



**GO TEXAN.<sup>®</sup>**

**BRAND GUIDELINES**

**2021 EDITION**





## HELPING YOU GO TEXAN

One of the most valuable tools available to our partners is the GO TEXAN certification mark. We know from consumer surveys that Texans prefer to buy Texas products, and the GO TEXAN mark stamps your products with Lone Star pride.

**Partners who use the mark regularly report it makes a difference in sales. However, to maintain the integrity of the mark, we ask you please always follow the simple guidelines and rules in this Brand Guidelines booklet.**

The primary goal of the GO TEXAN program is to raise awareness and sales of Texas products. The GO TEXAN mark is the most critical part of this campaign. It helps consumers identify Texas products at a glance. All of our promotional materials, print advertisements and media campaigns direct consumers to look for the mark when making purchases to ensure they get local Texas products. That's why we encourage you to use the mark as much as possible and put it to work for you!



**GO TEXAN.<sup>®</sup>**



## PUT IT TO WORK

The GO TEXAN mark is a certification mark of the Texas Department of Agriculture. It is registered with the United States Patent & Trade Office, Registration Number 2485720. It can be used by all current partners on promotional materials including brochures, websites, fliers and more as set forth in Title 4, Part 1, Chapter 17, Subchapter C of the Texas Administrative Code. Specific eligibility guidelines apply to each certification category, including, but not limited to:

- **PARTNERS** may use it on product packaging for *qualified products only*.
- **WINERIES** may use the mark on wine made of at least 75 percent Texas grown grapes.
- **RESTAURANT AND RETAIL PARTNERS** can display the mark on their menus and store signage to show consumers they have a commitment to sourcing Texas ingredients and products.
- **GIFT BASKET COMPANIES** can use the mark on gift baskets comprised of GO TEXAN products.

**We encourage you to contact us at any time if you ever have questions on how to use the GO TEXAN mark on your product packaging or promotional materials. We're here to help!**

GO TEXAN  
Certification Mark  
Black



GO TEXAN  
Certification Mark  
2-Color



GO TEXAN  
Certification Mark  
White



# MARK USAGE

## GO TEXAN MARK SPECIFICATIONS

- Only the words “GO TEXAN.” may appear with and as a part of the certification mark.
- The words “GO TEXAN.” must always be placed directly below the mark with both the mark and the words in the same shape as the certification mark shown on the right.
- The font for the “GO TEXAN.” words must be Futura Bold Condensed.
- The Trademark Registration symbol must always appear with the words “GO TEXAN.”
- Black, White, PMS 484 Red with Black (PMS 485 Red with Black is also acceptable), and PMS 2478 Warm Gray are all acceptable color options for the mark.



Black



White



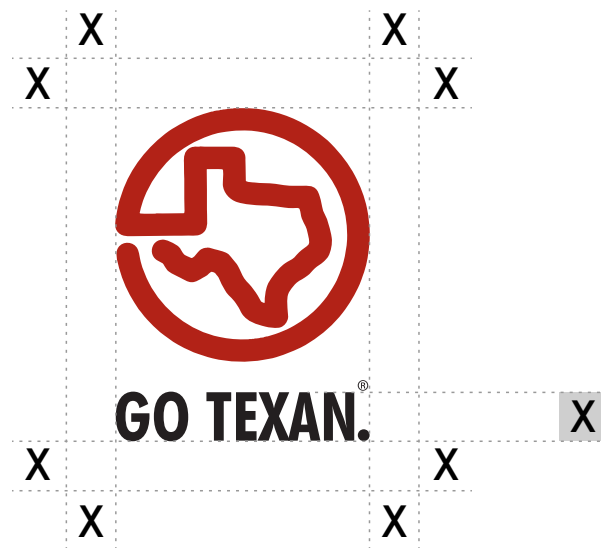
PMS 484



PMS 485



PMS 2478



Always maintain a clear space (X) greater than or equal to the height of the GO TEXAN letterforms. Never let any other design element, type, competing logo, photo, or color bar/band intrude into the clear space. Avoid attempting to use the mark on top of any photograph, gradient, or continuous tone image unless that image is compositionally neutral, such as a clear blue sky.



# MARK MISUSE

## WHAT TO AVOID

Permission to use the GO TEXAN mark may be revoked at any time if the mark is misused.

Misuse of the mark includes, but is not limited to:

- Using the mark to sell, advertise, market or package a product or service that is not eligible for inclusion in the GO TEXAN program.
- Using the mark on product packaging/labels that can be viewed negatively by the American public, including images or names that could be considered inflammatory, sexist, racist or otherwise potentially offensive.
- Using the mark in a manner that includes the name of another state or country, (e.g., “Georgia Peaches,” “Vidalia Onions,” or “Product of Mexico.”)
- Altering the look of the mark in any way, e.g. placing words inside the mark, substituting alternate text for “GO TEXAN.”, using the mark without the words “GO TEXAN,” using a different font, color, or resize of the mark in any way that alters its relative proportions.







## GO TEXAN IN PRINT

Always capitalize the GO TEXAN program name when it appears in running copy—like headlines, body copy, and captions. Unlike the certification mark, which incorporates a period and a registration mark (®), when used in running copy, the GO TEXAN program name should simply appear in ALL CAPS, without additional punctuation or marks.

Additional brand-related questions?

Direct them to the GO TEXAN team:

[GOTEXAN@TexasAgriculture.gov](mailto:GOTEXAN@TexasAgriculture.gov)





**GO TEXAN.®**



**TEXAS DEPARTMENT OF AGRICULTURE  
COMMISSIONER SID MILLER**