

Bee Friendly Logo

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Issued By: Great Plains Marketing Department

Contact: Jayme Baker, Advertising Manager



Usage Policy

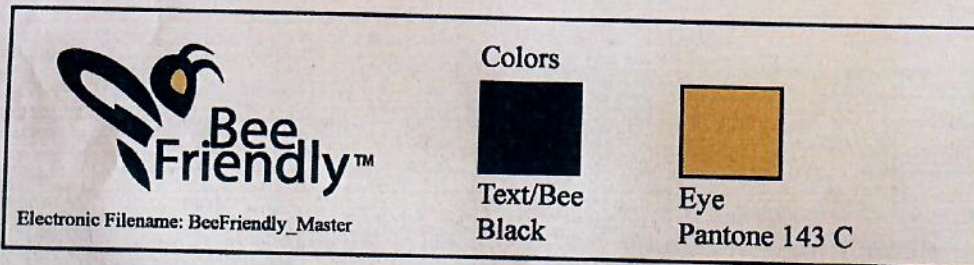
This policy is written to guide the use of the Bee Friendly logo and identity.

This logo visually represents the fact that Great Plains Yield-Pro® Planters are designed to reduce pollinator exposure to deadly Neonicotinoid Insecticides. As concerns about pollinator protection increase, it is important that our Yield-Pro Planters are recognized as "Bee Friendly" throughout the entire agricultural industry. This policy will serve to ensure that the Bee Friendly logo is used consistently in ALL communications. Usage of this logo outside the guidelines in this policy will not be tolerated.

The Bee Friendly logo is utilized to gain instant recognition for our Bee Friendly Yield-Pro Planters, and we must protect it through proper and consistent use. We must ensure that all of our employees, territory managers, and anyone outside our organization use this logo properly on all Yield-Pro Planters and all communication regarding Yield-Pro Planters.

Permission to use the Bee Friendly logo is required and must be obtained from the GP Advertising Manager, Jayme Baker (email: jayme.baker@greatplainsmfg.com).

Bee Friendly Master Logo



All uses of the Bee Friendly logo must be reproductions of the design, traceable to the master logo. This includes all usages such as printed collateral materials, print ads, website, etc. Variations of the logo other than the acceptable variations in this policy are not permitted without prior consent from the advertising manager. Once the use of the Bee Friendly logo has been approved, make sure the background is not too busy and that it does not significantly detract from the logo itself. If the background is distracting to the logo, please do what you can to subdue the background.

Supporting Copy

The following copy should be used in conjunction with the Bee Friendly logo whenever possible. Please check with the marketing department before use, as the supporting copy may change from time to time.

Great Plains Yield-Pro® Planters utilize a patented positive air flow system (not vacuum) that discharges exhaust directly towards, and in close proximity to, the ground – not “directed away from the ground” and into the atmosphere. This system complies with PMRA - Health Canada’s Best Practices for Pollinator Protection.