

## Iowa Exporter ID Usage Guidelines

The Iowa Exporter ID is an initiative of the Iowa Economic Development Authority (IEDA) that enhances the marketing efforts of Iowa companies at trade shows. The IEDA grants permission for the usage of the Iowa Exporter graphic to companies located in Iowa for prominent display in trade show booths or printed materials for the purposes of promoting your company as an “Iowa Exporter.”

All Iowa companies are invited to participate in this initiative; however, Iowa companies receiving financial assistance via the Export Trade Assistance program (ETAP) are **required** to display the Iowa Exporter ID at trade shows.

**Use of the Iowa Exporter ID on merchandise is not permitted.**

### **Trade Show Display Requirement**

In order to ensure legibility and visual prominence in trade show booths, the Iowa Exporter ID should never appear smaller than the minimum size of 8-1/2 X 11 as shown in the .pdf format. Background of graphic must remain white.

### **Graphic Usage Guidelines**

This graphic is **not to be used** as a substitute or replacement of the Iowa Economic Development Authority logo.

In addition, usage of the graphic does not equate to the Iowa Economic Development Authority’s endorsement of a company’s goods or services.

### **Please Do Not...**

- Alter or partially cover the graphic
- Alter the proportions, position or letter spacing
- Stretch, condense, distort, cut or separate graphic elements
- Alter the color or add effects
- Replace the graphic-type with other typeface
- Place an image within the graphic type
- Rotate (vertically, horizontally or diagonally) or flip

If you have any questions on graphic format, color palette or usage, please contact the International Trade Office at [international@iowa.gov](mailto:international@iowa.gov) or 515.725.3100.

### **Graphics & Clip Art**

Unauthorized or inappropriate usage of the Iowa Exporter ID may result in diminished value of the identity of this program. Therefore, everyone in Iowa has a role in protecting the Iowa Exporter ID against unauthorized and inconsistent use.