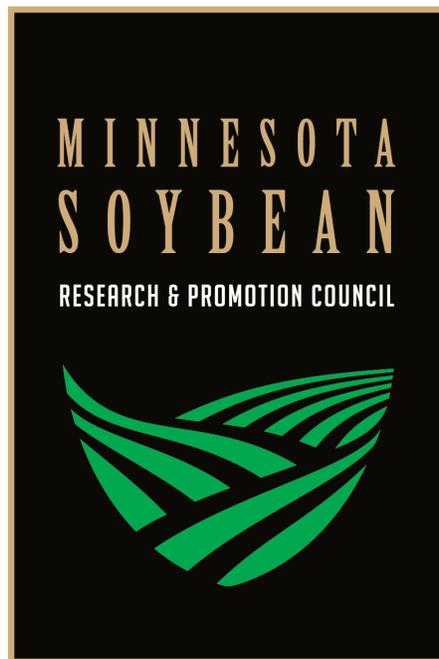


# Minnesota Soybean Approved Use of Logo and Tagline

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Use of MSR&PC logo for activities, ads and events.



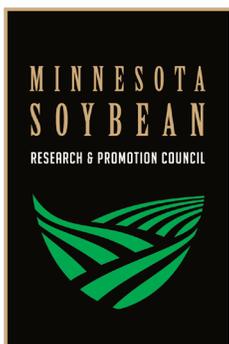
In order to seek reimbursement, there needs to be attribution to the soybean checkoff. One way to do this is by using the approved logo and tagline. See below for examples.

Any questions on logo or tagline use can be directed toward your MN Soybean County Program Specialist.

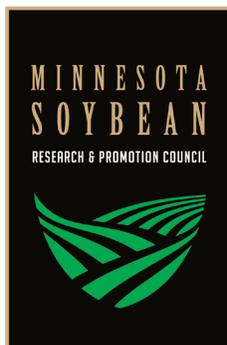
## Examples of Proper Logo & Tagline Use.

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### Print ads, billboards and programs: *Must contain logo and tagline*



This message is brought to you by the \_\_\_\_\_ County Corn and Soybean Growers and the soybean checkoff.



This message is brought to you by the \_\_\_\_\_ County Corn and Soybean Growers and the corn and soybean checkoff.



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### Radio ads:

#### *Must contain tagline*

#### Examples

From the fields to the freeways, **biodiesel** and ethanol are helping power the economy while protecting our air. In Minnesota, all diesel contains 10 percent soy biodiesel in the summer and 5 percent during the winter and all unleaded gasoline contains 10 percent corn ethanol. Using biofuels in your vehicle helps reduce emissions, adds value to the state's crops and helps drive a strong rural economy. Plus, it's made right here in Minnesota, so we can all breathe easier. **This message brought to you by the \_\_\_\_\_ County Corn and Soybean Growers and the corn and soybean checkoff.**

If you grow soybeans here in Minnesota, you'd be surprised to learn where your checkoff dollars are working for you. **Biodiesel increases the value of a bushel of soybeans** by nearly 63 cents, and the use of current biodiesel blends in Minnesota is equal to removing 128,000 vehicles from Minnesota's roads. Check out how Minnesota soybeans lead the way in the production of biodiesel. Visit [mnsoybean.org](http://mnsoybean.org). **This message is brought to you by the \_\_\_\_\_ County Corn and Soybean Growers and the soybean checkoff.**