Alabama Farmers Federation Logo Design Specifications

Please review design specifications for the Alabama Farmers Federation logo prior to using the logo for editorial purposes or for printed materials such as signage.

Colors

The Alabama Farmers Federation (Alfa Farmers) logo is to be used as provided in the following color combinations only.

PMS Colors
Red (PMS 186) and Black

CMYK Colors

Red Box:
- Cyan: 0%
- Magenta: 100%
- Yellow: 100%
- Black: 10%

Black Box:
- 100% Black

PMS Colors
Red: 195
Green: 8
Blue: 24

Hexidecimal RGB
C30818

Single Color
When using the Alfa Farmers logo in a single color application, it must appear as all-black.

Printing

When printing, the logo unit is only to be printed in the approved colors. However, the logo also may be printed in 100-percent process black with type reversed in white for black-and-white printing projects. It may not be tinted in any percentage of either color or in any other colors. If the logo is placed on a non-white background, the logo's underlying white background matte MUST always be present to prevent background bleed-through and to provide a margin of separation of the logo from the background. The background should never be seen through the white letters; the white separation bar between the red and black blocks; or the white background matte around the outside edge of the logo unit.

Logo No-Nos

The Alfa Farmers logo should be used as provided at 1:1 proportional scale. **DO NOT** skew, squeeze, crop or otherwise distort the logo in any way.

Last updated: 6/18/20