

UNITED
SOYBEAN
BOARD



SOY

11/06/19

BRAND GUIDELINES

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WHEN TO USE THESE GUIDELINES

When you are speaking about USB or our checkoff, and there are no other brand guidelines to follow

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QUICK REFERENCE GUIDE

1.0

USP

p. 4-11

BRAND GUIDELINES

QUICK REFERENCE GUIDE OVERVIEW

Our checkoff is represented by many people, across many organizations. To quickly assist anyone who is writing and communicating on behalf of the checkoff we have compiled the key visual elements of the brand into this Quick Reference Guide.

Further usage examples and rationale for each element can be found deeper in this

Brand Guideline. We highly recommend that you familiarize yourself with the full guidelines before using the Quick Reference Guide.

We speak in first
person about the
soy checkoff and the
United Soybean Board.



LOGO
DO










PREFERRED OPTION



ALSO ACCEPTABLE



LOGO DON'T

<p>Do not skew mark</p> 	<p>Do not alter mark arrangement</p> 	<p>Do not use 100% black on color</p> 	
<p>Transition to one color mark</p> 	<p>Not approved color</p> 	<p>Avoid placing logo over busy background</p> 	<p>Avoid adding to the logo</p> 



TAGLINE

Innovation Beyond the Bushel is our tagline and is developed to communicate our positioning easily and succinctly.

The tagline can be used as a visual element (service mark) and also as copy to communicate the overall position of the soy checkoff. The service mark is not a logo and should not be used alone to represent USB or the soy checkoff. Usage of the tagline in copy does not require any special formatting nor does it receive a service mark [SM].



TONE

- | | |
|---|---|
| <p>1.
ASSURED, BUT NOT ARROGANT</p> | <p>3.
CONVEY LEADERSHIP AND A DEEP KNOWLEDGE OF OUR BUSINESS AND THE OUTPUTS OF OUR LABOR.</p> |
| <p>2.
DIRECT, LIKE IN HOW FARMERS TALK ABOUT THEIR BUSINESS.</p> | <p>4.
WE SPEAK IN FIRST PERSON ABOUT THE SOY CHECKOFF AND THE UNITED SOYBEAN BOARD.</p> |



COLORS

<div></div> <div>PMS 3435C PMS 3435U CMYK 86, 45, 79, 49 RGB 20, 71, 51 HEX #144733</div>	<div></div> <div>PMS 7734C PMS N/A CMYK 83, 38, 82, 31 RGB 40, 96, 64 HEX #286040</div>	<div></div> <div>PMS 7733C PMS N/A CMYK 91, 31, 90, 22 RGB 0, 111, 66 HEX #006F42</div>	<div></div> <div>PMS 348C PMS 348U CMYK 97, 22, 100, 9 RGB 0, 131, 62 HEX #00833E</div>	<div></div> <div>PMS 362C PMS N/A CMYK 74, 15, 100, 2 RGB 78, 157, 45 HEX #4E9D2D</div>	<div></div> <div>PMS 360C PMS 360U CMYK 61, 0, 96, 0 RGB 108, 192, 74 HEX #6CC04A</div>
<div></div> <div>PMS Black 2C PMS Black 2U CMYK 62, 60, 77, 66 RGB 52, 46, 31 HEX #342E1F</div>	<div></div> <div>PMS 455C PMS N/A CMYK 48, 52, 100, 33 RGB 108, 90, 35 HEX #6C5A23</div>	<div></div> <div>PMS 105C PMS 105U CMYK 43, 42, 100, 15 RGB 139, 122, 39 HEX #8B7A27</div>	<div></div> <div>PMS 606C PMS 606U CMYK 22, 23, 100, 0 RGB 209, 180, 0 HEX #D1B400</div>	<div></div> <div>PMS 108C PMS 108U CMYK 1, 11, 100, 0 RGB 225, 219, 0 HEX #FFDB00</div>	<div></div> <div>PMS 106C PMS 106U CMYK 3,5,85,0 RGB 252, 228, 68 HEX #FCE444</div>
<div></div> <div>PMS Black 7C PMS Black 7U CMYK 64, 61, 65, 54 RGB 62, 57, 53 HEX #3E3935</div>	<div></div> <div>PMS W.Gray 11C PMS W.Gray 11U CMYK 52, 53, 59, 24 RGB 112, 98, 89 HEX #706259</div>	<div></div> <div>PMS W.Gray 8C PMS W.Gray 8U CMYK 45, 44, 48, 7 RGB 142, 130, 121 HEX #8E8279</div>	<div></div> <div>PMS W.Gray 4C PMS W.Gray 4U CMYK 30, 28, 32, 0 RGB 183, 173, 165 HEX #B7ADA5</div>	<div></div> <div>PMS W.Gray 1C PMS W.Gray 1U CMYK 14, 14, 17, 0 RGB 216, 209, 202 HEX #D8D1CA</div>	
<div></div> <div>PMS 634C PMS 634U CMYK 100, 55, 33, 13 RGB 0, 93, 131 HEX #005D83</div>			<div></div> <div>PMS 633C PMS 633U CMYK 100, 42, 29, 5 RGB 0, 114, 151 HEX #007297</div>	<div></div> <div>PMS 632C PMS 632U CMYK 92, 24, 23, 0 RGB 0, 145, 179 HEX #0091B3</div>	<div></div> <div>PMS 631C PMS 631U CMYK 69, 10, 18, 0 RGB 59, 176, 201 HEX #3BB0C9</div>



BRAND CHECKLIST

The following is a short checklist that you can use against your communication and marketing element to assure that you are “on brand.” Please be familiar with the brand standards to make sure you have a good understanding of the checkoff as a brand and how it should be represented. This checklist is just the essentials; it doesn’t address specifics. If you have any challenges beyond those listed below, please contact Laura Smith at laura.smith@osbornbarr.com or (314) 236-6916.

LOGO

- Are you using the correct logo?
- Are you following the clear space regulations?
- Are you following the guidelines around the logo don’ts?

For more details, pg. 28-36

TYPEFACE

- Are you using
 - ___ Din Open Type?
 - ___ Merriweather?
 - ___ Calibri?
 - ___ Cambria?

For more details, pg. 24-27

COLOR PALETTE

- Are the checkoff’s primary colors the hero of the communication/marketing element?
- Have you used the accent colors properly?

For more details, pg. 39-44

IDENTITY

- Innovative, Experienced, Strategic, Focused, Optimistic.

For more details, pg. 17-21

tone

- Forward-Thinking, Motivating, Confident, Direct, Engaging.

For more details, pg. 22

PHOTOGRAPHY

- Are you using photography that is inline with the stated brand style: Proud, heroic, progressive, confident and dramatic depth of field?
- Do you have the rights to the photo and the people in the photography?

For more details, pg. 45-50



If created with checkoff funding, the following materials require approval by the U.S. Department of Agriculture Agricultural Marketing Service:

- Research communications
- Advertising
- Board meeting presentations
- Public relations materials
- Press releases
- Marketing communications to farmers, consumers, influencers, end users, industry stakeholders and government officials
- Educational materials
- Articles for publication (e.g., magazines, magazine inserts)
- External newsletters
- Digital content (websites, social media, blogs, etc.)
- Brochures and fact sheets
- Program flyers
- External speeches
- Op-ed pieces
- USB-funded ASA sponsorship materials
- Video scripts (scripts will be tentatively approved; final approval will come upon seeing the finished video to ensure it matches the script)
- Talking points
- Media alerts
- Trade show premiums (e.g., bags, pens, drinkware, novelty items)
- QSSB marketing communication requests paid for with USB funds
- Marketing communications used by third parties that contain USB's logo

All marketing communications must be reviewed and approved by USDA-AMS before distribution except internal board communications and non-marketing communications.

- Internal Board Communications: Communications to board members (excluding board meeting presentations and supporting materials), USB staff and USB primary contractors are not required to be sent to AMS for review and approval because those parties are part of USB's organizational structure, as established by the Act and Order, or agents acting on behalf of USB. In contrast, QSSBs are not "internal" to USB because they are not part of USB's organizational structure and USB does not control QSSB marketing activities.
- Non-Marketing Communications: Only "marketing communications" require AMS approval — not all communications. Marketing is defined as "[t]he process or technique of promotion, selling, and distribution of a product or service." Communications not involving "marketing" do not need to be submitted to AMS for review and approval before distribution. For example, USB compliance presentations to QSSB staff would not require approval, nor would information sharing to QSSBs about USB's promotional activities, provided those QSSBs are not the target audience of USB's promotional activities.



**INTRODUCTION
TO OUR BRAND**

2.0

USB

p. 13–15

BRAND GUIDELINES

ABOUT BRANDS

Our checkoff brand is much more than a logo. Our brand is the reputation we have built since 1991. It's the culmination of all the characteristics – tangible and intangible – that makes the checkoff unique. Our brand is our messages, the look and feel of our marketing materials and how we each represent the soy

farmers across the country. Every action you perform on behalf of the checkoff continually shapes our audiences' perceptions – that's why representing the brand consistently and properly is so important.

Our brand is
the reputation
we have built
since 1991.



OUR BRAND IDENTITY

Our brand identity is the face and personality we present publicly. Our identity is the totality of the checkoff logo, website, publication, brochures, newsletters, stationery – everything we produce, no matter the author. By consistently putting forth a unified image to the public, we bring value, prominence and clarity to the checkoff.

By consistently putting forth a unified image to the public, we bring value, prominence and clarity to the checkoff.



BRAND STANDARDS

These guidelines provide the understanding and specifications needed to communicate with integrity and consistency. This will ensure that our reputation remains strong and that potential customers view the checkoff as a leader and a trusted partner.

The guidelines within this document are designed to

be used by all who produce checkoff communications. These standards do not cover every design application but do provide guidance to solve most corporate identity problems. Your thoughtful consideration of good design principles, effective communication practices and consistency across brand communicators as a whole, should augment the application of these guidelines.

These standards
do not cover every
design application
but do provide
guidance to solve
most corporate
identity problems.



**UNITED SOYBEAN
BOARD IDENTITY**

3.0

USB

p. 17-22

BRAND GUIDELINES

POSITIONING

Our checkoff is represented by many different people who are all working hard to improve the market for U.S. soy. Our position will set the tone for our brand among three critical groups: U.S. soybean farmers, staff/contractors/directors as well as potential customers. Positioning sets the tone for the brand. Internally it acts as a compass for how the brand and company should be communicated. Externally it differentiates the brand from others in the market. The

checkoff has a new positioning because the market landscape has changed. We ask that you thoroughly read and understand this brand guideline so that you can represent the brand in a consistent manner along with everyone else who will be communicating on behalf of the checkoff and soybean farmers across the nation.

Positioning Statement: Farmers and partners trust the soy checkoff to have the right vision for the future.

Our checkoff is
represented by
many different
people who
are all working
hard to
improve the
market for
U.S. soy.



IMPORTANCE TO FARMERS

Our brand constituency is important to us. We want farmers to trust that we are spending their contributions in a meaningful and industry-building way. Today, soy production is high, prices are low – U.S. soybean farmers need to attract *new buyers* in a *new way* for the *new market*. The U. S. soy checkoff works on behalf of the U.S. soybean farmer, and it is important to position the organization as being a leader and thinking

about opportunities that will benefit soybean farmers across the country. The checkoff will continue to have multiple programs each year, but aligning these under one common approach will demonstrate cohesion and leadership to the constituency.

We represent U.S. soybean farmers; it is important that they trust that we have their best interest in mind – always.

Today, soy
production is
high, prices
are low –
U.S. soybean
farmers need
to attract new
buyers in a new
way for the
new market.



IMPORTANCE TO STAFF/ CONTRACTORS/DIRECTORS

There are many representative voices of the checkoff. Over 78 directors, plus the USB staff and the contractors that work on behalf of USB – meaning, there are many potential voices for one critical brand – the checkoff. A unified position aligns all of the brand champions into one cohesive voice. It also unites the brand so that everyone

understands how his or her role will impact the big picture of the organization. This is about unity over uniformity.

We are many individual voices, but we speak as one brand.

A unified
position aligns
all of the brand
champions
into one
cohesive voice.



IMPORTANCE TO INDUSTRY

As a brand evolves, it is critical that the potential markets for the products are aware of the evolution. Some customers will see the evolution first-hand, meaning that they can already feel the changes taking place in the U.S. soy industry. However, many more potential customers have only heard of the “old” checkoff and are not aware of the leadership role that the organization wishes to present. To enable growth for U.S. soybean farmers as a

whole, new opportunities need to be uncovered. The checkoff has made a conscious decision to increase its focus on demand drivers. To attract these new customers, the knowledge and leadership of the organization must be clearly communicated.

No one knows the benefits of U.S. soy better than the members of the checkoff – we need to confidently communicate the benefits in terms that resonate with future customers.

The checkoff has
made a conscious
decision to
increase its
focus on
demand drivers.



LADDERING MESSAGES UP TO A SINGLE FOCUS

Our position implies one consistent message point. We have many reasons to believe, but they should all ladder up to the same positioning to build understanding in the checkoff's role. All checkoff communication elements will speak in depth about one (or more) of the reasons to believe (the nine Long-Range Strategic Plan goals). Clearly showing

how these reasons to believe support the single-focused message by the checkoff will be the key in delivering on clarity – which will lead to perceived focus – which will lead to deeper understanding and following.

We have many
reasons to believe,
but they
should all ladder
up to the same
positioning to build
understanding in
the checkoff's role.



TONE

The tone is important, as there are so many individual voices that represent the checkoff. With so many people representing the brand we have set forth a brand tone to help unify the voices to all sound like they are coming from the same brand.

The checkoff is assured, but not arrogant. The style is

direct, like in how farmers talk about their business. Puffery is limited, as are overly descriptive adjectives. We aim to convey leadership and a deep knowledge of our business and the outputs of our labor. We speak in first person about our checkoff and the United Soybean Board.

We speak in
first person
about our
checkoff and
the United
Soybean Board.



**VISUAL
IDENTITY**

3.1

USB

p. 24-56

BRAND GUIDELINES

TYPEFACE

Legibility is important when communicating with farmers. Legibility stems from typeface style, color and size. We are mindful to have contrast in our typeface from the background and to choose a typeface that does not strain the reader.

- **DO:** Pay particular attention to the size of the font, a minimum font size of 12 points should be strictly adhered to. Place smaller

fonts on white or light backgrounds so that reversing the font color is not necessary as this is harder to read.

- **DON'T:** Add additional colors to the typeface or add additional typefaces.

Approved Fonts

LICENSED	FREE
Din Open Type	Calibri
Merriweather	Cambria



FIRST FONT

FF DIN OT CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

.,/; '[]\ = - () * & ^ % \$ # @

! ~ ` < > ? : " { } | + - _

Light & *Italic*, Regular & *Italic*, Medium & *Italic*, **Bold & *Italic***, **Heavy & *Italic***



HISTORY OF SOY

The soya bean plant is native to China, where it has been cultivated for well over 13,000 years. It was an essential crop for the ancient Chinese who regarded it a necessity for life. Soya beans were introduced into other regions of Asia centuries later and it wasn't until the early 20th century that it began to be used for more than animal feed in the West. The soya bean is now the most widely grown and utilized legume worldwide.

Headline: 32pt

Body: 14pt

Kerning:

DIN OT CONDENSED BOLD

DIN OT CONDENSED

20 units

SECOND FONT

MERRIWEATHER

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

.,/;'[]\=-()*&^%\$#@

!~`<>?:''{}|+ - _

Light & *Italic*, Regular & *Italic*,
Bold & *Italic*, Heavy & *Italic*



HISTORY OF SOY

The soya bean plant is native to China, where it has been cultivated for well over 13,000 years. It was an essential crop for the ancient Chinese who regarded it a necessity for life. Soya beans were introduced into other regions of Asia centuries later and it wasn't until the early 20th century that it began to be used for more than animal feed in the West. The soya bean is now the most widely grown and utilized legume worldwide.

Headline: 22pt MERRIWEATHER BOLD
Body: 12pt MERRIWEATHER REGULAR
Kerning: 20 units

CALIBRI

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

.,/;'[]\=-()*&^%\$#@

!~`<>?:"{}|+-_

Light, Regular & *Italic*,

Bold & *Italic*

- ! **USAGE GUIDELINE:** Calibri is an acceptable substitute for FF DIN OT when that font is not accessible. The DIN font must be purchased to use, so when that is not feasible, the Calibri typeface can be used as a suitable non-serif replacement.



CAMBRIA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

.,/;'[]\=-()*&^%\$#@

!~`<>?:"{}|+-_

Regular & *Italic*,

Bold & *Italic*

- ! **USAGE GUIDELINE:** Cambria is an acceptable substitute for Merriweather when that font is not accessible. The Merriweather font is free, but must be downloaded, so when that is not feasible, the Cambria typeface can be used as a suitable serif replacement.

LOGO SYSTEM

Our logo is the key visual identifier of the United Soybean Board. It is a valuable asset that should be respected and treated as such. The checkmark and bean lock-up are used in many instances from state checkoffs to our service mark for the checkoff tagline. It is important that the USB logo not only incorporates the checkmark and bean, but also clearly designates the acronym – USB – or full name of the brand – UNITED SOYBEAN BOARD.

The USB logo should be used when communicating to any audiences outside of soybean farmers.

When communicating to farmers, it is understood that they may not be familiar with the United Soybean Board, instead they are familiar with the soy checkoff. For these instances only, it is acceptable to use the checkmark and bean paired with the OUR SOY CHECKOFF as a logo that represents the soy checkoff to farmers.

It is acceptable to use only the checkmark and bean lockup as a visual element in communications, but it should not be used alone to represent USB or the soy checkoff. It should be used as an accompanying creative element, not a logo.

We have simplified all logos to be one-color to aid in their usage. Please begin to phase out the multi-colored USB logo on all communication elements and adapt the mono-color version as your projects and budgets permit.



The United Soybean Board logo is unchanged. There are two logo options to better communicate the brand.

BRAND LOGO
Full

To be used with non-farmer audiences,
or when font size legibility is not an issue.



MINIMUM WIDTH
1.5 Inches

BRAND LOGO
Preferred

To be used with new and non-farmer audiences,
or when font size legibility is an issue.



MINIMUM WIDTH
.875 Inches



BRAND LOGO

Our soy checkoff

To be used with our farmer audience.



MINIMUM WIDTH

1.125 Inches



SAFE AREA

CENTER

CENTER



SAFE AREA

CENTER

CENTER



SAFE AREA

CENTER

CENTER



PRIMARY
LOGO COLOR
OPTIONS



PREFERRED OPTION



ALSO ACCEPTABLE








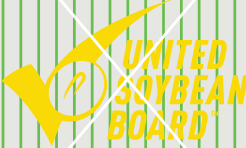

SOME
PREFERRED
PAIRINGS *(applicable for all marks)*



SOME
UNACCEPTABLE
PAIRINGS *(applicable for all marks)*



LOGO
RESTRICTIONS

<p>Do not skew mark</p> 	<p>Do not alter mark arrangement</p> 	<p>Do not use 100% black on color</p> 	
<p>Transition to one color mark</p> 	<p>Not approved color</p> 	<p>Avoid placing logo over busy background</p> 	<p>Avoid adding to the logo</p> 



TAGLINE

Innovation Beyond the Bushel is our tagline and is developed to communicate our positioning easily and succinctly.

The tagline can be used as a visual element (service mark) and also as copy to communicate the overall position of the soy checkoff. The service mark is not a logo and should not be used alone to represent USB or the soy checkoff. Usage of the tagline in copy does not require any special formatting nor does it receive a service mark [SM].

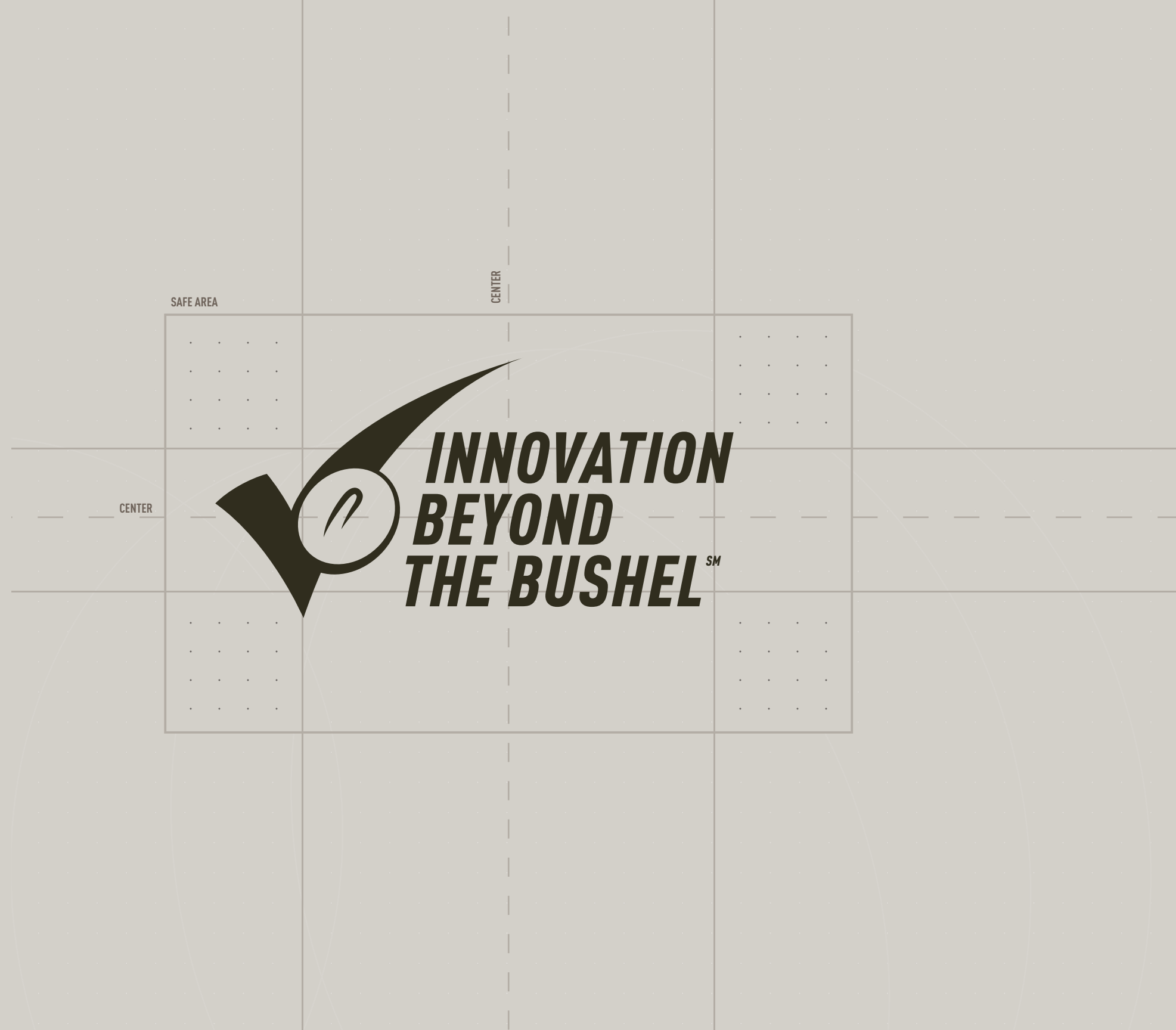
**INNOVATION
BEYOND
THE BUSHEL**



SERVICE MARK

Service marks are used to bring visual representation to a key point. Our service mark accentuates our tagline of Innovation Beyond the Bushel. While this tagline should be used often in the body copy, at times it elevates the point to show it as a visual element.

It is not a logo that represents the USB or the soy checkoff. It should be used similarly to a trademark element.



UNITED SOYBEAN BOARD COLOR SYSTEM

USB color system allows flexibility to stretch to the far reaches of USB while remaining visually consistent and connected.

Twenty-one PMS Coated and Uncoated, CMYK, RGB and Hex codes are all available to ensure a precise brand experience.





PMS
3435C

PMS
7734C

PMS
7733C

PMS
348C

PMS
362C

PMS
360C

PMS
Black 2C

PMS
455C

PMS
105C

PMS
606C

PMS
108C

PMS
106C

PMS
Black 7C

PMS
W. Gray 11C

PMS
W.Gray 8C

PMS
W.Gray 4C

PMS
W.Gray 1C

PMS
634C

PMS
633C

PMS
632C

PMS
631C

PMS 360C
PMS 360U
CMYK 61, 0, 96, 0
RGB 108, 192, 74
HEX #6CC04A

PMS 362C
PMS N/A
CMYK 74, 15, 100, 2
RGB 78, 157, 45
HEX #4E9D2D

PMS 348C
PMS 348U
CMYK 97, 22, 100, 9
RGB 0, 131, 62
HEX #00833E



PMS 7733C
PMS N/A
CMYK 91, 31, 90, 22
RGB 0, 111, 66
HEX #006F42

PMS 7734C
PMS N/A
CMYK 83, 38, 82, 31
RGB 40, 96, 64
HEX #286040

PMS 3435C
PMS 3435U
CMYK 86, 45, 79, 49
RGB 20, 71, 51
HEX #144733

PMS 106C
PMS 106U
CMYK 3,5,85,0
RGB 252, 228, 68
HEX #FCE444

PMS 108C
PMS 108U
CMYK 1, 11, 100, 0
RGB 225, 219, 0
HEX #FFDB00

PMS 606C
PMS 606U
CMYK 22, 23, 100, 0
RGB 209, 180, 0
HEX #D1B400



PMS 105C
PMS 105U
CMYK 43, 42, 100, 15
RGB 139, 122, 39
HEX #8B7A27

PMS 455C
PMS N/A
CMYK 48, 52, 100, 33
RGB 108, 90, 35
HEX #6C5A23

PMS Black 2C
PMS Black 2U
CMYK 62, 60, 77, 66
RGB 52, 46, 31
HEX #342E1F

PMS 631C
PMS 631U
CMYK 69, 10, 18, 0
RGB 59, 176, 201
HEX #3BB0C9

PMS 632C
PMS 632U
CMYK 92, 24, 23, 0
RGB 0, 145, 179
HEX #0091B3

PMS 633C
PMS 633U
CMYK 100, 42, 29, 5
RGB 0, 114, 151
HEX #007297

PMS 634C
PMS 634U
CMYK 100, 55, 33, 13
RGB 0, 93, 131
HEX #005D83

PMS W.Gray 1C
PMS W.Gray 1U
CMYK 14, 14, 17, 0
RGB 216, 209, 202
HEX #D8D1CA

PMS W.Gray 4C
PMS W.Gray 4U
CMYK 30, 28, 32, 0
RGB 183, 173, 165
HEX #B7ADA5

PMS W.Gray 8C
PMS W.Gray 8U
CMYK 45, 44, 48, 7
RGB 142, 130, 121
HEX #8E8279

PMS W.Gray 11C
PMS W.Gray 11U
CMYK 52, 53, 59, 24
RGB 112, 98, 89
HEX #706259

PMS Black 7C
PMS Black 7U
CMYK 64, 61, 65, 54
RGB 62, 57, 53
HEX #3E3935

PHOTOGRAPHY

Photography cues are important to portraying the brand in the right light.

Photography does not encompass in-story images that are captured to help build the story.





**Capture people in their
working environments.
Look for candid moments.**

*Avoid forced, heavily directed
shots. Wipe all logos visible in
the shot.*



1/3

1/3



Interesting angles with the subject or area of focus placed at the edge of the first 1/3 section produces visually appealing shots.

Avoid adding heavy HDR contrast, keep the images warm and saturated when appropriate.

1/3

Again, wipe all logos
on products and on
clothes. If brandless
apparel is available,
use that instead.

*To capture authentic shots,
feature people working or
active. Avoiding engagement
with the camera is preferred.*



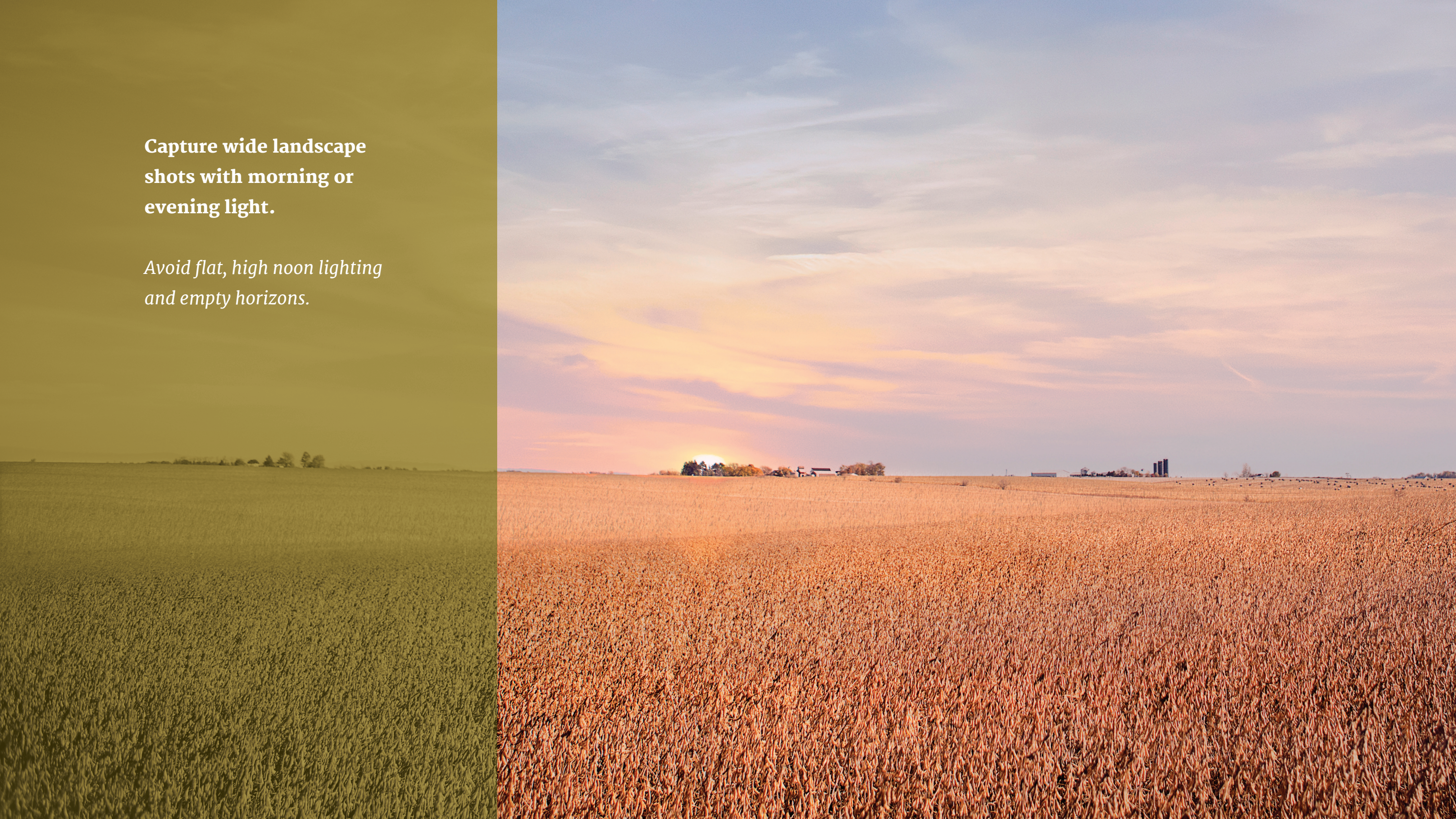
**Capture micro details
for texture and strong
dose of color. High depth
of field produces focus
while keeping space
available for copy.**

*Avoid unhealthy-looking
subject matter.*



**Capture wide landscape
shots with morning or
evening light.**

*Avoid flat, high noon lighting
and empty horizons.*












LRSP ICONS

The checkoff has nine goals that create its Long-Range Strategic Plan (LRSP). Icons are used to identify each of these nine goals as a stand-alone goal and reason to believe in the brand position. Our icons should be supported by long-form copy that explains each goal in the first usage of the logo when possible. Subsequent usage of the icons can simply use the single word identifier that accompanies the icon.

The icons can be used individually, in small groups of LRSP icons or as part of the entire set of nine icons. Our icons are meant to bring simplification to the goals of the LRSP, so they should be used in conjunction with other LRSP logos only. The colors of the icons add additional grouping of families within the icons. When showing how icons relate to one another, the provided colors should be adhered to exclusively.

Our icons are
meant to bring
simplification
to the goals of
the LRSP.



Supply		Marketplace		Demand				
1	2	1	2	1	2	3	4	5
								
Sustainable Production	Technology	Infrastructure	Value	Meal	Oil	Industrial Uses	Sustainability	Food Exports
Soybean producers use improved seed varieties and the latest production techniques to maximize profit opportunities while meeting the standards of the U.S. Soybean Sustainability Assurance Protocol.	Farmers use big data and technological advances to maximize their profit opportunities.	Potential partners and influencers use new information to communicate to appropriate target audiences why improvements to the transportation infrastructure are needed.	The soy value chain is using an accurate definition of the U.S. soy advantage and bringing that value back to farmers.	Animal and aquaculture producers seek meal made from U.S. soybeans in their feed rations because of the superior component value.	End users recognize, use and communicate the advantage of both conventional and high oleic U.S. soy oil.	Manufacturers of high value or high volume industrial products prefer U.S. soybean oil or meal as a feedstock/ingredient.	Buyers and end users recognize U.S. soy as a sustainable and responsible choice for food, feed and industrial applications.	Targeted food manufacturers in export markets prefer U.S. soy protein.

ICONS, GRAPHS AND ILLUSTRATIONS

Our visual brand identity is tied together through our icons, graphs and illustrations. These elements need to reflect innovation, experience, focus and have an optimistic feel.

We strive to be modern without being too trendy or abstract. The icons, graphs and illustrations should help build the story – they are not intended to be the story.

...icons,
graphs and
illustrations
should help
build the
story...



ICON GUIDES

Build in 1"x1" squares with a stroke width of 3 pt.

Abstract icons must be placed with copy. Literal icons, in correct context, can be placed without accompanied copy



Scale = Justice, Laws...etc.



Book = Research, Study, Resource...etc.



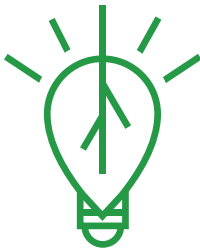
Liquid in Bottle = Oil, Liquid...etc.



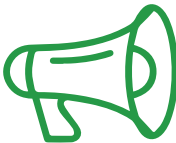
Abstract Mark = Navigation, In-Field Sensors, Technology...etc.



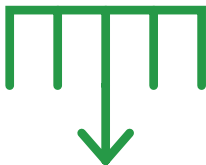
Sustainability = No-Till, Sustainable Farming...etc.



Abstract Mark = Soy Energy, Ideation...etc.



Bull Horn = Statements, Announcement...etc.



Abstract Mark = Measurement, Yield, Tilling...etc .



Bell = Assistance, Service...etc.



Beaker = Measurement, Scientific Results...etc.



Abstract Mark = Shield, Defense...etc.



Pig = Meal, Animal...etc.



Microscope = Measurement, Research, Detail...etc.

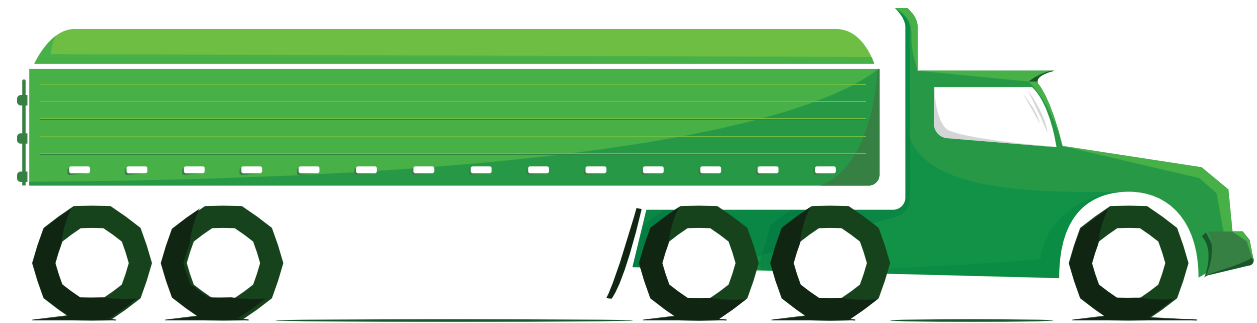


Abstract Mark = Sustainability, Waterway...etc.



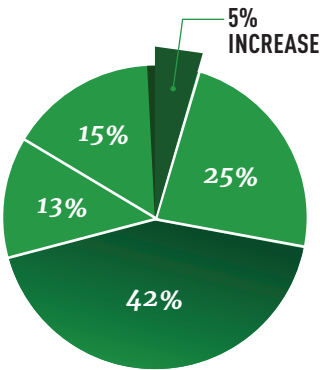
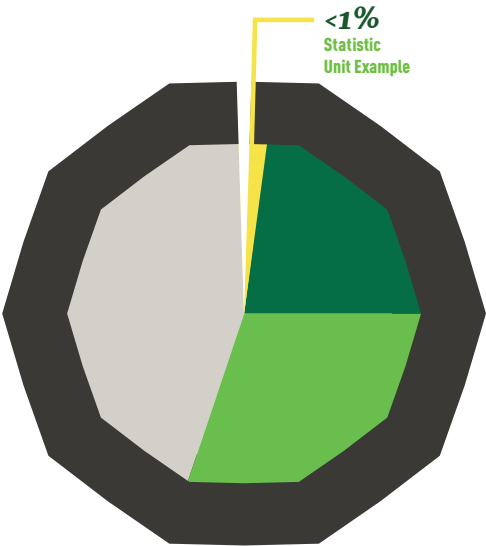
ILLUSTRATION GUIDES

Build to any scale. Use color tints to create shading and dimension. Illustration objects should be clearly identifiable, modern and built with clean lines.

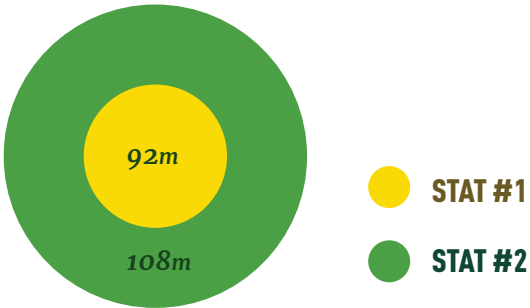


GRAPH GUIDES

Build graphs, pie charts, bar charts or any other visualization form for data in a similar vein as icons and illustrations. Use multi-colored visuals with contrast to illustrate difference between values or subject matter.



Que otatur, officios con prero inus dolores.



**PUTTING IT
TOGETHER**

4.0

USP

p. 58-65

BRAND GUIDELINES

PUTTING IT TOGETHER

The following pages are visual examples of how all of the elements work together for specific examples of communication. These examples are available as lock-up templates, and they also serve as directional templates for communication elements that we have not addressed. As we stressed upfront in this guide – you are expected to employ thoughtful consideration of good design principles, effective communication practices and consistency across brand

communication elements that follow these usage guidelines.

If you have questions about usage of any of the checkoff branding elements, we expect you to first consult this section in its entirety. If questions remain, we encourage you to contact Laura Smith at laura.smith@osbornbarr.com or (314) 236-6916 for resolution.

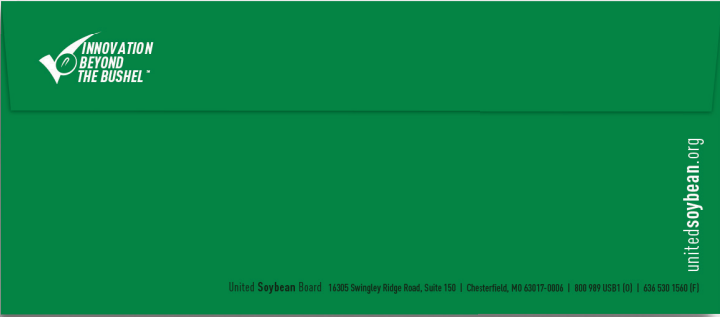
The number one objective for all who communicate on behalf of the checkoff is unity around the position

that farmers and partners trust the soy checkoff to have the right vision for the future. Remaining true to that one positioning statement and adhering to the brand guidelines will improve the understanding and perceptions of the brand by all who encounter it.



STATIONERY

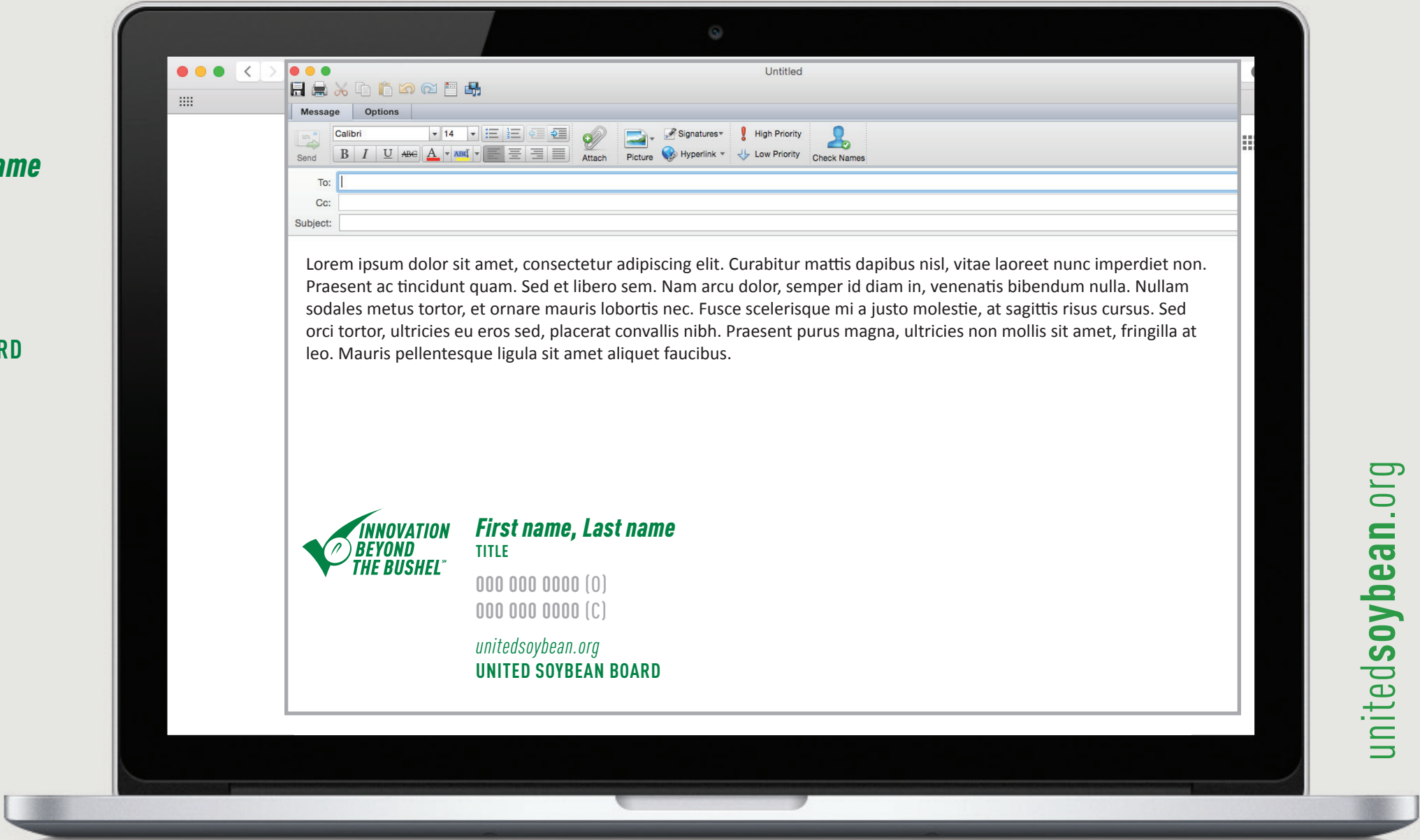
Delivering a consistency across business communications is as important as it is to our marketing communications. A Microsoft Word template has been created for use in all business letters. The letterhead can also be used for meeting agendas with internal and external participants.



EMAIL SIGNATURE



First name, Last name
TITLE
000 000 0000 (O)
000 000 0000 (C)
unitedsoybean.org
UNITED SOYBEAN BOARD

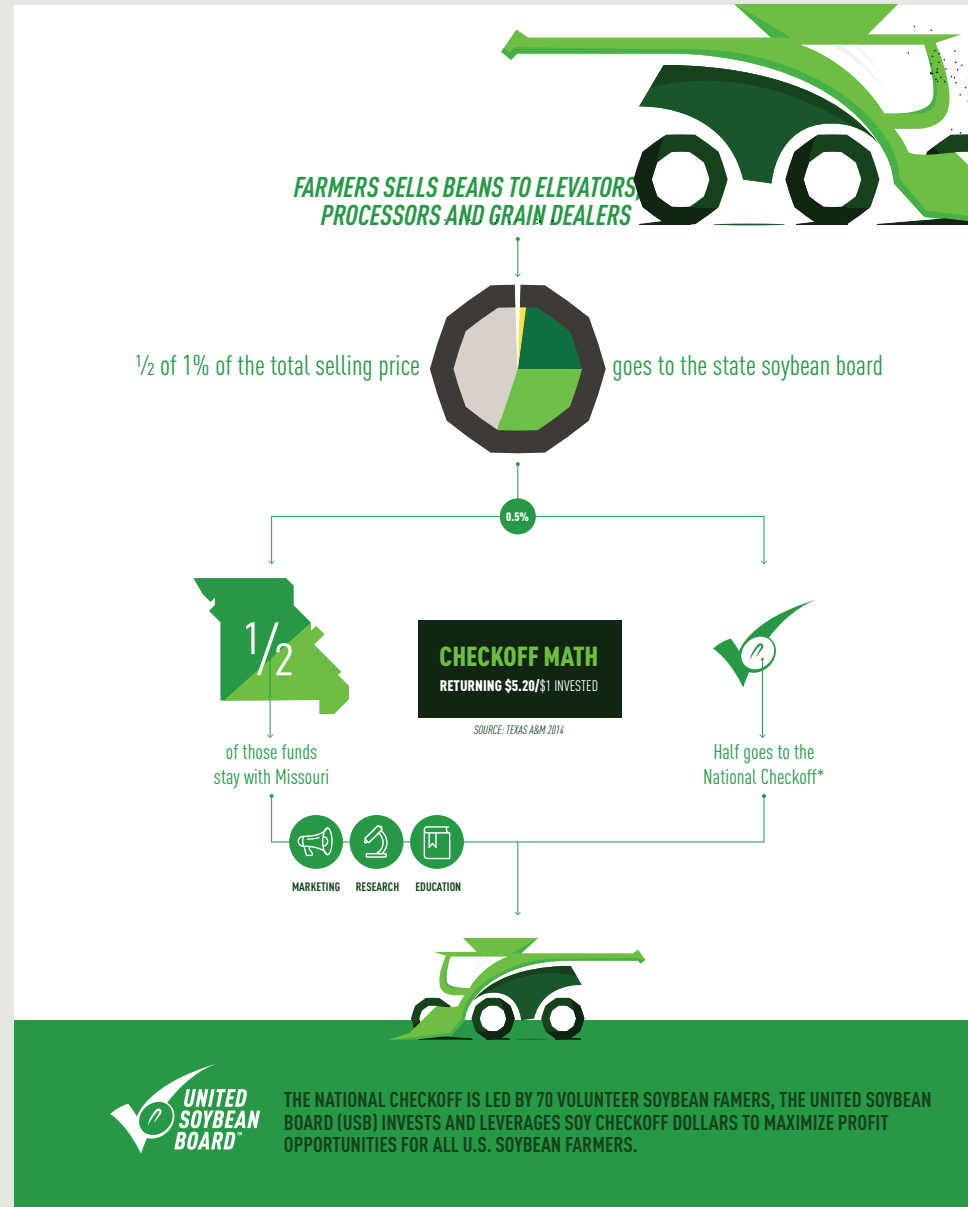


BUSINESS CARD

Color and photography have both been added to the checkoff business cards to further communicate our commitment to U.S. soy. The “front” of the cards addresses the parent company (United Soybean Board) where the “back” of the card connects the checkoff to USB. The purpose of this alignment is so that the card can be used for audiences that know of either brand, or both brands...and it links the two brands together in a simple fashion.



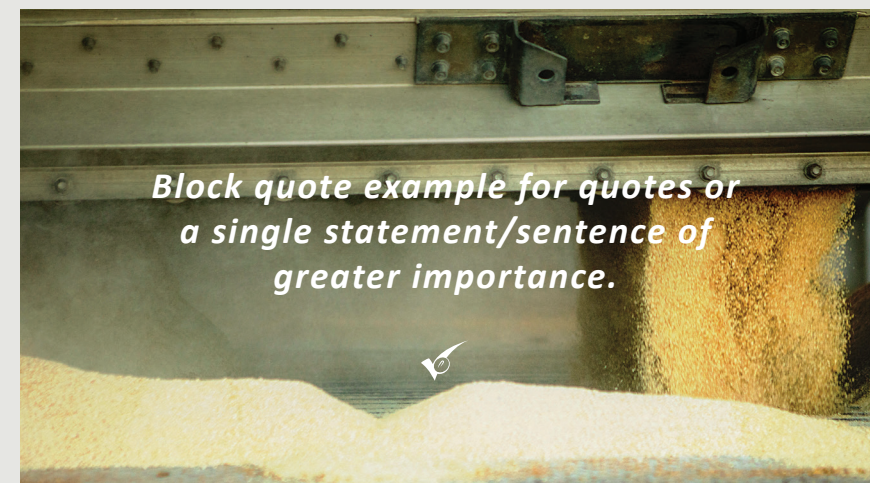
FACT SHEETS



POWERPOINT TEMPLATES




POWERPOINT TEMPLATES





POWERPOINT TEMPLATES

CHART OR
CHART TITLE

Beatibus eatur assed
quiatem nem fugit
et ea aut lant ius do-
luptius aut et.





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SECONDARY
SLIDE
HEADLINE
PLACEMENT
EXAMPLE



- Beatibus eatur assed quiatem
- Et la conem a volupta dellore
- quissequi omni blaccupti berum
- Arcium simporibus exced



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SECONDARY
SLIDE
HEADLINE
PLACEMENT
EXAMPLE

Beatibus eatur assed quiatem nem
wfugit et ea aut lant ius doluptius
aut et la conem a volupta dellore
perit volum ipsamus, aut fuga.



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**IMPORTANCE
TO U.S. SOY**

4.1

USB

p. 67

BRAND GUIDELINES

IMPORTANCE OF LINKAGE TO U.S. SOY

There are many branded programs that exist within the checkoff, and there are others that exist in partnership with the checkoff. These brand guidelines are not meant to overshadow those unique brand languages. Those branded programs all have their unique visual styles as well as tones.

Instead, the checkoff should be used as a unifier of all of these

programs as a “Master Brand.” A Master Brand means that it is visibly connected to the checkoff, but not overpowering the program branding.

Unifying the branded programs with a common Master Brand identifier will add strength to the checkoff brand and will communicate to the audiences that these programs are part of the bigger, focused picture of the checkoff.

A Master Brand
means that
it is visibly
connected to the
checkoff, but not
overpowering the
program branding.

