

BEYOND THE SEED LOGO USE GUIDELINES



You're buying more than
just seed. You're getting value today
and innovation for tomorrow.

COMMITMENT. INNOVATION. PERFORMANCE.

Designated Uses of the Logo:

The Beyond the Seed Logo is for use on seed or related products as follows:

- *Agricultural seed, flower seed, vegetable seed, and grass seed*
- *Providing technology information related to agricultural seeds and the seed industry; providing information on the subject of scientific research and development related to agricultural seeds and the seed industry*

You may use the Logo and the Logo with required text, on seed and in related materials, to promote the ASTA program.

Materials on which the Logo is to be Used:

The logo can be used on packaging or tags/labels, print advertising and promotional materials, Web sites, and in catalogues and user materials (Materials) that relate to the seeds listed above. Please refer to the Web site (www.beyondtheseed.org) in all uses. ASTA may review the way in which licensees use the logo, and may request samples of the Materials for the purpose of ensuring compliance with these guidelines.

Appearance of the Logo:

The logo must appear in its entirety. You may not alter the Logo in any way, nor add additional language to the required text. The logo can appear in any color and/or combination of colors. The Logo must be secondary, in size, prominence and placement, to the seed and/or seed manufacturer mark so as to make clear that the source of the seed is the seed manufacturer. For now, the logo should include the SM symbol. Once ASTA has been issued its registration for the logo in the United States,

ASTA will update these guidelines to replace the SM symbol with the federal registration symbol, ®.

One of the following statements must be used anytime the Logo appears, and must be conspicuous or readable by the average viewer/reader.

When the Logo is used, the following text is required:

"For more information about seed technology, visit ASTA's Beyond the Seed Program at www.beyondtheseed.org."

When the Logo is used in conjunction with products or technologies specific to a company, additional text is required:

"For more information about seed technology, visit ASTA's Beyond the Seed Program at www.beyondtheseed.org. ASTA, as a trade industry association, does not endorse the products, services or technology of individual companies."

When the Logo is used by a company or organization in Materials addressing intellectual property rights and seed and related technologies supplemental to the Beyond the Seed program materials, the following text should be included:

"The Beyond the Seed Program was launched by the American Seed Trade Association (ASTA) to raise awareness and understanding of the value that goes beyond the seed. The future success of U.S. agriculture depends upon quality seed delivered by an industry commitment to bring innovation and performance through continued investment. For more information about seed technology, visit ASTA's Beyond the Seed Program at www.beyondtheseed.org."

Use of the logo and appropriate text in any Materials is highly recommended. Information and materials are available to be used in conjunction with individual efforts and can be found on the Beyond the Seed Web site, www.beyondtheseed.org.

Any questions regarding the use or appearance of the logo or information developed as a result of the Beyond the Seed program, should be address to ASTA staff.