

# COOPERATIVE ADVERTISING & PROMOTION KIT



# COOPERATIVE ADVERTISING AND PROMOTION KIT

The goal of the United Sorghum Checkoff Program (USCP) is to promote U.S. sorghum as a highly desirable crop for farmers and a preferred ingredient or raw material for a variety of products. Toward that end, USCP offers matching dollars to those who promote sorghum and products made from sorghum.

It is USCP's desire to leverage checkoff dollars while helping defray costs for companies wishing to promote sorghum through our branding programs: *Sorghum: The Smart Choice™* and *Sorghum. Nature's Super Grain®*.

The USCP Cooperative Advertising and Promotion Kit contains:

- Cooperative program details for promotions targeted to farmers
- Cooperative program details for promotions targeted to high-value markets
- Cooperative application form
- *Sorghum: The Smart Choice™* Graphics Standards Guidelines
- *Sorghum. Nature's Super Grain®* Graphics Standards Guidelines





# FARMER DIRECTED ADVERTISING AND PROMOTIONS



*Sorghum: The Smart Choice*® has been adopted as a graphic and slogan by USCP to position sorghum as a preferred cropping and market choice. We are eager to have this graphic appear in advertising and promotional materials produced by seed and crop protection companies, irrigation equipment manufacturers and others who serve agricultural producers.

## How the Cooperative Program Works

Companies may be reimbursed for up to one-half the media cost (50%) for advertising or promotion that uses the *Sorghum: The Smart Choice*™ graphic. This includes magazine or newspaper advertising space and outdoor billboards up to a limit of \$5000 per advertiser in a 12-month period.

Cooperative support is also available for other items such as tradeshow booths, imprints on specialty items such as caps and jackets, product literature, vehicles, field signage and other applications. Promotion on digital platforms, radio, television or novel communication approaches will also be considered on an individual basis. Please contact USCP staff to discuss the details and reimbursement for your intended use.

The graphic or words *Sorghum: The Smart Choice*™ must be displayed prominently and must adhere to graphic standards published by USCP.

USCP must receive ADVANCE NOTIFICATION of your intent to claim Cooperative Funds with a preview of how *Sorghum: The Smart Choice*™ will be used. Please submit the Cooperative Support Application form at least six weeks in advance of use date.



# CONSUMER DIRECTED ADVERTISING AND PROMOTIONS



Sorghum is becoming a popular ingredient in gluten-free foods and can be used in a variety of recipes and food products. Use in the food industry led to the formation of *Sorghum. Nature's Super Grain®*.

## How the Cooperative Program Works

Companies who include *Sorghum. Nature's Super Grain®* on their product labels, in advertising or in promotional materials may be reimbursed for one half (50%) of the media cost up to a limit of \$5,000 in a 12-month period.

Cooperative support is also available for other items such as tradeshow booths, imprints on specialty items such as customer giveaway items, product literature or packaging and other applications. Promotion on digital platforms, radio, television or novel communication approaches will also be considered on an individual basis. Please contact USCP staff to discuss the details and reimbursement for your intended use.

For food-related products, the graphic or words *Sorghum: Nature's Super Grain®* must be displayed prominently and must adhere to graphic standards published by USCP.

USCP must receive ADVANCE NOTIFICATION of your intent to claim Cooperative Funds with a preview of how *Sorghum. Nature's Super Grain®* will be used. Please submit the Cooperative Support Application form at least six weeks in advance of use date.



# COOPERATIVE SUPPORT APPLICATION FORM



Today's Date: \_\_\_\_\_ Expected date of first use: \_\_\_\_\_

Applicant's Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
\_\_\_\_\_

Physical Address (if different): \_\_\_\_\_  
\_\_\_\_\_

Telephone: \_\_\_\_\_ Email address: \_\_\_\_\_

Which branding program will be utilized? (Check one)

☐ *Sorghum: The Smart Choice*™ ☐ *Sorghum. Nature's Super Grain*®

Product or service to be promoted:

\_\_\_\_\_

Where will the ad or promotional information appear? \_\_\_\_\_

What is the anticipated cost to be reimbursed by USCP? \_\_\_\_\_

Note: Reimbursement for media costs should not include preparation of artwork, copywriting expense, photography or other expenditures to create the material for customized co-operative programs. Items other than print advertising or printed material may be authorized in advance after discussion with USCP branding staff.

Additional documentation or contract may be required on a case-by-case basis as some use of the *Sorghum: The Smart Choice*™ or *Sorghum: Nature's Super Grain*® logo will be subject to USDA approval.

By signing below, I agree to adhere to provisions of the USCP Co-operative Support Program and will submit proof of performance evidence including tear sheets, vendor affidavits or other documentation to substantiate the reimbursement request within 30 days of its publication or use.

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Signature

Mail or email this form to:

United Sorghum Checkoff Program  
4201 N. Interstate 27  
Lubbock, TX 79403  
Phone: (806) 687-8727  
Email: [info@sorghumcheckoff.com](mailto:info@sorghumcheckoff.com)

# THOUGHT STARTERS FOR FARMER AUDIENCE



There are many ways and places the *Sorghum: The Smart Choice™* graphic and slogan can be used. Here are some ideas:

- Dropped into your product ads in magazines or newspapers
- Decals on your company vehicles
- Printed on your product literature
- Displayed on your packaging
- Decals on windows or doors at your retail locations
- Imprinted on tradeshow booths
- Stitched or screened onto wearables like caps and jackets
- Printed on pens, key chains, flashlights or other gift items
- Posted on your company website or social media platforms
- Painted on sides of grain bins or other prominent locations
- Imprinted on demonstration field signs
- Mentioned in your radio commercials

# THOUGHT STARTERS FOR HIGH-VALUE AUDIENCE



There are many ways and places that the *Sorghum. Nature's Super Grain®* graphic and slogan can be used on items targeting consumers and supply chain partners. Here are some ideas:

- Dropped onto print advertising or promotion
- On packaging
- In product literature
- In-store displays and point of purchase items
- On trade materials promoting your product through your supply chain
- On website and on social media platforms
- At tradeshows and sales meetings
- On wearables such as caps, jackets, golf shirts
- Embossed on golf balls or other specialty items

USCP offers cooperative funding for these items. Contact USCP staff for details.



Sorghum: The Smart Choice™

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# LOGO STYLE GUIDELINES

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# LOGO

The Sorghum: The Smart Choice™ logo was created by the Sorghum Checkoff to promote sorghum as a smart choice grain for use in multiple markets. The logo was designed to identify and promote products made from or containing sorghum grown in the U.S. There are two styles of the logo that may be used depending on the nature of the project. The Sorghum Checkoff requires proper usage of the Sorghum: The Smart Choice™ logo on all print, digital and promotional collateral.



# LOGO FORMAT

There are two formats of the Sorghum: The Smart Choice™ logo available for use. The formats available are a horizontal version and a vertical version. To determine which format is most appropriate for use, consider clear space, size and design. Preference should be given to the horizontal format.



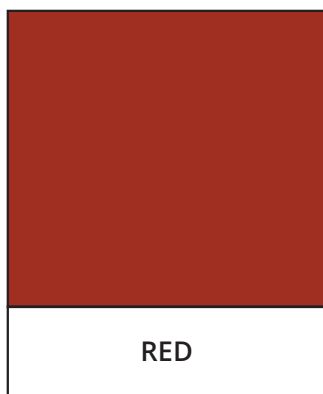
# CLEAR SPACE

The Sorghum: The Smart Choice Logo™ should be separated from other text and graphic elements with enough clear space to ensure readability. To provide the proper amount of clear space, use the distance from the top of the sorghum head to the bottom of the lettering and apply it to the clear space on each side of the logo. Utilizing clear space helps separate the logo from other competing elements.

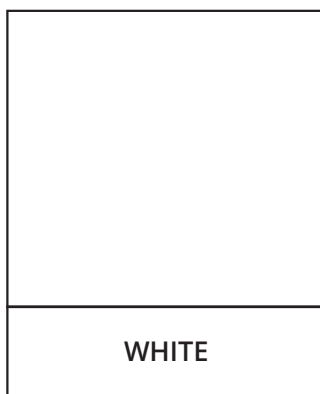




# COLOR APPLICATION



#A03123  
RGB: 160 49 35  
CMYK: 25 92 99 20



#FFFFFF  
RGB: 255 255 255  
CMYK: 0 0 0 0



#58595b  
RGB: 88 89 91  
CMYK: 64 56 53 28



The Sorghum: The Smart Choice™ logo can only be reproduced using the three authorized colors. The logo combining the red and gray colors serves as the primary color option. The logo may also be used entirely in red. If using the combination or red color options, the logo must appear on white/light backgrounds. The logo may appear entirely in white if used on colorful solid/photo backgrounds. Contrast against the background should always be considered when choosing which logo to use. Please note that these logos have been carefully designed and should not be altered in any way. Always use approved artwork.

## SIZE

The Sorghum: The Smart Choice™ logo may be reproduced in various sizes to fit design needs. The minimum size the logo may be reproduced is 1.5 inches wide for print and 225 pixels wide for digital use. The logo may not be distorted in any way by enlarging or shrinking, or appear too small to be read.



# LEGAL REQUIREMENTS

The Sorghum: The Smart Choice™ logo must be used with the ™ trademark symbol as shown. If space allows, the following legal line should be incorporated: "Sorghum: The Smart Choice™ is a registered trademark of the Sorghum Checkoff."



## USAGE GUIDELINES

To ensure consistency in representation of the Sorghum: The Smart Choice™ logo, follow these guidelines when using the logo:

1. Utilize the logo in its original vector format. Do not rearrange or eliminate any elements of the logo.
2. Use the logo in its original proportions. Do not stretch the logo in any way.
3. Use only the authorized gray, white and red colors for the logo.
4. A stroke should never be added to the outer perimeter of the logo.
5. Apply the proper amount of clear space to ensure legibility.
6. Employ the proper sizing technique to ensure the logo meets the minimum size requirements for print and digital uses.
7. The trademark symbol must accompany the logo in all instances.
8. The logo should only be reproduced using the original digital vector file.

# INCORRECT USE



Do not rearrange elements of logo



Do not change logo colors



Logo too small to be legible

Missing trade mark



# DIGITAL LOGO

The *Sorghum: The Smart Choice*™ logo may be used digitally as long as it is readable and stands out from the background. Preferred use is the color logo on a white background, but the logo may also be reversed to white out of a dark background.



# LOGO ON PACKAGING OR DECAL

The *Sorghum: The Smart Choice*™ logo may be used in print as long as it is readable and stands out from the background. Preferred use is the color logo on a white background, but the logo may also be reversed to white out of a dark background.





A close-up photograph of several sorghum grain stalks. The grains are a vibrant orange-red color and are densely packed on the stalks. The background is a soft, out-of-focus green, suggesting a field of sorghum. The lighting is bright, highlighting the texture of the grains.

Sorghum. Nature's Super Grain®

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# Logo Style Guidelines

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***SORGHUM***   
Nature's Super Grain®

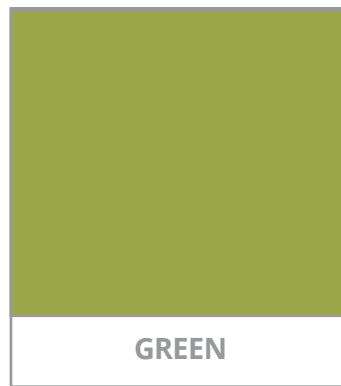
# LOGO

The Sorghum. Nature's Super Grain® logo was created by the Sorghum Checkoff to promote sorghum as a healthy, versatile whole grain food product for consumers, dietitians, chefs, foodservice professionals and manufacturers. The Sorghum Checkoff requires proper usage of the Sorghum. Nature's Super Grain® logo on all print, digital and promotional collateral.



# COLOR APPLICATION

The Sorghum. Nature's Super Grain® logo can only be reproduced using the two authorized colors. The green logo serves as the primary color option and should be used on white/light colored backgrounds. The white logo should be used on colorful solid/photo backgrounds. Contrast against the background should always be considered when choosing which logo to use. Please note that these logos have been carefully designed and should not be altered in any way. Always use approved artwork.



#9ca949  
RGB | 156 169 63  
CMYK | 43 21 89 2

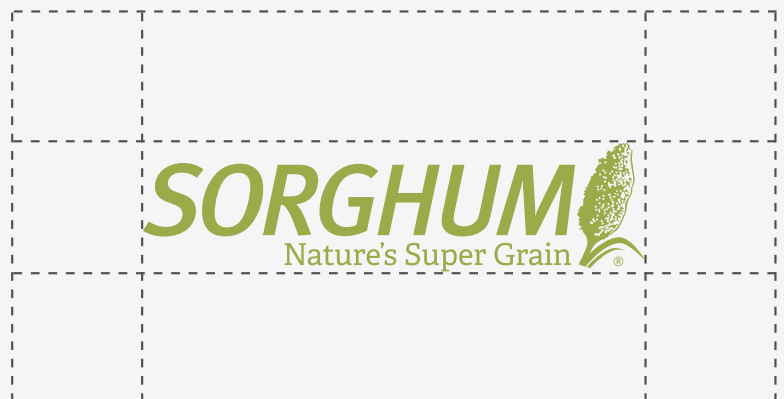


#FFFFFF  
RGB | 255 255 255  
CMYK | 0 0 0 0



# CLEAR SPACE

The Sorghum. Nature's Super Grain® logo should be separated from other text and graphic elements with enough clear space to ensure readability. To provide the proper amount of clear space, use the distance from the top to the bottom of the sorghum head and apply it to the clear space on each side of the logo. Utilizing clear space helps separate the logo from other competing elements.





# SIZE

The Sorghum. Nature's Super Grain® logo may be reproduced in various sizes to fit design needs. The minimum size the logo may be reproduced is 1 1/2 inches wide for print and 225 pixels wide for digital usage. The logo may not be distorted in any way by enlarging or shrinking, or appear too small to be read.



## MINIMUM SIZE

1 1/2 inches for print

225 pixels for digital

# LEGAL REQUIREMENTS

The Sorghum. Nature's Super Grain® logo must be used with the ® registered trademark symbol as shown. If space allows, the following legal lines should be incorporated: "Sorghum. Nature's Super Grain© is a registered trademark of the Sorghum Checkoff."



Sorghum. Nature's Super Grain® is a registered trademark of the Sorghum Checkoff.

# USAGE GUIDELINES

To ensure consistency in representation of the Sorghum. Nature's Super Grain® logo, follow these guidelines when using the logo:

1. Utilize the logo in its original vector format. Do not rearrange or eliminate any elements of the logo.
2. Use the logo in its original proportions. Do not stretch the logo in any way.
3. Use only the authorized green and white colors for the logo.
4. A stroke should never be added to the outer perimeter of the logo.
5. Apply the proper amount of clear space to ensure legibility.
6. Employ the proper sizing technique to ensure the logo meets the minimum size requirements for print and digital uses.
7. The registered trademark symbol must accompany the logo in all instances.
8. The logo should only be reproduced using the original digital vector file.

# INCORRECT USE



Do not rearrange elements of logo

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Do not change logo colors

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Logo too small to be legible

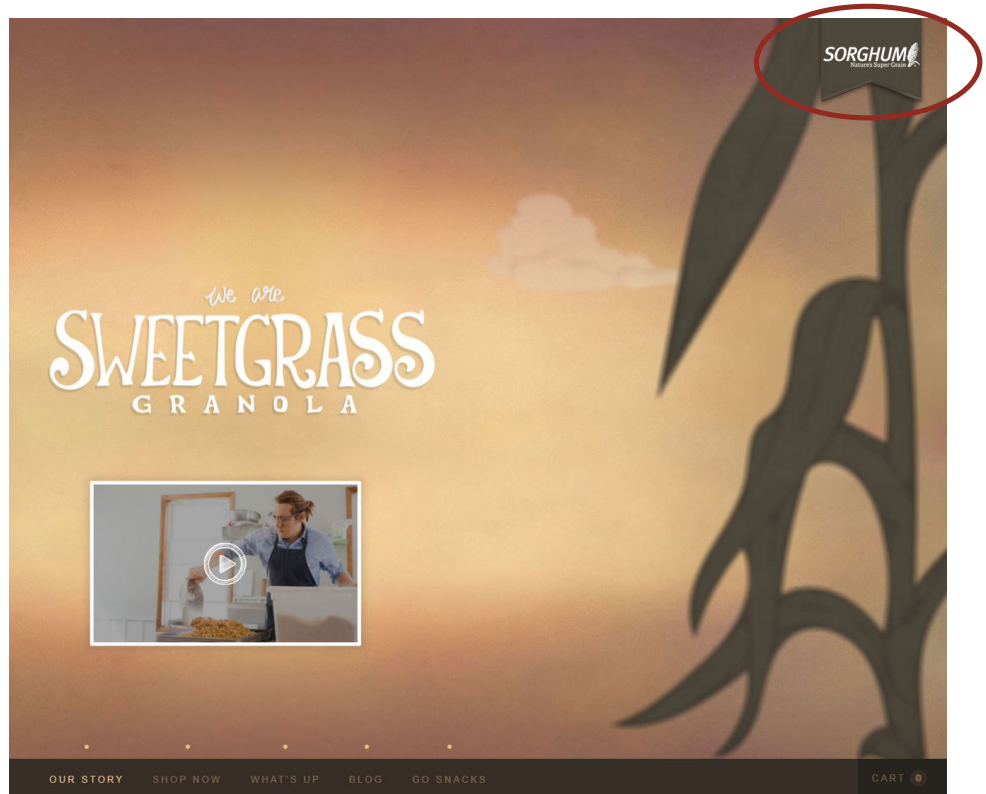
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Missing registered symbol

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# DIGITAL LOGO

The **Sorghum. Nature's Super Grain®** logo may be used digitally as long as it is readable and stands out from the background. Preferred use is the color logo on a white background, but the logo may also be reversed to white out of a dark background.



# LOGO ON PACKAGING

The **Sorghum. Nature's Super Grain®** logo may be used in print as long as it is readable and stands out from the background. Preferred use is the color logo on a white background, but the logo may also be reversed to white out of a dark background.





# CONTACT



Approval from the United Sorghum Checkoff Program must be received before using the *Sorghum: The Smart Choice™* or *Sorghum. Nature's Super Grain®* logo.

## **Please submit applications to:**

### **Laura Kelley**

Contract & Compliance Director  
United Sorghum Checkoff Program  
4201 N. Interstate 27  
Lubbock, Texas 79403  
**[laura@sorghumcheckoff.com](mailto:laura@sorghumcheckoff.com)**  
**(806) 687-8727**

## **Please submit proposed logo usage to:**

### **Clint White**

Director of Communications  
United Sorghum Checkoff Program  
4201 N. Interstate 27  
Lubbock, Texas 79403  
**[clint@sorghumcheckoff.com](mailto:clint@sorghumcheckoff.com)**  
**(806) 687-8727**

**[www.SorghumCheckoff.com](http://www.SorghumCheckoff.com)**