# BRAND GUIDE
STA Certified® Compost

A Program of the US Composting Council

HISTORY

The Seal of Testing Assurance (STA) program was created in 2000 and is the consensus of many of the leading compost research scientists in the United States. There is no other compost testing program available to compost producers or compost buyers that give you this type of information. We are here to help you sell more compost through consistent national lab standards, increased attention to the characteristics of your product, marketing tools, and ultimately increased customer confidence.
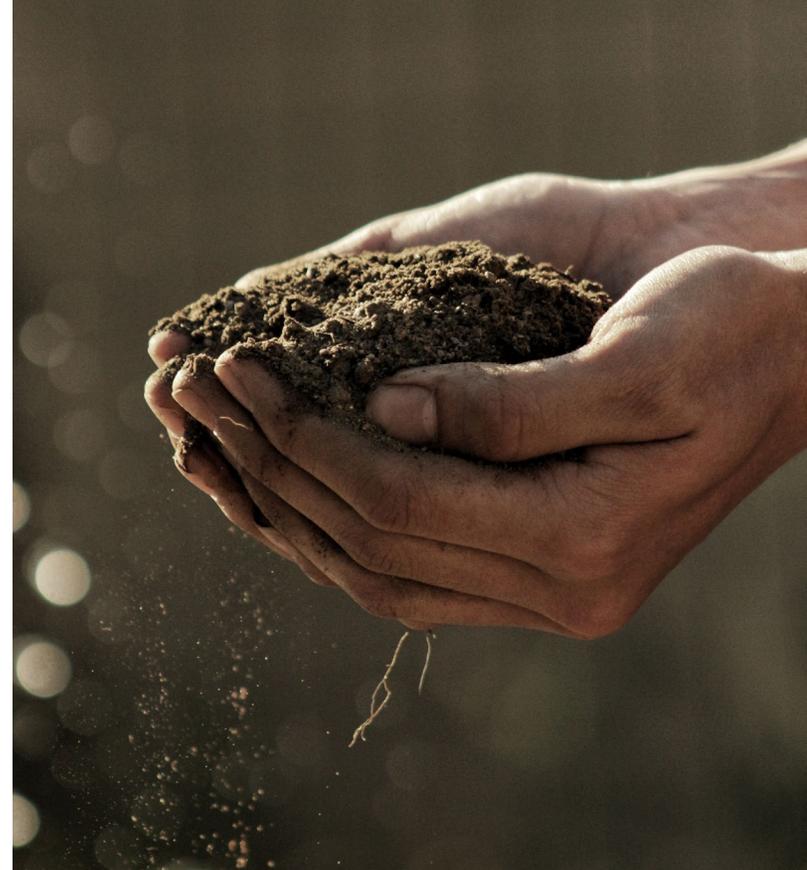
BRAND KEYWORDS

Compost use and selection decisions involve many factors, and are not one size fits all. The Seal of Testing Assurance (STA) Program operates on the principles of clarity, consistency, and confidence.

The visual brand and voice of the STA program are guided by:

INTEGRITY

TRUSTWORTHINESS

HONESTY

CREDIBILITY

CYMK: 53, 65, 72, 57
RGB: 71, 53, 42
HEX #47352A
PMS 33-16

CYMK: 74, 45, 69,35
RGB: 60, 88, 72
HEX #3C5848
PMS 177-13

CYMK: 27, 9, 9, 0
RGB: 183, 209, 220
HEX #B7D1DC
PMS 117-9

CYMK: 50, 24, 89, 4
RGB: 139, 158, 76
HEX #8b9e4c
PMS 162-6

CYMK: 8, 5, 14, 0
RGB: 234, 232, 218
HEX #EAE8DA
PMS 162-1

COLOR PALETTE

The STA program color palette includes modern earthy colors, which illustrate the functionality of the certification, while also solidifying its importance and credibility.

*Note: CMYK should be used for printing, RGB should be used for digital work, HEX codes can also be used for digital work, and PMS colors can be used for printing merchandise. (Sometimes printers will match as closely as possible because PMS colors are not an option.)

TYPOGRAPHY

General Guidelines

The primary typefaces used in USCC STA Program marketing materials are the Area family and Gelica. The Monsterrat family is available on Google Fonts and is a substitute for Area.

Generally, Area or it's substitute Monsterrat should be used for headings, subheadings, and copy. A range of weights are appropriate, but please ensure a significant size and or weight contrast between headings and subheadings. A subtle change in weight or small change in point size is not enough.

Gelicia should only be used in specific instances and should never be used for copy.

AREA

Area is a sans serif font that is great for headers, subheaders, and copy.

This is Area Regular.

This is Area Semibold.

This is Area Extrabold.

This is Area Black.

GELICA

Gelicia is reserved for logo applications and specific marketing campaigns.

It should not be used for copy.

LOGOS & USAGE

Primary Logo

The primary logo should be used in the majority of instances, and especially when the need arises for a horizontal orientation. The black version should only be used when printing in color is unavailable.

LOGOS & USAGE

Stacked Logo

The stacked logo should be used when the need arises for both square and vertical orientations. The black version should only be used when printing in color is unavailable.

LOGOS & USAGE

Badge Logo

The badge logo is best used for printing on packaging and anything related to lab results. The badge instills the "stamp of approval" sentiment audiences are looking for in a certification program. The black version should only be used when printing in color is unavailable.

LOGOS & USAGE

Alternative Logos

Logos with the alternative tagline,
"A program of the US Composting Council"
should be used when the extra context is
needed to explain what the STA program is.
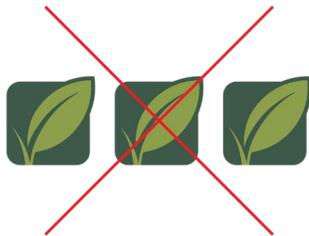
LOGOS & USAGE

What **NOT** to do

Do not stretch or squeeze.

Do not change the colors.

Do not outline.

Do not separate the logo
without approval.

Do not use low resolution
versions of the logo.

Do not place behind patterning.

Do not add a drop shadow.

Do not use with unapproved colors.
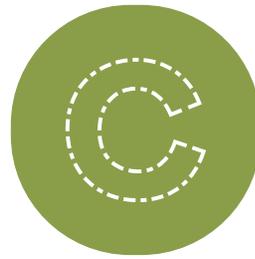
Do not change the spacing.

PRINCIPLES

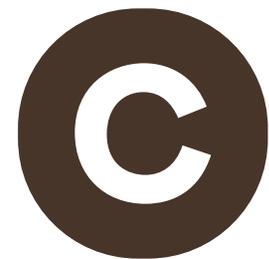Clarity, consistency, and confidence are the guiding principles of the STA program.

Clarity.

The transparency in this icon is representative of the clarity in testing compost across all participating labs.

Consistency.

The patterning in this icon is representative of the consistency both program participants and end users can count on.

Confidence.

This icon is solid and is representative of the confidence program participants and end users will feel in testing and using STA Certified compost.

BRAND MOCKUPS

Please see the following pages for guidance
on marketing materials, signage, and more.

STA Certified® COMPOST
Clarity. Consistency. Confidence.

Greetings XXXX,

Welcome to the US Composting Council's STA Certified Compost program! Please be sure to use the STA Certified Compost logo on all your promotional literature, your website, and any place else that will sell more STA Certified Compost for you. It is a program that you can be proud to be a part of! Attached are logos for your use while you're in the program. Please note we are branding the program with the name "STA Certified Compost", no longer or shorter names that we've used in the past.

Attached is your certificate of participation in the STA Certified Compost program for you to show your customers.

Assaf, please go ahead with putting "Ground Up Soil – Ground Up Soil/ Plant Compost", product on STA Certified Compost CTDS sheets going forward, and including the last test.

STA Certified® COMPOST
Clarity. Consistency. Confidence.

PO Box 19246 - Raleigh, NC 27619

First Name, Last Name
Address, PO Box Information
City, State 12345

Clarity.

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Consistency.

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