

branding uses



Acceptable Uses of Heartland Lakes Branding

- Full color, unaltered
- 1 color - deep blue, black or white
- On images, provided there is enough contrast to be legible
- On product packaging and promotional materials, including brochures, websites, flyers, point-of-purchase items, catalogs, and advertisements
- On wayfinding and signage
- On for sale apparel and other branded merchandise so long as you have explicit approval or a separate licensing agreement

Stronger with consistency.

Unacceptable Uses of Heartland Lakes Branding

- Altered colors or proportions
- Adding effects, such as drop shadows or glows
- On busy images where the branding would not be legible
- On product packaging and promotional materials for items made outside of the Heartland Lakes
- Using the branding on product packaging/labels or advertising that is inflammatory, offensive, negative, racist, sexist, or harmful or detrimental to the Heartland Lakes
- Using the branding on product packaging that includes the name of another state or country, e.g., "Product of Mexico," "Georgia Peaches," "Vidalia Onions"
- On for sale apparel and other branded merchandise without explicit approval or licensing agreement

