

Celebrating Our History and Our Future

Farm Credit

BRAND GUIDELINES



Brand Guidelines

- 6** *The BioStar*
- 8** *Farm Credit Primary Logo*
- 9** *Farm Credit Secondary Logo*
- 10** *Clear Space*
- 10** *Minimum Size*
- 11** *Using the BioStar with Other Entities*
- 12** *Using the BioStar with Long Entity Names*
- 13** *Farm Credit Affiliation Marks*
- 14** *Using the Social Media Lockup*
- 15** *Typography*
- 16** *Color Palette*
- 17** *Photography and Image Tonality*

INTRODUCTION



FOR 100 YEARS, Farm Credit has supported rural communities and agriculture with reliable, consistent credit and financial services, and we'll be here tomorrow.

For nearly 100 years, Farm Credit has provided sound and dependable credit services to agriculture and rural America. And as America continues to grow, Farm Credit will be there, giving American farmers and their families the tools to make sure they continue to thrive. Farm Credit's brand has been built over these 100 years of service to agriculture and rural America. It embodies the strength of our commitment and the depth of our expertise.

A brand is much more than a logo, it's the reputation we've built over many years. It's the sum of all the tangible and intangible characteristics that make Farm Credit unique, encompassing the services we deliver, the ways we connect with our constituents, the messages we communicate and the look of our marketing materials. Each of these ongoing actions continually shape our audiences' perceptions of Farm Credit, and our brand.

Our brand identity is the face and personality we present publicly. Our identity is the total effect of our logos, advertising, websites, brochures, newsletters, stationery—everything that represents us. By consistently putting forth a unified image to the public, we bring value, prominence and awareness to Farm Credit.

These guidelines provide the specifications needed to maintain the integrity and the consistency of the Farm Credit brand identity and our program brands, including Farm Credit 100. Adherence to these standards by everyone at Farm Credit will ensure that our reputation remains strong and that our rights to exclusively use the BioStar and other program assets are protected.

These guidelines should be used by all who produce Farm Credit communications. These guidelines do not cover every design application, but do provide guidance to address most corporate identity situations. Along with consistent application of these standards, good design principles and effective communication practices will help contribute to strengthening the Farm Credit brand.

THE BIOSTAR

The central element of the Farm Credit's brand identity is the BioStar. It was designed to portray Farm Credit as a strong, unified national network ready to meet the challenges of a changing and competitive financial industry.

The BioStar is a symbol of progress and commitment consisting of five visual elements: three leaves, a root system and a star. The leaves represent the three types of lending done by the Farm Credit System – long-term, intermediate-term and short-term. The roots represent our member-borrowers, and the star represents light and direction. The BioStar is used in the national logo and many System entity logos, and can also be used on its own as a graphic element.

REGISTERED SERVICE MARK

The BioStar is a registered service mark in the U.S. Patent and Trademark Office (registered July 1987) and is owned by the Farm Credit Council on behalf of the Farm Credit System. All System entities are authorized to use the BioStar. It is not necessary or permissible for System entities to separately register the BioStar, including but not limited to registration of the BioStar in conjunction with another symbol or name. System entities may also authorize, in writing, the use of the BioStar by third parties (such as alliance partners and vendors) within their chartered territories. Use of the BioStar on a national scale requires authorization by the Reputation Management Program staff. No third party may be authorized to use the BioStar to represent its own products or services outside the System. Each System entity is responsible for ensuring that third-party use of the BioStar is appropriate and consistent with the Brand Guidelines. The Brand Guidelines regarding use of the BioStar must be adhered to in order to avoid the risk of diminishing the strength of the BioStar registration, and thereby the exclusive right of the System to use it. The Farm Credit tagline, "Lending support to rural America," is registered in the U.S. Patent and Trademark Office and is owned by the Farm Credit Council on behalf of the Farm Credit System.

EXCEPTIONS

When space is limited, for example on smaller specialty items and wearables, it is permissible to separate the BioStar from the typography, Farm Credit. To help maintain the integrity of the BioStar and to ensure it is legible at all sizes, two versions are available. See Minimum Size, page 33.

BIOSTAR GREEN



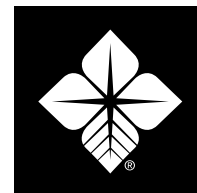
REVERSED WHITE



BLACK



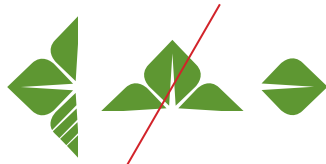
REVERSED WHITE



INCORRECT USE OF THE BIOSTAR

Below are just a few examples to illustrate incorrect use of the BioStar. The individual elements of the BioStar must always appear together. Do not separate elements, turn or split the BioStar horizontally or vertically. Do not alter the BioStar leaves or distort the BioStar proportions. Do not outline individual elements of the BioStar or encircle or enclose it within other shapes. Do not fill the BioStar with patterns, photos, gradients or with colors other than those listed above. Do not include other elements within, directly adjacent to or on top of the BioStar.

DO NOT SEPARATE ELEMENTS
OR CROP THE BIOSTAR



DO NOT ALTER THE BIOSTAR LEAVES



DO NOT DISTORT THE BIOSTAR



DO NOT TURN OR FLIP THE BIOSTAR



DO NOT ENCLOSE THE BIOSTAR
WITHIN OTHER SHAPES



DO NOT PRINT THE BIOSTAR
IN TINTS OF GREEN



DO NOT FILL OR OUTLINE THE BIOSTAR
WITH PATTERNS OR PHOTOS



DO NOT FILL THE BIOSTAR WITH OTHER COLORS



DO NOT INCLUDE OTHER ELEMENTS
ON THE BIOSTAR



FARM CREDIT PRIMARY LOGO

The primary national Farm Credit logo is horizontal and should always appear as shown below, with the BioStar positioned on the left and the Farm Credit typography to the right. The registered trademark symbol ® should be included at the bottom right of the BioStar.

TWO-COLOR LOGO



TWO-COLOR LOGO REVERSED



ONE-COLOR LOGO (BLACK)



ONE-COLOR LOGO REVERSED (WHITE)



INCORRECT USE OF THE PRIMARY LOGO

Following are a few examples to illustrate incorrect use of the horizontal logo. The logo elements must always appear in the correct position. Do not change the configuration. Do not outline, encircle or enclose it within other shapes. Do not fill the logo with gradients, patterns or with colors other than those used above. Do not include other elements within, directly adjacent to or on top of the logo. The BioStar should not appear on the right-hand side of the logo.

DO NOT CHANGE THE CONFIGURATION
OF THE ELEMENTS OF THE LOGO



DO NOT OUTLINE, ENCIRCLE OR
ENCLOSE IT WITHIN OTHER SHAPES



DO NOT FILL THE LOGO WITH
GRADIENTS OR PATTERNS



DO NOT FILL THE LOGO WITH OTHER COLORS



FARM CREDIT SECONDARY LOGO

The Farm Credit vertical logo should always appear stacked, as shown below. The BioStar should be positioned on the top with Farm Credit underneath. The registered trademark symbol ® should be included at the bottom right of the BioStar.

TWO-COLOR LOGO



TWO-COLOR LOGO REVERSED



LOGO (BLACK)



LOGO REVERSED (WHITE)



INCORRECT USE OF THE SECONDARY LOGO

Following are just a few examples to illustrate incorrect use of the vertical logo. The logo elements must always appear in the correct position. Do not change the configuration. Do not outline, encircle or enclose it within other shapes. Do not fill the logo with gradients, patterns or with colors other than those used above. Do not include other elements within, directly adjacent to or on top of the logo. The BioStar should not appear on the right-hand side of the logo.

DO NOT CHANGE THE
LOGO CONFIGURATION



DO NOT OUTLINE, ENCIRCLE OR
ENCLOSE IT WITHIN OTHER SHAPES



DO NOT FILL THE LOGO WITH
GRADIENTS OR PATTERNS

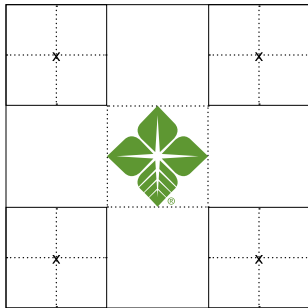


DO NOT FILL THE LOGO
WITH OTHER COLORS



CLEAR SPACE

Whether using the BioStar alone or along with the Farm Credit brand name, clear space needs to be maintained around the elements. This clear space equals the height of the “BioStar” in the Farm Credit logo type. This will ensure the prominence and clarity of the Farm Credit logo and the BioStar.



MINIMUM SIZE

The BioStar’s minimum size, when used alone or in the Farm Credit logo, is one-fourth inch in height and width. To help maintain the integrity of the BioStar and to ensure it is legible at all sizes, two versions are available. The small version features a more open root system that maintains its integrity when reproduced at smaller sizes, from one inch down to the minimum of one-fourth inch. For needs larger than one inch, the large version should be used. Below are examples of the small and large versions of the BioStar.



SMALL VERSION OF BIOSTAR (ONE INCH DOWN TO A MINIMUM OF ONE-FOURTH INCH)



VERSION OF BIOSTAR (ONE INCH AND OVER)



USING THE BIOSTAR WITH OTHER ENTITIES

Logos can be created by combining the BioStar with an entity name, with the BioStar positioned to the left of the name. The entity name should always appear in Farm Credit's primary font, Trajan Bold. For the horizontal format, the name should be centered with the right leaf of the BioStar. For the vertical format, the name should be centered under the BioStar.

For the horizontal format, subparts of names should appear below the primary name, left justified, and aligned with the first letter of the primary name. For the vertical format, subparts of names should be centered under the entity name. Subparts should always appear in Myriad Pro.

HORIZONTAL FORMAT



VERTICAL FORMAT



HORIZONTAL FORMAT CORRECT USAGE EXAMPLE



VERTICAL FORMAT CORRECT USAGE EXAMPLE



USING THE BIOSTAR WITH LONG ENTITY NAMES

Entities with longer names may find it challenging to use a horizontal format logo. In these instances, it may be preferable to use the vertical logo format as either the primary format or the only format of the logo. Entities with names longer than 20 characters are strongly advised to consider this option. Deciding on the logo format should be the first decision of a rebranding effort. If your entity would like assistance creating your logo, please email ask@farmcredit.com.

VERTICAL FORMAT CORRECT USAGE EXAMPLE



DO NOT INCLUDE THE SUBPART OF NAME
ON THE FIRST LINE WITH THE PRIMARY NAME



DO NOT INCLUDE THE SUBPART OF NAME
ON THE FIRST LINE WITH THE PRIMARY NAME



DO NOT INCLUDE THE SUBPART OF NAME
IN THE SAME FONT AS THE PRIMARY NAME
EVEN IF IT IS IN A SMALLER SIZE



DO NOT INCLUDE THE SUBPART OF NAME
IN THE SAME FONT AS THE PRIMARY NAME



DO NOT EXPAND THE SUBPART OF NAME
ACROSS THE LENGTH OF THE PRIMARY NAME



DO NOT EXPAND THE SUBPART OF NAME
ACROSS THE LENGTH OF THE PRIMARY NAME



DO NOT INCLUDE THE SUBPART OF NAME
IN ANY FONT OTHER THAN MYRIAD PRO



DO NOT INCLUDE THE SUBPART OF NAME
IN ANY FONT OTHER THAN MYRIAD PRO



FARM CREDIT SYSTEM AFFILIATION MARKS

To raise awareness and connectivity, entities are encouraged to use the affiliation mark “Proud Member” even if their logo does not adhere to these national brand standards. The affiliation mark can be used on websites, in advertising, social media, presentations and print collateral. The affiliation mark is available in both horizontal and vertical formats and can be swapped out with your organization’s approved color palette so that it complements existing communication materials.

HORIZONTAL FORMAT
(TWO-COLOR LOGO)



HORIZONTAL FORMAT
(ONE-COLOR LOGO)



This format can be used in the footer of a website.

VERTICAL FORMAT
(TWO-COLOR LOGO)

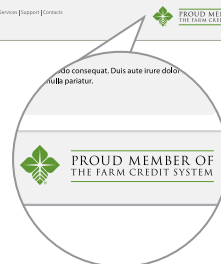
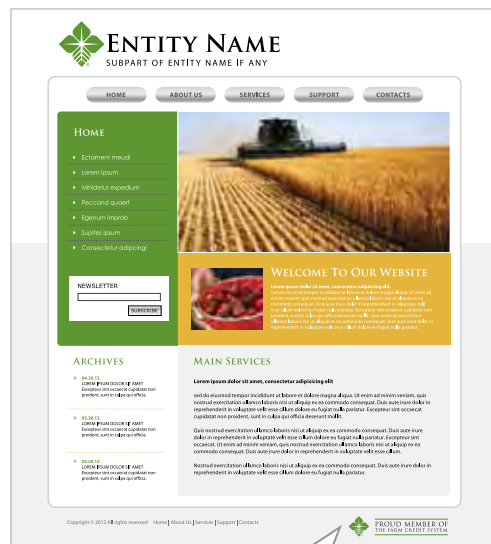


VERTICAL FORMAT
(ONE-COLOR LOGO)



This format can be used in a column of a website.

SAMPLE PLACEMENT OF
HORIZONTAL FORMAT ON WEBSITE



For local product lines or program branding, especially when more than one Farm Credit organization is included, entities are encouraged to incorporate the affiliation mark, “By Farm Credit.” See below for examples. Either version can be used to work best with the existing website or collateral.

TWO-COLOR VERSION

BY FARM CREDIT

ONE-COLOR VERSION

BY FARM CREDIT

SAMPLE WITH LOGO AND AFFILIATION



USING THE SOCIAL MEDIA LOCKUP

The lockup may be used on either a white, green or photo background.

SOCIAL MEDIA LOCKUP ON WHITE BACKGROUND



SOCIAL MEDIA LOCKUP REVERSED



SAMPLE SOCIAL MEDIA LOCKUP POSITIONING



CUSTOMIZING THE SOCIAL MEDIA LOCKUP

The social media lockup can be customized to reflect the four most-used social media channels. Using the most current version of the Farm Credit social media lockup as the base, then change out the social media icons to match your social media program.

CUSTOM SOCIAL MEDIA LOCKUP ON WHITE BACKGROUND



CUSTOM SOCIAL MEDIA LOCKUP REVERSED



TYPOGRAPHY

Typography is an important part of the Farm Credit brand. The primary font is Trajan Pro Bold, a serif-style font chosen because it is strong, simple and contemporary without being casual. To protect the integrity of our brand, the font must never be altered or replaced by any other font. Myriad Pro is the secondary font to be used for subpart names, taglines and domain names.

PRINTED MATERIALS

For visual consistency and to strengthen the Farm Credit brand, System entities should use the following fonts in all printed material, including advertisements, publications, brochures and other collateral materials.

HEADLINES

TRAJAN PRO REGULAR
TRAJAN PRO BOLD

Futura Bold (ad headlines)

ENTITY NAMES, SUBHEADS AND BODY COPY

Myriad Pro Light

Futura Light
Futura Light Oblique

Brandon Grotesque Light
Brandon Grotesque Light

Myriad Pro Regular
Myriad Pro Regular

Futura Book
Futura Book Oblique

Brandon Grotesque Regular
Brandon Regular Italic

Myriad Pro Semi
Myriad Pro Semi Italic

Futura Medium
Futura Medium Oblique

Brandon Grotesque Light
Brandon Medium Light

Myriad Pro Bold
Myriad Pro Bold Italic

Futura Bold
Futura Bold Oblique

Brandon Grotesque Bold
Brandon Bold Italic

DIGITAL / ONLINE

Web browsers have limited ability to reproduce fonts, so Farm Credit's brand standards include different fonts for use in digital applications: Trajan Pro Bold is used for headlines, with Georgia Bold as an alternative; Myriad Pro Bold is used for subheads (Helvetica Bold, Arial Bold, Sans-Serif Bold, in that order, can be used as alternatives). Georgia is the secondary web font and is used for body copy.

ENTITY NAMES OR HEADLINES

TRAJAN PRO REGULAR
TRAJAN PRO BOLD

ENTITY NAMES, SUBHEADS AND BODY COPY

Myriad Pro Light

Georgia Regular
Georgia Italic

GEORGIA (ALTERNATIVE)

Myriad Pro Regular
Myriad Pro Regular

Georgia Bold
Georgia Bold Italic

Myriad Pro Semi
Myriad Pro Semi Italic

Myriad Pro Bold
Myriad Pro Bold Italic

COLOR PALETTE

BioStar green is the primary brand color. This color can be presented as PMS 370 or equivalent CMYK or HEX colors. Black and white are also primary colors. Background and accent colors are shown below and are used to support the primary colors.

PRIMARY COLORS



PANTONE® 370
C64 M5 Y100 K24
R91 G143 B34
HEX: 5B8F22



WHITE
C0 M0 Y0 K0
R255 G255 B255
HEX: FFFFFFFF



BLACK
C0 M0 Y0 K100
R0 G0 B0
HEX: 1E1E1E

BACKGROUND COLORS



PANTONE® 579
C23 M1 Y37 K2
R193 G213 B159
HEX: C1D59F



PANTONE® 614
C3 M2 Y29 K3
R235 G231 B197
HEX: EBE7C5



PANTONE® 427
C7 M3 Y4 K8
R209 G212 B211
HEX: D1D4D3

ACCENT COLORS



PANTONE® 540
C100 M57 Y12 K61
R0 G51 B89
HEX: 003359



PANTONE® 463
C17 M52 Y87 K63
R108 G77 B35
HEX: 6C4D23



PANTONE® 159
C1 M74 Y100 K7
R199 G91 B18
HEX: C75B12

PHOTOGRAPHY AND IMAGE TONALITY

Entities are encouraged to use photography that is natural, realistic and professionally shot. In an effort to represent diverse geography and producers, images should be true to the region and as authentic as possible. The examples provided are a general guide of the types of photos that fit within the brand standards.





