

BRAND IDENTITY GUIDELINES

4R Plus

MAY 2018

BRAND STORY



We watch the markets like a hawk. We treat our machinery and buildings like the investments they are. And we know our spreadsheets like the backs of our hands. But we all know the asset that benefits our businesses the most is directly underfoot.

Because the very thing our farms are made of — the soil that provides our living — is fast becoming the asset most analyzed for health.

There was a time not long ago when soils were valued based on location and topography. But as soil analysis and data have become more detailed, so have land valuations. Today, the business case for healthy soils is stronger than ever.

That reality merits careful consideration of 4R Plus, a shift in agronomic practices that involves precise 4R nutrient stewardship, less tillage, a cover-crop strategy, more plant residue on the surface and leaving roots in the ground. Soils managed with 4R Plus practices retain more nutrients and moisture, generating a corresponding rise in productivity, value and performance consistency under ever-changing weather conditions.

Preservation of our legacy, better water quality and improved economics, all wrapped up in the health of our topsoil. It's a solid business case that makes our livelihood like none other on Earth.

4R Plus

Nutrient management and conservation for healthier soils.

VISUAL DIRECTION:



COLOR PALETTE:



YELLOW

R: 234
G: 213
B: 56

C: 12
M: 10
Y: 91
K: 0

PMS: 7404



GREEN

R: 142
G: 173
B: 89

C: 49
M: 16
Y: 84
K: 1

PMS: 576

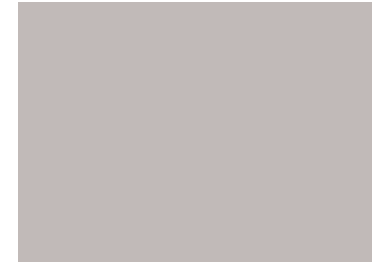


BLUE

R: 50
G: 61
B: 106

C: 91
M: 83
Y: 32
K: 19

PMS: 534



GREY

R: 193
G: 186
B: 184

C: 25
M: 23
Y: 23
K: 0

PMS: 406

TYPOGRAPHY:

PRIMARY TYPOGRAPHY

Headlines, body copy, subheads and captions:

Use the Gotham family for heads, body copy, subheads and captions as they are easy to read in layouts containing large amounts of copy or small type.

GOTHAM BOOK

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

GOTHAM MEDIUM

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

GOTHAM BOLD

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADLINE, TITLE TYPOGRAPHY

Playfair display is used for main headlines and titles, avoid using in long stretches of body copy where the delicate, high-contrast strokes might hinder readability, especially when used at smaller sizes.

PLAYFAIR DISPLAY

abcdefghijklmnop
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

When Gotham is unavailable or unable to be displayed, the Arial typeface may be used as the only permitted substitute. Use the Arial typeface family for PowerPoint.

LOGO:

PREFERRED COLORS

When possible, reproduce the logo in the preferred colors shown at right. When a color signature is impractical or not economical, use the black or reversed option, shown on the following pages. Use the logo in black in newspapers and business documents that do not allow for color printing.

Click here to download the official [logos](#) in various file formats.

C 44, M 17, Y 100, K 1

C 52, M 41, Y 80, K 21

The logo features a stylized number '4' with a green leaf on its top left. To its right, the word 'R' is in a dark green, and 'Plus' is in a lighter green. The entire logo is set against a white background.

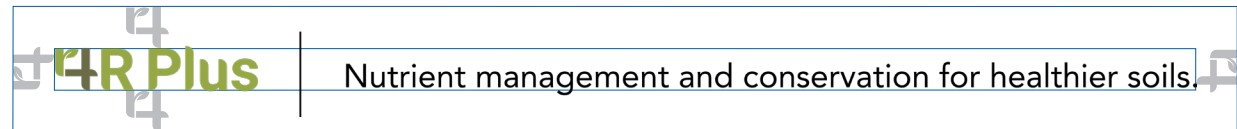
Please use the “Proud partner” logo when you want to identify your organization as aligned with the 4R Plus movement.

Proud supporter of

The logo is identical to the one above, but the '4' is dark green and the 'R Plus' is light green.

CLEAR SPACE

To give more prominence and ensure legibility, allow for adequate clear space around all sides of the 4R Plus logo. The clear space should be equal to or greater than the height of the number 4 in the 4R Plus wordmark.



LOGO COLOR COMBINATIONS:

4R Plus

Nutrient management and conservation for healthier soils.

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PROUD SUPPORTER LOGO:

Proud supporter of

The logo features the text "4R Plus" in a bold, sans-serif font. The "4" is dark green with a small leaf icon on its top-left corner. The "R" is dark green. "Plus" is a lighter shade of green.

Proud supporter of

The logo is rendered in white on a dark grey background. The "4" has a leaf icon, and "Plus" is in a lighter shade of green.

Proud supporter of

The logo is rendered in black on a grey background. The "4" has a leaf icon, and "Plus" is in a lighter shade of green.

Proud supporter of

The logo is rendered in green on a light grey background. The "4" has a leaf icon, and "Plus" is in a lighter shade of green.

Click here to [download the official logo](#) in various file formats.

INCORRECT LOGO USAGE:

Never change the type style, color or wording in the wordmark.

Never underline, italicize or modify in any way.

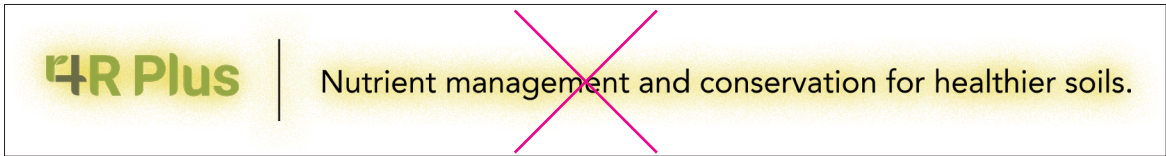
Never distort the wordmark.

Never add drop shadows, highlights, gradients, blurs etc., to any part of the wordmark.

Never crop any part of the logo.

Never place the logo over busy or complex backgrounds.

Never use a logo on a background that doesn't provide sufficient contrast.



4R PLUS IS:

4R Plus is ...



Click here to [download these graphics](#).