

Branding Guidelines



January 2017

Branding Strategy and Guidelines

Communicating the AgGateway “brand” in a consistent and straightforward manner is important to our success and growth. Making sure our brand is consistently recognizable across all of our councils and activities is critical to establishing AgGateway as the trusted leader in digital agriculture. Think of the AgGateway brand just like you do for your business - it signifies many things but more importantly it is the promise we make to the agricultural industry. It’s what will set us apart from other organizations.

Our brand connects our councils, our member companies, and by association connects us to each other.

At AgGateway, we know who we are. But not everyone out in the world has that same clear understanding of what we stand for. As we continue to grow and extend our reach beyond our councils and business members, it’s important for our products and projects to support and promote the AgGateway brand - no matter where in the world it might be.

This guide focuses on AgGateway’s brand strategy, especially its brand architecture and the relationship between the master brand and AgGateway products and projects.



Logo Guidelines: Size and Color Specifications

AgGateway Logo



SPECIFICATIONS :: design, colors, fonts and size proportions should never be altered or changed.
MINIMUM SIZE :: the AgGateway logo should never be reduced smaller than 1" across.
LOGO FILES :: approved files are available at: <http://www.aggateway.org/Newsroom/AgGatewayLogos.aspx>

The "AgGateway" name is the sole property of AgGateway, Inc., and may only be used as approved, and by those AgGateway has authorized. The colors, spacing, size relationships, and proportions of the elements of the logo should be used precisely as shown. Consistent and quality application of these trademarks is the best way to build intuitive and positive recognition with our target audiences.

In business today, ownership of a color or color combination is a very powerful and valuable thing. To capitalize on that, we should try to use the colors and image to our advantage - wherever and whenever appropriate. Care should be taken in the use of the logo and it helps solidify our legal claim to it. Publishing what might seem like a creative adaptation, or simply an inadvertent distortion of the trademarks can weaken the AgGateway "brand".

Use the logo by itself or with the tag line "Collaboration for eConnectivity". The Tag line must be used with the logo as shown. Do not use the tag line by itself or with words other than AgGateway in close proximity.

AgGateway Logo with Tagline



SPECIFICATIONS :: design, colors, fonts and size proportions should never be altered or changed.
MINIMUM SIZE :: The AgGateway logo with tagline should never be reduced smaller than 1.5" across.
LOGO FILES :: approved files are available at: <http://www.aggateway.org/Newsroom/AgGatewayLogos.aspx>

Logo Color Usage



AgGateway Blue
 PMS 7462
 C.100 M.50 Y.0 K.10
 R.0 G.115 B.230
 HEX #0073e6



AgGateway Green
 PMS 7490
 C.45 M.0 Y.80 K.35
 R.91 G.166 B.33
 HEX #5ba621

Secondary Color Options



Tan
 PMS 465
 C.24 M.30 Y.62 K.2
 R.193 G.168 B.117
 HEX #C1A875



Gray
 PMS Cool Gray 10C
 C.0 M.0 Y.0 K.60
 R.102 G.102 B.102
 HEX #666666

Logo Guidelines: Usage Requirements

Correct Usage Examples



Incorrect Usage Examples



Logo should never be scaled unproportionately.



Logo should never be placed on a black or colored background. It should always appear on white.



Logo should never be placed on a patterned background. It should always appear on white.



Logo colors should never be altered or changed.



Logo should never be rotated in any direction.



Proportion, sizing and spacing of logo elements and tagline should never be altered or changed.




Tagline should never be placed above the logo.



AgGateway name and tagline should never be typeset in a different font or color.


Applications: Letterhead

Option #1 for business correspondence



1156 15th Street, NW, Suite 420
Washington, DC 20005
Phone: 202-743-5967
email: Member.Services@aggateway.org

Option #2 for promotional communication



1156 15th Street, NW, Suite 420 | Washington, DC 20005 | Phone: 202-743-5967 | email: Member.Services@aggateway.org

Applications: Powerpoint Templates

Introduction/Title Slide



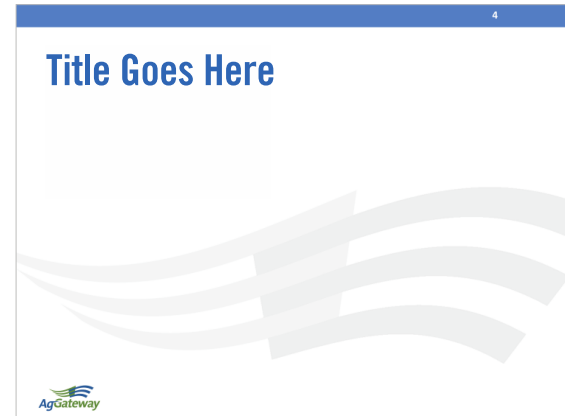
The AgGateway logo and tag line should be presented prominently in the center of the Introduction/Title slide. The logo/tagline relationship should appear as outlined in the logo guidelines and the above example.

Conclusion/Thank You Slide



The last slide in the deck should be used to summarize the presentation and remind the audience of AgGateway. The logo/tagline relationship should appear as outlined in the logo guidelines and the above example.

Presentation/Body Slide



The AgGateway logo is to be used in the upper left hand corner of the slide header. The logo/tagline relationship should appear as outlined in the logo guidelines and the above example.

Presentations for exclusive use within the Member Company

Presentations that are a part of an internal Member company presentation to inform others in the Member Company but not specifically focused on AgGateway actions or activities have some leeway. As much as technically possible, use the AgGateway templates containing the logo, tag lines and color schemes for those slides discussing AgGateway. If not technically feasible, create slides for use within the slide deck using the logo and tag line supplied. Generally, creating slides to be included in a deck for communicating AgGateway strategies and tactics within the Member Company does not require the use of the templates as long as the presentation is not distributed outside of the company.

PLEASE NOTE: Templates are provided to be used in standard AgGateway colors for all PowerPoint presentations. Make sure all PowerPoint presentations adhere to the Mission and Vision of AgGateway.

TEMPLATE FILES :: approved template files are available at <http://www.aggateway.org/Newsroom/AgGatewayLogos.aspx>

Brand Strategy and Architecture Guidelines

The AgGateway brand is more than just a logo, name or slogan.

- It is the sum total of associations, feelings, attitudes and perceptions related to an organization, product or service.
- It is a relationship with the “customer” and promises to deliver a specific set of features, benefits and services.
- It is our story, made up of facts, interpretations and feelings, that differentiates AgGateway in the agricultural industry.

The AgGateway brand serves as the primary element that promotes AgGateway, its standards, projects, and products. Having a clear and consistent AgGateway brand strategy in a compelling and straightforward manner is important to our growth strategy. Making sure our brand is consistently recognizable across all of our councils and activities is critical to establishing AgGateway as the premier eConnectivity solution in agriculture. Think of the AgGateway brand just like you do for your business - it signifies many things but more importantly it is the promise we make to the agricultural industry. It's what will set us apart from other organizations.

The Purpose of the Brand Strategy and Architecture Guidelines:

- Eliminate confusion in our communications, presentations and marketing collateral; support consistent communications efforts.
- Avoid confusion or detraction from the AgGateway brand.
- Use recognized terms within the industry and with standards organizations at the project/product level (descriptive and specific) that hold lasting meaning.
- Ensure each brand asset remains connected with AgGateway in the mind of the public.

These guidelines include:

- AgGateway's brand architecture
- Role of the AgGateway brand
- Role of the “Enabled by” logo
- Brand relationship between the AgGateway brand and the organization's products and projects
- Examples: how to and how not to express the AgGateway brand strategy

AgGateway's Brand Architecture

The brand architecture defines the relationship between the various brand expressions in AgGateway. Having a brand architecture provides us clarity and presents a coherent picture of what AgGateway brings to the ag industry. It provides us efficiency and allows us to focus. It helps us avoid confusion and unnecessary conflicts.



Here are some terms that help to define the relationships within a brand architecture:

Term	Definition	Examples of Where This Is Used
Master Brand	The single, dominant brand for a company or organization. It's the anchor under which all other brands and products fit. The intent is to attract and retain customers (members) by creating a strong association between products and what the master brand stands for.	<ul style="list-style-type: none"> • BMW • John Deere • Google • Virgin
Endorsed Sub Brand	Using another brand name (usually the master brand) to bring credibility to the product or sub-brand.	<ul style="list-style-type: none"> • Apple Watch • Courtyard by Marriott • Virgin Atlantic
Ingredient Brand	Using a component or ingredient of a particular product in order to communicate the value of another product. Having the ingredient brand should make the customer more attracted to the product.	<ul style="list-style-type: none"> • Intel Inside • Gore-Tex • Bluetooth • Tide plus Downy
Category Extensions	Products or sub-brands that are closely tied to the master brand. They are often used to extend the brand into a different or a specific niche category.	<ul style="list-style-type: none"> • Clorox Toilet Bowl Cleaner • Rolls Royce Aircraft • Planters Peanut Butter
Trademarks and Service Marks	A claim of ownership. It can take form in a name, a logo, a product shape, slogan, color, sounds, etc. A registered trademark is federally registered. It provides a higher level of protection, but may be expensive to obtain.	<ul style="list-style-type: none"> • <i>Just Do It</i> (Nike slogan) • The shade of red in Coca Cola • McDonald's double golden arches

AgGateway's Brand Architecture

The following table represents AgGateway's architecture, with explanations below. It describes the role of each type of brand assets and the relationship among them. Note that the architecture does not line up neatly the AgGateway organizational structure. There is not an "AgGateway Seed" sub-brand or a "Precision Ag" sub-brand. And that's okay. Organizational structure is internally facing to us as members. A brand architecture is externally facing to the industry.

The table is current at the time this version of the brand guidelines is being written. It may evolve over time.

AgGateway Brand Architecture	
Master Brand	
Ingredient Brand	
Branded Platforms (Endorsed by the Master Brand)	<i>For example:</i> AGIIS, ADAPT, AgGlossary
Trademarked or Service Marked Names	AgGateway Standards
Category Extensions	AgGateway Core Documents for Irrigation

The brand elements shown in the above table are described on the following pages.

AgGateway as the Master Brand

The AgGateway name and logo serve as the master brand. It is the primary vehicle that AgGateway uses to communicate its presence to the industry. It most strongly represents the value of AgGateway and serves to unite all of the products and services from the organization. As the master brand, AgGateway also *endorses* other products and services, lending them credibility and reinforcing the value of AgGateway. An example of this is “AgGateway’s AGIIS”. In fact, this type of endorsement works especially well for those products that are managed by AgGateway committees, such as AGIIS and ADAPT. These “platforms” are offered to the industry as specific AgGateway tools for enabling eBusiness in agriculture. AgGateway is also an endorser brand for other products and services.

AgGateway’s Ingredient Brand: The “Enabled by” Program

Member companies can use the “Enabled by AgGateway eAgriculture Resources” logo to promote their use of AgGateway eBusiness resources for products and services. Use of the logo signals to the ag industry that the company is actively involved in implementing eBusiness in agriculture, and further promotes AgGateway’s eBusiness resources to help broaden their use and thus greater connectivity. The logo is available to member companies, or to non-members at a fee. *The current non-member fee is set as the Tier 8 dues amount of \$1,500/year. This is subject to change by direction of the AgGateway CEO.*



The “Enabled by” logo is intended for use by the company on appropriate materials (e.g., products, websites, communications and marketing materials). The logo can only be used in connection with products and services that utilize AgGateway resources, such as AgGateway standards, guidelines, the Ag Glossary, and/or the Ag Industry Identification System (AGIIS). Use of the logo *does not* represent an endorsement by AgGateway of the company using the logo or any of the company’s products or services.

Companies must obtain permission from AgGateway before using the logo, including applying for its use, signing a waiver, and receiving acceptance of the company’s application. AgGateway Member Services and the Chief Operating Officer will respond to applications promptly, and are also happy to answer any questions about the program.

If you are interested in using the “Enabled by” logo, complete the application located on the AgGateway site, and submit your application to Member Services at Member.Services@AgGateway.org.

AgGateway Sub Brands

There are a limited number of platforms, initiated or sponsored by an AgGateway committee, that become AgGateway products. These are not standards per se, but important tools, processes and resources that AgGateway makes available to the industry. For example, AgGateway's Ag Industry Identification System (AGIIS) directory is a database system that houses agricultural reference data for industry subscribers. In this instance, AgGateway is the endorser brand of AGIIS.

To promote these products in the industry, AgGateway is looking at creating a limited number of sub-brands in addition to AgGateway's AGIIS. Sub-brands may include, for example:

- AgGateway ADAPT (Agricultural Data Application Programming Toolkit)
- AgGateway's AgGlossary

As sub-brands, these do *not* take precedence over the AgGateway master brand. Therefore, they should not have their own logo, but rather use the AgGateway master brand.

AgGateway Trademarked and Service Marked Names

There are some artifacts that are used by a number of AgGateway projects. For example, in the Precision Ag Council, concepts such as “core documents” have been developed and shared across teams. AgGateway may decide to trademark these names and others. However, they are not at the market level of the branded platforms and probably not worth the investment of a registered trademark. Nonetheless it is useful to communicate the value of these concepts to the industry. As an example:

- AgGateway's Core Documents

Category Extensions:

It is often useful to provide more targeted communications with some of the concepts listed above. For example, while both the PAIL and SPADE Projects use “core documents,” an irrigator may like to know that the PAIL core documents cover irrigation data and practices. To allow for this, the trademarked names can have extensions that describe their niche use. For example:

- AgGateway's Core Documents for Irrigation
- AgGateway's Core Documents for Field Operations

Note that these include the master brand name as the key header.

Project Names

Project names are not branded elements. You can use them to speak about the project itself, but not as the final product coming from AgGateway

- Do not use project names (such as PAIL and SPADE) or council names unless:
 - You are promoting participation in the councils or projects
 - You are communicating project goals and status
 - You are providing historical context for where a term or asset came from
- Do not use project names to modify a branded asset
 - **NO: The PAIL Core Documents**
 - YES: AgGateway's Core Documents for Irrigation

Key Points to Remember:

- Treat AgGateway as the master brand and its logo as the organization's primary landmark. All products and services coming from AgGateway should remain connected with AgGateway, rather than developing a unique brand identity that separates it from, or takes precedence over, the AgGateway master brand. As a general rule, logos should not be developed for sub-brands, because this detracts from the AgGateway master brand.
- The "Enabled by" Program (the ingredient brand) is currently available for use by AgGateway members on eligible products and services, or by non-members for a fee.
- DO associate branded assets with the AgGateway master brand, as opposed to individual projects.
- AgGateway sub-brands (ADAPT, AgGlossary, AGIIS, Reference Data) are key contributions to the industry, and still must be associated with the master brand.
- Assets (AgGateway Standards, Core Documents) also should be communicated as connected with the master brand.
- Category extensions can be used to provide niche messaging ("AgGateway's Core Documents for Field Operations")
- Use project names in communications only to talk about the project itself, for purposes of recruiting, communicating status, etc.

Questions?

When not sure of the correct application,
contact AgGateway staff for guidance.

Member.Services@AgGateway.org
+1 (866) 251-8618

