



The Patrons Chain

THE OFFICIAL NEWSLETTER OF THE NATIONAL GRANGE

March 6, 2020

Master's Message: Youngest Grangers have big week ahead in DC

By Betsy Huber, National President

The Grange office is humming with anticipation of more than 30 visitors, mostly Junior Grangers, coming tomorrow through Wednesday for the Washington DC Experience, conducted by the National Grange Junior and Youth Departments.

They have a very busy schedule planned for them, including a tour of the Capitol, a nighttime trolley tour of the monuments, and the Smithsonian Museum of American History. They will hear speakers at the U.S. Department of Agriculture and Bloomberg Media, and learn how to talk to their Legislators when they meet individually with them on Tuesday. Each attendee has three appointments on the Hill, thanks to the hard work of Legislative Intern Heather Simon who has been on the phone for weeks setting up the meetings.

Several of our young adults who have an interest in the political process or are employed in the government will be speaking to the group about their own experiences and how Grangers can make a difference if they have the desire.

Because this is a presidential election year and voting is constantly in the news, this is a great time to teach our Juniors and Youth the importance of our democratic form of government and how they can have a voice even at their young age. We hope to excite them now so civic responsibility, interest in government and voting will stick with them through their entire lives. Be sure to watch on Facebook to see all their adventures!

New Item - Stainless Steel Straw Kits

***Silicone Tip and Non-Woven Travel Pouch. Reusable. Includes Wire Cleaning Brush.
Hand Wash Recommended. Complies with Prop 65. 11" W x 3 1/8" H.
Blue Pouch with White imprint. Imprinted with the Grange logo and the letters,
"GRANGE - Sustainability Is Our Future!" along with the National Grange website address.***

[Click Here To See This Item](#)

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Take pride in Grange logo and name by using each correctly

By Amanda Brozana Rios, National Grange Communications & Development Director

Logos and branding are important.

Imagine if a supplier printing bags or wrappers for McDonalds decided to make the “M” more sharp like this font and not look like the golden arches you’re used to or if they changed the color to teal instead of a golden yellow.

If you had paid a person to get your McDonalds and they brought you burgers in the “off brand” bag and wrapper, would you still believe that the food you were about to eat was coming from a real McDonalds restaurant?

The same is true when we talk about the Grange logo.

As we prepare for Grange Month in April, this is an important area to address, since many of our Granges will create flyers, banners, shirts, postcards, social media images or other publicity items and take for granted the correct use of our logo because “it’s not that important.”

Logos in different colors other than our standard; logos with different items in the center other than the standard wheat sheaf, such as musical instruments, or with words on top of parts of the seven-sided emblem; logos that have been stretched or squished; logos that still use the ™ or use no trademark symbol at all instead of the correct ® are out there, everywhere, being created today and used by Granges all over the country. Similarly Granges and Grange members creating posts, press releases, flyers and more often are guilty of failing to capitalize the word Grange.

The correct Grange logo includes “registered trademark” ® symbol and correct colors; is proportionally scaled and does not look squished or distorted and is given “room to breathe” from nearby text or objects.

Grange is a proper noun and as such deserves respect. Just as you wouldn’t want to be “darlene” or “james” or “betsy,” neither does a pillar of an institution like the Grange want to lose its stature by being written with a lowercase “g” to begin the word.

Incorrect, improperly used or modified logos and improper use of the word Grange are all bad news for our organization. People outside our Halls who see these derivations start to think less of our organization because they do not believe us to be professional or have brand standards – and something without the simple brand standards looks disorganized and unlikely to succeed.

Further, those who do not see Grange capitalized and Grange logos with ® may easily breeze by it, not considering that it is a protected trademark, and begin using it as their own – infringing and causing us to spend more money to defend our name as required by law for those who hold trademarks.

The most common logo standard violation is using the old ™ trademark symbol instead of the current ® - a designation important in relation to our trademark fight. While Granges can “get away” with using old banners with the ™, anything new created should have the ®.

When using the Grange logo, it's important that you can see the ® mark – so if you're using it on a white or light background, the logo with the blue ® is appropriate, where if you use it on a dark background, the logo with a white ® is appropriate.

This logo has been distorted by changing the size without "scaling proportionally." You can see it looks squished. This is one of the most common mistakes made by Granges when creating materials and including the Grange logo. Make sure your designer knows how to scale images proportionally before you create products with a badly reproduced and incorrect version of the logo.

You should always make sure to "scale proportionally" so the logo keeps its same shape. To do this, hold the Shift key and drag from the corner on most programs. Some programs, like Canva, automatically scale proportionally when you use a corner anchor to resize the object and do not require you to hold the Shift key.

The Grange Youth and Junior Grange logos should appear with a ™ symbol in the standard accepted colors and fonts.

This logo has a number of problems. The colors have been changed. It is incomplete at the bottom, does not include a ® and has been scaled incorrectly. It also has a different wheat sheaf and the word Grange is not in the right font.

For the Junior Grange this is red and black with the Comic Sans font or no words. Three options are available. For larger scale designs, the design with the Grange logo on the shoe is preferred, only if it is distinguishable (typically sized 3" wide or larger). For smaller scale designs, the logo with JG in the place of the Grange emblem is acceptable or no image in the white of the shoe, but Junior Grange written below is acceptable. Or, you can use the logo with the shoes that

has JG in the white of one shoe with both shoes inside a seven-sided shape. This is available in black or red and black.

For Grange Youth the colors are dark green and lime green with additional brand options in orange, yellow. The font is Neutraface Text or the logo may be used without words. Both can be reproduced in all white or all black or black and white or grayscale.

No one is perfect and mistakes happen – often more frequently than we wish. But we do our best to minimize our mistakes and checking just these two simple things each time we create anything for the Grange – even just an informal text or email to a friend or a reporter where we invite them to a Grange event – can make all the difference. We all should be proud of the Grange and as such, take pride in our presentation. It's like mom always said – dress for success. So is true about using the correct brand standards in language and images.



As of 2019, Grange Youth and Junior Grange logos started carrying a ™. Other accepted versions of each of these logos are available and should be used when these are ill-fitting for reproduction, such as fitting the Junior logo in very small spaces or reproducing the Youth logo in black and white.

We cannot expect that others respect our trademark and our brand if we don't do it ourselves. Please help us to ensure the millions of dollars spent to maintain our trademark and respect of our brand has not been in vain by doing this bit of quality control for everything you and your Grange creates from here forward and make sure to tell others why doing the same is so important.

In 2020, we will be making a concerted effort to contact Granges producing materials with the incorrect logo, as well as Granges and reporters who do not capitalize the word Grange. We hope you will help us in this effort and if you see an issue be proactive in changing to adhere to our brand standards. We appreciate your patience and understanding as we move forward.

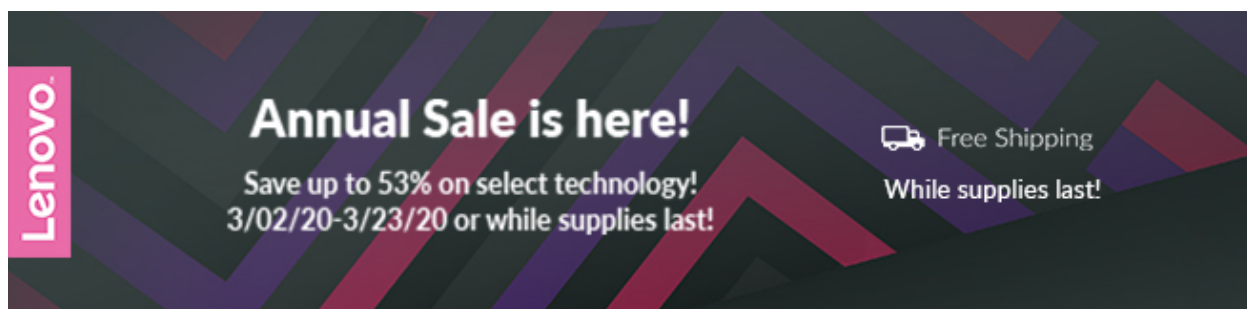
All current and correct Grange logos are available for your use to download at <http://bit.ly/3aynYv7> (the link is case sensitive, so the single capitalized letter "Y" must be capitalized in your browser's address bar for the Google Drive folder to appear). You can direct any branding questions to me at communications@nationalgrange.org or you can text or call me directly at (301) 943-1090.

A letter is also available through the Communications Department that assures any vendor you are working with – from cake decorators to printers – that you have permission as a chartered Grange or Grange member in good standing to use the Grange name and/or logo for projects and products so long as that use is not for personal gain. Granges may use the logo and name for all promotional materials, fundraisers, etc., in good taste as approved by the Grange.



Grange Month poster, social images, other materials released

On Wednesday, the Grange Month 2020 information was released to all members via email. The proclamation, poster, social media images and press release template were all part of the package and can help you to spread the message about the Grange and how we are Cultivating Connections today and beyond. Please download and use these resources for your Grange's upcoming activities for April and beyond.



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Call: 1-800-426-7235, ext. 7231 (M-F: 9am-9pm ET, Sat: 9am-6pm ET)

Be sure to check the website often – special offers change frequently.

National Grange HQ | 1616 H St. NW, Washington, DC 20006 | (202) 628-3507

Publisher Betsy Huber, National Grange President, available to members at betsy@nationalgrange.org or by phone at (484) 459-1957
Editor Amanda Brozana Rios, National Grange Communications & Development Director. Contact to renew your subscription to Good Day! magazine, submit a story idea or request assistance with publicity by email at abrozana@nationalgrange.org or call/text (301) 943-1090
Membership Recognition, Sales and Benefits Loretta Washington, National HQ, ext. 109 or email sales@nationalgrange.org or ext. 109
Free Grange Websites, Emails, and Membership Database Stephanie Wilkins, National HQ, ext. 101 or email swilkins@nationalgrange.org
Leadership/Membership Joe Stefenoni, (707) 328-0631 or send an email to membership@nationalgrange.org
Lecturer Chris Hamp, lecturer@nationalgrange.org or (509) 953-3533
Community Service Pete Pompper communityservice@nationalgrange.org or (609) 820-6239
Legislative and Policy Issues Burton Eller, National HQ, ext. 114 or email beller@nationalgrange.org
Grange Youth Mandy Bostwick, youth@nationalgrange.org or (785) 250-7606
Junior Grange Samantha Wilkins, junior@nationalgrange.org or (210) 838-7892