

Proven Winners® Name and Logo Usage

The Proven Winners® name should always have a ® – a register mark should be used at all times and with the first appearance in copy.



Use of tagline:

The Proven Winners® logo can be used with or without a tagline or box.

The current tagline is "The #1 Plant Brand.®" for all uses except for when referring to hardgoods.

The tagline "A Better Garden Starts with a Better Plant.®" is a protected tagline but not currently in use.

The tagline "The Brand Gardeners Trust™" should be used with hardgoods (Waterwise®, Aquapots®, Twist 'n Plant® & Plant Food)

Use of color:

The Proven Winners logo can only be used as described below. The Proven Winners logo cannot be used in other colors.

CMYK color use: 52%C, 6%M, 79%Y, 25%K for upper side of leaf, 71%C, 33%M, 93%Y, 20%K for lower side of leaf, copy 100% black

Pantone color use: Pantone 576 for upper side of leaf, Pantone 575 for lower side of leaf, copy 100% black

In black and white: 50% black for upper side of leaf, 65% black for lower side of leaf, copy 100% black

Use of fonts:

The Proven Winners logo is set in Times Regular, all caps. The taglines are set in Univers 47 Condensed, caps and lower case

Other Proven Winners Logos:



Exclusive Marketing Solutions for IGCs



The Plant Of The Year Logos

If the year is being added to the logo, it should be in **Lulo Clean** font with one space between each number.



For Year use
Lulo Clean
font with
space between
each number.

Proven Winners Hardgoods Partnership Logos:



Proven Winners Members and Plant Partnership Logos:



Proven Winners Photography and Logo Use Guidelines

Notice to All Users Intending to use Proven Winners Photography, video and/or Logos from the Proven Winners Website:

The photos, videos, graphics, logos, images and copy available for download from this website ("Items") are for use only by wholesale growers, retail garden centers, landscapers, the news media, content creators or individuals or companies working on their behalf.

By downloading the Items, you agree that the Items shall only be used for creation of brochures, point of purchase material, advertising for Proven Winners products, social media or for news/stories reporting about Proven Winners products.

The Items cannot be used for creation of packaging, including plant tags, stake tags, plant containers or pots, or stickers or other information used on tags, containers or pots.

The items are the intellectual property of Proven Winners North America LLC or its partners, and are subject to the protections of copyright, trademark, and unfair competition law.

When a photograph is used, the following statement must appear near or underneath it:

Photo courtesy of Proven Winners – www.provenwinners.com

If you have questions: please contact Proven Winners at 815-895-1872 prior to usage.

Our websites:

provenwinners.com, beauty.provenwinners.com, nationalplantoftheyear.com, grandgardenshow.com