

Michigan Farmers Market Association Logo Use and Guidelines

The Michigan Farmers Market Association (MIFMA) logo may be used only with permission according to the following conditions:

1. The logo may be used by partners who have requested and been granted permission to use the logo. This is a limited use license. MIFMA retains full ownership and control over the use of this logo.
2. Use of the logo indicates acceptance and agreement to use of the logo subject to the terms and conditions of these guidelines as they now exist or may be amended. MIFMA reserves the right to amend these guidelines at its discretion without prior notice.
3. The ratio of the logo must be: W: 1 H: 0.6
4. The logo must maintain a minimum height requirement of 1" at all times to maintain legibility and branding standards.
5. The colors of the MIFMA logo must be:
 - a. Green: Pantone 362 C
 - i. C: 70% M: 0% Y: 100% K: 9%
 - ii. R: 73 G: 169 B: 66
 - b. Black:
 - i. C: 0% M: 0% Y: 0% K: 100%
 - ii. R: 0 G: 0 B: 0
6. The logo may also be used in grayscale for black and white printing (see below).
7. The logo may be watermarked up to, but by no more than, 30%.
8. The logo must be used in its entirety and is not to be separated or cut apart. The user may not recreate the logo, or alter or crop it in anyway.
9. The logo must be used in a professional manner. Acceptable use includes: websites; publications, like flyers or brochures; and social media.
10. MIFMA reserves the right to deny use of its logo to any individual, organization, entity or member.
11. The MIFMA logo may not be used to endorse products, services or practices.



Each time the logo is misused or misrepresented, the perceived value of MIFMA is placed at risk. Any party found to be purposefully misusing or misrepresenting the MIFMA logo may have their current membership revoked and/or shall be prevented from becoming a member or partner of the organization. Consequences will be determined by the MIFMA Board of Directors.

The MIFMA logo or accompanying graphics, including the Michigan image composed of fruits and vegetables or the open umbrella image, may not be used without MIFMA permission.