

The logo features a green silhouette of the state of Arkansas. Inside the outline, there is a white boll weevil with black markings on its body and legs.

**ARKANSAS
BOLL WEEVIL
ERADICATION PROGRAM**

B r a n d B o o k 2 0 2 0

A faint, light gray illustration of a cotton plant is visible in the lower-left corner of the page, showing the stem and several large, rounded cotton bolls.

abwep.org

OUR MISSION

The goal and purpose of the **Arkansas Boll Weevil Eradication Foundation** is to carry out the programs of boll weevil eradication, suppression, and containment to rid the state of the boll weevil, *Anthonomus grandis* Boheman, and to maintain the eradicated environment in the post-eradication program to benefit all segments of the cotton industry in Arkansas.



The **Arkansas Boll Weevil Eradication Program** logomark consists of a hand-drawn mature cotton boll surrounded by a simplified shape of the state of Arkansas. A strong sans serif typeface arrangement provides a footing to complete the combination mark.

This package includes two versions of this mark for flexibility across all imprinting and duplicating mediums.

This brand book and brand asset package is provided to ensure the proper use of your brand in order to preserve its consistency wherever it appears.

LOGO VARIATIONS



Full Logo to be used when possible



“Open” Logo to be used for embroidery or over photography/video as needed
or when a reversed version is required

ALTERNATE LOGO USE



One color, to be used in newspaper print or any reproduction where only one color can be imprinted



Reversed logo to be used where required for one color on solid color block.

LOGO USE

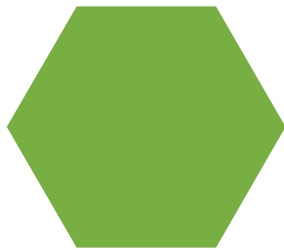
PADDING
PLEASE ALLOW DISTANCE EQUAL TO THE SHAPE OF ARKANSAS BETWEEN
YOUR LOGO AND ANY OFFENDING BRANDING



NO STRETCHING PLEASE



COLOR FORMULAS

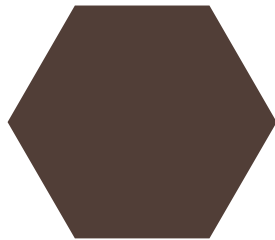


CMYK:
59, 11, 100, 0

RGB:
121, 176, 66

HEX:
#79af42

PMS:
360C



CMYK:
63, 71, 73, 39

RGB:
81, 63, 56

HEX:
#513e38

PMS:
438C



**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-+/*!@#\$%&*()_+**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-+/*!@#\$%&*()_+**

Available for download here:

<https://fonts.google.com/specimen/Oswald>

BRANDING IN ACTION



Created by The Communications Group, exclusively for
ARKANSAS BOLL WEEVIL ERADICATION PROGRAM, June 2020.

For additional creative support, please contact ComGroup at 501-376-8722

See more at ComGroup.com

