

## GrowMaster® Certified Crop Services Logo

Can you imagine the Coca-Cola name being displayed without its curvy type or a Campbell's soup can being any other color than red? We identify these products by those distinctive logo characteristics.

As you promote Southern States and our proprietary brands, such as GrowMaster®, FeedMaster™ and EquusSource™, please follow these simple guidelines to consistently and proudly display our brand logos for clear and immediate recognition.

### GrowMaster Certified Crop Services Logo Specifications and Usage Guidelines

The corporate design standards provided here have been developed to ensure a consistent presentation of the GrowMaster logo, its colors, and usage applications. As you prepare to use this logo, please read and respect the guidelines that have been established to maintain and standardize our brand identity. If you have any questions about how it should be used in your particular application, please contact Marketing and Sales at 804-281-7803.

#### Full Color Specifications:

GrowMaster **GREEN**: PMS 348 (CMYK build: C100, M-0-, Y100, K15)

GrowMaster **YELLOW**: PMS Yellow (CMYK build: Y100)

Southern States **RED**: PMS 485 (CMYK build: C-0-, M100, Y91, K-0-)

Southern States **BLUE**: PMS 281 (CMYK build: C100, M72, Y-0-, K38)



*exclusively by*

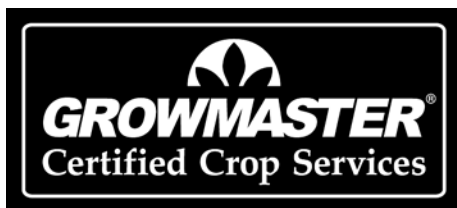


#### Single Color Specifications:

GrowMaster Green = 100% Black

GrowMaster Yellow = White

Southern States Logo = Black

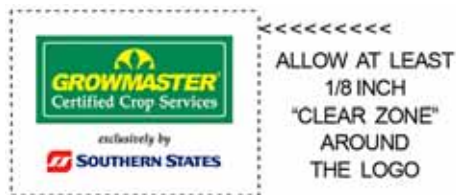


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## GrowMaster Logo Print Usage Standards

1. ALWAYS display the GrowMaster logo with the Southern States logo. This informs viewers that GrowMaster Services can ONLY be found at Southern States.
2. ALWAYS use the logo in print as it is presented in the .eps or .jpg file.
  - Do not attempt to recreate the logo. Please use the original art file as provided.
  - Do not rearrange or break apart logo elements.
  - Do not use parts of the logo separately, such as using only the yellow GrowMaster logo-type without the “Certified Crop Services” element.
  - Do not change the proportion of the logo elements as they relate to each other. For example, do not make the Southern States logo smaller than the established style in proportion to the green rectangle.
  - Do not change logo coloration. (See “Full Color Specifications” above.)
3. NEVER use the logo any smaller than 1 inch wide (see example below).  
Logo elements become unreadable if they are used any smaller.



4. ALWAYS provide an adequate “clear zone” around the logo for proper visibility. Allow a MINIMUM of 1/8 inch clear zone (as shown above) from text and other graphic elements.
5. ALWAYS be sure to use the logo on a background that provides good contrast so it can be seen easily.

## GrowMaster Written Text Standards

1. ALWAYS display the brand name as **GrowMaster® Certified Crop Services** in text form the first time it is used in a paragraph. Be sure to include “®” after GrowMaster. It is appropriate to refer to the **GrowMaster Program** once it has been identified the first time.
2. “**GrowMaster**” can be used in a headline as long as “**GrowMaster® Certified Crop Services**” follows in the first paragraph.
3. Be sure to use capital “G” and “M” in a single-word style, ie: **GrowMaster**.
4. DO NOT use the logo graphic as part of a phrase or paragraph.

## GrowMaster Logo Embroidery and Patch Usage Standards

1. For tone-on-tone application, such as jackets and shirts, please use this configuration:



2. When used on a ball cap, the “GrowMaster Certified Crop Services” logo should be visible on the front above the bill and the horizontal “Southern States” logo should be embroidered on the back above the vent.