Primary Brand Marks

Technology Brand Mark

Brand Mark Colors

⬛	**PANTONE 7427** C 8　M 100　Y 70　K 33 R 151　G 27　B 47	⬛	**PANTONE BLACK** C 0　M 0　Y 0　K 100 R 0　G 0　B 0
⬛	**PANTONE COOL GRAY 9** C 0　M 0　Y 0　K 70 R 117　G 120　B 123	⬛	**PANTONE COOL GRAY 4** C 0　M 0　Y 0　K 40 R 168　G 170　B 173

Brand Mark Versions

Correct usage of each mark on light or dark backgrounds will ensure maximum legibility and clarity. Each mark works best on white backgrounds but is acceptable on light or dark backgrounds, as long as it doesn't blend into the background.

One Color Black Mark

On applications where the XtendFlex® soybeans, Xtend-Flex® cotton and XtendFlex® Technology brand marks cannot be used in color, the one color black option should be used.

- One Color
- 100% Black
- Light Background

Reverse Mark

A reverse version of the XtendFlex soybeans, XtendFlex cotton and XtendFlex Technology brand marks has been created for use on dark backgrounds. Correct usage of the identity on dark or light backgrounds will ensure maximum legibility and clarity.

- Reverse White
- Dark Background

Brand Mark Fonts

Gotham Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Avenir Black Oblique (SKEWED 7°)
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Gotham Condensed Bold (SKEWED 15°)
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Clear Space Boundary

The XtendFlex soybeans, XtendFlex cotton and XtendFlex Technology brand marks should always be surrounded by enough space to ensure they are clearly legible and stand out. This example illustrates the minimum area of clearance necessary.

Style and Legal Requirements

Follow these rules for all advertising, educational, sales and corporate communications, such as ads, brochures, presentations, etc.

- Always use the ® symbol following the first mention of XtendFlex® soybeans, XtendFlex® cotton and XtendFlex® Technology in both the headline and body copy on each page.
- "Technology," "soybeans" and "cotton" can be dropped on subsequent mentions.
- A lowercase "s" should be used for "soybeans" in body copy.
- A lowercase "c" should be used for "cotton" in body copy.
- An uppercase "S" should be used for "Soybeans" in headlines, subheadlines and headers in charts.
- An uppercase "C" should be used for "Cotton" in headlines, subheadlines and headers in charts.
- An uppercase "T" should always be used for "Technology."
- Do not abbreviate trademarks in commercial communications (ex. XtendFlex cotton, XtendFlex Technology or XtendFlex, NOT XF, XFS, XFC or XFT).
  EXCEPTION: Trademark abbreviations (XF, XFS, XFC or XFT) are ONLY ALLOWED when there are space constraints such as in charts where full brand names cannot be used. If abbreviations must be used, provide a "legend" defining the meaning of each abbreviation, with appropriate trademark attribution.

Minimum Usage Size

The XtendFlex soybeans, XtendFlex cotton and XtendFlex Technology brand marks may need to be utilized at many different sizes, but they should never be reduced to less than 1" in width.

Brand Mark Violations

- Don't use any colors other than Pantone 7427 (or cmyk or rgb equivalent), Pantone Black (or cmyk or rgb equivalent), Pantone Cool Gray 9 (or cmyk or rgb equivalent), Pantone Cool Gray 4, 100% black or reversed.
- Don't change the proportion of any part of the mark.
- Don't change the shape of the mark.
- Don't re-type the name.
- Don't place the mark at an angle.
- Don't use the mark at a smaller size than what is permissible.
- Don't crop the mark.
- Don't place the mark on photos or colors without the appropriate background.
- Don't make the mark transparent.

If you have questions or additional needs not addressed on this sheet, please contact the XtendFlex brand communications manager.

Co-Branding Guidelines

In co-branding usage, the XtendFlex soybean mark is shown to the right of the XtendFlex Technology mark (or other co-branding mark) and separated by a 50% black line (as shown below).