Iowa Exporter ID Usage Guidelines

The Iowa Exporter ID graphic 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 ID 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 program, however, Iowa companies receiving financial assistance via the Export Trade Assistance program (ETAP) or Domestic Trade Assistance Program (DTAP) are <u>required</u> to use the logo at trade shows.

Use of the Iowa Exporter logo on merchandise is not permitted.

Trade Show Display Requirement

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

Logo Usage Guidelines

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

In addition, usage of the logo 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 logo
- Alter the proportions, position or letter spacing
- Stretch, condense, distort, cut or separate logo elements
- Alter the color or add effects
- Replace the logotype with other typeface
- Place an image within the logo type
- Rotate (vertically, horizontally or diagonally) or flip

If you have any questions on logo format, color palette or usage, please contact the International Trade Office at international@iowaeda.com or 515.348.6243.

Graphics & Clip Art

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