



## BRAND GUIDELINES

FEBRUARY 20, 2015

## Why Branding Is Important

The 360 Yield Center Brand Guidelines define the design and messaging for the 360 Yield Center brand and sub-brands. These guidelines were created to ensure that a uniform and recognizable brand identity is preserved. These guidelines have been created to demonstrate how the 360 Yield Center brand should be presented to customers, prospects and influencers. Please incorporate these brand guidelines as written. Any adjustments should be reviewed by the 360 Yield Center Communications Team. By carefully applying these guidelines, we will have clear and consistent focus on 360 Yield Center.

If you have questions about these guidelines as they relate to the 360 Yield Center brand, please contact Laurie Underwood at [lunderwood@360yieldcenter.com](mailto:lunderwood@360yieldcenter.com).

# MASTER LOGO

To protect the integrity of the 360 Yield Center logo, it is essential to follow the guidelines below.



## Minimum size requirements

Minimum size requirement for print and Web is 0.875 inches tall.



## Clear space

Standard clear space on all sides of the logo is equal to the height of the the "360" in the logo. When possible, allow more clear space.

# MASTER LOGO: DO'S

The Do's do not illustrate every acceptable use of the 360 Yield Center logo. The best way to maintain the brand integrity is to not alter the logo.



} Use logo in full-color reversed type over solid black or textured black whenever possible.



} If unable to use in full color over black, use in white over black.



} If unable to use over black, use full color on white.



} If unable to use full color, use in black.

# MASTER LOGO: DON'TS

The Don'ts do not illustrate every violation of the 360 Yield Center logo. The best way to maintain the brand integrity is to not alter the logo.



} Don't change the font



} Don't stretch the logo



} Don't use unapproved colors



} Don't rotate the logo



} Don't fill in the circle



} Don't remove copy



} Don't change the shape



} Don't change the orientation of copy

# PRODUCT LOGOS

Below is the portfolio of 360 Yield Center product logos.



# PRODUCT LOGOS

To protect the integrity of the 360 Yield Center product logos, it is essential to follow the guidelines below.



## Minimum size requirements

Minimum size requirement for print and Web is 0.875 inches tall.



## Clear space

Standard clear space on all sides of the logo is equal to the height of the the "360" in the logo. When possible, allow more clear space.

# PRODUCT LOGOS: DO'S

The Do's do not illustrate every acceptable use of the 360 Yield Center product logos. The best way to maintain the brand integrity is to not alter the product logos.



} Use logos in full-color reversed type over a solid black or textured black whenever possible.



} If unable to use in full color over black, use in white over black.



} If unable to use over black, use full color on white.



} If unable to use full color, use in black.



# PRODUCT LOGOS: DONT'S

The Don'ts do not illustrate every violation of the 360 Yield Center product logos.  
The best way to maintain the brand integrity is to not alter the logos.



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the font



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copy



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the shape



} Don't change the  
orientation of copy

# PRODUCT LOGOS: RELATIONSHIP WITH MASTER LOGO



## Primary brand

360 Yield Center is given hierarchy over others through the use of scale, space and positioning.

**360** } **SOILSCAN** } **COMMANDER** } **Y-DROP & UNDERCOVER**

**360** } **SOILSCAN** } **COMMANDER** } **Y-DROP & UNDERCOVER**

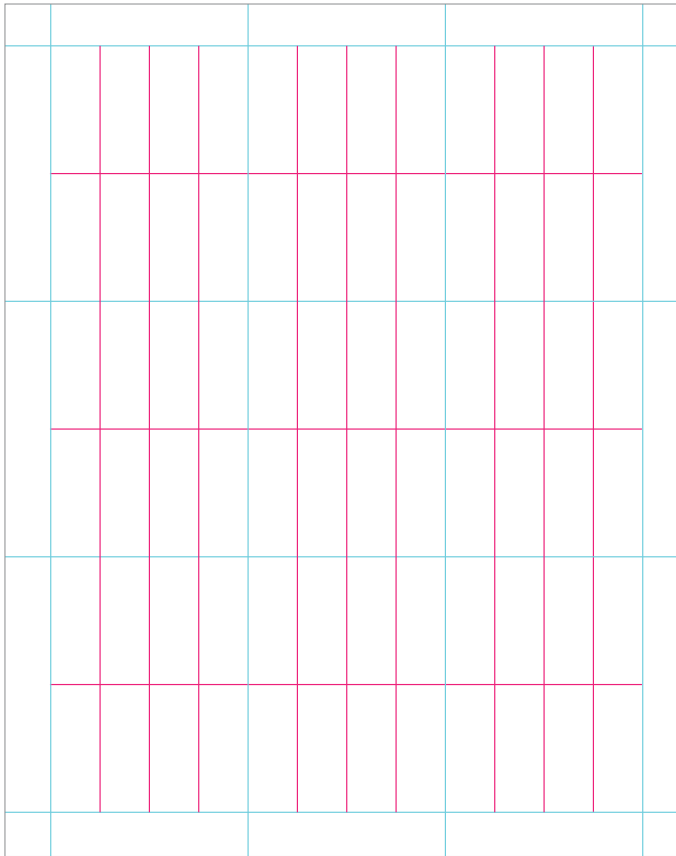
## Secondary brands

Product logos can be used in this format when the master logo is used with it.

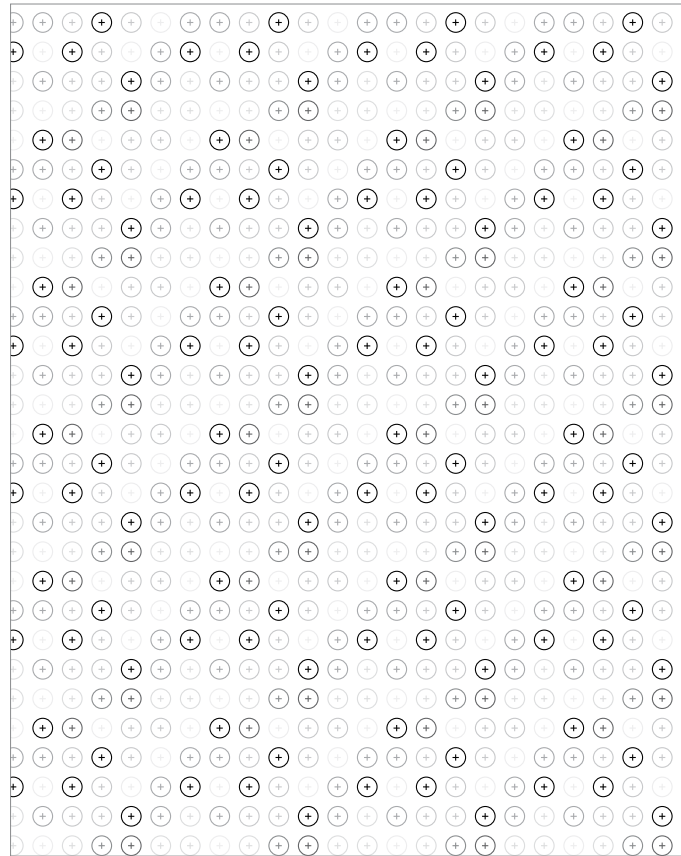
When used on a black background, the product colors are white.

# BRAND ASSETS

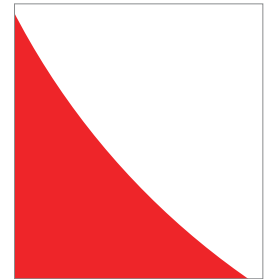
A defined grid and flexible graphic system allow us to communicate effectively across all of our applications. Used consistently and appropriately, these assets help connect various types of communications, establishing a unified look and feel for our brand.



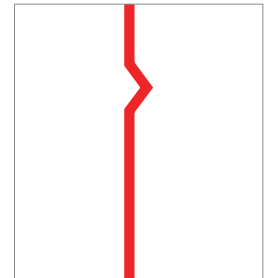
Grid



Pattern



Supergraphic



Accent graphic

# BRAND COLORS

Primary colors serve as anchor points while secondary colors complement the brand.

## PRIMARY



PANTONE® 1795C  
#ee2529  
C0, M98, Y95, K0  
R238 G37 B41

100% Black  
#000000  
C0, M0, Y0, K100  
R0 G0 B0

## SECONDARY



Gray 1  
#8c8c8c  
C0, M0, Y0, K55  
R140 G140 B140

Gray 2  
#d1d1d1  
C0, M0, Y0, K20  
R209 G209 B209

# TYPE

360 Yield Center typography is built around clarity and uniformity.  
The type is designed to be legible in a range of sizes, weights and media.  
Brix Sans and Brix Slab are available from [www.myfonts.com](http://www.myfonts.com)

Brix Sans

EXTRALIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Brix Slab

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

# COPY: TRADEMARK AND USE IN TEXT

## TRADEMARKS

When the 360 Yield Center company name or logo is used or product names or logos are used, the following statement should appear in the trademark section of the document: All trademarks are the property of 360 Yield Center, its affiliates and/or its licensors. ©2015 360 Yield Center. All rights reserved.

When products that are not owned by 360 Yield Center are used, trademark ownership specifically attributed to the owning company should be added to the trademark section of the document. Example: Dixie is a registered trademark of Dixie Consumer Products, LLC.

## COMPANY NAME USE IN TEXT

When the 360 Yield Center company name is used in text, no trademark symbols are used. The company name is represented in title case.

360 Yield Center

## PRODUCT NAME USE IN TEXT

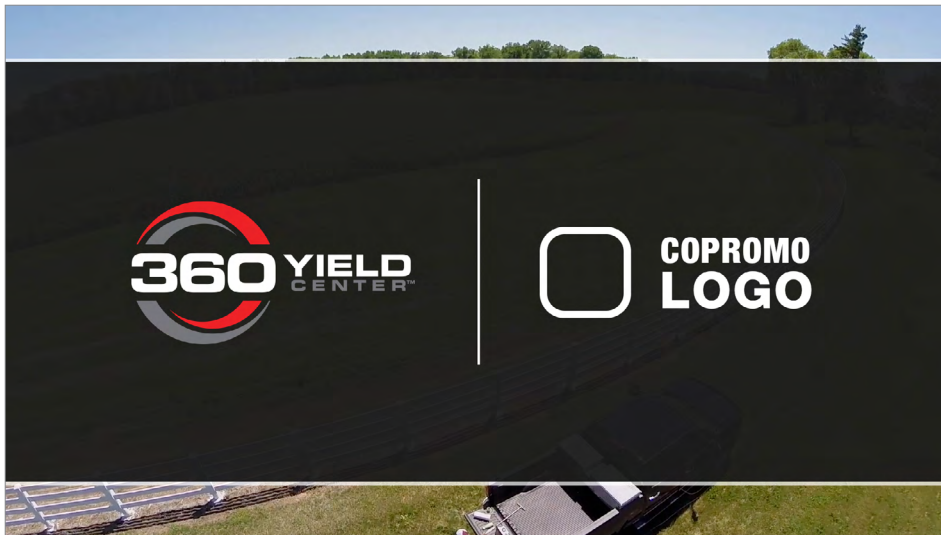
When the 360 Yield Center product names are used in text, the text should always be in all caps. The ™ symbol should be placed at the end of the name in superscript. The ™ symbol should be used on the first product mention of every page. Trademark symbols should not be used in headlines.

360 SOILSCAN™      360 COMMANDER™      360 Y-DROP™      360 UNDERCOVER™

360 COMMANDER™ Bridge      360 CHAINROLL™      360 WATER SOLUTIONS™

# CO-BRANDING

There are times when the 360 Yield Center brand is used in partnership with other brands. We have built flexibility into the 360 Yield Center brand to maintain an effective brand presence in co-branded situations.



## Video co-branding

The 360 Yield Center logo can be placed on the left or right depending on the best visual balance. A line separates the logos. Logos should have equal emphasis in size.

### About 360 Yield Center

360 Yield Center, founded by farmer-entrepreneur Gregg Sauder, aims to provide farmers with a systems approach to capture more crop yield potential. 360 Yield Center currently features a suite of four yield management solutions – 360 COMMANDER™, 360 SOILSCAN™, 360 Y-DROP™ and 360 UNDERCOVER™. 360 Yield Center is headquartered in Morton, Illinois. For more information, visit [360YIELDCENTER.COM](http://360YIELDCENTER.COM), email [info@360yieldcenter.com](mailto:info@360yieldcenter.com) or contact your dealer.

