Corporate Visual Identity Guidelines

BUNGE

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A strong brand for a strong corporation

Dear Colleagues

Our goal at Bunge is to be the world's best integrated food and agribusiness company. Branding plays an important role in achieving this goal because it visually connects our operations, products and services into a unified and recognizable corporate identity, which distinguishes us from our competitors. It also positions us in the minds of our customers, shareholders and suppliers, creating recognition in the marketplace.

We use branding to communicate our culture and personality to the marketplace. It conveys that we are global, yet local; decentralized, yet united in achieving our corporate goal. At times, our brand will be the only opportunity we have to make a strong impression. Failure to adhere to these guidelines could lead to confusion about Bunge in the marketplace and to dilution of the value we have all worked so hard to create. Consistently applied, these guidelines will promote our strong corporate identity. Please follow these standards strictly. Contact Global Communications if you have questions.

Alberto Weisser
Chairman and CEO
Bunge Limited

1.1. Logo

Our logo is the foundation of our corporate identity. It is comprised of the globe icon (the blue and white-striped circle representing Bunge's global presence), and the Bunge wordmark, written in the Frutiger typeface.

Our logo was created for use on all internal and external communications. While it is impossible for this manual to address every possible application, it provides a range of appropriate uses. Contact Global Communications if you have any questions.

BÜNGE

2.1. Fundamental usage of the Bunge logo

The Bunge logo was created to visually identify and brand the company. The logo consists of the globe icon (the striped blue-and-white circle) and the Bunge wordmark. The two should always be used together.

The logo must be visible on all external communications sent to customers, suppliers, shareholders and governmental agencies.

Use only the official digital versions of the logo. Download it from the Web site, the Global Communications intranet, the network or the manual's CD-ROM. Do not scan or attempt to recreate the logo; the former results in poor reproduction quality and the latter will produce a distorted image.

Minimum reductions:

BÜNGE
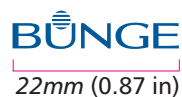
 22mm (0.87 in)   *for 100% special-color reproduction*

BÜNGE

 27mm (1.06 in)   *for 4-color reproduction*

BUNGE

1.5 y

y

y

y

y

2.2. Protected area

The area around the logo should be clear of any other graphic elements. An exclusion zone, set off by dotted lines, should never be breached.

The zone can be increased to accommodate larger uses of the logo, but it should never be decreased.

Preferred color: Bunge Standard Blue

In black

In reverse

Restricted usage: Pantone® silver 877 C

2.3. Primary logo colors

The logo should always be displayed horizontally, preferably in Bunge Standard Blue. It may also be reproduced in black, in white and in silver. No other color should be used.

To reproduce the standard blue use PANTONE® 294 or its four-color simulations (CMYK):
· 100% Cyan
· 56% Magenta
· 0% Yellow
· 18% Black

The logo's standard blue may be reproduced at less than 100% intensity when used as an ornament on an item. Consult the color scale for guidance.

Do not apply the Bunge corporate signature in any other color besides those specified herein, especially not gold.

2.4. Backgrounds

Any background may be used with standard blue, black, white and silver signatures, so long as it provides a complementary contrast and does not overshadow the logo. On multi-colored backgrounds such as a photograph, make sure that the there is the appropriate contrast around the logo's protected area.
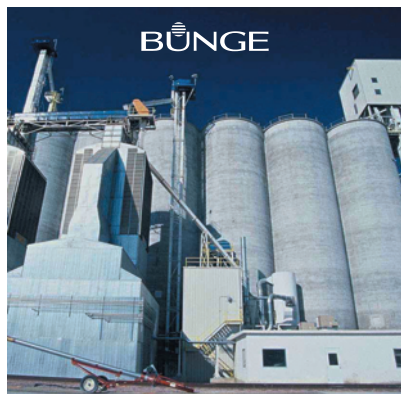
Do not use any other color except those specified herein nor boxes or frames around corporate signature.

Never use two colors, including those specified herein.

Never vertically or horizontally distort the corporate signature. Maintain proportions.

Do not use logo without icon (circle).

Do not use low-resolution images. Avoid jagged edges.

Do not use corporate signature in unspecified typeface. Do not use thicker or thinner versions of original corporate signature.

2.5. Improper usage

These examples illustrate unacceptable uses of the Bunge logo. Always use original electronic artwork. Do not distort, modify or redraw the Bunge logo.

Only use the digital artwork contained in the CD-ROM. Even then distortions may occur, so be extra careful. Avoid distortions so as to preserve the integrity of the Bunge logo.

2.6. The Bunge color standard

Bunge Standard Blue is the company's chief element of visual identity. Therefore, it should be used as the basic color in all visual manifestations.

To reproduce the standard blue, use PANTONE® 294 or its four-color simulation (CMYK):
. 100% Cyan (C)
. 56% Magenta (M)
. 0% Yellow (Y)
. 18% Black (K)

When applied to ornamental items like bars, footers, backgrounds, initial caps, (the larger letters used to signal the beginning of a chapter), titles and subheads, Bunge Standard Blue may be used at intensities below 100%, as shown on the scales on the left.

Bunge Standard Blue in a special PANTONE® 294 scale

| 10% | 20% | 30% | 40% | 50% | 60% | 70% | 80% | 90% |
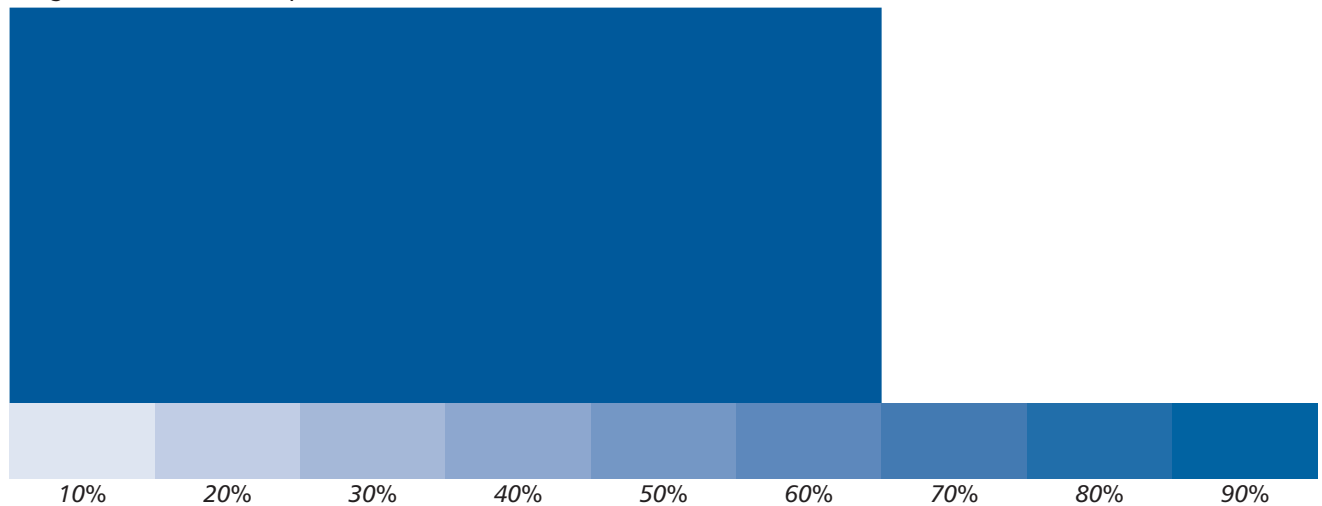
Bunge Standard Blue in a 4-color (CYMK) scale: C 100% M56% K18% (30% minimum intensity)

2.7. Typeface

Bunge's typeface is Frutiger (or Humanist 777), and it should be used on all communications. The Web site is the only exception, due to technical limitations. The permitted typeface styles are regular, bold, italic and bold italic.

Do not use any other typeface beyond those described in this chapter.

Main Frutiger (or Humanist 777) family types: *Light, Roman, Bold, Black*

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
abcdefghijklmnopqrstuvwxyz   1234567890

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
abcdefghijklmnopqrstuvwxyz   1234567890

**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
abcdefghijklmnopqrstuvwxyz   1234567890**

**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
abcdefghijklmnopqrstuvwxyz   1234567890**

2.8. Trademark/Service Mark Usage

Why these rules are important:
Each company trademark or service mark must be used properly by the company (and by others, including competitors) in order to protect the mark. Some very good trademarks have been lost by other companies due to improper use of the trademark or inadequate "policing" of improper use of the mark. These marks include aspirin, escalator, kerosene, nylon, and zipper. If another party uses a company mark improperly, such as by using the mark as a generic or purely descriptive term, there is a real danger the mark will be lost, as were those once famous marks listed above.

"Do's"
. Always distinguish any trademark or service mark, including the BUNGE® mark, from surrounding text, such as by using a different font from the rest of the text, a different color, a larger font size, all in upper case letters, bolded, etc. Even in letters or emails put BUNGE® and any other trademarks in all caps or other distinctive format. However, when referring to the company per se, such as when referring to Bunge Limited as a corporate entity, there is no need to use a distinctive format.

. When a mark registered in the US, Mexico and Canada (and some other countries as well) and "®" to the immediate right of the mark (either in upper location or a lower location where the ® is smaller in font size than the mark itself).

. In implementing bullet 2 above, care should be taken that there is general correspondence between the registration and the product or service in respect of which the mark is displayed. A trademark or service mark is registered for a specific territory (whether by a "national" filing or an "international" filing). A trademark or service mark is registered only for specific products ("good" or "wares") or for specific services. The Law Department has a list of which markets are registered in which countries or territories and for which products and/or services, and this list is updated as new registrations are granted. If there is no general correspondence between a use of a mark and what has been registered, it may be possible to apply for needed additional registrations.

. When a trademark or service mark is not yet registered, add "TM" (when referring to a product) or "SM" (when referring to a service) to the immediate right of the mark. This is to be done whether or not the company has already applied for registration of the particular mark for the particular service or product in the particular country.

. The requirement to use ®, TM or SM immediately after the mark is used multiple times in the same copy, provided the proper symbol is used at least the first time (or the most prominent time(s) on each page or panel) as the context or ease of readability warrants.

. An alternative to displaying ®, TM or SM immediately after the mark is to use an asterisk "*" instead of the ®, TM or SM "* A registered mark (or a trademark or service) of Bunge Limited (or another company when referring to the mark of another party)."

"Rules of Thumb" and Don'ts

Here are some general "rules of thumb" which should be followed if drafting text or graphics which displays any trademark or service mark of the company:

· A mark is a "proper adjective." Thus, the correct manner to use a mark is a follows: "Buy CORAL® oleomargarine." Or "The CORAL® brand is best."

Here are some "Don'ts":
- Do not use a mark as a verb: For example, do NOT state anywhere: "Just POUR 'N FRY® for great results." or "QUICK COAT® your pans."

- Do not use a mark as a noun: For example, do NOT state anywhere: "Use MARATHON® to enhance the life of your fryer."

- A mark is always singular. Avoid "false" plurals or possessives. For example, do NOT state anywhere: "Buy two ELITES, get one free." As another example, PEPPY'S® mixes" is correct and one should never state: "PEPPY mixes" or "PEPPYS' mixes"

- Do NOT abbreviate, shorten or change the mark. For example, do NOT state "POUR AND FRY" or "POUR N' FRY" or "KAKEBAKER shortening." The correct marks are POUR 'N FRY® and KAKEBAKE®.

- Do NOT use any marks in a descriptive manner. For example, do NOT state: "When you use our product, your pans get an E-Z COAT®."

- Do NOT use a word that is phonetically similar to mark: e.g. "CHUNX™ shortening provides ideally sized chunks for your cooking needs."

- Avoid combining marks to be adjacent to each other. It is proper to state: "SUMMIT®, one of our ELITE® shortenings." Do NOT state "ELITE SUMMIT®". One should even avoid stating: "ELITE® SUMMIT®".

General Considerations
Remember, the weaker a mark is, such as being borderline descriptive of the product on which it is used, the more important that these guidelines are followed closely.

Report to the Law Department whenever you notice that:

· Competitors or others use a mark of a Bunge company in ways which violate these guidelines.

· Competitors or others use a mark of a Bunge company without acknowledging it is a mark of the Bunge company.

The stationery shown in this chapter applies to the Bunge Limited, our holding company, only. Please refer to chapter 7 for subsidiaries/operating companies, in both U.S. and ISO formats.

32mm (1.26 in)   *28mm* (1.1 in)

25mm (1 in)

BUNGE

Bunge Limited
50 Main Street, White Plains, NY 10606, USA
Phone: 1 914 684 3300   **Fax:** 1 914 684 3295
www.bunge.com

13mm (0.5 in)

3.2. Letterhead

. Letter format 8.5 in x 11 in (215 mm x 280 mm)
· Offset printing in two match colors, 100% intensity: PANTONE® blue 294 (Bunge logo) and black (contact information)
· White, 75g offset paper is recommended.
· Do not place numeration for stock control.
· Do not add other information besides company name, address, phone & fax numbers and Web site.
· The address should be printed in Frutiger Light 7, 9 pt line space.
· Bunge Limited should be printed in bold. The words phone and fax should be printed in Frutiger Bold 6.5, 9 pt line space.
· Do not use the following graphic techniques: high or low relief, watermark.

Letterhead shown applies to Bunge Limited only and must be developed in strict accordance with specifications established in this chapter.

Text preferably in Frutiger (Humanist 777) Light 10, 14 pt line space. However, Arial may be used if Frutiger is not available.

32mm (1.26 in)

25mm (1 in)

56mm (2.2 in)

BUNGE

May 25, 2004

John Doe
Lorum Ipsum
Avenida la Castellana 50
Madrid 34289

Dear John,

Dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugaith euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at. Vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.
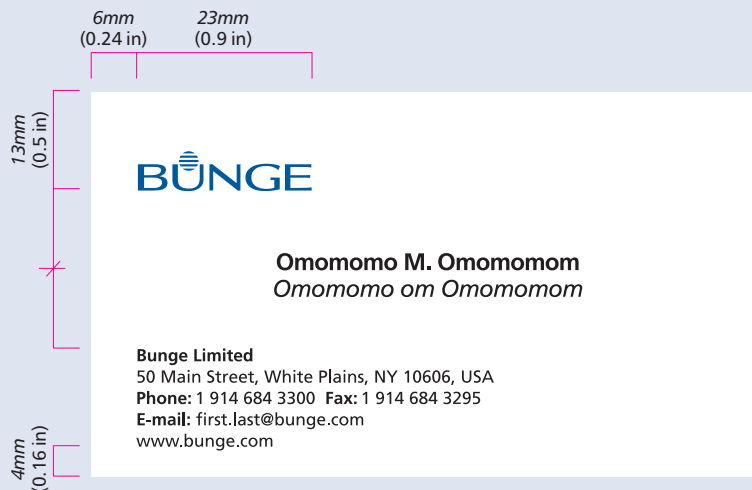
Sincerely,

Omomomo M. Omomomom
Omomomo om Omomomom

Bunge Limited
50 Main Street, White Plains, NY 10606, USA
Phone: 1 914 684 3300 **Fax:** 1 914 684 3295
www.bunge.com

3.2. Business cards

· 2.0 in x 3.5 in format
  (51 mm x 89 mm)
· Offset printing in two match
  colors, 100% intensity:
  PANTONE® blue 294 (Bunge
  logo) and black (contact
  information)
· White Opaline paper, 180g,
  is recommended.
· Do not add other information
  besides name, position, company
  name, address, phone & fax
  numbers, e-mail address and
  Web site.
· The name should be printed in
  Frutiger Bold 9.
· The position should be printed in
  Frutiger Light Italic 9, 10 pt line
  space in relation to name.
· The address should be printed in
  Frutiger Light 6.5, 8 pt line space.
· Bunge Limited and the words
  phone, fax and e-mail should be
  printed in Frutiger Bold 6.5, 8 pt
  line space.
· Maximum line count for Bunge
  name and contact information
  is 6.
· Do not use the following graphic
  techniques: high or low relief,
  watermark.

6mm
(0.24 in)

23mm
(0.9 in)

13mm
(0.5 in)

4mm
(0.16 in)

BUNGE

Omomomo M. Omomomom
Omomomo om Omomomom

Bunge Limited
50 Main Street, White Plains, NY 10606, USA
Phone: 1 914 684 3300 **Fax:** 1 914 684 3295
E-mail: first.last@bunge.com
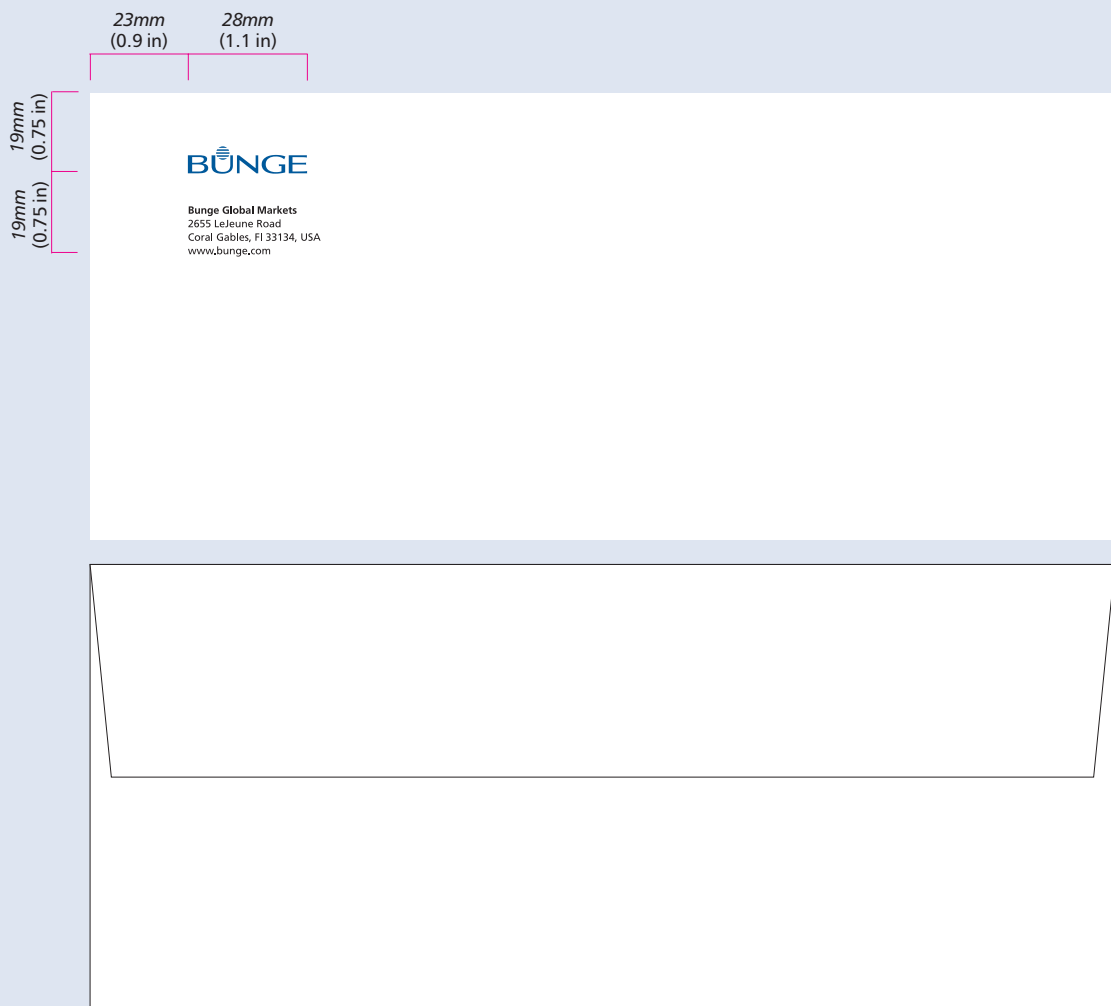www.bunge.com

3.4. Letter-size envelope

· 4.125 in x 9.5 in (folded)
  (105 mm x 241 mm)
· Offset printing in two match
  colors, 100% intensity: PANTONE®
  blue 294 (Bunge logo) and black
  (contact information)
· White offset paper, 150g, is
  recommended.
· The address and Web site should
  be printed in Frutiger Light 7, 9 pt
  line space.
· Bunge Limited should be printed
  in Frutiger Bold 7, 9 pt line space.

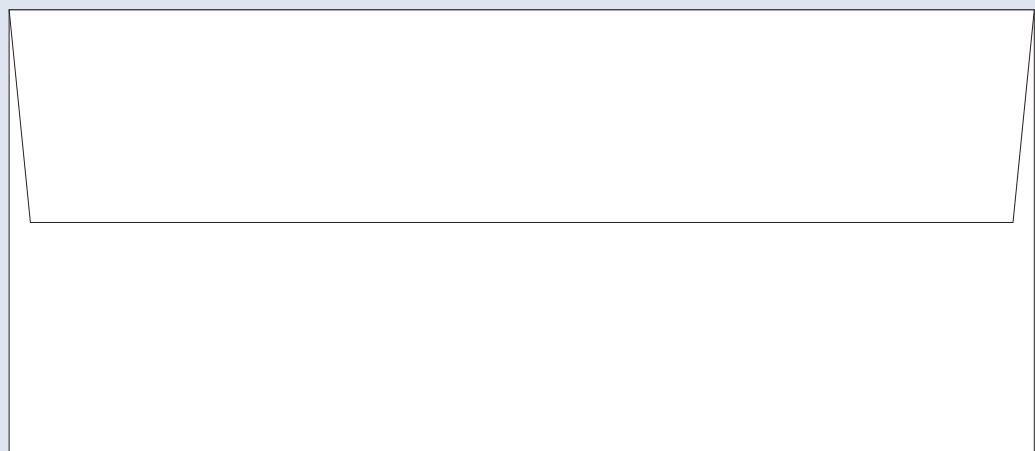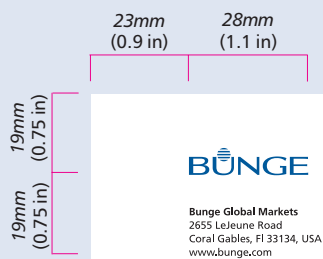*Use a standard square envelope
flap as seen in illustration.*

23mm (0.9 in)   28mm (1.1 in)

19mm (0.75 in)
19mm (0.75 in)

BUNGE

Bunge Global Markets
2655 LeJeune Road
Coral Gables, Fl 33134, USA
www.bunge.com

3.5. Invoice envelope

. 4.125 in x 9.5 in (folded)
  (105 mm x 241 mm)
. Offset printing in two special
  colors, 100% intensity:
  PANTONE® blue 294 (corporate
  signature) and black (addressing).
. It is recommendable to use white
  offset paper, 150g.
. The address and Web site should
  be printed in Frutiger Light 7, 9 pt
  line space. The company name
  should be in bold.

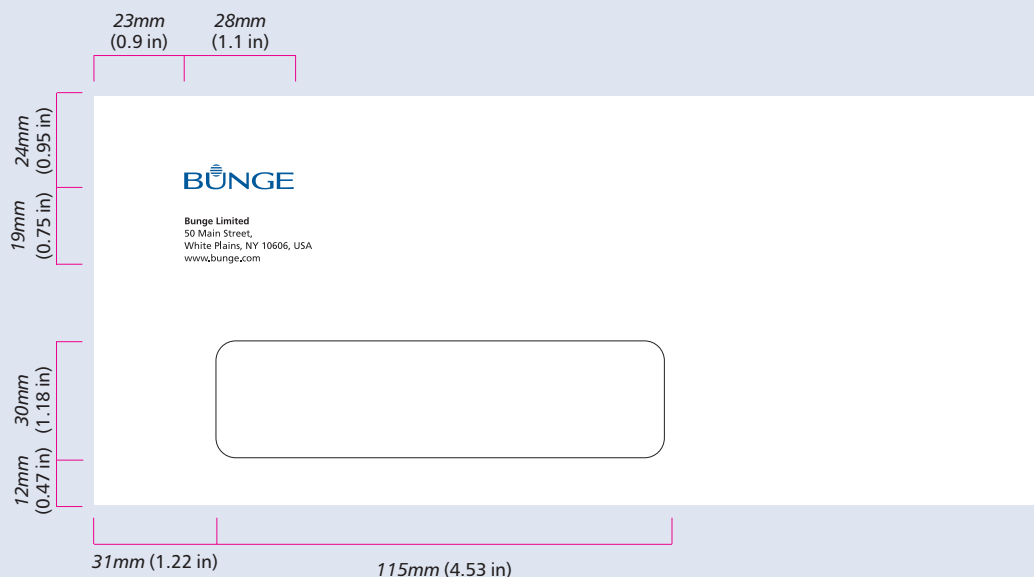*Use a standard square envelope
flap as seen in illustration.*

23mm
(0.9 in)

28mm
(1.1 in)

19mm
(0.75 in)

19mm
(0.75 in)

BUNGE

Bunge Global Markets
2655 LeJeune Road
Coral Gables, Fl 33134, USA
www.bunge.com

3.6. Invoice envelope with window

. 4.125 in x 9.5 in (folded)
 (105 mm x 241 mm)
. Offset printing in two
 special colors, 100%
 intensity: PANTONE® blue
 294 (corporate signature)
 and black (addressing).
. It is recommendable to use
 white offset paper, 150g.
. The address and Web site
 should be printed in
 Frutiger Light 7, 9 pt line
 space. The company name
 should be in bold.
. Window material:
 30 μ (micra) polypropylene,
 27g per m^2.
. Reserve at least 7 mm (0.28
 in.) around the extremity
 for gluing.

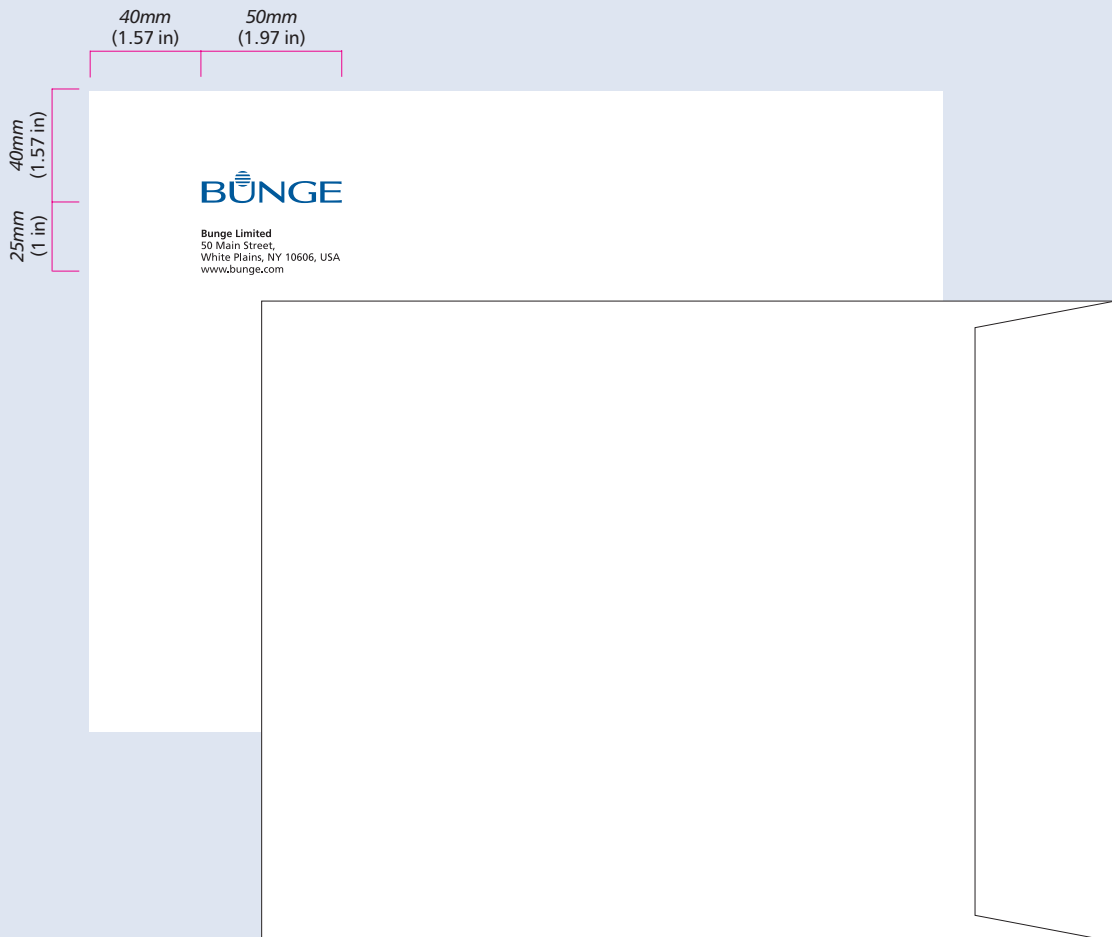*Use a standard square
envelope flap.*

23mm (0.9 in)   28mm (1.1 in)

24mm (0.95 in)
19mm (0.75 in)

BUNGE

Bunge Limited
50 Main Street,
White Plains, NY 10606, USA
www.bunge.com

30mm (1.18 in)
12mm (0.47 in)

31mm (1.22 in)   115mm (4.53 in)

3.7. Large envelope

· 9.0 in x 12.0 in (folded)
  (229 mm x 305 mm)
· Offset printing in two match
  colors, 100% intensity:
  PANTONE® blue 294
  (Bunge logo) and black
  (contact information)
· White offset paper, 150g,
  is recommended.
· The address and Web site
  should be printed in
  Frutiger Light 10, 12 pt
  line space.
· Bunge Limited should be
  printed in Frutiger Bold 10,
  12 pt line space.

*Use a standard square
envelope flap as seen
in illustration.*

40mm
(1.57 in)

50mm
(1.97 in)

40mm
(1.57 in)

25mm
(1 in)

BUNGE

Bunge Limited
50 Main Street,
White Plains, NY 10606, USA
www.bunge.com

25mm (1 in)   *44mm* (1.73 in)

25mm (1 in)

28mm (1.1 in)

BUNGE

FACSIMILE TRANSMITTAL SHEET

Date:

To:

Fax:

From:

Total no. of pages including cover:

Confidentiality Note: The documents accompanying this facsimile transmission may contain confidential or privileged information from Bunge Limited. This information is intended for use by the individual or entity named on this transmission sheet. If you are not the intended recipient, be aware that any disclosure, copying, distribution or use the contents of this information is prohibited. If you have received this facsimile in error, please notify us by telephone immediately so that we can arrange retrieval of the faxed documents.

Bunge Limited
50 Main Street, White Plains, New York 10606 USA
Phone: 1 914 684 3300   **Fax:** 1 914 684-3295
www.bunge.com

3.8. Fax cover sheet

. Letter format
8.5 in x 11 in
(215 mm x 280 mm)
. Do not add other
information besides
company name, address,
phone & fax numbers and
Web site.
. Recommended typeface
used for the Bunge fax
template is Frutiger Light
and Frutiger Bold.
. The words Facsimile
Transmittal Sheet,
should be printed in
Frutiger Bold 9
. The sender information,
should be printed in
Frutiger Light 11, 25 pt
line space.
. The words Confidentiality
Note, should be printed in
Frutiger Bold 8.5, 10 pt
line space.
. The address should be
printed in Frutiger Light 11,
13 pt line space.
. The company name, phone
and fax should be printed
in Frutiger Bold 11, 13 pt
line space.
. If Frutiger is not available,
Arial and Arial Bold may
be used.

25mm (1 in)   44mm (1.73 in)

25mm (1 in)

28mm
(1.1 in)

BUNGE

INTERNAL MEMO

Date:

To:

From:

Bunge Limited
50 Main Street, White Plains, New York 10606 USA
Phone: 1 914 684 3300   **Fax:** 1 914 684 3295
www.bunge.com

3.9. Internal memo

. Letter format
8.5 in x 11 in
(215 mm x 280 mm)
. Do not add other
information besides
company name, address,
phone & fax numbers and
Web site.
. Recommended typeface
used for the Bunge fax
template is Frutiger Light
and Frutiger Bold.
. The words Internal memo,
should be printed in
Frutiger Bold 9
. The sender information,
should be printed in
Frutiger Light 11, 25 pt line
space.
. The address should be
printed in Frutiger Light 11,
13 pt line space.
. The company name, phone
and fax should be printed
in Frutiger Bold 11,
13 pt line space.
. If Frutiger is not available,
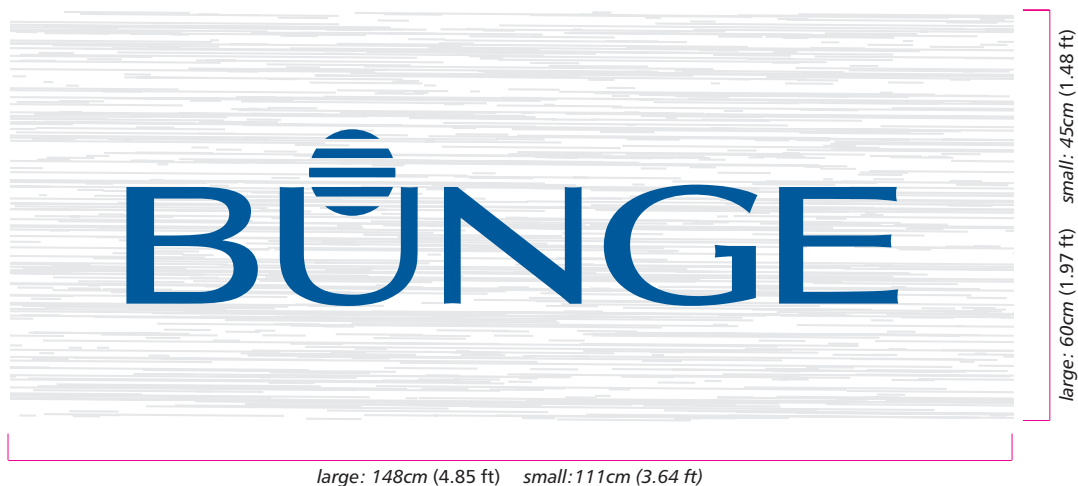Arial and Arial Bold may
be used.
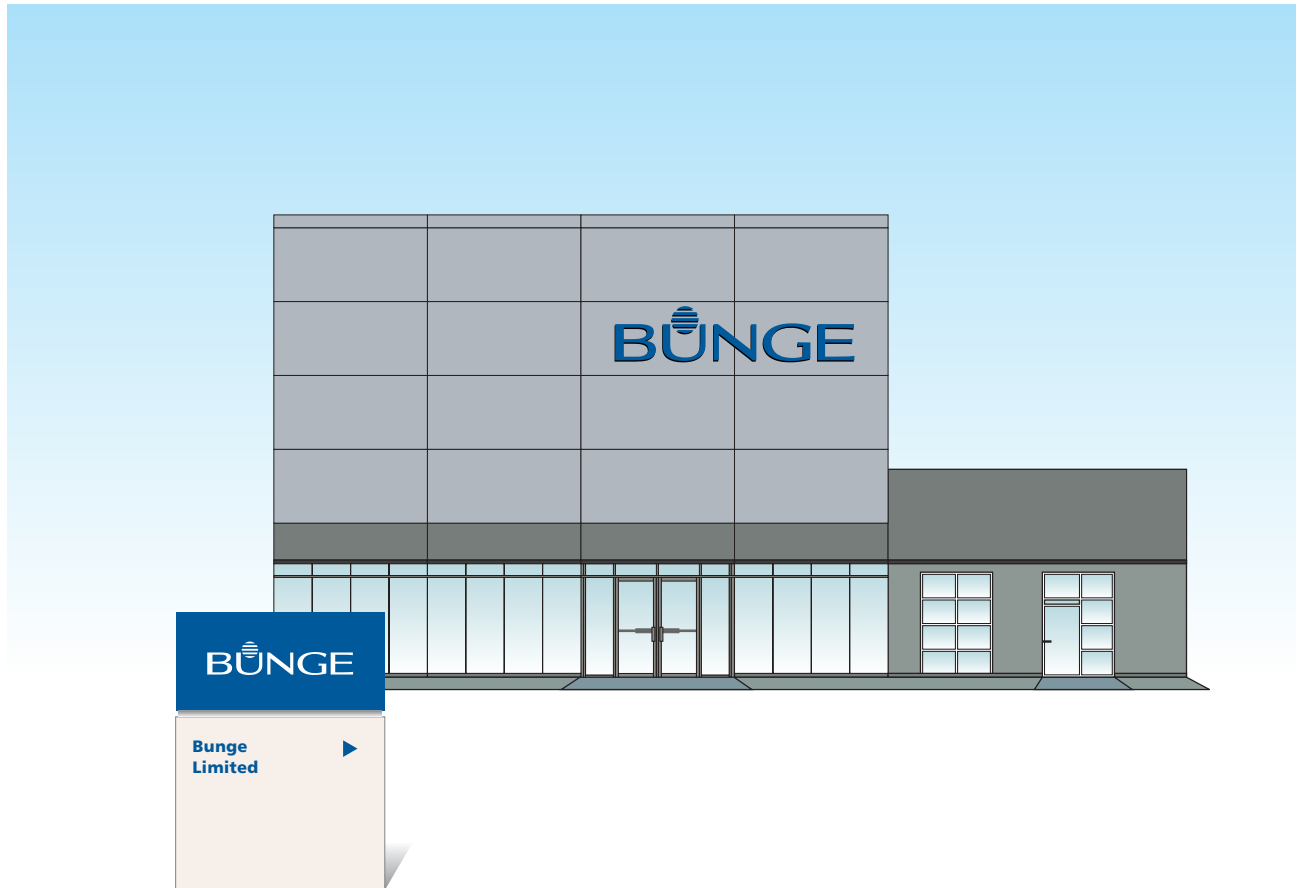
4.1. Exterior signage

The background color for exterior signage may be PANTONE® 427 gray (equivalent to 11% black), white or Bunge Standard Blue.

1.5 y

y

y

y   y

small: 45cm (1.48 ft)

large: 60cm (1.97 ft)

large: 148cm (4.85 ft)   *small:111cm (3.64 ft)*

4.2. Reception desk placards

Reception desk placards used at the reception desk of corporate headquarters should contain the Bunge logo. Reception desks of operating company headquarters, manufacturing plants, logistical facilities, sales offices and other satellite offices should consult chapter seven for use guidelines.

Placards may be made of acrylic or brushed steel and can have dimensions of .60 cm x 148 cm (1.97 ft. x 4.85 ft) or .45 cm x 111 cm (1.48 ft x 3.64 ft).

4.3. Flags

The flag should be used sparingly and is reserved for ceremonial purposes. Flagpole height and placement among other flags (commercial and political) varies from country to country. Consult a local government representative.

Outdoor usage: In general, flag dimensions should be between one-fifth and one-seventh of the height of the flagpole.

. Flag should measure 4 feet x 6 feet for flagpoles 20 to 30 feet.

. Flag should measure 6 feet x 8 feet for flagpoles 30 to 40 feet high.

Indoor usage:

. Flag should measure 3 feet x 4 feet.

BUNGE

y

y

y

y