

# Agricultural Communicators Network

## 2023 Brand Guide

### Who We Are

The Agricultural Communicators Network is the premier professional organization for journalists and marketing communicators across the agriculture industry. ACN serves as a forum for an open exchange of ideas among colleagues with varied industry perspectives in an environment that fosters professional excellence.

**Our mission** is to provide opportunities for professional improvement and networking to communicators across the spectrum of the agriculture industry.

**Our vision** is to provide premium professional development for our members and to inspire connection and excellence in ag communications for the betterment of our industry, in the United States and globally. We do this by recognizing excellence and by building engaged leaders who contribute to the organization and to mentoring and sponsoring fellow members.

**Our purpose** stands as a testament to the vision, courage, and determination of the small group of farm magazine editors who founded the organization — to provide a forum that allows professionals to share and exchange ideas, issues, and goals with their colleagues while offering opportunities for professional improvement.

**Our Ethics:** The ag communicators Network believes it is the duty of agricultural journalists and communicators to serve all audiences through fairness, accuracy, honesty, intelligence, and the truth.

- [View Ethics of Editorial Members](#)
- [View Ethics for Associate and Partner Members](#)
- [View Ethics for Photographers](#)



# Member Profile

Ag Comm Network members are diverse, talented ag communicators who work in roles across the agriculture industry. The word cloud below is made of popular titles for our members and should help provide context to our main audience base.



WordItOut

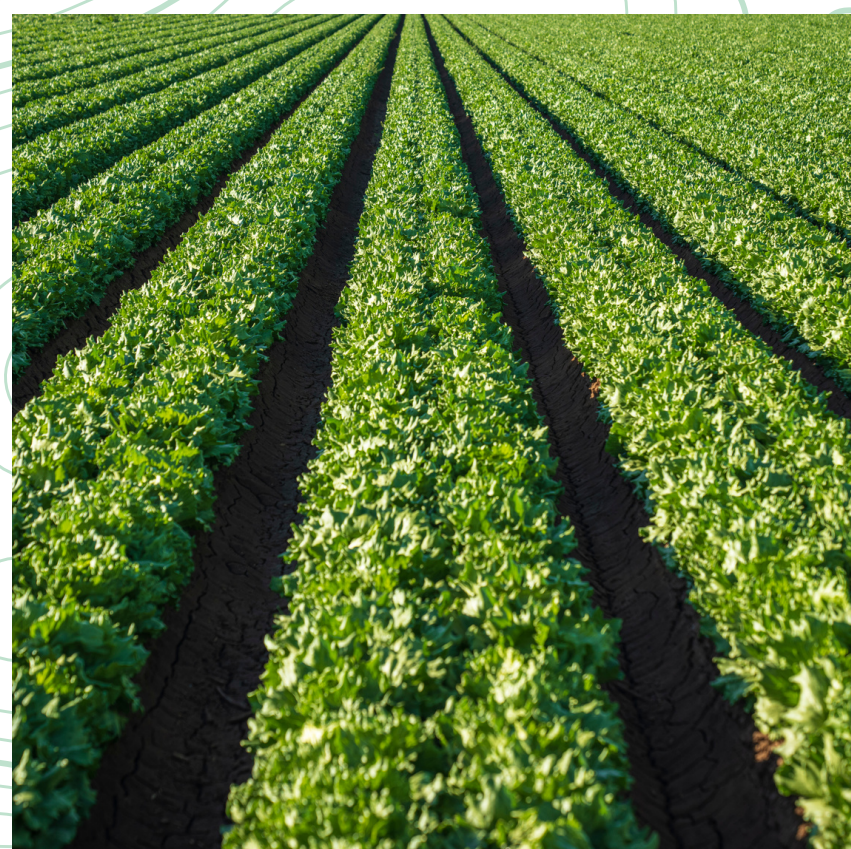
ACN’s internal audience are members of the organization. The membership is largely US based, varying across ages and stages of careers in ag communications, open to professional development and in pursuit of professional excellence.

External to ACN, our audiences include potential members, agricultural industry representatives, and the farmers and growers who consume the content provided by ag media and marketing communicators.



# Tone and Theme

ACN's message should be reflected in its graphics, tone, and content. Our brand voice is best defined as business casual. It's professional, respectful, and welcoming. At all times, ACN communications are aligned with our code of ethics, and are respectful of the organization, its members, and our external audiences.



SIMPLE AND CLEAN



RELATIONAL



NATURAL

# Branding

ACN can be identified first as Agricultural Communicators Network or the Agricultural Communicators Network. Informally and among other members, our organization can be called ACN as a second reference.

## FONT GUIDE

## FONTS IN USE

**Aa**

**LEAGUE SPARTAN**

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
Zabcdefghijklmn  
opqrstuvwxyz12  
34567890!@# \$%  
^&\*()**

**Aa**

**GLACIAL INDIFFERENCE**

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijkl  
mnopqrstuvwxyz  
123456  
7890!@# \$%^&\*()

**THIS IS A HEADING**

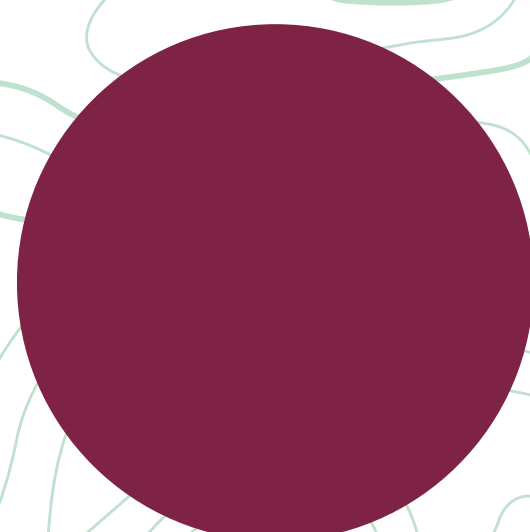
**THIS IS A SUBHEADING**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas felis eros, commodo nec euismod id, tincidunt in felis. Aliquam ut vulputate dui, at facilisis metus.

League Spartan should be used in titles and headings, and Glacial Indifference should be used in body text and paragraphs.

## ACN Logo Color Palette

Specific colors listed below should provide a guide for selecting the appropriate colors for all media types.

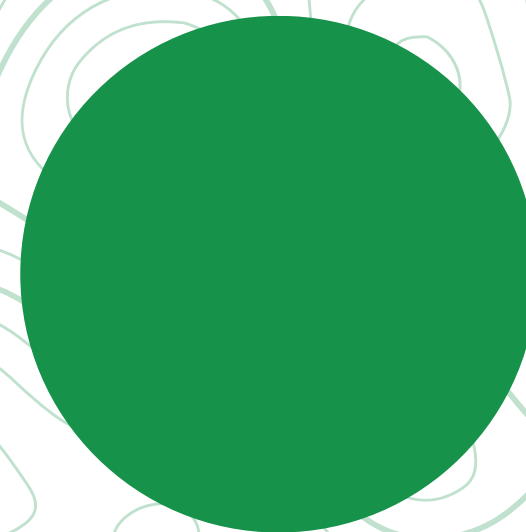


**PMS 221C**

**C: 31 M: 100 Y: 53 K: 20**

**R: 151 G: 0 B: 72**

**HEX#: 970048**



**PMS 347C**

**C: 96 M: 10 Y: 100 K: 1**

**R: 0 G: 153 B: 68**

**HEX#: 009444**



# Logos

The ACN logo is designed to exact specifications and is available through approved electronic files. The ACN logo may not be re-created or altered in any way. Please contact ACN with any file requests or appropriate usage questions regarding the ACN logo.

As a reminder, JPGs compress the file to reduce its size which decreases load times, making them great for online publications and websites. PNGs take up more space but are better for logos and have the ability to turn transparent. PNGs also don't lose the quality of the image overtime, like a JPG would.



## Desired Usage

Wherever possible, the ACN logo should always be used in color. Where production limitations prohibit use of the color version, a black or white version is available for use. The logo should always be sized proportionally and used at a size which ensures legibility and visibility.

Please use the black logo on wearables like shirts and hats. If you're using the logo outside of the these parameters, please email our Executive Director, Samantha Kilgore, at [SKilgore@asginfo.net](mailto:SKilgore@asginfo.net).

## Minimum Size and Clear Space

The Minimum Size: 0.8327" height to maintain readability. Leave minimum clear space around logo equivalent to one-half width of the logo represented as "X" (See illustration).

