

Maine Harvest Bucks Promotional Material Guidelines

All farmers' markets that wish to a) receive grant reimbursement for Maine Harvest Bucks materials or b) count printing expenses as grant match must submit a preview of these materials before printing to: SNAP@mffm.org and follow the guidelines defined below. The materials must be primarily focused on MHB, feature some version of the program tagline (*Use SNAP and get bonus fruits & vegetables!*), and ideally include the maineharvestbucks.org URL.



All fruit and vegetable SNAP incentive program materials (i.e. vouchers, flyers, etc.) must feature the Maine Harvest Bucks logo. This logo is available in a variety of colors and formats. Please do not alter the logo. Please also include this program URL whenever possible so that customers can learn more: www.maineharvestbucks.org.



The SNAP logo is not required. In fact, we have learned that this logo is not very well recognized by benefit recipients in Maine. Instead, we encourage you to use an image of the Maine EBT card. Here are two options, one with the MHB logo overlaid.



Please feature MFFM logo in conjunction with any materials mentioning your Maine Harvest Bucks program and feel free to list/link our website (www.maine farmersmarkets.org) too! These can be great ways to direct people to more of Maine's farmers' markets.

Be sure to check with any local organizations or businesses that support your Maine Harvest Bucks program to see if and how their logo(s) should be featured.

All logos shown here are available at mainefarmersmarkets.org. Search "Maine Harvest Bucks Resources."

Maine Harvest Bucks logo style guide

LOGO



LOGO ALTERNATIVES



LOGO COLORS

PMS 128

C 0 M 25 Y 100 K 0
R 254 G 194 B 15
HEX VALUE: #FEC20F

PMS 370

C 71 M 24 Y 98 K 8
R 86 G 141 B 65
HEX VALUE: #568D41

PMS 7623

C 30 M 100 Y 77 K 37
R 126 G 19 B 42
HEX VALUE: #7E132A

LOGO FONT

MONTSERRAT

Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890