms, milk processors and cooperatives, FARM helps ensure the success of the entire industry by demonstrating to our customers and consumers that U.S. dairy farmers are committed to producing the best milk with integrity.

**Option 2:** Dedicated farmers. Healthy cows. Wholesome milk. That’s what the National Dairy FARM Program is all about. FARM, or Farmers Assuring Responsible Management, is a program open to dairy farmers, co-ops and processors across the U.S. that sets the highest standards when it comes to animal care, wholesome milk, environmental stewardship and ensuring safe, exceptional work environments. FARM creates a culture of continuous improvement that inspires dairy farmers to do things even better every day.

**Option 3:** Today’s consumers expect – and deserve – safe, wholesome food from people who are producing it responsibly. That’s where the National Dairy FARM Program comes in. U.S. dairy farmers have an excellent track record. FARM demonstrates their commitment to animal care, wholesome milk, environmental stewardship and ensuring safe, exceptional work environments – showing consumers that they’re doing what’s right. FARM raises the bar for the entire industry and creates a culture of continuous improvement.