

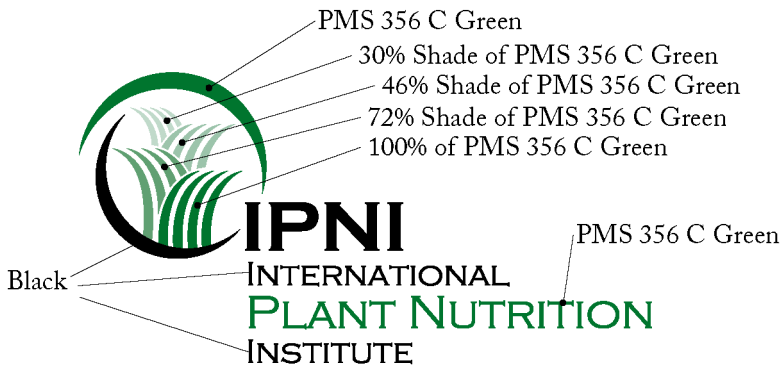
International Plant Nutrition Institute **Trademark Guidelines**



The IPNI trademark is the brand signature for the International Plant Nutrition Institute. Consistent application of this trademark helps protect its use and clearly communicates our identity around the world.

Two Color Logo

PMS 356 C Green and Black



The preferred use of the IPNI trademark is the two color version using PMS 356 C green and black. In this version, the curves representing crops inside the circle are printed in various shades of green.

PMS 356 C Color Equivalents:

For Printing on Coated Paper use PMS 356 C

For Printing on Uncoated Paper use PMS 356 U

For 4-color Process Printing the equivalent is:
C=94.12 M=21.57 Y=96.86 K=7.45

For Electronic Presentations the RGB equivalent is:
Red=13 Green=104 Blue=38

Type Font

Copperplate Gothic Light and Bold



The typefaces used for the IPNI trademark are Copperplate Gothic Light and Bold. These fonts are to be used as they appear in these guidelines and not modified in any way.

Black and White Logo



This version of the trademark is to be used when two color printing is not available. All elements are to be solid black with no shades or tints.

Reverse White Logo



This version of the trademark is to be used when the background is dark enough to clearly show the trademark in white.

Clear Space



Be sure to leave white space around the trademark. Use the height of the IPNI as a guide and allow at least that much space on all sides.