

## Appendix 6

---

### Sunnygirl Logo Usage Guidelines

The Sunnygirl is an Official Mark owned by the Government of Alberta. It is the visual identity or logo for Alberta Approved Farmers' Markets. This logo helps the consumer identify that the market is approved and they are affiliated with a chain of high quality markets offering Alberta-produced products that consumers can trust. If you are an Alberta Approved Farmers' Market, you can use the Sunnygirl logo in your promotions.



As a user of the logo, there are some basic rules governing its use:

- The logo exists in black and white or colour. Individual markets or other users of the logo must not alter the colours or type font.
- The logo must not be altered by changing graphics or adding screens.
- The logo must not be combined with other graphics.
- Avoid using the logo on a photographic image.
- Avoid printing the logo in black and white on a dark background.
- Avoid printing the logo in white on a light background.
- Avoid printing the logo on strongly texture backgrounds.

To get a copy of the logo to use in your promotions, contact Eileen Kotowich at 780-853-8223 or email [eileen.kotowich@gov.ab.ca](mailto:eileen.kotowich@gov.ab.ca).