

EquuSSource™ Certified Feed Specialist Logo

Can you imagine the Coca-Cola name being displayed without its curvy type or a Campbell's soup can being any other color than red? We identify these products by those distinctive logo characteristics.

As you promote Southern States and our proprietary brands, such as GrowMaster®, FeedMaster™ and EquuSSource™, please follow these simple logo guidelines to consistently and proudly display our brand logos for clear and immediate recognition.

EquuSSource Certified Feed Specialist Logo Specifications and Usage Guidelines

The corporate design standards provided here have been developed to ensure a consistent presentation of the EquuSSource logo, its colors, and usage applications. As you prepare to use this logo, please read and respect the guidelines that have been established to maintain and standardize our brand identity. If you have any questions about how it should be used in your particular application, please contact Susan Longest in Marketing and Sales at 804-281-1164 or e-mail: susan.longest@sscoop.com

Full Color Specifications:

EquuSSource / Southern States **RED:** PMS 485 (CMYK build: C-0-, M100, Y91, K-0-)

EquuSSource / Southern States **BLUE:** PMS 281 (CMYK build: C100, M72, Y-0-, K38)



Single Color Specifications:

EquuSSource Blue and Red = 100% Black



