

Club Master 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 Club Master, GrowMaster® and FeedMaster™, please follow these simple guide lines to consistently and proudly display our brand logos for clear and immediate recognition.

Club Master Logo Specifications and Usage Guidelines

The corporate design standards provided here have been developed to ensure a consistent presentation of the Club Master 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 Marketing and Sales at 804-281-1000.

Full Color Specifications:

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

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



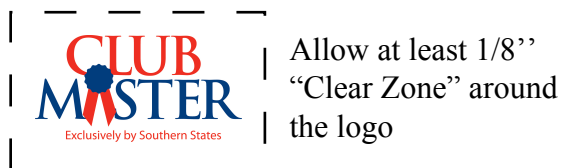
Single Color Specifications:

Southern States Logo = Black



Club Master Logo Print Usage Standards

1. ALWAYS use the logo in print as it is presented in the .eps or .jpg file.
 - Do not attempt to recreate the logo. Please use the original art file as provided.
 - Do not rearrange or break apart logo elements.
 - Do not use parts of the logo separately, such as using only the Club Master type without the "Exclusively by Southern States" element.
 - Do not change the proportion of the logo elements as they relate to each other. For example, do not make the Southern States type smaller than the established style in proportion to the Club Master logo.
 - Do not change logo coloration. (See "Full Color Specifications" above.)
2. NEVER use the logo any smaller than 1 inch wide (see example below).
Logo elements become unreadable if they are used any smaller.



3. ALWAYS provide an adequate “clear zone” around the logo for proper visibility. Allow a MINIMUM of 1/8 inch clear zone (as shown above) from text and other graphic elements.
4. ALWAYS be sure to use the logo on a background that provides good contrast so it can be seen easily.

Club Master Written Text Standards

1. Be sure to use capital “C” and “M” in a single-word style, ie: **Club Master**
2. DO NOT use the logo graphic as part of a phrase or paragraph.

Club Master Logo Embroidery and Patch Usage Standards

1. For application on the navy jackets and shirts, please use this configuration: (reversed white)



2. When used on a ball cap, the “Club Master” Logo should be visible on the front above the bill and the horizontal “Exclusively by Southern States” should be embroidered on the back above the vent.