

## SUSTAINABLE U.S. SOY CERTIFICATION LOGO

The U.S. Soybean Export Council is the sole owner of the Sustainable U.S. Soy (S.U.S.S.) certification logo. This brand guide explains the graphical standards for its use.



### SIZE

The recommended minimum size of the S.U.S.S. logo is 0.5" wide to maintain legibility of the logo and trademark symbol. To maintain the correct aspect ratio of the logo do not compress or stretch the logo when resizing. Use the size of the flag as a reference for the minimum white space surrounding the logo.



0.5" minimum width

### TRADEMARK SYMBOL

The trademark symbol must be used with the S.U.S.S. logo. A variety of sizes of the logo with the trademark symbol are provided in this file. As the logo decreases in size, the trademark symbol must be scaled independently to maintain its legibility. It is recommended to use the provided logo sizes whenever possible to avoid scaling the trademark symbol incorrectly. If it is necessary to create a different logo size, use the provided logos as a guide for proper scaling of the trademark symbol.



**LARGE**  
Use this version when the logo will be more than 2" wide.



**MEDIUM**  
Use this version when the logo will be between 1"-2" wide.



**SMALL**  
Use this version when the logo will be between 0.5"-1" wide.

### DO NOT STRETCH OR COMPRESS LOGO



## COLOR USE

The S.U.S.S. logo is to be used only in the Pantone two-color version, the CMYK version, in black, or in reverse. The Pantone two-color, CMYK, or black versions are to be used on light backgrounds only. Use the reverse version on dark or color backgrounds. It is not permitted to use the logo in any other color or combination of colors than those specified in this brand guide.



2-color Logo



Black Logo



Reversed Logo



Do not use color logo on dark backgrounds that provide little contrast.



#39270b  
R57 G39 B11  
C54 M66 Y85 K69  
PMS Black 4U



#76ad36  
R118 G173 B54  
C53 M0 Y85 K0  
PMS 376 U

## DEFINITIONS AND COLORS

**RGB.** Used for web and computer screen colors. The letters stand for red, green and blue. These three colors create all other colors.

**Hex.** The hexadecimal coding system is used for web, html, CSS, SVG and other computer applications. The letters and numbers correlate to RGB colors.

**CMYK.** This is used to print colors on printing presses. The letters stand for cyan, magenta, yellow and key (black). These four colors create all other colors.

## FILE FORMATS

EPS, PNG and JPG files are provided in a variety of sizes and colors.

**.EPS** (Preferred for printing large signs and banners)  
EPS files are considered the best choice for printing at large scale. The artwork can be resized without losing quality.

**.JPG** (Preferred for images)  
JPG is a file format best used for photographic images which must be very small files (websites or email). JPG uses lossy compression. Lossy means some image quality is lost when the JPG data is compressed and saved, and is not recoverable.

**PNG** (Preferred for web)  
A PNG file can be saved with a transparent background which allows the image to be placed on top of another image without outlining.