

*Branding Guidelines*



January 2021

## ***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 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 sets us apart from other organizations.

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 current membership and regions, it's important for our products and projects to support and promote the AgGateway brand.

This guide focuses on AgGateway's brand strategy, including our 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](mailto:Member.Services@aggateway.org)

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## Option #2 for promotional communication



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

# Applications: PowerPoint Templates

## Introduction/Title Slide

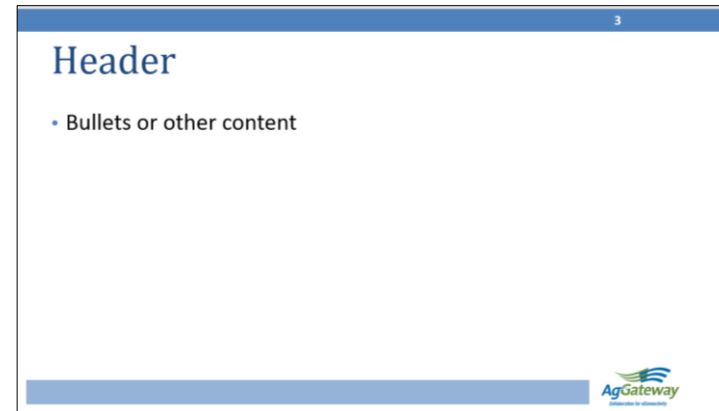


The AgGateway logo and tagline should be presented at the top left of the introduction/title slide. The logo/tagline relationship should appear as outlined in the logo guidelines and the above example.

## Conclusion/Thank You Slide



The last slide in the deck is used in part to 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 appears in the lower righthand corner for slides within the presentation.

## Presentations for exclusive use within the Member Company

Presentations that are a part of an internal member company presentation to inform others within the company (and not specifically focused on AgGateway actions or activities) have some leeway. As much as technically possible, use the AgGateway templates containing the logo, taglines and color schemes for those slides discussing AgGateway.

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. Address any questions to the AgGateway Director of Marketing Communications.

## *Applications: Member and Industry Communications*

AgGateway shares regular communications with several key audiences, including but not limited to members, AGIIS subscribers, industry contacts, and media. These may include print pieces, emails, social media posts, press releases, presentations, etc.

### **Frequency and Consistency**

It is important to regulate the frequency of communications (for example, to not send too many communications at once to AgGateway members unless necessary.) It is also important to adhere to consistent standards in how communications are sent on behalf of AgGateway. This standard reflects the integrity of the AgGateway brand and helps the recipient recognize and easily consume AgGateway messages.

### **Coordination with Marketing Communications Director and Member Services**

To maintain high-quality communications, it is important to coordinate communications with the Marketing Communications Director and/or Member Services, as gatekeepers of the flow of information to AgGateway members and other key stakeholders.

### **Templates for eMail Communications**

AgGateway has several templates to facilitate ease of communication through email. These include templates for:

- Announcements to Members, including meeting announcements
- Announcements to AGIIS subscribers
- Monthly newsletter
- Press releases

### **Social Media**

Similarly, social media channels are managed through the Marketing Communications Director and Communications Committee.

### **Presentations**

AgGateway maintains a presentation library that includes an “Introduction to AgGateway” PowerPoint deck, as well as other presentations that have been given to various audiences. When giving a presentation on behalf of AgGateway, staff and volunteer leaders should use an existing template as a starting point, and adhere to the stated basic information about AgGateway (e.g., overall description of the organization, mission and vision, etc.).

### **Communications Requests**

Requests or questions about communications to stakeholders should be directed to the Marketing Communications Director.

## *Applications: Guidelines regarding Regions*

AgGateway operates within several geographic regions. It is critical that we uphold the branding guidelines regardless of region, as a means to build the AgGateway brand, maintain excellence and coordinate communications.

Here are several guidelines regarding communication within and across various regions:

- **Coordination:** As noted above, mass communications to stakeholders (as opposed to individual or small-group communications) should be coordinated through the Marketing Communications Director.
- **Geo-specific Sizes:** As needed and within budget, we will create geo-specific document sizes, such as A4-size versions of the membership application.
- **Translations:** As needed and within budget, we will create translated materials to communicate AgGateway messages.
- **Terminology:**
  - Note that we no longer use the terms “AgGateway Europe” or “AgGateway Latin America” since these regional entities are part of a global AgGateway organization. The correct terminology is “AgGateway’s Europe regional group” or “AgGateway’s North America region”, or “the work being done by AgGateway in Latin America”, etc.
  - Also note that “LATAM” is a shorthand for Latin America that is sometimes used internally by staff; formal AgGateway communications should spell out “Latin America”.



## *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 regions 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 sets 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"> <li>• BMW</li> <li>• John Deere</li> <li>• Google</li> <li>• Virgin</li> </ul>
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"> <li>• Apple Watch</li> <li>• Courtyard by Marriott</li> <li>• Virgin Atlantic</li> </ul>
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"> <li>• Intel Inside</li> <li>• Gore-Tex</li> <li>• Bluetooth</li> <li>• Tide plus Downy</li> </ul>
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"> <li>• Clorox Toilet Bowl Cleaner</li> <li>• Rolls Royce Aircraft</li> <li>• Planters Peanut Butter</li> </ul>
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"> <li>• <i>Just Do It</i> (Nike slogan)</li> <li>• The shade of red in Coca Cola</li> <li>• McDonald's double golden arches</li> </ul>

# AgGateway's Brand Architecture

The following table represents AgGateway's architecture, with explanations below. It describes the role of each type of brand asset and the relationship among them. Note that the architecture does not line up neatly with the AgGateway organizational structure. (For example, there is not an "AgGateway Europe" 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.

<b>AgGateway Brand Architecture</b>	
<b>Master Brand</b>	
<b>Ingredient Brand</b>	
<b>Branded Platforms</b> (Endorsed by the Master Brand)	<i>For example:</i> AGIIS, ADAPT, AgGlossary
<b>Trademarked or Service Marked Names</b>	AgGateway Standards
<b>Category Extensions</b>	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 eConnectivity 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 eConnectivity in agriculture, and further promotes AgGateway’s digital 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 at \$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 AgGlossary, 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](mailto: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, 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 may be 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 used “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 Working Group names unless:
  - You are promoting participation in the groups 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 brandmark. 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.

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