

ISA Logo Guide

Minimum logo size is 2" wide.

Please send an example of project using the ISA logo to cnwberg@iasoybeans.com

Funded & Partially Funded



This is the preferred logo to use for ads, materials, marketing materials, power point slides, signage, embroidery and similar items. An embroidery logo is available.

Attribution:

Funded by the soybean checkoff **or**
Partially funded by the soybean checkoff

Not Funded



This logo is used on any materials, press releases, marketing materials, power point slides, signage, similar items where checkoff does not fund this project.

Attribution:

Not funded by the soybean checkoff

Funded & Partially Funded



This logo is used exclusively by marketing on projects as they develop them. This logo will also be used on press releases. It is not for universal use unless approved.

Attribution:

Funded by the soybean checkoff **or**
Partially funded by the soybean checkoff

(Taglines still serve an important purpose. They remain an easy and effective way to communicate a new or revised brand message. It is used to provoke an emotional interaction or make a relatable statement to the our audience. In ISA's case, our tagline says exactly what our company does. However, it has difficulties displaying it on all mediums)

Attribution Explained:

When an ISA logo is used, it must have the correct attribution to accompany it. **Attribution indicates whether something is funded or not funded by checkoff funds.**

Attribution is shown two ways:

1. By using or not using the checkmark with the logo
2. A small sentence at the bottom of **all** printed materials

It must be approved by Donna Donovan or Marketing team.

Social Media



This logo is used for social media and digital applications as needed. It is not for universal use.

Attribution:

Written out attributions are not always possible online

Attribution Verbage:

Funded by the soybean checkoff

This indicates the project is fully-funded by checkoff funds, without outside sponsorship. This cannot be used in conjunction with policy or advocate membership in any way.

Partially funded by the soybean checkoff

This indicates the project is partially-funded by checkoff funds in addition to sponsorship/partner funds.

Not funded by the soybean checkoff

This indicates the project is not funded by checkoff funds. It is also used on projects that have an element of policy or advocate membership. *(Projects not funded by the checkoff must be billed and coded on timesheets appropriately.)*