



LOUDOUN, VA MADE • LOUDOUN, VA GROWN™

Branding Usage Guidelines

Mission:

The mission of the LOUDOUN, VA MADE • LOUDOUN, VA GROWN™ logo is to help brand Loudoun grown and made rural economy products.

Benefits:

The public will more easily be able to select products grown and/or made in Loudoun County's rural economy. This will benefit local growers and producers, help boost the local economy, help maintain lands for agricultural use, and help provide easier identification of and access to local foods, beverages and specialty products.

Eligibility:

The LOUDOUN, VA MADE • LOUDOUN, VA GROWN™ logo, slogan and all associated branding products are for use with tangible products grown, harvested, raised and/or produced in Loudoun, in accordance with the trademark agreement and branding guidelines.

Loudoun's rural economy producers, as well as Loudoun's rural economy product resellers including stores, restaurants, and markets, are eligible to use the logo in association with specific allowable products. The products eligible for use of the promotional brand logo and slogan are the following:

1. Agricultural products grown within Loudoun County limits: fruits and vegetables, nuts, seeds, herbs and spices, flowers; crops such as turfgrass, soybeans, alfalfa and other grasses; landscape trees and plants; Christmas trees.
2. Animals raised in Loudoun for purposes other than food production, including horses, alpacas and other livestock.
3. Eggs, cuts of meat and meat products, milk, yogurt, cheese, fibers, and other products from animals raised in Loudoun.
4. Beverages produced in Loudoun including wine, beer, distilled spirits, cider, mead, and juices.
5. Additional processed and value-added foods (not listed in Items 1-4) which are produced in Loudoun including: honey and syrups, jams, bread and other baked products, other preserved and packaged food products, and restaurant menu items created with local foods.
6. Original works of art, including crafted items, paintings, sculptures, jewelry and clothing produced in Loudoun.

Producers wishing to use the LOUDOUN, VA MADE • LOUDOUN, VA GROWN™ logo for additional items should submit the form available online at biz.loudoun.gov for consideration.