

MONSANTO BRANDING GUIDELINES





ABOUT THIS GUIDE

Our logo is an important element of Monsanto's strategy. It is a powerful symbol that we are committed to sustainable agriculture and to work alongside farmers to produce more, conserve more and improve lives.

This guidebook will help you to understand the elements used to create distinctive communications that convey our aspirations and beliefs. Take time to familiarize yourself with the material in this handbook. Effective communications will help build our success.

effective *communications* will help build our success



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this is sustainable agriculture, and it's what we do

BRAND FOUNDATION

BRAND POWER

A brand is much more than a name and logo.

A brand is the sum of the combined experiences, perceptions, interactions and communications that people have with it. These elements all come together to create the brand power of Monsanto.

This brand power gives farmers, dealers, consumers and thought leaders a sense of confidence when making decisions. It helps differentiate the Monsanto brand in a highly competitive market.

You play an important role in building and maintaining the power of the Monsanto brand. Your work supports the brand's leading position – and helps poise it for a strong future.

A great brand:

- Is in it for the long haul
- Is relevant
- Knows itself
- Is inventive
- Taps emotions
- Has a story
- Has design consistency

BRAND FOUNDATION

THE MONSANTO BRAND BELIEF

This is the brand's reason for being; a single statement encompassing everything the brand does – from the products it makes to the way it performs.

Monsanto works alongside farmers to make agriculture more sustainable: to produce more food, to conserve more resources and to improve lives.

BRAND AESTHETIC

- Authentic
- Collaborative
- Confident
- Genuine
- Innovative
- Inspiring
- Sincere
- Visionary

MONSANTO'S VISION:

SUSTAINABLE AGRICULTURE

This is the brand's desired future state – where it plans to go and how it plans to get there. This is the ongoing goal of the Monsanto brand.

A strong vision that guides all we do

Producing more

We are committed to increasing yields to meet the growing demand for food, fiber and fuel

Conserving more

We are committed to reducing the amount of land, water and energy needed to grow our crops

Improving lives

We are committed to improving lives around the world

That's sustainable agriculture, and that's what Monsanto is all about.

BRAND FOUNDATION

OUR PLEDGE

The Monsanto Pledge is our commitment to how we do business. It is a declaration that compels us to listen more, to consider our actions and their impact broadly, and to lead responsibly. It helps us to convert our values into actions, and to make clear who we are and what we champion.

Integrity

Integrity is the foundation for all that we do. Integrity includes honesty, decency, consistency, and courage. Building on those values, we are committed to:

Dialogue

We will listen carefully to diverse points of view and engage in thoughtful dialogue. We will broaden our understanding of issues in order to better address the needs and concerns of society and each other.

Transparency

We will ensure that information is available, accessible, and understandable.

Sharing

We will share knowledge and technology to advance scientific understanding, to improve agriculture and the environment, to improve crops, and to help farmers in developing countries.

Benefits

We will use sound and innovative science and thoughtful and effective stewardship to deliver high-quality products that are beneficial to our customers and to the environment.

Respect

We will respect the religious, cultural, and ethical concerns of people throughout the world. The safety of our employees, the communities where we operate, our customers, consumers, and the environment will be our highest priority.

Act as Owners to Achieve Results

We will create clarity of direction, roles, and accountability; build strong relationships with our customers and external partners; make wise decisions; steward our company resources; and take responsibility for achieving agreed-upon results.

Create a Great Place to Work

We will ensure diversity of people and thought; foster innovation, creativity and learning; practice inclusive teamwork; and reward and recognize our people.

BRAND FOUNDATION

WHO WE ARE

Monsanto could not exist without farmers.

Billions of people depend on what farmers do. And so will billions more. In the next few decades, farmers will have to grow as much food as they have in the past 10,000 years, combined.

It is our purpose to work alongside farmers to do exactly that. We do this by selling seeds, traits developed through biotechnology, and crop protection chemicals.

COMPANY DESCRIPTION

In news releases

Monsanto Company is a leading global provider of technology-based solutions and agricultural products that improve farm productivity and food quality. Monsanto works alongside smallholder and large-scale farmers to produce more from their land while conserving more of our world's natural resources. Learn more about our business and our commitments at www.monsanto.com. Follow us on Twitter® at www.twitter.com/MonsantoCo, on Facebook® at www.facebook.com/MonsantoCo, or subscribe to our News Release RSS Feed.

In event programs

Monsanto is an agriculture company. We work alongside farmers to make agriculture more sustainable. To produce more food, to conserve more resources and to improve lives. We do this by selling seeds, traits developed through biotechnology, and crop protection chemicals. Learn more about our business and our commitments at www.monsanto.com.

MONSANTO LOGO USAGE

LOGO USAGE

To ensure consistent use of and to maintain the integrity of the Monsanto brand mark, the following trademark and graphic standards must be followed. Failure to comply with these graphic standards can result in permanent disallowance of valuable trademark rights and copyright protection.



The background of the slide features a faint, repeating watermark-like pattern of the slogan "more improving lives producing more conserving more".

MONSANTO LOGO USAGE

HOW NOT TO USE THE LOGO

Shown is the preferred full-color version of the Monsanto logo. The logo has two distinctive elements: the word “Monsanto” and the Vine symbol to the right.

- Contact team.logo@monsanto.com for guidance.
- Do not separate, rearrange, resize, crop, stretch or delete elements of the logo.
- Do not attempt to redraw or recreate the Monsanto logo.
- Do not use the word “Monsanto” in logo typeface without the Vine; do not use the Vine without the word “Monsanto”.
- Do not add or link elements to the logo.
- Do not rotate or use at an angle other than that provided.
- Do not add punctuation to the logo.
- Do not use the logo on a field of color or a pattern where it blends in, resulting in poor readability.
- Do not add drop shadows or halo effects to increase readability; instead use the provided reverse-color logo or choose a background with better readability.
- Do not use the logo within a headline or body copy.
- Do not use the Monsanto logo on items that may depict Monsanto products, customers, or the company itself in an unsafe, irresponsible or negative manner.



MONSANTO LOGO USAGE

PERMISSION

The logo as described and portrayed herein is a registered trademark of Monsanto. Except as expressly stated below, the logo may not be used in any way, including advertising or publicity pertaining to the distribution of materials, without prior written permission from Monsanto.

Any person or organization that has not received permission to use the logo must request and receive written permission prior to such use.

- In general, agencies that are working under contract with Monsanto to produce advertising and promotional materials are granted permission to download and use the logo images as part of that work.
- The logo cannot be used in another company's promotional or marketing materials, regardless of format (e.g., wearables, on-line materials, packaging) if Monsanto is not directly involved; if Monsanto is involved in said promotion or marketing, permission must be requested and will be granted, or not, based on review.
- In no case shall permission be granted for use of the logo that is meant to misrepresent, defame or in any way harm Monsanto or the logo.

Contact team.logo@monsanto.com for permission or other guidance.

MONSANTO LOGO USAGE

REGISTRATION SYMBOL

We use the registered trademark symbol (®) next to the Vine design to legally protect our logo by indicating its registered status.

- Always position the ® to the right at the base of the vine design.
- Always use the ® with our logo on all advertising and marketing materials.
- It is not necessary to use the ® on stationery, business cards, wearables or permanent signs.
- Use the ® next to the Vine Design on all packaging, labeling and related materials.
- Use the following attribution statement:

Monsanto and the Vine design is a registered trademark of Monsanto Technology, LLC.



Note: Monsanto is a registered trademark logo in the United States and a number of other countries. Questions on whether Monsanto and the Vine design is a registered trademark in any country outside the U.S. need to be routed through the trademark department in St. Louis. Please email babunni@monsanto.com for specific information.

MONSANTO LOGO USAGE

TAGLINES

No tagline should be added to the Monsanto and Vine logo. Monsanto Company does not use a tagline for corporate materials.

LOGO CLEAR SPACE

Keeping a specific amount of clear space around the logo helps it stand out from other type and graphic elements. Include one 'em' (width of the capital 'M' in the logo) of clear space on all four sides of the logo, even when the design considerations make this difficult.



MINIMUM LOGO SIZE

The horizontal width of the logo should never be less than 1 inch.

If a smaller size is needed, do not use the Monsanto and Vine logo. Treat the name as text and set it in the Perpetua font, all caps. Include a superscript ® after the name.

MONSANTO LOGO USAGE

COLOR

The full-color Monsanto® logo prints in two colors – Monsanto Evergreen and Monsanto Earth Gold.

- Print logo in PANTONE® spot color for all stationery, business cards and building signs.
- When the specific PANTONE® color cannot be used, the logo may be printed in 4-color CMYK process using the tint mixes listed below.
- For electronic communication or projections, use the RGB tint mixes listed.



MONSANTO EVERGREEN

- Coated stock: Pantone 3435c
- Uncoated stock: Pantone 3435u
- 4/C process: C 100.0 M 0.0 Y 79.0 K 60.0
- RGB applications: R 0.0 G 64.0 B 51.0



MONSANTO EARTH GOLD

- Coated stock: Pantone 471c
- Uncoated stock: Pantone 718u
- 4/C process: C 0.0 M 56.0 Y 100.0 K 18.5
- RGB applications: R 186.0 G 70.0 B 25.0

MONSANTO LOGO USAGE

REVERSE FULL-COLOR LOGO

If your background color is dark, use the full-color reverse version of the logo.

- Only print the reverse logo on paper that is white or natural shades of off-white.
- In electronic or video applications, the reverse logo should always appear white and Monsanto Earth Gold.



ONE-COLOR LOGO

If your background color is dark, use the full-color reverse version of the logo.

- Only print the reverse logo on paper that is white or natural shades of off-white.
- In electronic or video applications, the reverse logo should always appear white and Monsanto Earth Gold.



REVERSE ONE-COLOR LOGO

When you cannot use full-color and you have a dark background, use the specially drawn one-color reverse logo.

- Only print the reverse logo on paper that is white or natural shades of off-white.
- In electronic or video applications, the reverse logo should always appear white.



MONSANTO LOGO USAGE

MULTI-LOGO APPLICATIONS

The Monsanto and Vine logo may be used in Monsanto-owned product, trait or service communication, such as Web sites, posters, and PowerPoint presentations.

- For most applications, the preferred location of the Monsanto logo is the upper right or lower right corner of the page.
 - Clear space of one ‘M’ (width of the capital ‘M’ in the logo) should be placed around the Monsanto logo.
- For applications where a dual-logo effect is desired, the Monsanto logo should be placed to the right of any product, trait, or service brand marks.
 - The heights of the Monsanto logo and the other logo(s) should match.
 - Clear space of one ‘M’ should be placed around the full grouping, with two ‘M’s between each logo.
- Color: It is permissible to use the Monsanto logo on communication that uses the color family of one of our brands. To maximize readability with brand color families:
 - On white or light backgrounds:
 - Use the full-color Monsanto logo when the piece has full-spectrum colors (i.e. includes photos, etc).
 - Use the one-color (black) logo if the piece has restrictive color palette.
 - On dark backgrounds:
 - Use either the full-color reverse or one-color reverse (white) logo.
 - On warm-color (red or orange) backgrounds:
 - Use the one-color (black) one-color reverse (white) logo.

The Monsanto logo may only be displayed with logos owned by other companies (such as for sponsorship recognition) with permission of the logo team and when clear space requirements are met.

Do not place the Monsanto logo in-line with another company’s logo in a way that implies Monsanto ownership of that mark, product or service.

SUSTAINABLE AGRICULTURE LOGO USAGE

LOGO USAGE

To ensure consistent use of and to maintain the integrity of the Sustainable Agriculture brand mark, the following trademark and graphic standards must be followed. Failure to comply with these graphic standards can result in loss of trademark rights or copyright protection.



SUSTAINABLE AGRICULTURE LOGO USAGE

INTERNATIONAL USAGE & TRANSLATION

If the Sustainable Agriculture logo needs to be translated to foreign language, it is preferred that the proper translation be sent to Paradowski Creative for proper typesetting. If this not possible, the typeface used for the verbiage is ClearviewOne Bold.

HOW NOT TO USE THE LOGO

Listed below are the usage rules that should be followed when using the Sustainable Agriculture logo.

- The Sustainable Agriculture logo may not be used in any way, including advertising or publicity pertaining to the distribution of materials, without prior written permission from Monsanto.
- Any person or organization that has not received permission to use the Sustainable Agriculture logo must request and receive written permission prior to such use.
 - In general, agencies that are working under contact with Monsanto to produce advertising and promotional materials are granted permission to download and use the Sustainable logo images as part of that work.
 - The Sustainable Agriculture logo cannot be used in another company's promotional or marketing materials, regardless of format (e.g., wearables, on-line materials, packaging) if Monsanto is not directly involved; if Monsanto is involved in said promotion or marketing, permission must be requested and will be granted, or not, based on review.
 - In no case shall permission be granted for use of the Sustainable Agriculture logo that is meant to misrepresent, defame or in any way harm Monsanto or the Sustainable Agriculture logo.

Contact team.logo@monsanto.com for permission or other guidance.

SUSTAINABLE AGRICULTURE LOGO USAGE

TAGLINES

No taglines should be added to the Sustainable Agriculture logo.

MINIMUM LOGO SIZE

The diameter of the logo should never be less than 1 inch.



LOGO CLEAR SPACE

Keeping a specific amount of clear space around the logo helps it stand out from other type and graphic elements. Use the protruding leaf as a clearance space around the mark.



SUSTAINABLE AGRICULTURE LOGO USAGE

COLOR

The Sustainable Agriculture logo was created for both web/screen

usage and print usage.

- If the logo is going to be printed, the 4-color CMYK version is preferred.
- There is a one-color version that is created specifically for 1-color printing.
- For electronic communication or projections, use the RGB version of the logo.

COLOR PALETTE (PRIMARY PALETTE)



PANTONE 371C



PANTONE 376C



PANTONE 633C



PANTONE 1525C



PANTONE 1405C

C: 64 R: 84
M: 43 G: 96
Y: 93 B: 49
K: 32

C: 40 R: 167
M: 10 G: 190
Y: 100 B: 57
K: 0

C: 71 R: 0
M: 25 G: 139
Y: 25 B: 176
K: 0

C: 16 R: 223
M: 62 G: 122
Y: 100 B: 28
K: 3

C: 41 R: 131
M: 52 G: 102
Y: 87 B: 55
K: 24

SUSTAINABLE AGRICULTURE LOGO USAGE

LOGO OPTIONS

The logos pictured below are the official versions:



4-Color print version



RGB web/screen version



1-color print version



1-color special usage version

MONSANTO FUND LOGO USAGE

LOGO USAGE

To ensure consistent use of and to maintain the integrity of the Monsanto Fund brand mark, the following service mark and graphic standards must be followed. Failure to comply with these graphic standards can result in permanent disallowance of valuable trademark rights and copyright protection.



MONSANTO FUND LOGO USAGE

HOW NOT TO USE THE LOGO

Shown is the preferred version of the Monsanto Fund logo. The Monsanto Fund logo has three distinctive elements: the word “Monsanto” the word “Fund” and the vine symbol to the right.



- Do not separate, rearrange, resize, crop, stretch or delete elements of the Monsanto Fund logo.
- Do not attempt to redraw or recreate the Monsanto Fund logo.
- Do not use the words “Monsanto Fund” in logo typeface without the vine; do not use the vine without the words “Monsanto Fund”.
- Do not add or link elements to the Monsanto Fund logo.
- Do not rotate or use at an angle other than that provided.
- Do not add punctuation to the Monsanto Fund logo.
- Do not use the Monsanto Fund logo on a field of color or a pattern where it blends in, resulting in poor readability.

Contact team.logo@monsanto.com for permission or other guidance.

MONSANTO FUND LOGO USAGE

PERMISSION

- The Monsanto Fund logo as described and portrayed herein is a registered service mark of Monsanto. Except as expressly stated below, the Monsanto Fund logo may not be used in any way, including advertising or publicity pertaining to the distribution of materials, without prior written permission from Monsanto.
- Any person or organization that has not received permission to use the Monsanto Fund logo must request and receive written permission prior to such use.
- In general, agencies that are working under contract with Monsanto to produce advertising and promotional materials are granted permission to download and use the Monsanto Fund logo images as part of that work.
- The Monsanto Fund logo cannot be used in another company's promotional or marketing materials, regardless of format (e.g., wearables, on-line materials, packaging) if Monsanto is not directly involved; if Monsanto is involved in said promotion or marketing, permission must be requested and will be granted, or not, based on the review.
- In no case shall permission be granted for use of the Monsanto Fund logo that is meant to misrepresent, defame or in any way harm Monsanto or the Monsanto Fund logo.

Contact team.logo@monsanto.com for permission or other guidance.

MONSANTO FUND LOGO USAGE

SERVICE MARK

We use the registered service mark symbol (®) next to the vine design to legally protect our logo by indicating it is registered.

- Always position the ® to the right at the base of the vine design.
- Always use the ® with our logo on all advertising and marketing materials.
- It is not necessary to use the ® on stationery, business cards, wearables or permanent signs, but it may be used if feasible.
- Use the ® next to the vine design on all packaging, labeling and related materials.
- Use the following attribution statement:
Monsanto Fund and the Vine Design is a registered service mark of Monsanto Technology LLC.



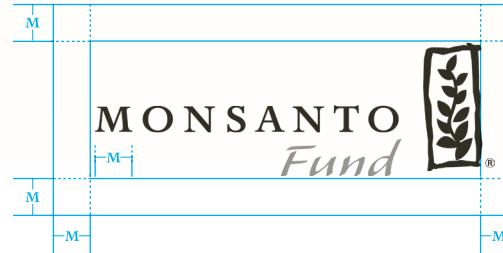
MONSANTO FUND LOGO USAGE

TAGLINES

No tagline should be added to the Monsanto Fund and Vine logo.

LOGO CLEAR SPACE

Keeping a specific amount of clear space around the logo helps it stand out from other type and graphic elements. Include one ‘M’ (width of the capital ‘M’ in the logo) of clear space on all four sides of the logo, even when the design considerations make this difficult.



MINIMUM LOGO SIZE

The horizontal width of the logo should never be less than 1 inch.

If a smaller size is needed, do not use the Monsanto Fund and Vine logo.
Treat the name as text.



MONSANTO FUND LOGO USAGE

COLOR

For print, the 4-color CMYK process using the tint mixes listed below should be used.

For electronic communication or projections, use the RGB tint mixes below.



MONSANTO FUND BLACK

- 4/C process: C 66.0 M 2.0 Y 73.0 K 65.0

- RGB applications: R 48.0 G 48.0 B 37.0



GRAPHIC ELEMENTS

DESIGN, IMAGERY AND TYPOGRAPHY STANDARDS

There is a story to be told in the colors, photography and typefaces you choose.

The following guidance will help you create materials that support and advance Monsanto's brand vision.

COLOR PALETTE

Monsanto is an agriculture company. Use colors directly from this palette – they have been selected to appear warm, natural and agricultural. Never use loud, cold, or artificial-looking colors.



PANTONE 3435C
C: 100 R: 0
M: 0 G: 81
Y: 81 B: 47
K: 66



PANTONE 582C
C: 13 R: 138
M: 0 G: 141
Y: 100 B: 9
K: 46



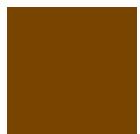
PANTONE 383C
C: 20 R: 178
M: 0 G: 187
Y: 100 B: 30
K: 19



PANTONE 111C
C: 0 R: 197
M: 11 G: 168
Y: 100 B: 1
K: 27



PANTONE 5875C
C: 0 R: 232
M: 0 G: 226
Y: 26 B: 183
K: 11



PANTONE 469C
C: 0 R: 121
M: 52 G: 26
Y: 100 B: 0
K: 62



PANTONE 471C
C: 0 R: 206
M: 59 G: 112
Y: 100 B: 25
K: 18



PANTONE 484C
C: 0 R: 179
M: 95 G: 35
Y: 100 B: 23
K: 29



PANTONE 153C
C: 0 R: 209
M: 46 G: 131
Y: 100 B: 22
K: 18



PANTONE 1245C
C: 0 R: 213
M: 28 G: 159
Y: 100 B: 15
K: 18



PANTONE 7406C
C: 0 R: 255
M: 18 G: 207
Y: 100 B: 1
K: 0



PANTONE 549C
C: 52 R: 86
M: 6 G: 155
Y: 0 B: 190
K: 25

GRAPHIC ELEMENTS

TYPEFACES

Consistent use of typeface fonts strengthens and connects the identity of our work.

Designed Materials

Materials that incorporate graphic design, such as posters, signs, literature and publications, advertisements, business cards and stationery should use the following fonts.

Sabon

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 1 2 3 4 5 6 7 8 9 0
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 . , ; : ? ! " "

Corporate S

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 1 2 3 4 5 6 7 8 9 0
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 . , ; : ? ! " "

Trade Gothic Bold Condensed

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 1 2 3 4 5 6 7 8 9 0
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 . , ; : ? ! " "

GRAPHIC ELEMENTS

CORRESPONDENCE

Business correspondence and documents (electronic or print) should use the following fonts.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz .,:?! " "

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz .,:?! " "

Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz .,:?! " "

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz .,:?! " "

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz .,:?! " "

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz .,:?! " "