



» **BRAND  
GUIDELINES**

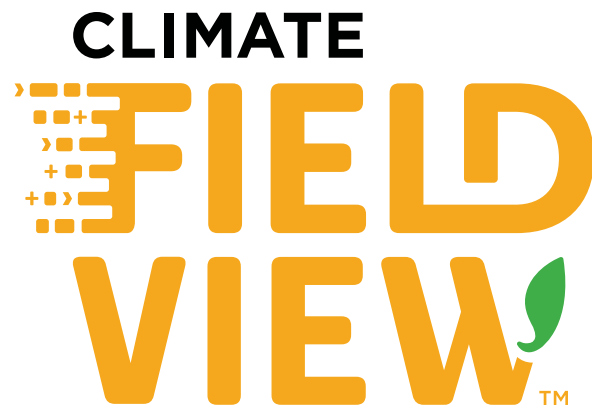
VERSION 2.0  
OCTOBER 2018

Brand Guidelines

# BRAND IDENTITY

» **STACKED LOGO**

Consistent application of this logo is vital to building and reinforcing a cohesive brand.



» **HORIZONTAL LOGO**

The horizontal logo may be used in cases when layouts are primarily left-aligned, as well as for placements that are limited to horizontal dimensions or a long width, such as the browser web application or a mobile device.

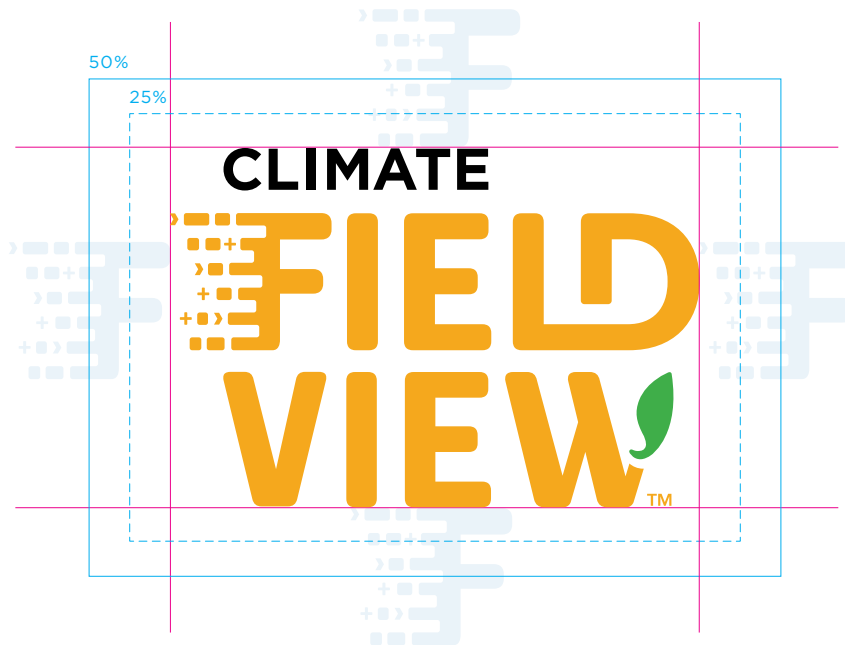


» CLEAR SPACE

To ensure that our signature versions are clearly visible in all applications, surround them with sufficient clear space — free of type, graphics, and other elements that might cause visual clutter.

A clear space of 50% of the symbol's height is preferred to ensure a clear and focused application of our logo.

In special circumstances when a 50% clear zone isn't available or possible, use the second option of 25% clear space.



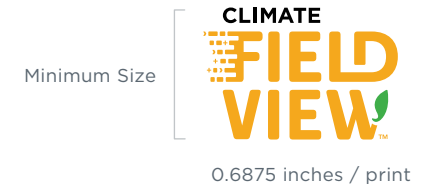
## » MINIMUM LOGO SIZE

Scale and proportion should be determined by the available space, aesthetics, function and visibility. There is no preset maximum size for the logo. In print, the minimum size is .3125 inches tall for the horizontal logo and 0.6875 inches tall for the stacked logo.

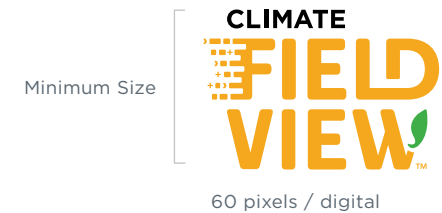
For digital uses, the minimum size for the horizontal logo is 30 pixels tall, the stacked logo is 60 pixels tall.

There is a specific version for digital files that are smaller than 64 pixels, as well as a specific version for print instances that are smaller than .45 inches.

### PRINT



### DIGITAL



## » FULL COLOR LOGO

Our logo should always be reproduced using our primary brand colors and preferably, on a white background.

Contrast is important—use a white logo on color backgrounds and a color logo on white backgrounds.

### FULL COLOR LOGO ON WHITE BACKGROUND



When using the full color logo on a white background, the CLIMATE master brand should always appear in black.

### FULL COLOR LOGOS ON BLACK BACKGROUND



When using the full color logo on a black or dark background, the CLIMATE master brand should always appear in white.



When using the full color logo on a black background, don't change the color of the leaf detail.

## » ONE COLOR LOGO

When using the one-color logo, the logotype, the master brand and the leaf detail should appear in the same contrasting color.

To ensure that the logo always looks as good as possible, the logo should only appear in black or white.

This treatment can be applied to colored backgrounds.

### ONE COLOR LOGO ON WHITE BACKGROUND



### ONE COLOR LOGOS ON COLOR BACKGROUNDS



The leaf detail should always match the color of the one color logo.

## » LOGO MISUSES

The integrity of the Climate FieldView logo must be respected at all times.

Please do not stretch, squeeze or otherwise morph or manipulate it.

Any modification of our logo confuses its meaning and diminishes its impact. Never link other elements, including names, logos or symbols to the logo.



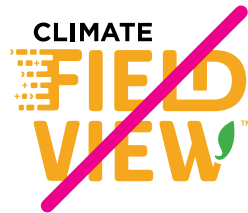
DON'T create a logo lockup with text



DON'T rearrange the logo elements



DON'T stretch logo



DON'T reposition "TM"



DON'T rotate the logo



DON'T add stroke to logo



DON'T mix colors from the palette



DON'T add a drop shadow



DON'T use full-color logo on conflicting color backgrounds



» TIER STACKED LOGOS



» TIER HORIZONTAL LOGOS



» PRICING TIER  
ONE COLOR LOGO

When using the one-color logo, the logotype, the leaf detail and the pricing tier should appear in the same contrasting color.

To ensure that the logo always looks as good as possible the logo should only appear in black or white.

This treatment can be applied to colored backgrounds.

ONE COLOR LOGO FOR PRICING TIERS



ONE COLOR LOGOS ON COLOR BACKGROUNDS



The one color pricing tier should always match the rest of the one color logo.

## » LEGAL DISCLAIMER

Climate's standard disclaimer (option 1) should be used whenever possible. Depending on the context and length of the marketing material, option 2 and option 3 are acceptable.

### NOTE

If technology is not referenced in the content piece, you do not need to include that technology in the disclaimer. Example: if Bluetooth is not mentioned in a piece, there is no need to use the Bluetooth disclaimer.

References to an Apple iPad® should always appear as iPad® device with the ® and “device” included in every mention.

Bluetooth should appear as “Bluetooth® technology” in every mention.

### OPTION 1 – PREFERRED STANDARD DISCLAIMER

Our services provide estimates or recommendations based on models. These do not guarantee results. Consult your agronomist, commodities broker and other service professionals before making financial, risk management and farming decisions. More information at <http://climate.com/disclaimers>. iPad® is a registered trademark of Apple Inc. All other trademarks and trade names are the property of their respective holders. FieldView™ is a trademark of The Climate Corporation. © 2018 The Climate Corporation. All Rights Reserved.

### OPTION 2

Our services provide estimates or recommendations based on models. These do not guarantee results. Consult your agronomist, commodities broker and other service professionals before making financial, risk management and farming decisions. More information at <http://climate.com/disclaimers>. FieldView™ is a trademark of The Climate Corporation. © 2018 The Climate Corporation. All Rights Reserved.

### OPTION 3

Individual results may vary. For services information, visit <http://climate.com/disclaimers>.

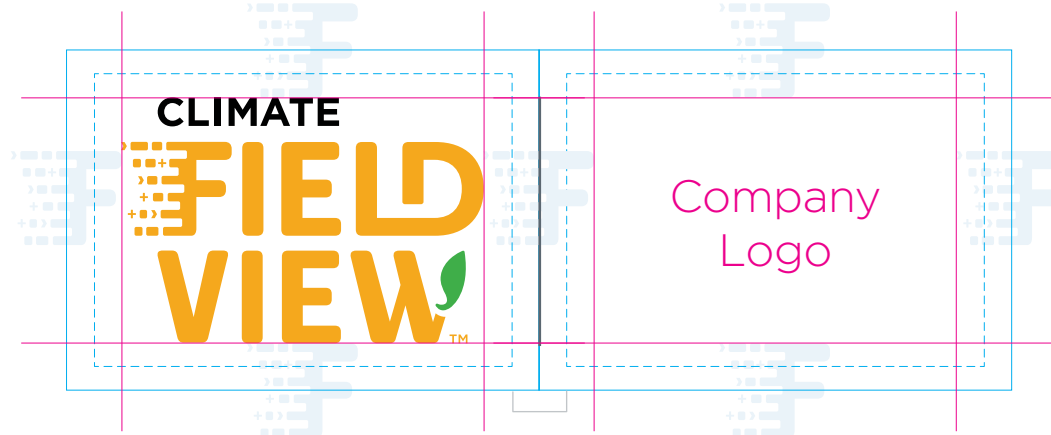
Brand Guidelines

# CO-BRANDING

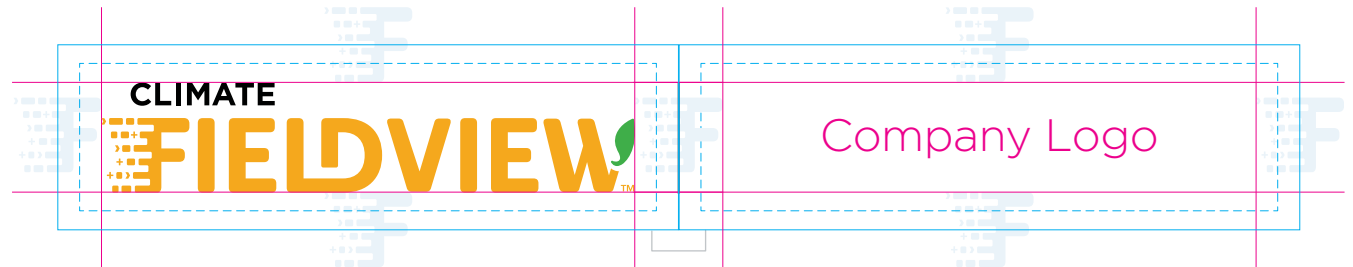
» CO-BRANDING  
PLATFORM LOGO  
LOCKUPS

For co-branded pieces, always lead with Climate FieldView and follow with the affiliate logo to the right.

Affiliate logos will vary in shape and size, use the best Climate FieldView logo to match with the affiliates' logo shape. Both logos should be equal in visual size and should be equal in color representation (both logos are full color or both logos are one-color).



VERTICAL DIVIDER RULE  
Keep vertically aligned with the Climate FieldView logo



VERTICAL DIVIDER RULE  
Keep vertically aligned with the Climate FieldView logo

» CO-BRANDING

**PRINT**

For co-branded pieces, always lead with Climate FieldView and follow with the distributor logo to the right.

**Uncover insights from your unique field data.**

If your acres could talk, what would they say? Now you can hear more clearly what your land is telling you with Climate FieldView™, an integrated digital platform that helps you optimize resources and maximize yield.



**DEALER LOGO**

To get started, contact <Dealer Name> at <(XXX)XXX-XXXX> or visit Climate.com.

Our services provide estimates or recommendations based on models. These do not guarantee results. Consult your agronomist, commodities broker and other service professionals before making financial, risk management, and farming decisions. Information and recommendations we provide do not modify your rights under insurance policies purchased through our affiliate. More information at <http://www.climate.com/isclearers>. iPad™ is a registered mark of Apple, Inc. Climate FieldView™



» Climate FieldView™  
Though the Seasons



**DEALER LOGO**

From planning in the winter to harvest in the fall, Climate FieldView helps you make more informed decisions all year long.



**SPRING**

Use customized insights to make the most of the planting season.



**MANAGE YOUR NITROGEN**

Monitor nitrogen availability to help determine if a spring application is needed. Explore custom scenarios to assist in identifying when and how much nitrogen to apply.



**CAPTURE ALL YOUR PLANTING DATA**

Don't let your data die in the field. Seamlessly collect, store, and view field data using the FieldView™ Drive.



**SUMMER**

Maximize your efficiency through the growing season.



**MONITOR YOUR FIELD HEALTH**

Use in-season and historical field imagery to evaluate crop health, so you can identify and address potential issues before they impact yield. Drop geo-located scouting pins on field health images and navigate back to those spots for a closer look, or share with agronomic partners.



**MANAGE YOUR LATE SEASON NITROGEN APPLICATIONS**

Nitrogen monitoring tools model available nitrogen to help you determine whether to make a late season application to avoid a costly shortfall.

» LOGO MISUSES

The integrity of the Climate FieldView logo must be respected at all times.

Please do not stretch, squeeze or otherwise morph or manipulate it. Any modification of our logo confuses its meaning and diminishes its impact.

Marketing, public relations and design professionals may access logo art in .eps, .jpg and .png formats. Contact [advertising@climate.com](mailto:advertising@climate.com) for the FieldView logo master artwork.



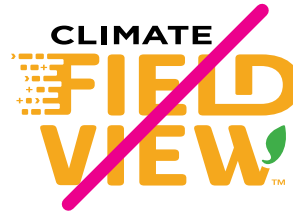
DON'T use full-color logo on conflicting color backgrounds



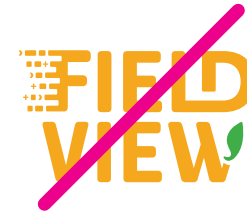
DON'T make logo small in relation to affiliate logo



DON'T squeeze logo



DON'T stretch logo



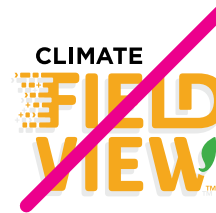
DON'T reposition "TM"



DON'T rotate the logo



DON'T add stroke to logo



DON'T add a drop shadow



DON'T mix colors from the palette