



# BRAND STYLE GUIDE

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LAND O'LAKES, INC. | EDITION 1 :: OCT. 2016



*hello there*

# WE'RE HAPPY YOU FOUND US.

You might be thinking, what's there to know about a brand? Quite a bit, as it turns out. Our brand is a big part of who we are. It tells our story. It helps set us apart.

To best tell the Land O'Lakes, Inc. story, and help you understand the big pieces and all the odds and ends, we've created some rules.

Actually, we're not big into rules, so let's just call these guidelines. The brand style guide gives an overview of the look, feel and voice of our brand. It also explains how to put our name, logo, colors and graphic elements to their best use.

The brand is our face and voice to the world, so we do ask that you stick to the spirit of the guide. It allows for plenty of creative freedom, while still making sure we're all putting our best foot forward. And with a little practice, we know you'll be a brand master in no time.

# *messaging*



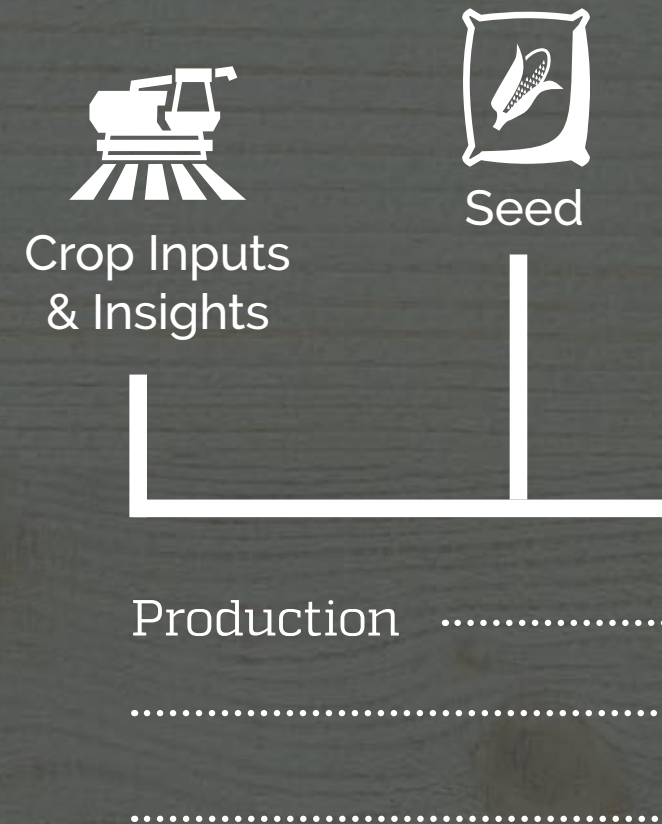
## A DIFFERENT KIND OF COMPANY.

Land O'Lakes, Inc. was formed when 320 dairy farmers had a simple idea—join together to effectively market and distribute members' dairy production across the country. From there, we quickly set our sights on growth.

Just eight years after establishing our butter marketing organization, we expanded into the crop inputs and animal feed businesses. Our international journey kicked off 52 years later, as we began relaying the lessons we'd learned to support local agriculture in developing nations around the world.

## AN END-TO-END VIEW.

Today, our three businesses give us an end-to-end view of agriculture. Pair this with our farmer ownership and we're uniquely qualified to better serve customers and consumers, while always delivering on our responsibility to our member-owners.





Animal  
Nutrition



Primary  
Processing



R&D/  
Manufacturing



B2B/Industrial  
Marketing  
& Sales



Branded Goods  
Marketing  
& Sales

Consumer

*farmer-owned*

International Development

*Land O'Lakes, Inc.*

## EVERYTHING WE DO TIES TO OUR PURPOSE.

At Land O'Lakes, we're proud to be a farmer-owned food and agricultural cooperative that's committed to our purpose of feeding human progress. We've always believed in working together for the greater good. This takes a dedicated team of individuals with unique ideas, perspectives and backgrounds. Our purpose unites us around a common cause, gives us focus and inspires us to strive for more.

### *Feeding*

This represents the literal act of feeding of humans, animals and plants, as well as the more metaphorical act of feeding heads and hearts.

### *Human*

Helping others gives us purpose. The human portion also symbolizes our commitment to being authentic and personable.

### *Progress*

We embody the spirit of forward thinking, in everything we do, from data to design decisions. We aren't afraid to push boundaries and explore new ventures.



## NOW YOU KNOW THE FACTS, SO LET'S MAKE THE MOST OF THEM.

We're proud of what we do and where we're headed—and we're excited to tell people about it. But we want to make sure we always sound like ourselves. So what exactly does the Land O'Lakes voice sound like? Glad you asked.

Think of our voice as our personality. It's how we make a connection and inspire people. Our voice is approachable, knowledgeable and always professional.

## OUR VOICE

- » Sounds like a person. If it helps, imagine we're just chatting over a cup of coffee.
- » Keeps it simple. Is there any easier way to say what you mean? Go with that.
- » Has a personality. We like to sprinkle in humor when it feels right.
- » Stays respectful when delivering a tough or sensitive message. There are topics we don't joke around about.
- » Doesn't use jargon or corporate speak. This goes back to keeping it simple. If you wouldn't say in conversation, let's avoid it.
- » Avoids unnecessary acronyms. When in doubt, please spell it out.
- » Is always authentic. If you remember just one thing, remember this.

While our voice doesn't change too much, we do use a slightly different tone depending on the audience. Here are the major players.

1. Employees
2. Job seekers
3. Member-owners
4. Customers
5. Consumers

## WHAT'S IN A NAME?

Our name is a little tricky. We get it. If you find yourself questioning whether or not you need that apostrophe, you probably do. When referring to the corporate name, use uppercase and lowercase letters with no space after the apostrophe. In writing, our name should appear in the same font and color as the rest of the body copy.

## KEEP IT CASUAL

For everyday writing and design, use Land O'Lakes, Inc. on first reference and then feel free to call us Land O'Lakes.

## WHEN TO GO FORMAL

Sometimes we need to dress up. For legal documents, statements of work, press releases and other formal contexts, our full name works best. That's Land O'Lakes, Inc.



### Do

Land O'Lakes, Inc.  
Land O'Lakes



### Don't

Land O' Lakes  
LAND O'LAKES  
Land OLakes  
Land o'Lakes  
Land O Lakes, Inc.  
Land O' Lakes, Inc.



*design*

## HERE'S THE LOGO LOWDOWN.

Our corporate logo is our most recognizable asset. Care and consistency must be taken whenever it's used.

### CLEAR SPACE

It's like a force field. It must be maintained on all sides. This not only preserves our logo's integrity but avoids a cluttered look. The minimum amount of clear space required is relative to the height of the logo.

### MINIMUM SIZE

No one wants to use a magnifying glass. The logo should not be reproduced smaller than 1.5" wide, measured from the left side of the logo to the period after "Inc." An exception can be made to address space constraints (e.g., using the logo on small promotional items, such as pens).



LAND O'LAKES, INC.



1.5" Minimum size

PRIMARY LOGO

**LAND O' LAKES, INC.**

Use the dark gray logo against a bright or light background.

Note: logo color is Pantone Cool Gray 10

PRIMARY LOGO VARIATION



Use the white logo when placing it over an image or a background that's colorful.

Note: If your project requires a vertical rendition of our logo, please email [srmurray@landolakes.com](mailto:srmurray@landolakes.com).



**LAND O' LAKES, INC.**

Do not stretch or distort the logo. Make sure when scaling the size to maintain the correct aspect ratio.



Do not place logo over colors/backgrounds that make it hard to read.



 **LAND O' LAKES, INC.**

Stick to either gray or white versions of the logo and not any that use the blue and green color palette. Also a no-go —versions that use the “eye” graphic.



**LAND O' LAKES, INC.**

Do not change the color of the logo.

## CAREFULLY CONSIDER YOUR COLORS.

Color is important. It helps us tell our story, adds visual interest and sets us apart from our competition. Our color palette consists of 19 warm, cool and neutral hues that can be used alone or together.

### WARM

C=0 M=87 Y=97 K=0  
R=239 G=72 B=38  
#ef4726  
Pantone 7625



C=19 M=84 Y=80 K=8  
R=189 G=73 B=61  
#BD493D  
Pantone 180

C=35 M=81 Y=77 K=42  
R=113 G=50 B=44  
#71322C  
Pantone 7610

### COOL

C=82 M=46 Y=47 K=42  
R=33 G=79 B=86  
#214F56  
Pantone 7477

C=41 M=11 Y=28 K=0  
R=152 G=192 B=185  
#98C0B9  
Pantone 5503



C=73 M=53 Y=50 K=26  
R=71 G=90 B=96  
#475A60  
Pantone 445


### NEUTRAL

C=70 M=62 Y=61 K=53  
R=56 G=57 B=58  
#38393A  
Pantone 432



C=61 M=52 Y=62 K=32  
R=89 G=89 B=79  
#59594F  
Pantone 425

C=63 M=51 Y=52 K=21  
R=95 G=101 B=100  
#5F6564  
Pantone 431

 = core color palette

C=18 M=64 Y=78 K=7  
R=194 G=110 B=71  
#C26E47  
Pantone 7591

C=20 M=35 Y=85 K=1  
R=206 G=162 B=71  
#CEA247  
Pantone 7555

C=27 M=37 Y=77 K=20  
R=159 G=131 B=73  
#9F8349  
Pantone 1265

C=82 M=40 Y=78 K=33  
R=42 G=93 B=67  
#2A5D43  
Pantone 343

C=59 M=39 Y=80 K=21  
R=103 G=115 B=72  
#677348  
Pantone 7762

C=55 M=32 Y=61 K=8  
R=120 G=140 B=112  
#788C70  
Pantone 556

C=18 M=9 Y=16 K=0  
R=201 G=215 B=209  
#C9D7D1  
Pantone 538

C=15 M=12 Y=20 K=5  
R=205 G=202 B=190  
#CDCABE  
Pantone 413

C=44 M=39 Y=53 K=7  
R=146 G=139 B=119  
#928B77  
Pantone 403

C=61 M=61 Y=67 K=45  
R=76 G=67 B=60  
#4C433C  
Pantone 412



## PERFECT YOUR PAIRINGS.

When it comes to pairing colors, the options are endless. But we have some suggestions. Whether you need 3, 4 or 6 colors, we think these work nicely together.

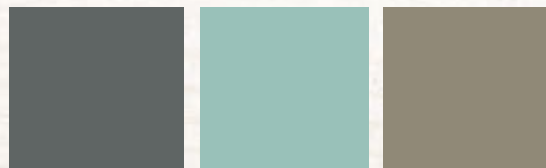
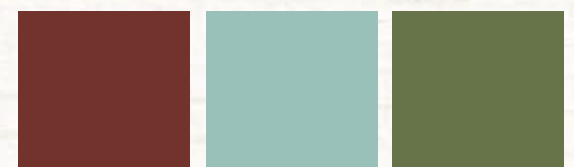
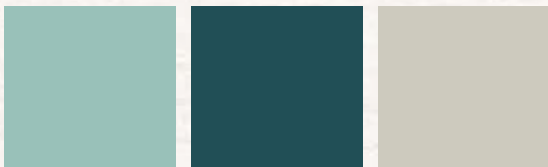


CORE PALETTE



SUGGESTED COMBOS





## DESIGN TIPS

1. When selecting colors, keep in mind your audience and subject matter.
2. Text should be easy to read. A strong contrast between text and the background is important—think dark text against a light or pale background, or white text against a dark background.
3. Choose colors that project information in a clear manner and complement other design elements such as photography or illustrations.

## FIND THE RIGHT FONT.

Typography choices set the tone of a project, reinforce your message and pull your design together. Here's how and when to use a particular font.

# Raleway

Raleway is our primary typeface and should be used for printed communications. Its clean, modern look complements our brand and offers a large breadth of weights that range from thin to heavy.



Raleway thin  
*Raleway thin*  
Raleway extra light  
*Raleway extra light italic*  
Raleway light  
*Raleway light italic*  
Raleway regular  
*Raleway regular italic*  
Raleway medium  
*Raleway medium italic*  
Raleway semibold  
*Raleway semibold italic*  
Raleway bold  
*Raleway bold italic*  
Raleway extrabold  
*Raleway extrabold italic*  
Raleway heavy  
*Raleway black italic*

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# Ritts Cursive

Ritts Cursive is an informal script that's still polished enough to be used in a variety of projects, yet very approachable. Use it as a headline font and pair with either Raleway, Cervo Neue or Quadon. Because of readability issues at smaller sizes, it's advised to use Ritts Cursive for short bits of text at larger sizes—like headlines, pull quotes and short statements.



# Black Diamond

This hand-written brush script font has a warm and authentic feel. Black Diamond shines when used sparingly as an accent font for short headlines or statements. If you need your design to convey a little heart, this is your font.

# CERVO NEUE

This condensed font comes in a plethora of weights that make it a workhorse of a font. Cervo Neue really excels when used in all caps with noticeable amounts of tracking in between the letters. Use this font for headlines and subheads.



Cervo Neue thin

*Cervo Neue thin italic*

Cervo Neue extra light

*Cervo Neue extra light italic*

*Cervo Neue extra light italic*

*Cervo Neue italic*

*Cervo Neue light italic*

Cervo Neue regular

*Cervo Neue regular italic*

Cervo Neue medium

*Cervo Neue medium italic*

Cervo Neue semibold

*Cervo Neue semibold italic*

Cervo Neue bold

*Cervo Neue bold italic*

Cervo Neue extrabold

*Cervo Neue extrabold italic*

Cervo Neue black

*Cervo Neue black italic*

# QUADON

This contemporary slab serif offers flexibility. It's excellent legibility makes it a great option for smaller sized text, such as body copy. The light version takes on an especially modern, graphic look when used in all caps.



Note: Agencies should purchase any fonts according to the licensing needs of the project. Land O'Lakes, Inc. will not supply font files.

Quadon thin

*Quadon thin italic*

Quadon light

*Quadon light italic*

Quadon regular

*Quadon italic*

Quadon medium

*Quadon medium italic*

Quadon bold

*Quadon bold italic*

Quadon extra bold

*Quadon extra bold italic*

Quadon ultra bold

*Quadon ultra bold italic*

Quadon heavy

*Quadon heavy italic*

Quadon black

*Quadon black italic*

## THE PERFECT PHOTO MAKES ALL THE DIFFERENCE.

Our visual identity is built around strong photography that's authentic to our brand and story. When selecting photos or briefing a photographer, keep these tips in mind.



### KEEP IT REAL

Our photography style leans towards the documentary side of things. Settings should look natural, not staged. People should look approachable. Branding should be subtle. Photos should be of Land O'Lakes, Inc. subjects—whether it's of an employee, member farm, co-op or activity—whenever possible.

### AVOID STOCK

Please avoid stock photos of people. If you must go this route, use a high quality stock site such as Shutterstock or Getty Images. Be sure to select photos that match our visual style. Lastly, double-check that the licensing for any stock images covers the intended purpose of your project.

### SIMPLICITY IS KEY

Less is more when it comes to using photography. Generally, it's best to pick one or two great photos for the largest visual impact. Many small images used all together tend to look cluttered.

## PORTRAITS

Candid is the name of the game. People should be shown in their natural habitat—wherever they would typically be. Avoid photos that look overly staged.



## LANDSCAPES

Whether it's a field, barn or a meeting room, make sure the photos look realistic. Fields should be open, bright and expansive. Barns may be rustically charming or modern. Interiors should be clean and organized.



## ANIMALS

Animals should be shown in their typical environment. Care should be taken to avoid photos that give the impression of animals being behind bars or restrained. Animals photographed inside should be in clean, well-lit spaces.



## ADD A LITTLE EXTRA.

Although photography drives our brand, there are many supporting players. When paired with graphics or photography, textures add depth and authenticity.

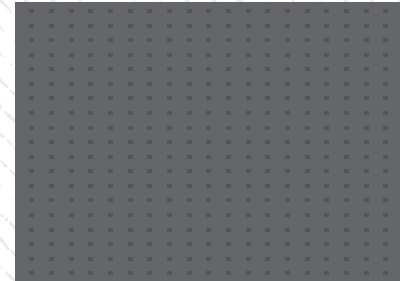
### Graphic textures

Layering a texture over an approved color makes for a warm, authentic look. Adjust the transparency to avoid washing out the underlying color.



### Patterns

Graphic patterns are a great way to add a little interest. Select patterns that are simple, modern and reflect your content.

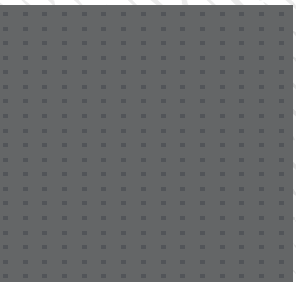


### Photographic textures

Photographic textures such as woodgrain, burlap and canvas lend a natural feel. Please stick to neutral selections with an organic feel.







Note: Agencies should purchase any graphic textures according to the licensing needs of the project. Land O'Lakes, Inc. will not supply texture files.

## DON'T MISS THE FINAL CHECKLIST.

First step, did you read the brand style guide?

Of course you read it. We know you want to be on brand. If you'd like to give your project a final once over, here's a short checklist. We're just hitting the highlights here, so do check the guide for more specific details.

### LOOK OVER THE LOGO

- Are you using the correct logo?
- Have you double checked the logo don'ts?

### FINESSE THE FONT

- Are you using the recommended font?
- Does your font choice match your message?

### CONSIDER THE COLOR

- Are you using colors only from the Land O'Lakes, Inc. color palette?
- Do the colors you've selected complement the other design elements?

### PICK THE PERFECT PICTURE

- Are you using photography that emphasizes the brand?
- Does the photo show an authentic situation?

### MASTER THE MESSAGE

- Does the voice sound like Land O'Lakes?
- Does your tone match your audience?

If you've answered yes to all of the above, congratulations, you're a brand master!



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**LAND O'LAKES, INC.**