Missouri Ag Ed Brand Guidelines

THE OFFICIAL BRAND GUIDELINES OF THE MISSOURI FFA ASSOCIATION, MISSOURI FFA FOUNDATION, MISSOURI FFA ALUMNI & SUPPORTERS, AND MISSOURI AGRICULTURAL EDUCATION

MISSOURI FFA

MISSOURI FFA Foundation

MISSOURI FFA Alumni & Supporters

MO AG ED

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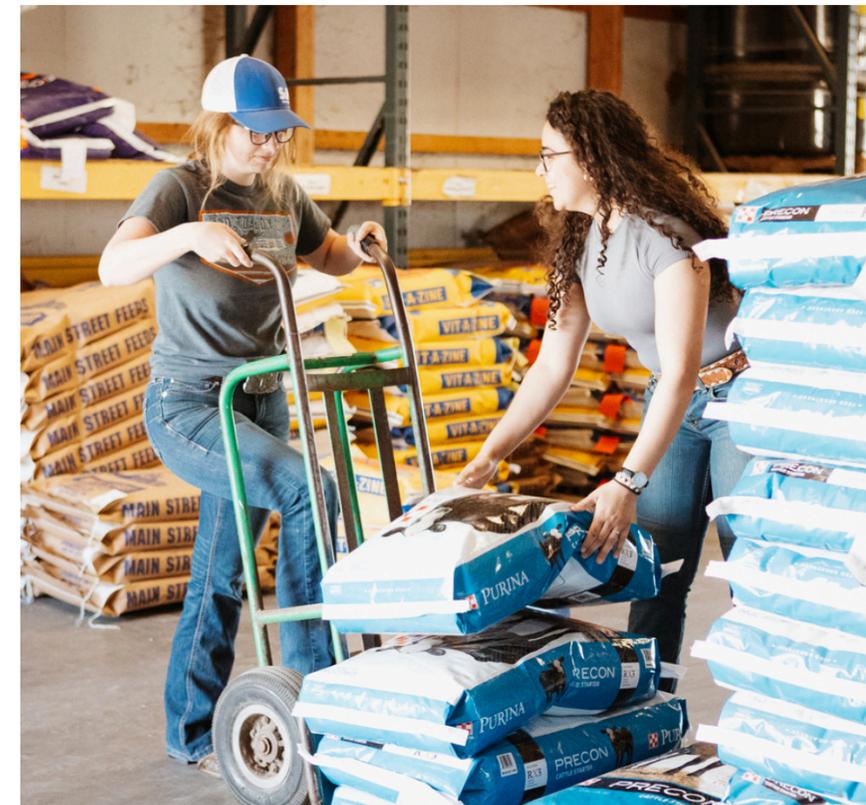
About Us

Missouri Agricultural Education encompasses all entities serving ag ed in Missouri, including the Missouri FFA Association, Missouri FFA Foundation and Missouri FFA Alumni & Supporters. The agricultural education and FFA missions complement one another, driving a collaborative effort to support youth in agriculture in Missouri.

Agricultural education envisions a world where all people value and understand the vital role of agriculture and natural resources in advancing personal and global well-being. FFA makes a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education.

Our Brand

As two separate entities, Missouri Agricultural Education and Missouri FFA have separate brand guidelines. The Missouri FFA Association, Foundation and Alumni & Supporters share branding assets.

Missouri Agricultural Education branding aims to showcase all facets of ag in the state. Its concise color palette allows for recognizable assets, complemented by typography that mirrors branding of Missouri FFA.

Missouri FFA utilizes primary, neutral and secondary color palettes for versatility in asset design. The typography keeps branding professional, yet playful for high school students.
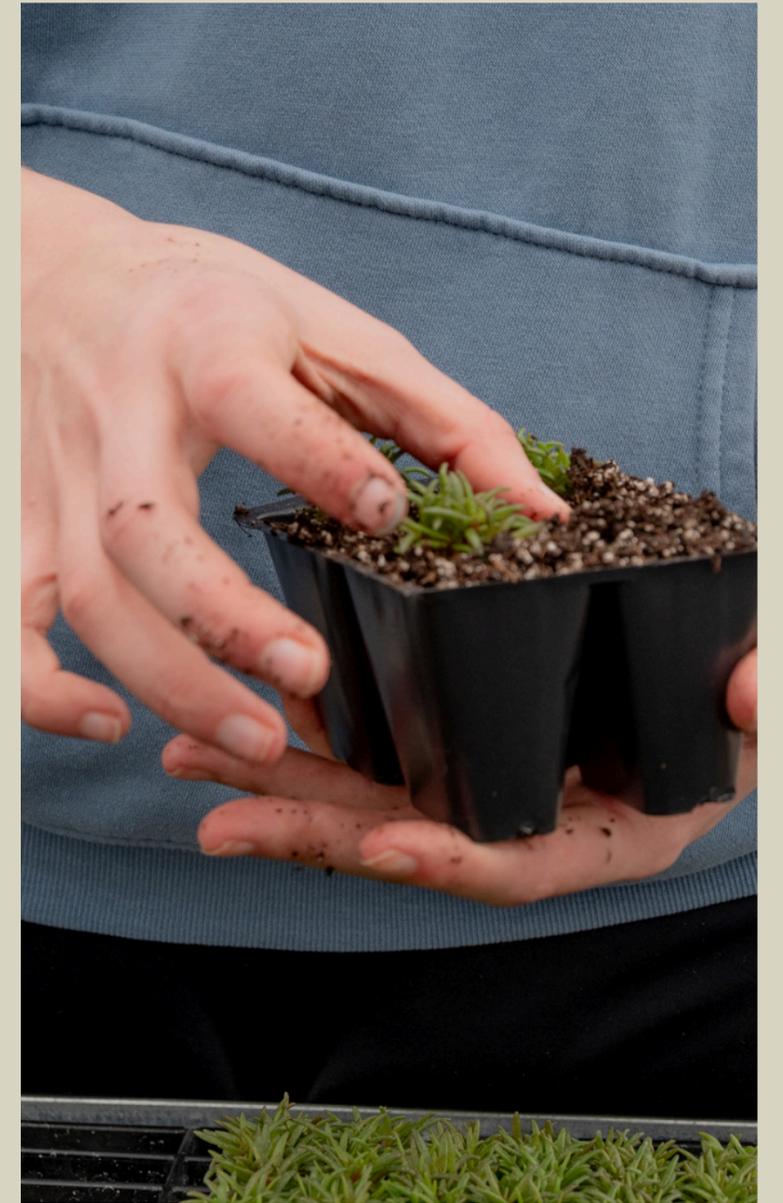
Missouri Agricultural Education

Logo Design

Missouri Agricultural Education uses the logos on left to represent our organization. These logos and the following identity assets should only be reproduced from authorized digital files. Please refrain from the following actions that may alter the logos:

- altering or modifying the files
- bending, stretching or rotating the logos
- altering the colors
- cropping the logos
- using shadows or other graphic elements

Brand Colors

Primary Palette

JACKET	SKY	CORN	GRASS
#103147	#C6D7D5	#E2B524	#365835

Our primary brand color palette consists of jacket, sky, corn and grass. All layouts should lean heavily on these colors. This concise color palette allows for consistently recognizable brand assets. Any of the colors can be made transparent as needed.

Typography

Montserrat

Thin	*Medium Italic*
Thin Italic	**Semi-Bold**
Extra-Light	*Semi-Bold Italic*
Extra-Light Italic	**Bold**
Light	***Bold Italic***
Light Italic	**Extra-Bold**
Regular	***Extra-Bold Italic***
Regular Italic	**Black**
Medium	***Black Italic***

USE FOR: HEADLINES, SUBHEADS, BODY COPY, QUOTES, TAGS, NAMES

Typography

Anton
Regular
USE FOR: HEADLINES, SUBHEADS

DM Serif Text
Regular
Italic
USE FOR: HEADLINES, SUBHEADS, BODY COPY, QUOTES

Icons

Our icon set includes both specific and abstract objects. The icons should always appear in a color from the official color palette of Missouri Agricultural Education.

Three Circle Model

The three circle model graphic uses Missouri Ag Ed colors and branding. This graphic can be used to share the three main components of ag education.

Pattern

The pattern on left can be used where a background is needed. For example, a website background, business cards, social media graphics, printed collateral, presentations and more.

Missouri FFA Association, Foundation, Alumni & Supporters

Logo Design

The Missouri FFA Association uses the logo on left to represent our organization. This and the following identity assets should only be reproduced from authorized digital files. Please refrain from the following actions that may alter the logo:

- altering or modifying the files
- bending, stretching or rotating the logo
- altering the colors
- cropping the logo
- using shadows or other graphic elements

FFA Emblem

In addition to the Missouri FFA logo, there may be instances the National FFA emblem should be used. For example, it can appear on ceremonial documents and official awards. Please refrain from the following actions that may alter the logo:

- altering or modifying the files
- bending, stretching or rotating the emblem
- altering the colors
- cropping the emblem
- using shadows or other graphic elements

Logo Design

The Missouri FFA Foundation uses the logos on left to represent our organization. These logos and the following identity assets should only be reproduced from authorized digital files. Please refrain from the following actions that may alter the logos:

- altering or modifying the files
- bending, stretching or rotating the logos
- altering the colors
- cropping the logos
- using shadows or other graphic elements

Logo Design

Missouri FFA Alumni & Supporters uses the logos on left to represent our organization. These logos and the following identity assets should only be reproduced from authorized digital files. Please refrain from the following actions that may alter the logos:

- altering or modifying the files
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- altering the colors
- cropping the logos
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Brand Colors

Primary Palette

BLUE	YELLOW	RED	CORDUROY	BLUE SKY
#004C97	#F2CE1B	#DD3C27	#16274A	#3EA9DA

Our primary brand color palette consists of blue, yellow, red, corduroy and blue sky. All layouts should lean heavily on these colors, mixing in the neutral color palette when necessary and the secondary palette to add small graphic elements when more variety is warranted. Any of the colors can be made transparent as needed.

Brand Colors

Neutral Palette

WHITE	BLACK	70% BLACK	25% BLACK	SAND
#FFFFFF	#000000	#4D4D4D	#BFBFBF	#D7D4C2
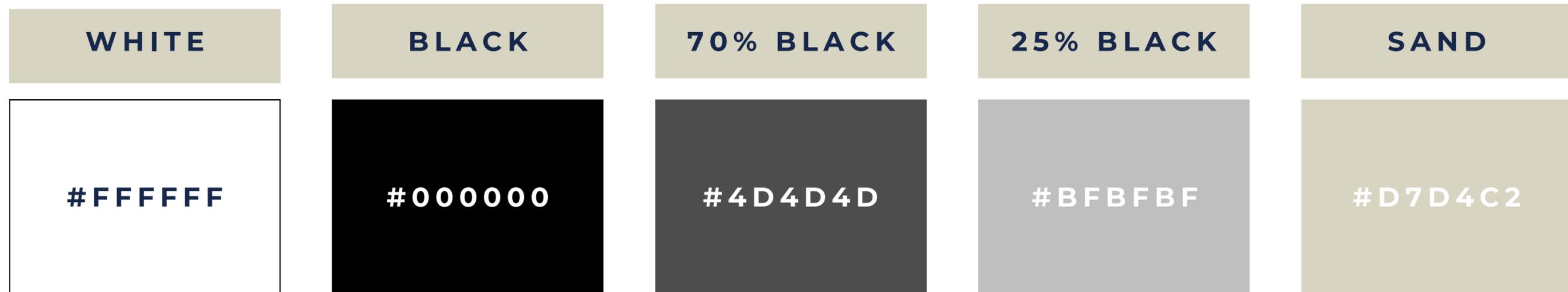
The neutral palette acts as a balance to the vibrant primary tones. Use them as needed to fill excess space in designs or tone down the overall color scheme. Too much content or too many colors can make for a busy composition.

Brand Colors

Secondary Palette

STEEL	CORN	SPROUT	GREENHAND
#1A839A	#ECB04A	#B3BAA0	#5E683C

BRONZE	WHEAT	RUST	RISING SUN
#B29069	#F1DCAA	#B25A3D	#DF591D

The secondary palette should only be used to accent the primary color palette. This palette can be used to add small graphic elements or diversified colors where necessary, but should not be used in place of the primary pallette.

Typography

Montserrat

Thin	*Medium Italic*
Thin Italic	**Semi-Bold**
Extra-Light	*Semi-Bold Italic*
Extra-Light Italic	**Bold**
Light	***Bold Italic***
Light Italic	**Extra-Bold**
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Typography

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Regular
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DM Serif Text
Regular
Italic
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Brandon Smith Stamp
Regular
USE FOR: SHORT CALLOUTS, QUOTES

Icons

Our icon set includes both specific and abstract objects. The icons always appear in a color from the official color palette of the Missouri FFA Association.

Social Media Templates

MISSOURI FFA

Templates

The following templates were created to be used by Missouri FFA chapters to help them share their story on social media, specifically Instagram and Facebook. The following pages outline three social media templates and their uses, as well as instructions on how to access, edit and use each.

The goal in providing these templates is to encourage the use of Missouri FFA's brand guidelines among chapters while providing examples of the branding in action. We also hope these temples serve chapter reporters, advisors and others in sharing their members, supporters, events and more.

These templates do not replace school protocols for social media. Please refer to your school's direction, using these templates as they fit.

Any questions about these social media templates should be directed to **Brandelyn Twellman - brandelyn.twellman@missouriffa.org**.

Social Media Content Tips

	Twitter	Facebook	Instagram	Instagram Stories

How to Use It

Twitter	**Facebook**	**Instagram**	**Instagram Stories**
Tweet live-event updates, engage one on one with the community, and seek out and engage with the FFA community.	Share news, updates, photos, and videos that highlight FFA's community.	Post visually striking "in the moment" photos and videos that give a sense of the FFA experience.	Post in-the-moment or behind-the-scenes photos and videos that give a sense of the FFA experience.

User Demographics and Successful Content

Twitter	**Facebook**	**Instagram**	**Instagram Stories**
Current Members Answer questions about upcoming events and share newsworthy updates	**Prospective Partners and Donors** Member outcomes and success stories with visual content, events, and traditions	**Prospective and Current Members** FFA life, member highlights, success stories, and uniquely FFA experiences	**Prospective and Current Members** Key moments, points of pride, and unique FFA events
Organization Leaders Share organization news			
Peers and Experts Share organization news	**Parents** Member success stories with visual content (videos are best) and fun traditions	**Current Members** The FFA experience, member takeovers, quizzes, beautiful pictures, fun videos, and success stories	
Prospective Members Retweet key moments, share info about the FFA experience			
Supporters Share news and big achievements			

Copy Approach

Casual ———— Formal	Casual ———— Formal	Casual ———— Formal	Casual ———— Formal

Image Quality

Low ———— High	Low ———— High	Low ———— High	Low ———— High

Template 1

STUDENT SPOTLIGHT

Quote, description or student name. Box size acan be changed to accommodate. Heading can be altered or deleted if not of use.

Student Name
Title, Grade, Etc

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This template can be used to share spotlights. For example, student spotlights, officer spotlights, SAE spotlights, etc. The title can be edited to fit your post. The text box can be resized, moved or deleted as needed.

Template 2

This template can be used to share announcements and other long-text posts. Text and/or photos can be added to any box as needed. The title text box can be moved to a different colored box as needed. You may also leave boxes blank if the extra space is not necessary.

Template 3

This template can be used to share photos from events. We recommend using this template as a cover photo and adding additional event photos to the post after it. The corduroy bar can be made transparent and moved up or down as needed. It can also be made wider if the event title is long enough to need a second row. The Missouri FFA logo should be deleted if it is in the way of the title.

Name of Event with Photo

MISSOURI FFA

Instructions

1. Create a free Canva account at canva.com.
2. Paste this link into your browser: https://bit.ly/45Yri0d.
3. Select "Use template for new design." DO NOT edit the template.
4. A file should open with all three templates included. Before editing, select "File" in the upper left corner of the screen.
5. Select "Make a copy." This should open a second window with the same template. This file will be titled "Copy of Copy of 2024 Missouri FFA Branded Social Media Templates."
6. You may now edit this file as needed, as you have a copy of the original templates saved to your account for future reference.
7. Once edited, you can download for use by selecting "Share" in the upper right corner, then selecting "Download" and "Download."

Logo Design

The logos on left should be used in jointly branded materials. Only the logos of the entities publishing jointly branded materials need be used. These logos and the following identity assets should only be reproduced from authorized digital files. Please refrain from the following actions that may alter the logos:

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Joint Branding Colors

Primary Palette

BLUE	CORDUROY	CORN	GRASS	BLUE SKY
#004C97	#16274A	#E2B524	#365835	#3EA9DA

The joint branding primary color palette consists of blue, corduroy and blue sky from Missouri FFA's color palette and corn and grass from Missouri Agricultural Education's. All jointly branded layouts should lean heavily on these colors, mixing in the neutral color palette when necessary. Any of the colors can be made transparent as needed.

Joint Branding Colors

Neutral Palette

WHITE	BLACK	70% BLACK	25% BLACK	SAND
#FFFFFF	#000000	#4D4D4D	#BFBFBF	#D7D4C2
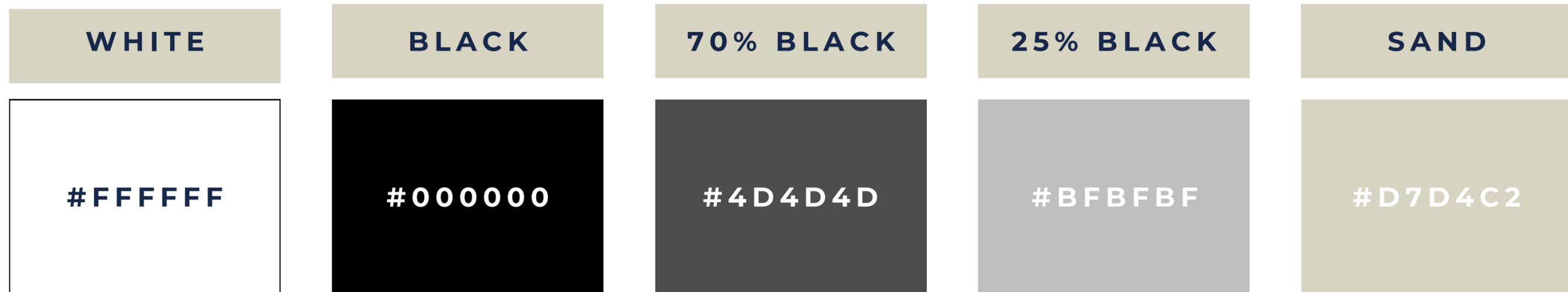
The neutral palette acts as a balance for the vibrant primary tones in the joint branding palette. Use them as needed to fill excess space In designs or tone down the overall color scheme. Too much content or too many colors can make for a busy composition.

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