




# North American Olive Oil Association Seal Program

## Style Guide

1. The NAOOA Seal may only be used by NAOOA members with a valid licensing agreement. Rules for use are detailed in the licensing agreement.
2. The NAOOA Seal may be used on product labels, websites, promotion literature and business communication for all currently licensed product. If used anywhere else but on a product label, it must be clear to the reader which product is covered by the Seal and which is not.
3. Users may put the following under the Seal:  
[www.naoocertified.org](http://www.naoocertified.org)
4. There are two black-and-white versions and one color version of the seal that are permitted. No modifications in color or design are permitted.



|   |   |   |   |  |   |
|---|---|---|---|--|---|
| White   | Black   | Red   | Olive   | Branch   | Leaf  |
|  |  |  |  |  |  |
|   |   | PMS 193   | PMS 5763  | PMS 5773   | PMS 579   |
|   |   | C: 0<br>M: 100<br>Y: 66<br>K: 13  | C: 16<br>M: 0<br>Y: 74<br>K: 57   | C: 9<br>M: 0<br>Y: 43<br>K: 38   | C: 17<br>M: 0<br>Y: 34<br>K: 3  |