



EFI Logo and Label Use

Guidelines for Grower Partners

PURPOSE

As your growing operation activates an EFI Leadership Team and works to meet compliance with the EFI Standards, you may find it beneficial to represent the EFI brand within your operation as you educate the greater workforce about EFI, the EFI Standards, and to identify members of the Leadership Team. The following outlines proper use and examples. Please do not hesitate to send questions to the EFI Marketing Communications team at media@equitablefood.org.

IDEAS FOR REPRESENTING EFI WITHIN YOUR OPERATION

EFI Leadership Teams have gotten creative in the way they communicate and educate workers about EFI:

- Identify Leadership Team members with the EFI logo on their badge, a shirt or hat
 - Add a pin to a badge, work clothing or hat
 - Add a sticker to a badge
 - Redesign the badge to include the EFI logo
 - Print shirts or hats with your company logo and the EFI logo
 - Print shirts or hats with the name of the Leadership Team along with the EFI logo and the company logo
- Include signage of the EFI logo and label around the farming operation to increase recognition of EFI and the standards. Some farms include the name of the Leadership Team along with photos of its members in numerous places.
 - Place printed signs of the EFI logo and/or label shared locations that the greater workforce will see, such as bulletin boards, cafeterias, restrooms

INTERNAL VS. EXTERNAL DISTINCTION

It is critical that you distinguish between internal and external use of the EFI logo and/or label until after you become certified. The EFI logo and label can only be used as part of external communications, branding or marketing after your farming operation has become certified.

Here are some distinguishing examples:

- Shirts with the EFI logo may be worn at work, but not at an industry trade show unless you've received certification
- Signage can be used within facilities, but not at the farm gate, on packaging or vehicles or fliers distributed to the community until after receiving certification
- Refrain from creating anything with the EFI label or logo for distribution **beyond the Leadership Team** until you receive certification (i.e., pens, pins, shirts, hats)



AVAILABLE ARTWORK

The following are low-resolution files and should not be used for printing or creating materials. Please request the high-resolution version of the artwork you wish to use by emailing artwork@equitablefood.org.

Full Color With Outline



Label Full Color No Outline (use on color or printed background)



B&W Label With Outline



Full Color Logo



Reversed Out (white) Logo



Reversed Out With Color
(Note: this is the logo option EFI uses on its corporate apparel)



Combined Logo & Label – Full Color



Combined Logo & Label – B&W

