



# AMERICAN ROYAL ASSOCIATION

IMPACTING THE FUTURE OF AGRICULTURE • SCHOLARSHIPS | EDUCATION | COMPETITION

## American Royal Steak Competition Logo Guidelines:

Below is our policy for using our name, logo, likeness, or branding for marketing your product across all media, online and print.

Should there be any questions as to the application of our guidelines, please contact:

### Marketing

Tami Parr

[tamip@americanroyal.com](mailto:tamip@americanroyal.com)

816-569-4047

### American Royal Logo Policy

The American Royal name, logo, likeness, and branding is the property of the American Royal Association. The American Royal does not endorse retail products and forbids the use of our logo without permission.

### Steak Competition Logo Policy

All advertising and/or communications using the Steak Competition logo must be submitted to the American Royal Association for approval prior to use. Mention of an award must be done in context with the year of the event, category, and place. *Ex. 2019 American Royal Steak Competition Grand Champion, Grass Fed*

The logo must be consistent wherever it appears – always use in full, same color, and shape as provided. The logo should not be distorted, tinted or applied in any format other than its supplied properties and proportions.

### Approval

Please email Tami Parr at [tamip@americanroyal.com](mailto:tamip@americanroyal.com) for approval.

### Use of Steak Competition Logo

Winners may use the awarded Steak Competition logo of Grand Champion (Grass Fed or Grain Fed) or Reserve Grand Champion (Grass Fed or Grain Fed) on their product, website or any other promotional material.

### Grain Fed Logos



### Grass Fed Logos



The American Royal reserves the right to change these terms and conditions at any time without prior notice.