



BRAND STANDARDS GUIDE

INTRO

WHY IS A BRAND STANDARDS GUIDE SO IMPORTANT?

Successful companies have one thing in common: they understand the value of a strong brand. It is an important asset that should be protected at all times. Protecting that asset is what a brand standards guide is all about.

The Central Valley Ag brand standards guide was created to provide a consistent set of rules for our employees and our vendors to follow. This will ensure that our customers have the same brand experience at every touchpoint. Consistency builds recognition and recognition leads to growth.

We ask that you follow these branding guidelines at all times. Together, we can create a stronger, more valuable brand for Central Valley Ag.

Thank you.

BRAND OVERVIEW

The Central Valley Ag brand is about helping member-owners and the regional ag economy grow together. This central belief is best articulated by the following statement:

“CVA helps member-owners realize greater possibilities by providing forward-thinking leadership, meaningful investment and a lasting connection to the region.”

The tag line, Growing Agriculture Together, speaks to this promise and is the guide post for all marketing and communication efforts.

The brand personality should represent thoughtful leadership and a trusted working relationship.

The logo, graphic elements, color palette, typography standards and photography style guide in this document work together to convey a strong and recognizable brand image. Consistently adhering to the standards is the key to maintaining the integrity of the CVA brand.

Any questions regarding CVA brand standards should be directed to:

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KEY MESSAGES

This is the language we use when communicating the CVA brand. All marketing and communications efforts should support these three key messages, in some way.

LEADING

CVA is a forward-thinking leader in agronomy, grain marketing and livestock development. We will always pursue the most advanced, innovative solutions that yield profit for our member-owners and ensure sustainability for our land.

INVESTED

CVA is investing in the people and places that move agriculture forward. We are developing new processes, offering better efficiencies and capitalizing on more opportunities for our member-owners. As a result, CVA is wholly invested in the long-term success of this region. This is how we are laying the groundwork for a better future.

CONNECTED

CVA is connected to local communities throughout the region. And just as these communities are connected to each other, we are also tied to the larger purpose of feeding the world. We are building infrastructure to ensure the viability (and vitality) of farmers for generations to come.

LOGO

VARIATIONS

Full CVA logo. The Central Valley Ag logo has been simplified to incorporate the positioning line, Growing Agriculture Together. It is important to include the positioning line with the CVA logo wherever possible.

Logo without tagline. The CVA logo may be used without the tagline in instances where the tagline is used elsewhere on the marketing piece or is sized between .75" and 1.75".

CVA Circle. The CVA Circle can be used instead of the Full CVA logo or Logo without tagline, but only upon approval from the marketing department.

COLOR OPTIONS

Grayscale. Use this original format on all color and black and white materials with a light background that provides an appropriate contrast.

All Black. This version should only be used on items such as apparel, when one color is a more cost-effective, logical option.

Reversed. Use this version only on black and white materials or dark backgrounds that do not provide adequate visual contrast.



LOGO

CLEAR SPACE REQUIREMENTS

To ensure that the logo clearly stands out wherever it appears, maintain clear space around the logo. The clear space must be equal to the size of the "C" in CVA. More than this space is always acceptable.

SIZE REQUIREMENTS

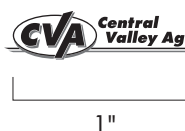
It is important to maintain the legibility and the integrity of the logo when determining size, regardless of what the application is or the manner in which it is reproduced.

The minimum logo size for the full CVA logo cannot be less than 1.75" in width.

The minimum logo size for the full CVA logo cannot be less than 1.75" in width.

If the logo must be used smaller than 1" in width please use the CVA circle.

***variations of the logo maybe used on equipment and signage as decided by the marketing department.



LOGO

LOGO MISUSE EXAMPLES

The CVA logo has been created to work across a broad range of applications. The logo configuration should not be modified or re-designed in any way. This page illustrates some, but not all, of the possible misuses.

Do not alter the proportions of the logo by stretching or skewing.



Do not rotate the logo at an angle.



Do not alter the proportional relationship of the logo and its tagline.



Do not place the logo on textures or backgrounds that may impair legibility.



Do not outline the logo.



Do not use any color for the logo other than the specified grayscale.



CO-BRANDING

Products associated with CVA need to be properly addressed as co-branding and should be shown beside the CVA logo and separated by a thin dividing line of .5 weight, as to give appropriate prominence to the CVA logo and parent brand. Examples shown below.

Any logos of partner companies should be listed in an orderly fashion. Placement and size is based upon discretion of the CVA Marketing Team.



COLOR PALETTE

PRIMARY COLOR

Black is the foundation of the CVA color palette and is essential to the brand identity. The below mentioned screens of black are allowed.

SECONDARY COLORS

80% black, 50% black, 25% black, green, yellow, tan and orange are available to support the CVA brand. These colors are complementary to the CVA logo and are intended to be used in marketing and communication materials, such as the website, newsletters, direct mail, advertising, etc. They are NOT intended to be used as an alternative to the approved grayscale CVA logo.



Black

C0 M0 Y0 K100 | R0 G0 B0



80% Black

C0 M0 Y0 K80 | R51 G51 B51



50% Black

C0 M0 Y0 K50 | R128 G128 B128



25% Black

C0 M0 Y0 K25 | R191 G191 B191



Green - PMS 625

C71 M34 Y58 K12 | R81 G127 B112



Yellow - PMS 7408

C2 M26 Y100 K0 | R248 G190 B21



Tan - PMS 7527

C15 M13 Y21 K0 | R216 G210 B197



Orange - PMS 1595

C9 M60 Y100 K0 | R226 G127 B38

GRAPHIC ELEMENTS

The pointed box is a graphic element that may be used on all marketing materials for CVA. The pointed boxes allow CVA to show connectivity across a broad spectrum of ideas, audiences, markets and business units. It may be scaled in ways that are appropriate for the particular piece of marketing material. However, the basic shape of the pointed box should always be recognizable. Never turn the pointed box to resemble a diamond shape. They can be linked together to create other interesting shapes. The pointed box may also be used transparently over photography. The point on the box should be twice as wide as it is tall - for example: .5" h x 1" wide. While the point should overlap adjoining boxes there should be some white space between boxes.



TYPOGRAPHY

FUTURA

Futura is the approved typeface for use in all print and web applications. The sans-serif font, Futura, conveys strength and friendliness. The clean lines are easily legible, maintain consistency in the brand and have a modern feel. All weights of Futura may be used including condensed and oblique.

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

GEORGIA

Georgia is available for use as an accent font on all marketing materials. It should be used sparingly as a headline or accent font. Georgia may be used in roman, italic, bold and bold italic weights.

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ARIAL

In rare cases, when Futura is not available for web use, all weights of Arial are acceptable.

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

EMAIL SIGNATURE

To provide consistency in all email communication, signatures must maintain the following format and be in the font Arial.

FULL NAME

Position

Street Address

City, State, Zip Code

Office: 000.000.0000

Cell: 000.000.0000

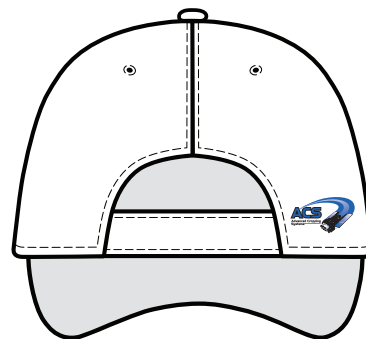
www.cvacoop.com

APPAREL & PROMOTIONAL ITEMS

As a general rule, black logo with a gray shadow should be used on any apparel that is light in color and the white logo with a gray shadow should be used on any apparel that is dark in color. It is important to remember this rule for accurate legibility.

The CVA logo should be placed on the left side of the chest on a shirt and on the front of a hat. All product and partner logos must be placed on the right sleeve of a shirt and on the back of a hat.

*** Promotional items need to be approved by marketing staff to verify the correct use of the logo.**



SUPPORT

If you have any questions or concerns regarding the brand standards guide, please contact

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