

BRAND GUIDELINES



BRAND LOGOS

Our brand family is made up of three unique brands, each with its own logo. It is critical that the correct logo be utilized in the appropriate way when creating marketing materials.

BRAND HIERARCHY AND ROLES

There are three unique brands in our portfolio. Each has unique conversations with different audiences.

More information about audiences and communications goals can be found in the appendix.



When to use:
Internal communications only — to the USB Board of Directors, Qualified State Soybean Boards (QSSBs) and staff.



When to use:
External communications — to farmers and farmer-facing industry partners and collaborators.



When to use:
External communications — to consumers, purchasers of soy as a feedstock or ingredient, and any non-farmer-facing stakeholders in a consumer or B2B context.

U.S. SOY BRAND UPDATES

Old



Reco



A subtle evolution to bring the U.S. Soy brand into a simpler, more unified look. Textures have been removed, lines cleaned up and colors streamlined to align with the larger USB and Soy Checkoff brands.

UNITED SOYBEAN BOARD LOGOS

There are three approved versions of the USB logo.



Preferred option



SOY CHECKOFF AND U.S. SOY LOGOS

There are three approved versions of both the Soy Checkoff logo and the U.S. Soy logo.



Preferred option



Preferred option

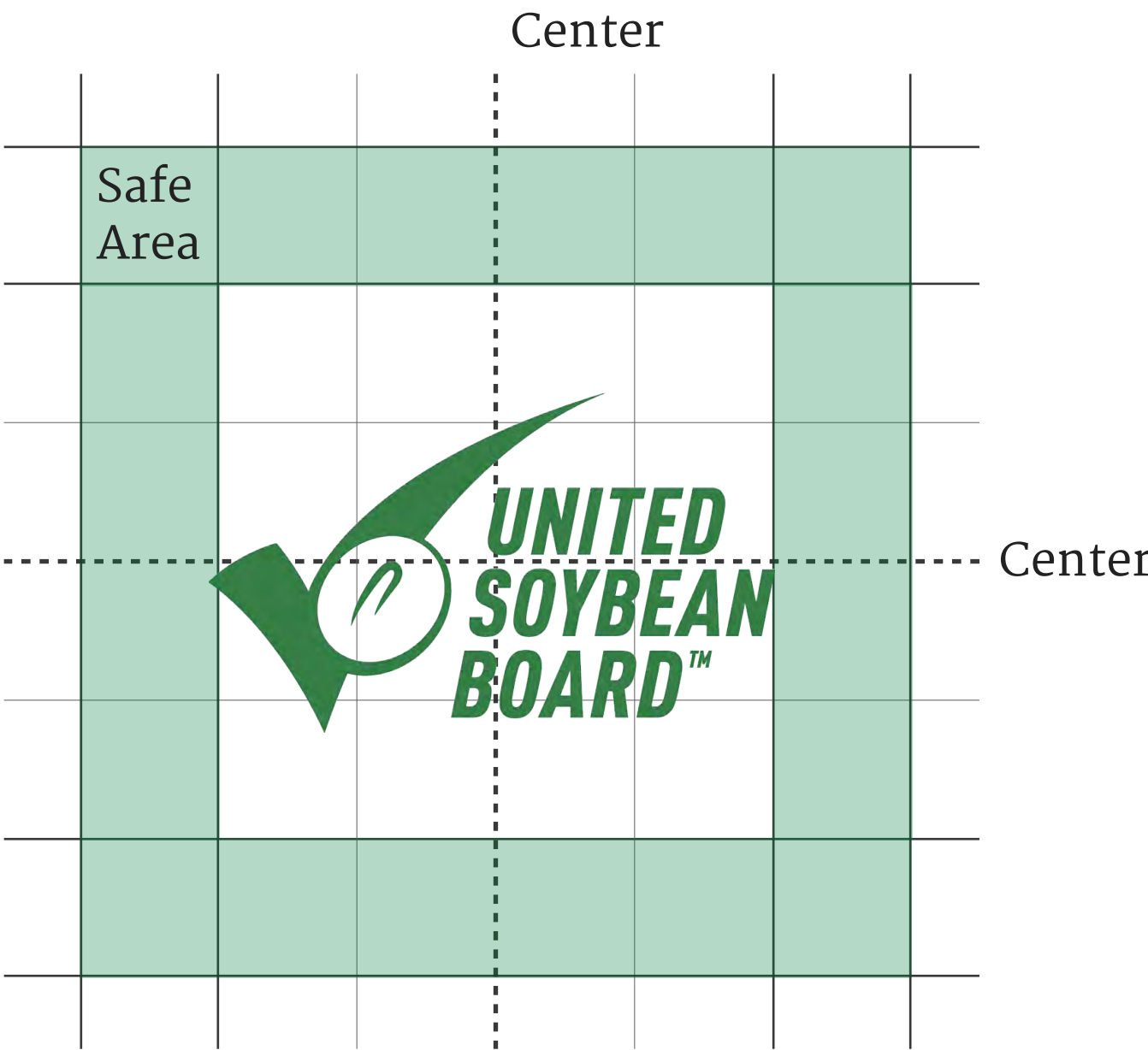


LOGO PLACEMENT

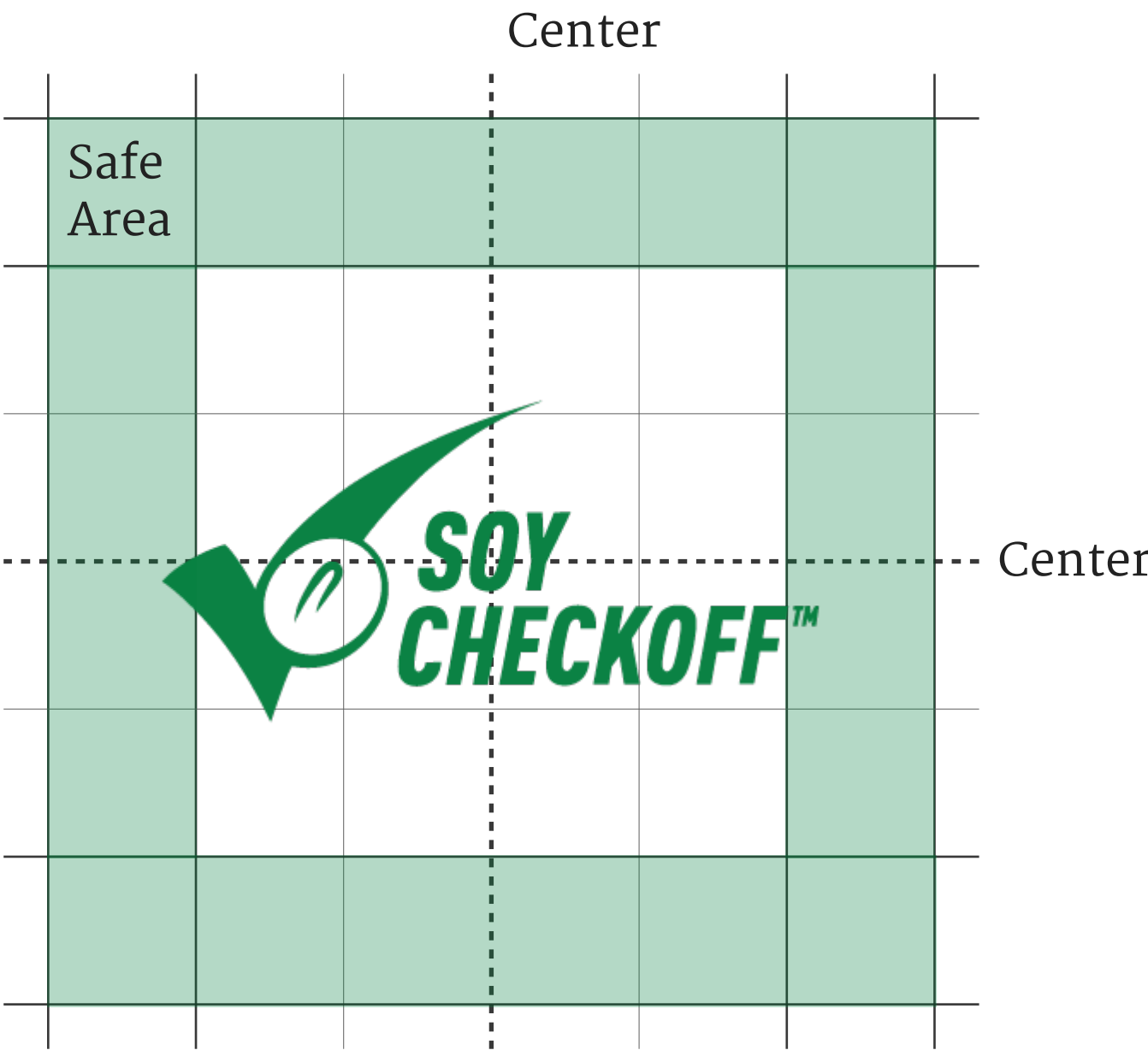
The USB and Soy Checkoff logos always appear at a minimum distance from other elements.

The amount of clear space between the logo and the edge of a page, photo or body text is measured in relation to the logo height and width.

The preferred logo placement is typically on the lower-right corner of a printed deliverable and the upper-left corner of a webpage or digital deliverable.



Minimum width
0.9 in



Minimum width
1.125 in

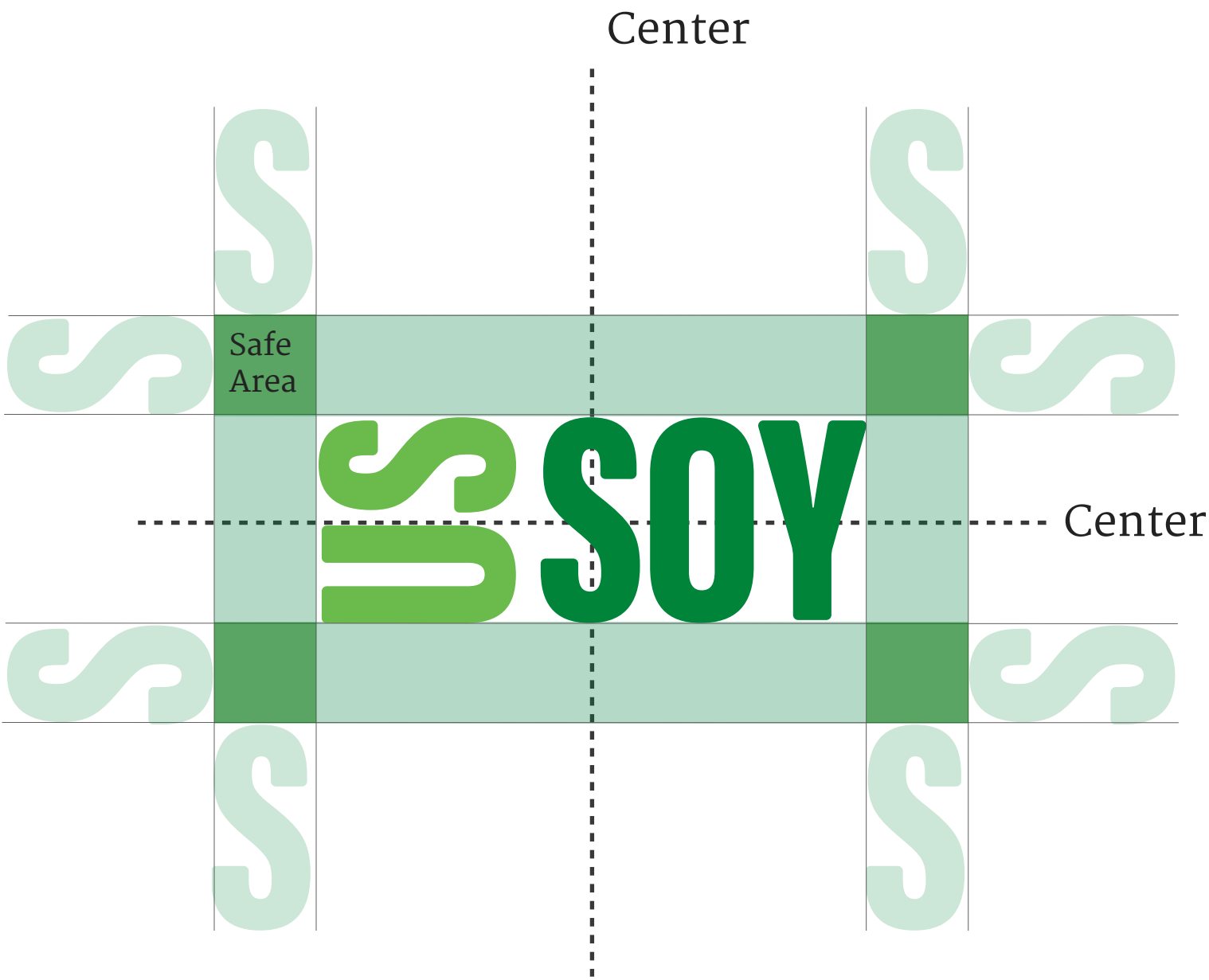


LOGO PLACEMENT

The U.S Soy logo always appears at a minimum distance from other elements.

The amount of clear space between the logo and the edge of a page, photo or body text is measured in relation to the logo height and width. It is no less than the width of the “S.”

The preferred logo placement is typically on the lower-right corner of a printed deliverable and the upper-left corner of a webpage or digital deliverable.



LOGO DO'S AND DON'TS

The USB, Soy Checkoff and U.S. Soy logos should always be used according to these guidelines.



The logo should always be one solid color.



Elements of the logo should never be rearranged, stretched or altered in any way.



The proportions of the logo may not be altered.

LOGO DO'S AND DON'TS

The USB, Soy Checkoff and U.S. Soy logos should always be used according to these guidelines.



The logo should always be placed over a simple background.



Avoid adding additional elements, such as shadows or 3D effects to the logo.



Individual elements of the logo may not be used separately.



Do not scan the logo from printed material or print the logo using a low-res file.



Do not enclose the logo within a shape or outline.



Do not use the logo as part of a phrase, sentence or paragraph.

LOGO USAGES FOR USB MATERIALS

USB initiatives are supported, directed and managed by USB.

When creating materials to support these initiatives, the Soy Checkoff or U.S. Soy logo should be predominant, with supporting logos placed to the right or below.

Horizontal lockups (preferred option)



Example of a horizontal logo lockup with one partner logo.



Example of a horizontal logo lockup with multiple partner logos. Partner logos should be one solid one color.

Vertical lockups (only use when space is limited)



Example of a vertical logo lockup with multiple partner logos. Partner logos should be one solid color and stacked (if available).

Reverse Lockups

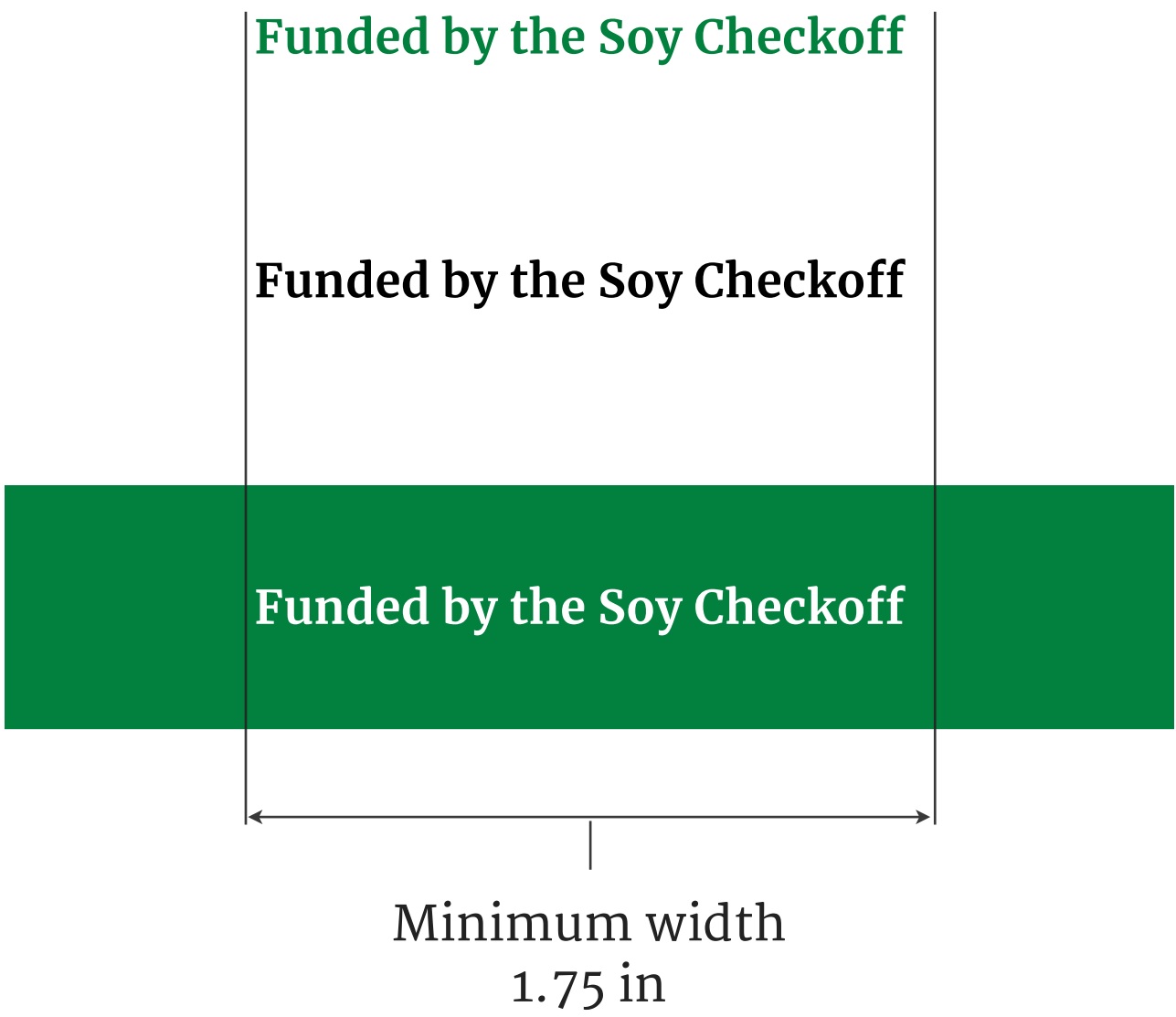


REPRESENTATION ON PARTNER MATERIALS

Some USB partner initiatives receive funding from USB.

When creating materials to support these initiatives, the Soy Checkoff or U.S. Soy logo must be utilized, along with the language, "Funded by the Soy Checkoff." If desired, the logos may be locked up with a partner logo, as shown to the right.

In small spaces, like a digital ad, the locked-up logos alone are sufficient.



BRAND COLORS

Each of our brands has its own colors. As all of our brands are connected, several of the colors are shared between brands. On the following pages, you will find more information about all of our brand colors.

COLOR PALETTE (USB AND SOY CHECKOFF)

Primary color palette

<div>GRASS</div> <div>R 0 G 130 B 66</div> <div>C 88 M 24 Y 99 K 11 HEX 008242 PMS 348 C</div>	<div>FEATHER</div> <div>R 255 G 255 B 255</div> <div>C 0 M 0 Y 0 K 0 HEX FFFFFFFF</div>	<div>TRACTOR TIRE</div> <div>R 40 G 40 B 40</div> <div>C 71 M 65 Y 64 K 68 HEX 282828 PMS 426 C</div>
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Secondary color palette

<div>SEEDLING</div> <div>R 126 G 184 B 91</div> <div>C 62 M 2 Y 94 K 0 HEX 7EB85B PMS 360 C</div>	<div>HARVEST</div> <div>R 231 G 135 B 53</div> <div>C 0 M 60 Y 100 K 0 HEX E78735 PMS 1575 C</div>	<div>SKY</div> <div>R 79 G 173 B 245</div> <div>C 66 M 17 Y 0 K 0 HEX 4FADF5 PMS 298 C</div>	<div>BARN</div> <div>R 239 G 75 B 63</div> <div>C 0 M 91 Y 82 K 0 HEX EF4B3F PMS WARM RED C</div>
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COLOR PALETTE (U.S. SOY)

Primary color palette

<div>GRASS</div> <div>R 0 G 130 B 66</div> <div>C 88 M 24 Y 99 K 11 HEX 008242 PMS 348 C</div>	<div>SEEDLING</div> <div>R 126 G 184 B 91</div> <div>C 62 M 2 Y 94 K 0 HEX 7EB85B PMS 360 C</div>	<div>FEATHER</div> <div>R 255 G 255 B 255</div> <div>C 0 M 0 Y 0 K 0 HEX FFFFFFFF</div>	<div>TRACTOR TIRE</div> <div>R 40 G 40 B 40</div> <div>C 71 M 65 Y 64 K 68 HEX 282828 PMS 426 C</div>
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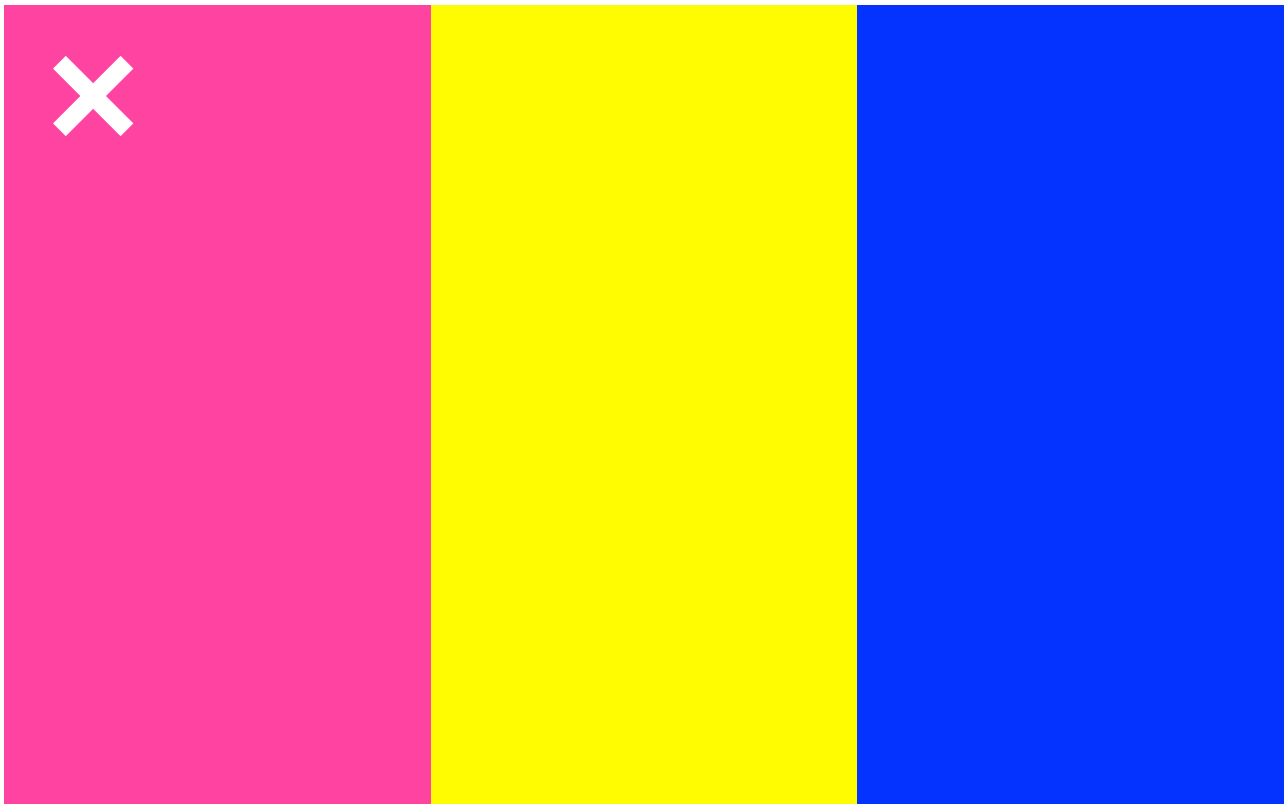
Secondary color palette

<div>SKY</div> <div>R 79 G 173 B 245</div> <div>C 66 M 17 Y 0 K 0 HEX 4FADF5 PMS 298 C</div>	<div>HARVEST</div> <div>R 231 G 135 B 53</div> <div>C 0 M 60 Y 100 K 0 HEX E78735 PMS 1575 C</div>	<div>BARN</div> <div>R 239 G 75 B 63</div> <div>C 0 M 91 Y 82 K 0 HEX EF4B3F PMS WARM RED C</div>	<div>SUNRAY</div> <div>R 255 G 205 B 0</div> <div>C 0 M 10 Y 98 K 0 HEX FFCD00 PMS 116 C</div>
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COLOR PALETTE DO'S AND DON'TS

These guidelines apply to color palettes for USB, the Soy Checkoff and U.S. Soy.



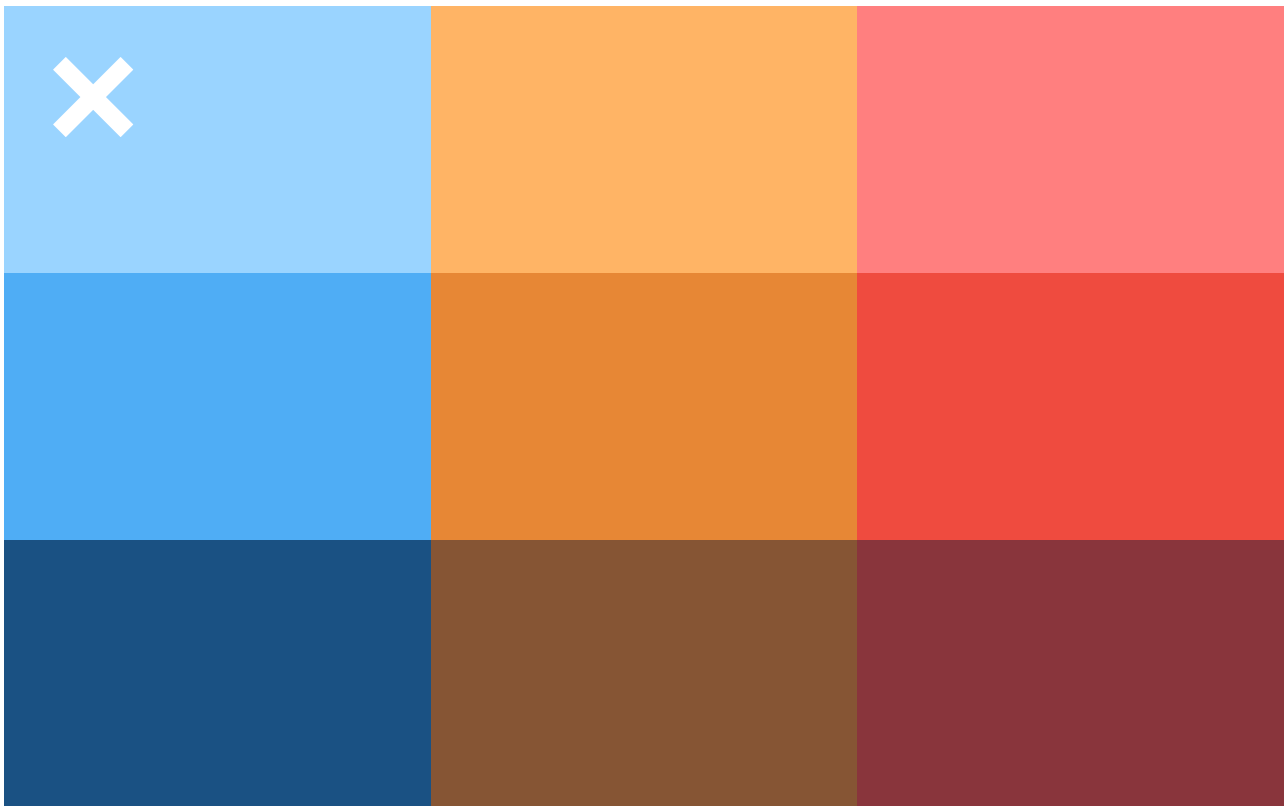
Do not use colors outside of the brand color palette.



Avoid using more than two to three primary and secondary brand colors in the same design.



Do not combine brand colors when creating a background with overlaid text.



Do not lighten or darken brand colors or change their value.



Do not combine multiple brand colors in a single piece of text.



Do not combine multiple brand colors to create gradients.

BRAND TYPOGRAPHY

Our brand fonts are DIN Condensed Bold and Merriweather Regular. On the following pages you will find information about these font families and guidelines for their use.

TYPOGRAPHY (USB, SOY CHECKOFF, U.S. SOY)

This page identifies general rules for using our fonts in layout. Always use DIN Condensed Bold for headlines and Merriweather Regular for body copy.

These recommendations can be used across all print, digital, app and internal company documents.

Headline: DIN Condensed Bold

THIS IS AN EXAMPLE
OF A HEADLINE IN
DIN CONDENSED BOLD.

Body: Merriweather Regular

This is an example of a body copy using Merriweather Regular. This is an example of a body copy using Merriweather Regular. This is an example of a body copy using Merriweather Regular.

THIS IS AN EXAMPLE
OF A HEADLINE IN
DIN CONDENSED BOLD.

This is an example of a body copy using Merriweather Regular. This is an example of a body copy using Merriweather Regular. This is an example of a body copy using Merriweather Regular.

DIN Condensed Bold is
available on [Adobe Fonts](#).

Merriweather Regular is
available on [Adobe Fonts](#) and
[Google Fonts](#).

A B C D E F G H I J K L M N O P Q R

S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9

! @ # \$ % & * { }

A a B b C c D d E e F f G g H h I i J j K k L l M m

N n O o P p Q q R r S s T t U u V v W w X x Y y

Z z 0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & * { }

TYPOGRAPHY ALTERNATIVES

This page identifies fonts that should be used in executions where a system font is required such as PowerPoint.

Headline: Franklin Gothic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
Z 0123456789
!@#\$%^&*{ }

Body: Georgia Regular

This is an example of body copy using Georgia Regular. This is an example of body copy using Georgia Regular. This is an example of body copy using Georgia Regular.

TYPOGRAPHY DO'S AND DON'TS

STRETCHING SQUISHING

Do not stretch, condense or distort type.

TRACKING OVER +5 OR -5 SHOULD BE AVOIDED.

Excessive tracking (increasing or reducing the space between letters and words) should be avoided.

Leading is the space between lines and should be adjusted based on the typeface and size. Poor leading can make your text difficult to read and affect the overall readability.

Do not drastically reduce type leading. Too little space between lines of text reduces legibility.

ALL CAPS IN HEADLINES ONLY

Do use all caps for headlines, and align text to the left.

Body copy should be set in sentence case and no smaller than 12pt. The maximum point size for body copy depends on the type of piece — larger posters can have body copy of 12pt or more, while brochure and postcard body copy should be set around 10pt.

Do use sentence case for body copy, and align text to the left.



Do maintain strong contrast between the text and the background.

PHOTOGRAPHY

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

To access our image library, [click here](#).

THE VISUALS

Images tell a powerful story, and it's crucial we align that story with the brand's goals and worldview.

Try to capture people in their natural environments. Look for candid moments. Avoid forced or heavily directed shots.

CELEBRATING OUR FARMERS

These are the people — men, women, families, friends, neighbors and partners — who trust us and whose stories we tell.

It's vital we portray them with honesty, authenticity, and the same passion they invest in their land.

Look at their faces. What are they doing? How do they feel? What's their life like? If you can answer, you've captured their story. That's the goal.



CELEBRATING THE EVERYDAY

Soy is the unassuming powerhouse behind these moments — a plant-based, homegrown source of energy fueling our lives and our economy. From sustainable innovations to everyday essentials, soy’s impact is made possible by the hard work and dedication of American farmers.

Our photography should celebrate these stories, capturing everyday life while reflecting the authenticity of shared human experiences. It’s imperative that every image feels instinctively relatable to our audience and aligns with U.S. Soy’s mission.



THE LOOK

A distinctive visual language creates a unique and consistent identity across all our communications. We'll embrace cinematic, gritty visuals that authentically reflect the world of our farmers while maintaining a human and warm tone throughout.

A TOUCH OF WARMTH

To truly engage viewers, photography should do more than capture a scene — it should transport them into it.

Authenticity and emotion are best conveyed through:

Shallow depth of field to emphasize key details.

Unique angles and compositions that offer fresh perspectives.

Dynamic, natural lighting to add warmth and realism.

Avoid filters, effects or overly staged setups, as these detract from the genuine connection we aim to create. Instead, focus on highlighting real moments.

Wipe all logos present in shots unless they are owned or a direct USB partner.



VAST + AUTHENTIC + CANDID + INTIMATE

The visual storytelling for the United Soybean Board must balance vast, sweeping perspectives with authentic, candid, and intimate moments to reflect the global impact and everyday presence of soy. The goal is to showcase soy as a powerful, often unseen, force in the lives of consumers, farmers and businesses around the world.

To achieve this, our approach should blend:

Wide-format shots featuring expansive landscapes and aerial footage to convey the global scale and reach of U.S. Soy.

Intimate, close-up shots that highlight the personal and intricate connections between soy and our audiences, capturing authentic details that resonate deeply.



Authenticity is key; our subject matter must be genuine and easily understood. Avoid filters, effects and overly arranged compositions. Photography should transport our audience using shallow depth of field, unique angles and dynamic natural lighting.

ELEMENTS OF STRONG PHOTOGRAPHY

Six key elements — Engaging Storytelling, Depth of Field, Composition, Lighting, Balanced Perspectives, and Consistency & Authenticity — combine to create imagery that is believable, relatable and immersive.

Wide. Tight. Capture it all.

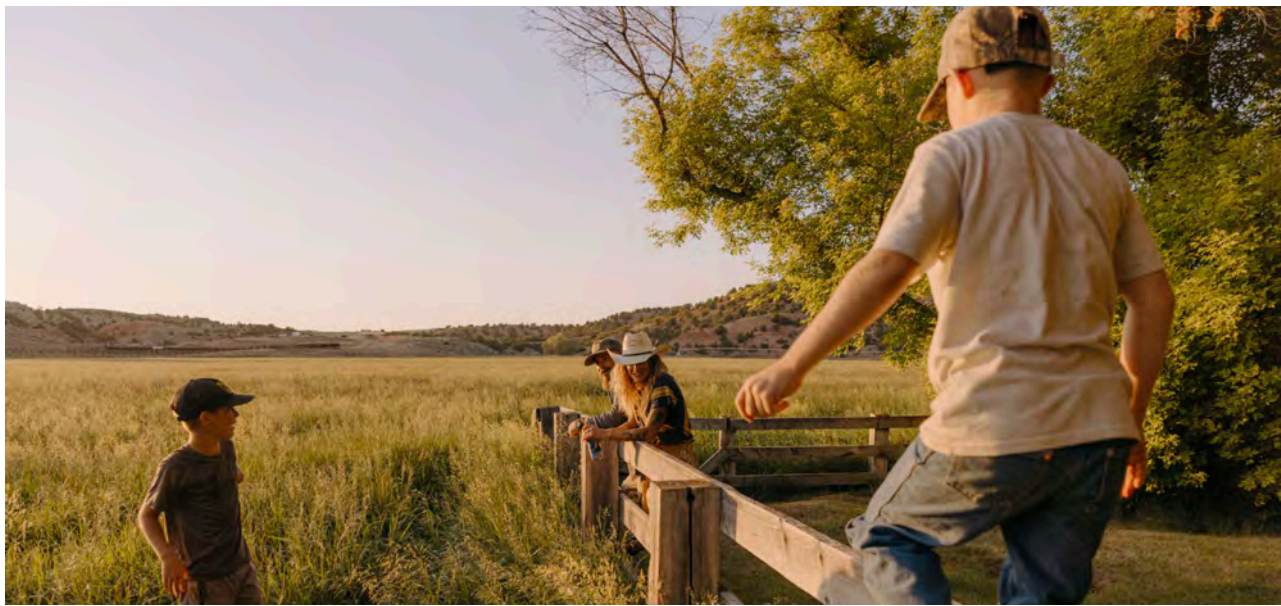
Photography should balance wide-angle shots and close-ups to tell an authentic, comprehensive story. Wide shots reveal soy's vast landscapes and global impact, while tight shots capture intimate, everyday moments — a farmer's hands tending to crops, a chef preparing a soy-based dish, or a family enjoying a meal together. Together, these perspectives connect audiences to the human story of U.S. Soy.



ENGAGING STORYTELLING — Transport viewers into the scene with authenticity and emotion.



DEPTH OF FIELD — A controlled depth of field directs focus, adds dimension, and enhances storytelling by isolating key subjects, creating a cinematic, intimate feel that reinforces authenticity.



COMPOSITION — Thoughtful composition elevates storytelling by using unique angles, balanced framing, and natural leading lines to guide the viewer's eye, offering fresh perspectives that make each image more dynamic and engaging.



LIGHTING — Dynamic, natural lighting enhances realism and warmth, creating depth, highlighting textures and reinforcing the authenticity of each moment without the need for artificial effects.



BALANCED PERSPECTIVES — Blend vast, sweeping landscapes with intimate, close-up shots to showcase both the scale and personal impact of U.S. Soy.



CONSISTENCY & AUTHENTICITY — Maintain a cohesive color treatment and show subjects in their natural environments to reflect the real, everyday presence of soy in people's lives.

VIDEO GUIDELINES

Video is a dynamic and memorable communication format. The following pages detail technical specifications to ensure optimal video production, as well as best practices for creating title cards, supers and lower thirds.

VIDEO STANDARDS

Video plays a key role in sharing the Soy Checkoff story and must meet high quality standards to reflect USB's identity.

Technical Standards

Resolution
High Definition (HD) video at 1920x1080

Video Format
Preferred file types to upload for web: Quicktime (.mov) and MPEG (.mp4)

Audio
Ensure clear audio and accurate captions. Edit auto-captions or use professional transcription.



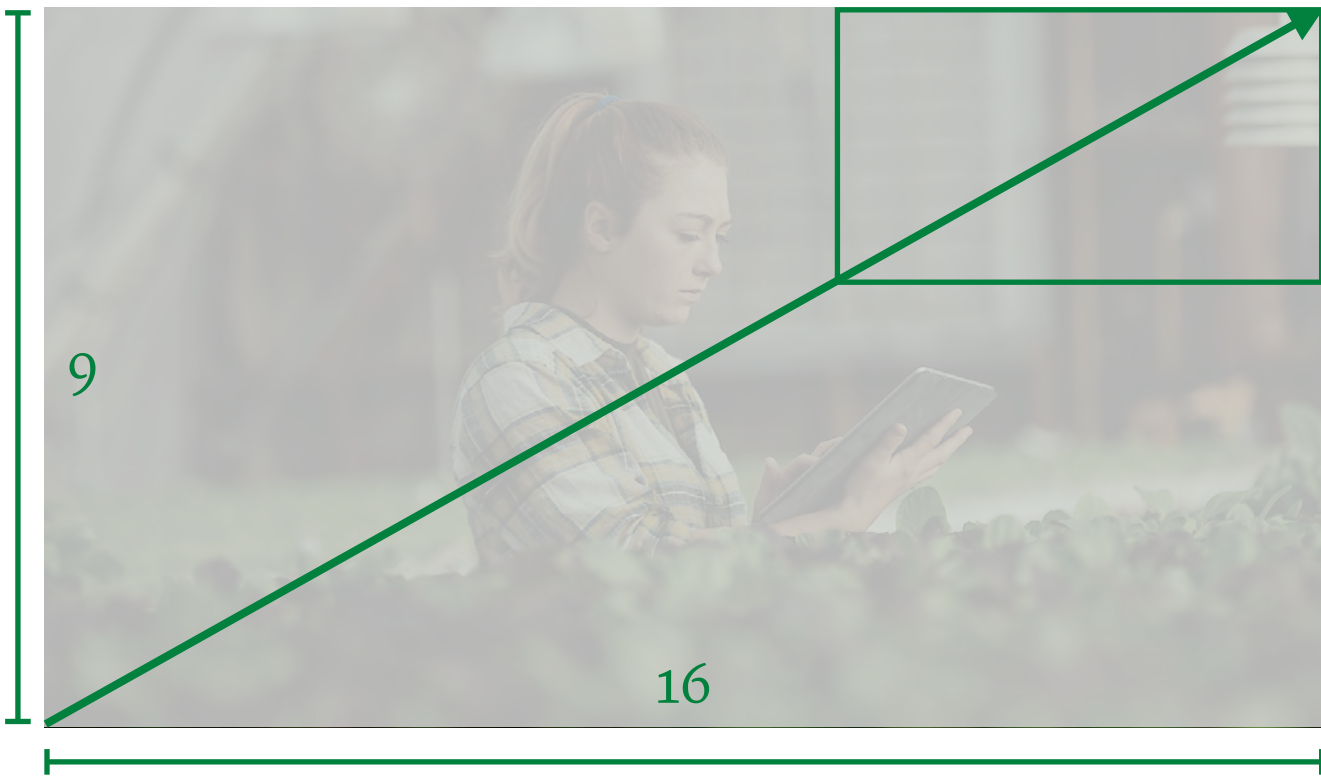
Use natural light and shallow depth of field to keep the focus on the subject and prevent backgrounds from being distracting.



Minimize “talking head” shots; instead, use engaging B-roll that complements the content.



Use varied angles; higher or lower shots add visual interest.



Recommended aspect ratio = 16:9



Tell a compelling story concisely; keep web videos under 3 minutes.



End with the appropriate USB, Soy Checkoff or U.S. Soy logo.

TITLE CARDS AND SUPERS

Video relies on imagery and sound, but on-screen text and graphics are crucial for highlighting key messages. Follow typography, color and logo guidelines.

Copy: Keep text short, concise and readable, allowing enough time for viewers to absorb the message.

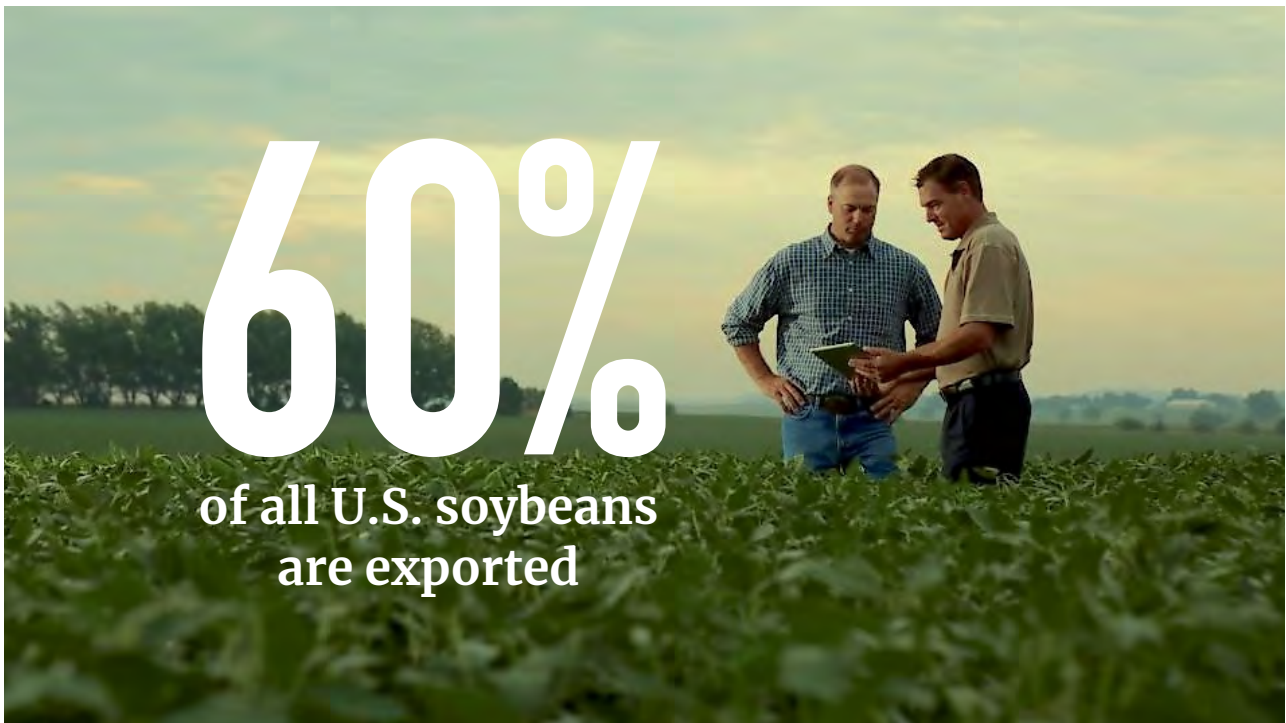
Animation: Use simple fade-ins or no transition, ensuring supers stay on screen long enough for easy reading.



Use high-contrast type on a relatively still background to ensure legibility.



Use very large type over a heavily blurred background to emphasize a concept or message effectively.



Hold on complex elements, like stats, long enough for viewers to absorb the information clearly.



Do not overlay text on busy backgrounds or use text color that compromises legibility. Avoid adding drop shadows to text.



Do not use transparency on any text.



Use a solid-color background to achieve highest legibility. The brand color Grass is ideal for logos, long text or video endings.

LOWER THIRDS

A lower third is a graphic overlay introducing a subject, displaying their name and title in a title-safe area.

USB and the Soy Checkoff offer options: name in bold white with title below, or a white/green overlay box.

Fonts: Use DIN Condensed Bold for names and Merriweather Regular CAPS for titles, with names in a larger font size. Title case for supporting copy.



The position of lower thirds depends on the side the subject is facing. Lower thirds should be placed on opposite sides of subject.



Use only solid colors. White text over image or on brand color Grass background. Grass text on white background.



Do not position lower thirds directly on top of subject.



The shape of lower thirds should be rectangular. Do not attach images, logos or watermarks to lower thirds.



For mobile, scale the overlay box and text proportionately.

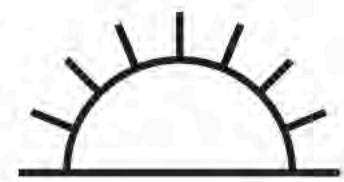
ICONOGRAPHY

Our icons should visually convey complex ideas with sophistication, reflecting confidence in the data and stories we share with farmers and businesses.

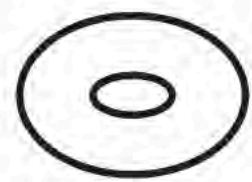
On the following pages you will find a variety of icons for your use across both Soy Checkoff and U.S. Soy. Please do not create your own iconography.

ICON STYLE

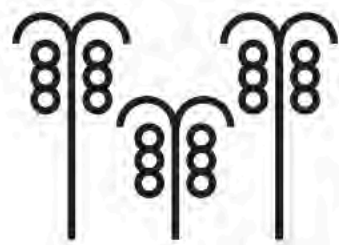
Simple line icons convey authenticity through their clean and unembellished design, reflecting honesty and clarity. Their minimalist approach fosters a sense of understanding by focusing on essential shapes and symbols that are universally recognizable and easy to interpret. By eliminating unnecessary details, they communicate ideas succinctly, making them highly effective for conveying messages in a direct and approachable manner.



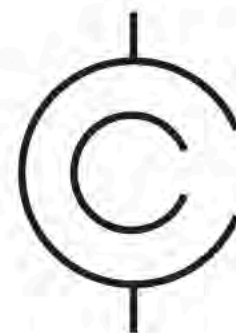
SUN



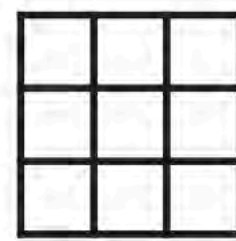
SOYBEAN



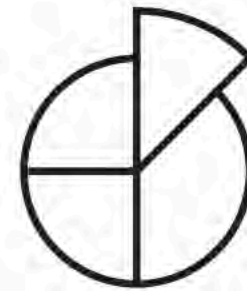
SOY PLANT



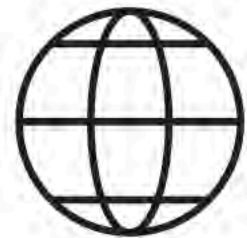
REVENUE



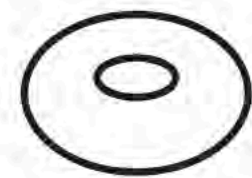
FIELD



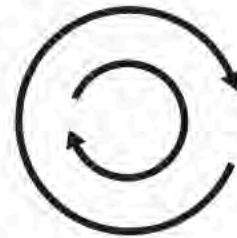
CHART/DATA



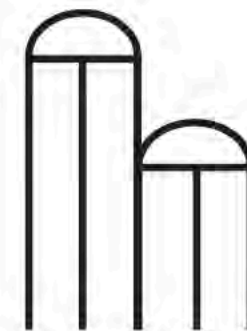
WORLD



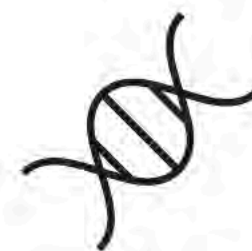
SOYBEAN ALT



REGENERATIVE



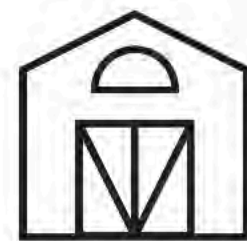
SILO



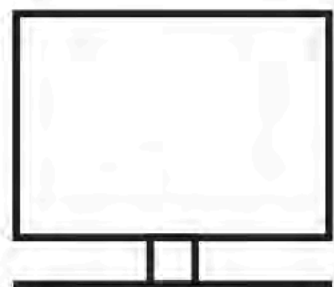
DNA/SCIENCE



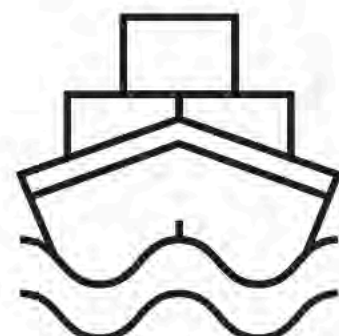
SUSTAINABLE



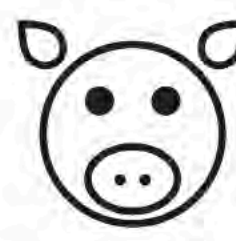
BARN



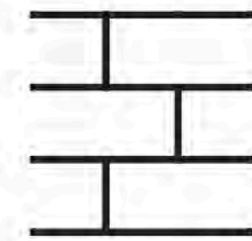
COMPUTER



TRADE



PIG/FEED



FIELD ALT



RAIN

ICON STYLE

Simple line icons convey authenticity through their clean and unembellished design, reflecting honesty and clarity. Their minimalist approach fosters a sense of understanding by focusing on essential shapes and symbols that are universally recognizable and easy to interpret. By eliminating unnecessary details, they communicate ideas succinctly, making them highly effective for conveying messages in a direct and approachable manner.



THIS IS US SOY LOREM IPSUM DOLOR SIT AMET.



THIS IS US SOY LOREM IPSUM DOLOR SIT AMET.



THIS IS US SOY LOREM IPSUM DOLOR SIT AMET.

ICON STYLE

Linocut icons, with their handcrafted and simple aesthetic, naturally convey a sense of candidness as they embrace imperfections and raw edges that feel genuine. Their bold, carved lines and simple forms evoke kindredness by reflecting a shared connection to artisanal traditions and storytelling. The organic, tactile quality of linocut designs mirrors the natural world, making them an ideal choice for themes tied to authenticity, sustainability and optimism.

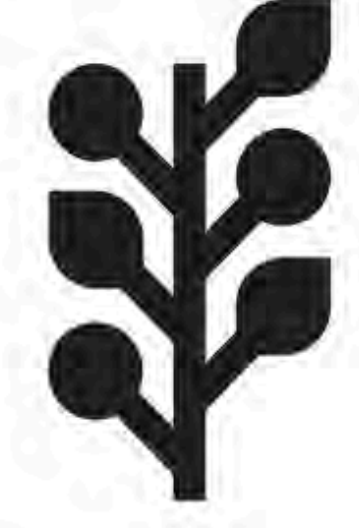
These icons are built on a 9x9 square grid and can be combined to double as patterns, textures and frames for various executions.



GEAR



FARM



SOY PLANT



SUN



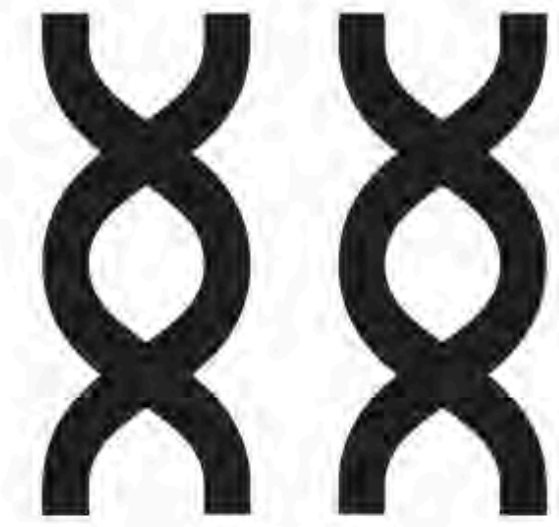
LEAF



RAIN



GLOBE



DNA



GRAPH



FIELD

ICON STYLE

Linocut icons, with their handcrafted and simple aesthetic, naturally convey a sense of candidness as they embrace imperfections and raw edges that feel genuine. Their bold, carved lines and simple forms evoke kindredness by reflecting a shared connection to artisanal traditions and storytelling. The organic, tactile quality of linocut designs mirrors the natural world, making them an ideal choice for themes tied to authenticity, sustainability and optimism.

These icons are built on a 9x9 square grid and can be combined to double as patterns, textures and frames for various executions.



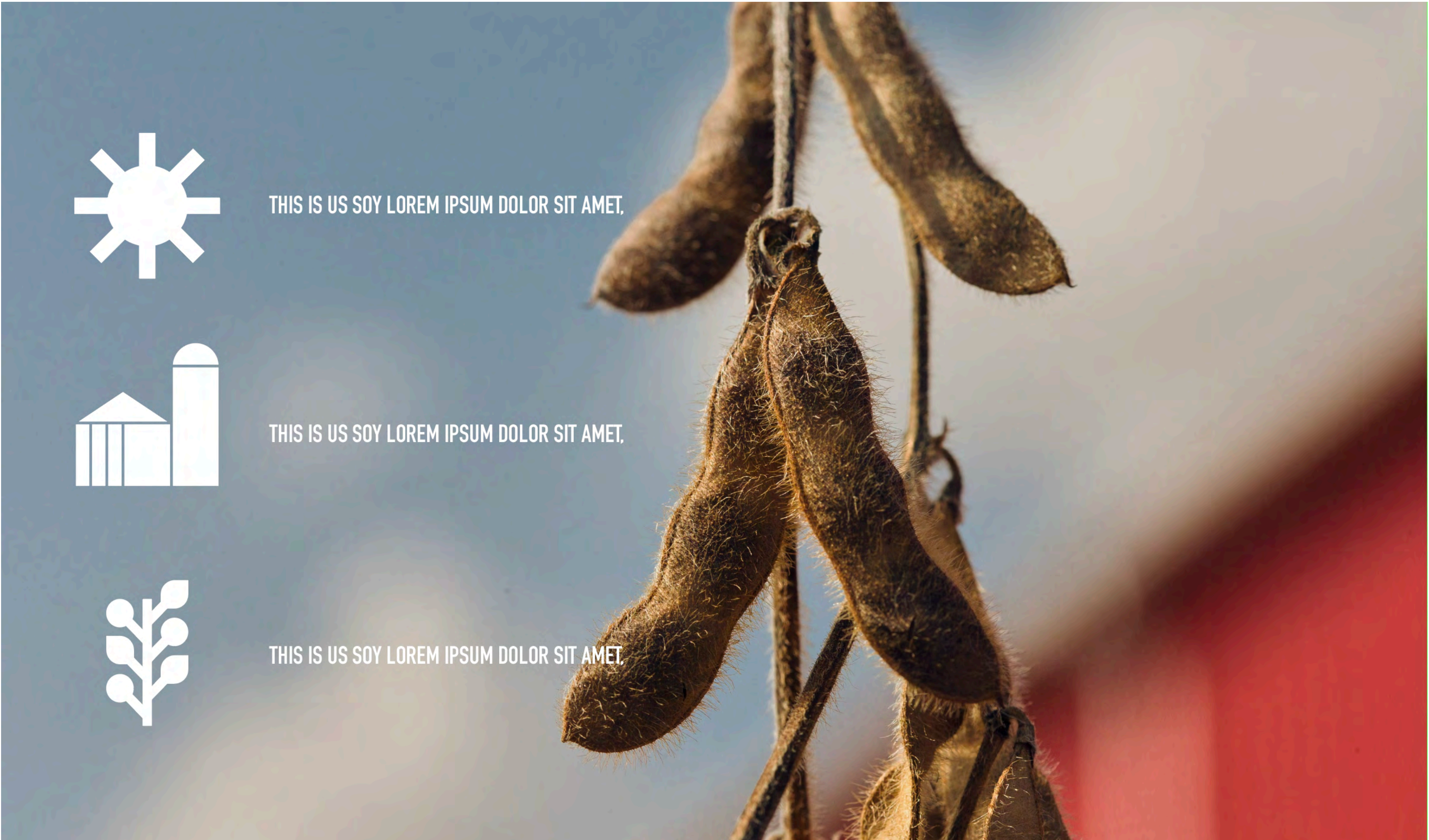
THIS IS US SOY LOREM IPSUM DOLOR SIT AMET,



THIS IS US SOY LOREM IPSUM DOLOR SIT AMET,



THIS IS US SOY LOREM IPSUM DOLOR SIT AMET,



BRAND LANGUAGE

The following slides contain information on language to use and language to avoid.

USB LANGUAGE WE USE

Clear and unified terminology ensures that USB effectively communicates its mission and values. Use the approved language to reinforce our identity and maintain credibility with all audiences.

Follow AP Style for all USB, Soy Checkoff and U.S. Soy communications.

YES

Soy community or soy partners

USB farmer-leaders or USB Director

- Preferred use is “USB farmer-leader” over “USB Director.”
- Farmer-leader should always be lowercase and hyphenated.
- USB Director should be capitalized when used as a title before a person’s name.

Farmers

Half-million or 500,000 U.S. soybean farmers

The United Soybean Board, which administers national Soy Checkoff investments, ...

USDA Agricultural Marketing Service (AMS) has oversight responsibilities for United Soybean Board and the Soy Checkoff.

Use U.S. agriculture, U.S. farmers, U.S.-grown soybeans, etc., where applicable instead of American agriculture, American farmers or American-grown soybeans. This differentiates U.S. soybeans from South American soybeans, since globally “American” is perceived as North and South America

Use titles where possible (e.g. do not use “USB’s own)”

High oleic soybeans: Do not capitalize or hyphenate. For internal communications, HOS is acceptable on second mention.

NO

soy family

USB farmer directors or grower-leaders

Growers or producers

515,000 U.S. soybean farmers



USB LANGUAGE DO'S AND DON'TS

Using correct terminology and formatting strengthens USB’s brand identity. Follow these guidelines to ensure clarity, professionalism and alignment with our mission across all platforms.

YES

United Soybean Board

USB (if used on second reference)

unitedsoybean.org

#UnitedSoybeanBoard

On first usage, use the United Soybean Board.
Use USB on subsequent references.

NO

United soybean board

United soy board

Soybean Board

U.S. Soybean Board

Do not use “the USB.”

UNITEDSOYBEAN.org

#UNITEDSOYBEANBOARD

#unitedsoybeanboard



U.S. SOY LANGUAGE DO'S AND DON'TS

Using correct terminology for the Soy Checkoff ensures accurate communication and reinforces its brand identity. Adhering to these guidelines strengthens our messaging and maintains credibility with all stakeholders.

YES

Soy Checkoff (*all uses*)

#soycheckoff

checkoff (*if used on second reference in article or copy*)

NO

Soybean Checkoff

Soybean checkoff

soybean checkoff

soy check off

#soybeancheckoff

Our Soy Checkoff (*For logo use; however, it can be used where appropriate in written copy*)



U.S. SOY LANGUAGE DO'S AND DON'TS

Using correct terminology for U.S. Soy ensures accurate communication and reinforces its brand identity. Adhering to these guidelines strengthens our messaging and maintains credibility with all stakeholders.

YES

U.S. Soy (When referencing the brand)

U.S. soy (When referencing the commodity)

U.S. Soy farmers prefer (*U.S. soybean farmers*)

U.S. Soy industry

U.S. soybean(s)

soy (*alone, without U.S., lowercase*)

[USSOY.org](#) (*unless used with larger URL, e.g. [food.ussoy.org](#)*)

#USSoy

NO

U.S. soy (When referencing the brand)

U.S. Soy (When referencing the commodity)

USSOY or ussoy

US Soy (without periods)

US soy (without periods/lowercase)

Soy (alone, without U.S., capitalized)

[ussoy.org](#) or [USSoy.org](#)

#USSOY or #ussoy



THANK YOU

