



# Brand Architecture Guidelines

**syngenta**<sup>®</sup>

December 2010



TM

# Brand architecture guidelines

## Introduction

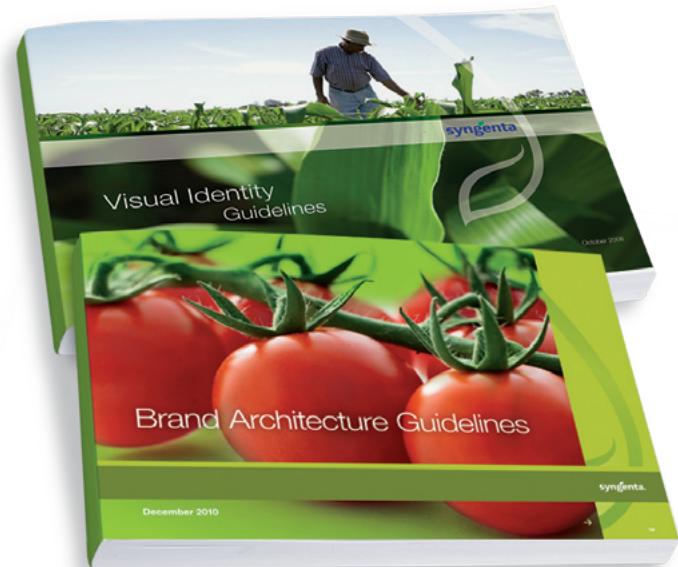
Our brand is built around our purpose, values and deep understanding of plants. It helps us to stand up for what we believe, claim our role in society, and better meet our customers' challenges.

A strong Syngenta brand leverages our collective strength and builds our desired reputation. In 2008, we introduced a refreshed Syngenta corporate visual identity. Consistently applied, its unique look and feel enables higher brand recognition.

Our new brand architecture guidelines build on the Syngenta corporate visual identity. They provide a disciplined framework and unified visual approach, making a clear and inspired connection across all of our businesses and product brands. By demonstrating a clearer "Alliance" between our product brands and the Syngenta brand, our customers will be able to more easily recognise the quality they depend on to better meet their needs which in turn will build greater trust and loyalty.

Connecting our brands is another demonstration of our strong commitment to our customers and stakeholders. It represents an integral step towards building our brand, developing our reputation, and ensuring our freedom to operate.

Welcome to the new Syngenta brand architecture guidelines.



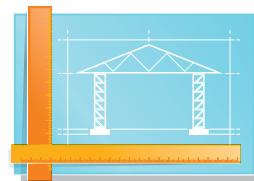
# Brand architecture guidelines

## What's this guide about?

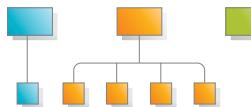
This guide provides an overview of the new Syngenta Brand architecture guidelines and explains in more detail the implementation of the Alliance design system.

### Brand architecture principles

Defines the inter-relationship, organisation and management of our brands



Brand architecture framework



Brand families



Alliance design system



Brand guidelines and tools

### Creating brand elements

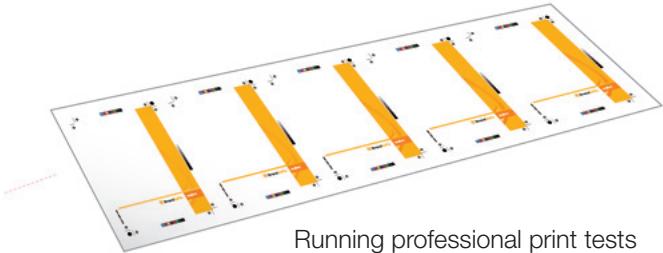
Describes the approach for the design and construction of new brand elements to deliver a consistent and quality execution across all our product brands



Creating a brand signature



Creating the Alliance frame



Running professional print tests

### Applying brand elements

Using common examples from different customer touch-points, the uniform application of brand elements is explained to enable a consistent and effective brand experience



Print and advertising



Packaging



Promotional items

# Brand architecture guidelines

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# Brand architecture guidelines

## How to use this guide

### Viewing

The guidelines are designed for on-screen viewing but can also be office printed. It is recommended to update Adobe Acrobat Reader® (version 6 or above is required) in order to avoid any potential usage problems. If not already installed on your computer please shop for the software through the online store (external partners can download the software for free at [www.adobe.com](http://www.adobe.com)).

To enable the best on-screen display in Adobe Reader®, please ensure the following:

1. Go to Edit / Preferences
2. Under 'Page Display', tick the box 'Smooth line art' and 'Smooth images'.

This will produce a much better result on-screen.

### Navigation

These guidelines are interactive to enable you to quickly access relevant sections:

[Back to main contents](#) ↴    [Back to section contents](#) ↪    [Go to previous page](#) ←    [Go to next page](#) →

The titles on contents pages are links: clicking on the title links directly to the corresponding page.

# Brand architecture principles

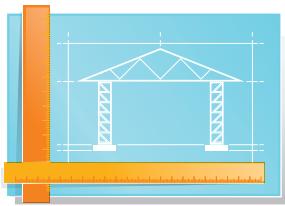


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# Brand architecture principles

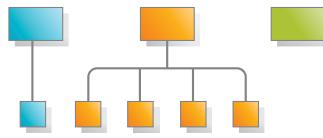
## What's this section about?

The four Syngenta brand architecture principles:



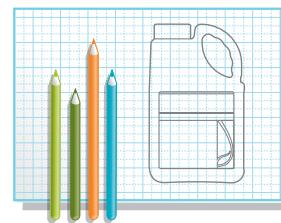
### Brand architecture framework

The relationship between our corporate and product brands is defined in order to maximize our overall brand potential.



### Brand families

A new approach to build stronger brand portfolios and improve our marketing return on investment.



### Alliance design system

A distinctive visual system consistently applied across all collateral that connects our product and corporate brands



### Brand guidelines and tools

The principles, tools and processes needed to create this consistent look and feel across all our product brands.

#### Brand architecture principles

Creating brand elements  
Applying brand elements



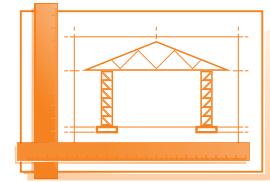
# Brand architecture principles

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127 **Glossary**

# Brand architecture framework



The brand architecture framework enables each business around the world to redefine their relationship to the corporate brand over time by using one consistent approach, so that they can move within the system according to their requirements.

Relationship to corporate brand	Description/Objectives	Corporate Brand	Crop Protection	Seeds	Lawn and Garden
Primary	Syngenta brand only One face to customers/stakeholders	<b>syngenta</b>		✓	
Shared*	Syngenta brand and new business Expand corporate equity into new strategic areas				✓
Endorsed	Brands endorsed by Syngenta Maximize brand potential		✓	✓	✓
Invisible**	Product brand only No visible relationship to corporate brand		✓	✓	✓

\* Exceptional cases, launch phase only: approval required by the global Brand Council.

Syngenta Flowers is currently in this shared relationship

\*\* For example brands sold by third parties

## Brand architecture principles

Creating brand elements

Applying brand elements

# Brand families



One major outcome of the new Syngenta brand architecture is a fresh approach to looking at how we bring new brands to market through the creation of brand families.

Building stronger brand families consistently throughout Syngenta will allow us to clarify our product offer, strengthen our brand portfolio, gain faster awareness in the market place and ultimately improve our return on investment. This approach has advantages for both our customer base and our business as a whole.

In essence a brand family is a group of product brands that share a common core promise. Sub-brands within a family will have a differentiated positioning, but also leverage the family core promise. When the core promise of a new product in development is not relevant to the targeted market segment a new stand-alone brand or new family is created.

## **“Soft brands”**

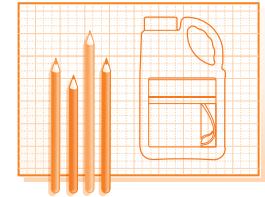
The brand architecture principles are also applied for “soft brands” such as marketing and product services. These brands will follow the same rules set out in the following chapters.

## **Brand architecture principles**

Creating brand elements  
Applying brand elements

# Alliance design system

A creative concept born from the idea of “Alliance”, the design system is a visual expression of collaboration and partnership between the Syngenta and product brands - where they meet a potent alliance is formed which also underpins our customer collaboration.



The Alliance design system consists of two key elements: the brand signature and the Alliance frame

The brand signature enables each of our brands to communicate an individual personality yet remain part of a uniform product brand portfolio. Navigation and differentiation is optimized through iconography, color and typography.

The Alliance frame is a unique visual system; it unites each brand signature with the Syngenta wordmark in a consistent and complementary relationship. Each product brand is impactful with its distinctive structure of color.

**Alliance frame and brand signature applied to product brand applications**



Print and advertising



Packaging



Promotional



## Brand architecture principles

Creating brand elements  
Applying brand elements

# Brand architecture guidelines and tools



Introducing our new brand architecture will require significant engagement, openness to new approaches and discipline to implement. These guidelines form an important foundation for the communication and training of the new Syngenta brand architecture principles and can be downloaded from the Brand Ambassador site. Transparent governance at the corporate and business level will be used to support a consistent implementation.



Key training tools (see examples below) exist to help ensure consistency of approach across all business units:

## Brand model

One major outcome of the new Syngenta brand architecture is a fresh approach to looking at how we bring new brands to market through the creation of brand families — see page 10. The Syngenta MaSE brand model is a structured and proven approach to brand building. It focuses on nine key steps in an iterative process to gain insights from analysis of the market and customer foundations of the brand. Benefits, personality and reasons to believe (that the brand foundations are built on) provide clarity on what makes this brand different and clearly positioned in the market.



## Decision trees

Specific decision trees exist to define the relationship to the Syngenta corporate brand and to help identify whether a new product launch will form part of an existing brand family or whether it will be a new brand.

## Brand architecture principles

Creating brand elements  
Applying brand elements

# Our brand

## A consistent approach

A consistent visual message across our corporate brand, businesses, and product brands will ensure stronger recognition and market differentiation around the world.



**syngenta.**



Corporate visual identity  
(for corporate communication)

Shared graphic elements

Alliance design system  
(for product brand communication)

### Brand architecture principles

Creating brand elements  
Applying brand elements

## Our brand

## A ‘one family’ vision

24,000 employees located around the world focused on our purpose, "Bringing plant potential to life" . . .

. . . consistently demonstrating:

- Our world-class science, generating a constant flow of innovation
  - Our global reach and experience, helping to deliver tailored solutions
  - Our commitment to working with customers, contributing to their success

... meeting the challenges of tomorrow . . . building trust . . . increasing customer loyalty

... and improving our freedom to operate



## Brand architecture principles

## Creating brand elements

## Applying brand elements

# Contact

For any questions on how to use these guidelines, on their content or about specific applications, please contact your local or regional coordinators or via the following:

For product brands affiliated with ‘Crop Protection’:

[ba.cp@syngenta.com](mailto:ba.cp@syngenta.com)

For product brands affiliated with ‘Lawn and Garden’:

[ba.lg@syngenta.com](mailto:ba.lg@syngenta.com)

For product brands affiliated with ‘Seeds’:

[ba.seeds@syngenta.com](mailto:ba.seeds@syngenta.com)

# Creating brand elements



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TM

# Creating brand elements

## What's this section about?

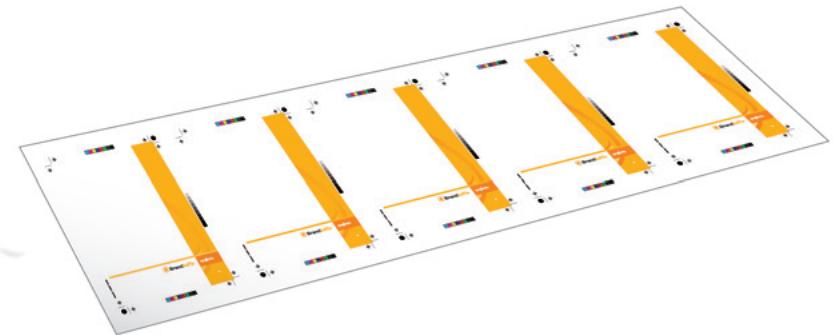
A step-by-step guide for creating the essential elements designed for individual product brands.



Creating a brand signature



Creating the Alliance frame



Running professional print tests

# Creating brand elements

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# Creating brand elements

## Alliance design system

Syngenta is aligning all of its product brands into a consistent visual style. Brought together by this consistent and unique system, these brands will be clearly perceived as Syngenta brands. This section describes, step-by-step, the process of creating the essential brand elements needed to express a new brand or to adapt an existing brand.

### Alliance design system

This unique visual system, is called the 'Alliance design system': it unites each brand signature with the Syngenta wordmark.

### Brand signature

The brand signature is the brand name and its identity: it is what the customers relate to and how they navigate through the brand portfolio.

### Alliance frame

The Alliance frames adapt to each of the three different areas of brand communication: print and advertising, packaging, and promotional material.

### The Alliance design system

Brand signature



### Alliance frames



Print and advertising



Packaging



Promotional

# Creating brand elements

## Description

The brand signature consists of two mandatory elements: the icon and the wordmark. Where relevant there can be a third element, the suffix.

The Alliance frame adapts to each of the three different areas of brand communication: print and advertising, packaging, and promotional material. In each case the Alliance frame is always shown in its entirety, it should never be broken up into separate elements, distorted or altered in any way.

Each Alliance frame is composed of the same elements:

- a Vertical bar
- b Purpose icon
- c Syngenta area
- d Syngenta wordmark
- e Horizon bar
- f Brand area (white part of the Horizon bar)
- g Brand signature

Promotional applications do not have a vertical bar or a purpose icon.

The Horizon bar consists of: the thin horizontal line in the primary brand color, the thick horizontal line which creates a white field into which the brand signature is placed (called the brand area) and the colored Syngenta area.

For each brand a primary and secondary color is chosen that both express the brand and aid recognition. They are used consistently across all applications.

Brand architecture principles

**Creating brand elements**

Applying brand elements

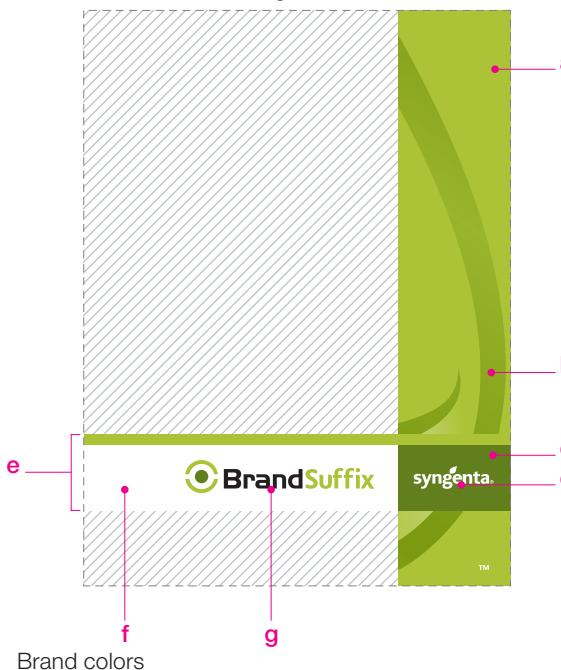
## The Alliance design system

Brand signature



## Alliance frames

### Print and advertising frame



### Packaging frame



### Promotional frame



Primary color      Secondary color

# Creating brand elements

## Typography Latin character sets

To help build a distinct style and a further level of protection for our brands specific fonts have been developed for use when creating brand signatures:

**Syngenta Handel Gothic®** and **Syngenta Veto®**.

The fonts for all signature elements are strictly defined:

**Wordmark:** Syngenta Handel Gothic Latin

**Suffix:** Syngenta Veto Latin

**Additional Information:** Syngenta Veto Latin

Details for purchasing and downloading the fonts from our provider's internet site can be found at [www.ci.syngenta.com](http://www.ci.syngenta.com). Users must ensure that they have a licensed copy of the fonts. The purchase of these fonts is a local cost.

### Fonts used for creating brand elements

Brand signature



Syngenta Handel Gothic Latin (Lynotype)

**Brand**

**A B C D E F G H I J K L M N O P Q R S T U V X Y Z**

**a b c d e f g h i j k l m n o p q r s t u v x y z**

**1 2 3 4 5 6 7 8 9 0 ! ? \$ % © ® ™ @ & [ ] ( )**

Syngenta Veto Latin (Lynotype)

**Suffix / Additional information**

**A B C D E F G H I J K L M N O P Q R S T U V X Y Z**

**a b c d e f g h i j k l m n o p q r s t u v x y z**

**1 2 3 4 5 6 7 8 9 0 ! ? \$ % © ® ™ @ & [ ] ( )**

# Creating brand elements

## Typography non-Latin character sets

Syngenta Handel Gothic and Syngenta Veto are available for the majority of language needs.

Details for purchasing and downloading the fonts from our provider's internet site can be found at [www.ci.syngenta.com](http://www.ci.syngenta.com). Users must ensure that they have a licensed copy of the fonts. The purchase of these fonts is a local cost.

### Fonts used for creating brand elements

Brand signature



Samples of non-Latin Syngenta fonts: Cyrillic

Top: **Syngenta Handel Gothic Cyrillic**  
Bottom: **Syngenta Veto Cyrillic**

АБВГДЕЖЗИЙКЛМНОРСТУФХЦЧШШъ<sup>ь</sup>  
АБВГДЕЖЗИЙКЛМНОРСТУФХЦЧШШъыъ

Samples of non-Latin Syngenta fonts: Simplified Chinese

Top: **DFP Zong Simplified Chinese Std W 7**   **DFP Yuan Yi Simplified Chinese Std W 9**  
Bottom: **Syngenta Handel Gothic**   **Syngenta Veto**

大江去浪淘千古流人物故西  
AaBbCcDdEeFfGgHhIiJj  
大江去浪淘千古流人物故西  
AaBbCcDdEeFfGgHhIiJj

# Creating brand elements

## Brand signature

# Creating a brand signature

## Introduction

Whether expressing a new brand or adapting an existing brand, the key visual signifier is the brand signature. This brand signature is both the brand's name and identity: it is what customers relate to and how they navigate through the brand portfolio. It encompasses the experiences and associations connected to the brand and its services.

It consists of two mandatory elements: the icon and the wordmark. Where relevant there can be a third element, the suffix. The wordmark is the name of the product brand. Together they create the brand signature which appears on all of the brand's communications and applications.

The input for the design of the brand signature takes its direction from the creative brief that is based on the output of the MaSE brand model.

The following pages will explain in detail how to create a brand signature.

### Brand signature

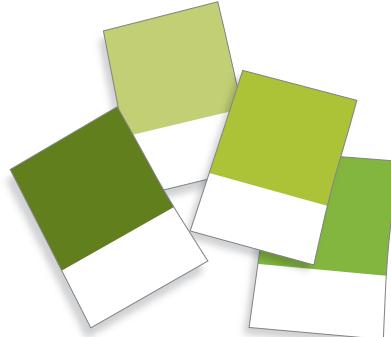


### Brand signature examples



# Creating a brand signature

Step-by-step process



① Choosing the brand colors



② Creating an icon

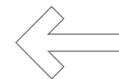
Brand

③ Creating a wordmark



 BrandSuffix

⑤ Assembling the brand signature



Suffix

④ Creating a suffix

# Creating a brand signature

## Step 1: choosing the brand colors

Color is a key element and a powerful asset in identifying a brand. A palette of colors needs to be defined for each individual brand (or sub-brand). As these colors play a major role in the Alliance design system attention to detail at this stage of the design process is important.

The primary and secondary colors are chosen to express the character and personality of the brand. These colors either drive differentiation (when navigation is most important) or provide more unity within a portfolio, depending on the business needs.

The primary color is the main color of the brand, the secondary color enhances it. Further colors can be added to the product brand palette as needed: either specifically requested in the design brief, or proposed by the design agency's creative solution. Together the palette should create a strong, positive and unique color combination that will be used across all of the brand's communications.

a Primary color

b Secondary color

The same brand color palette is used across all applications



# Creating a brand signature

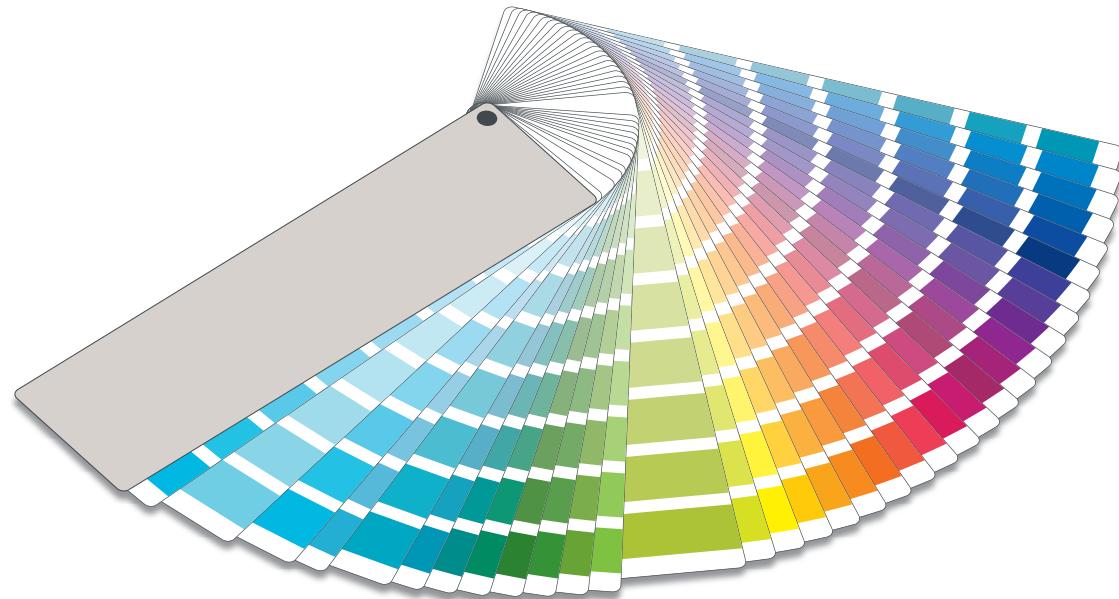
## Step 1: choosing the brand colors

### Primary color

Through consistent use the primary color will become strongly associated to the brand. Customers will immediately associate the color with the brand, "That's the green brand".

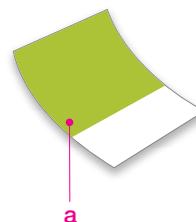
The primary color should be vibrant, bold, pure, not too dark, not too light. It should be legible against the white background on which it will sit and also be clearly distinct from black, as black is the wordmark color.

### Choosing primary color



a Primary color

b Secondary color



 **Brand**Suffix

# Creating a brand signature

## Step 1: choosing the brand colors

### Secondary color

A secondary color needs to be defined for each brand. Its role is to enhance the primary color, and the two together should create a strong, positive and unique color combination. The choice needs to take into account: (1) the secondary color can appear in the brand signature but this is not mandatory; and (2) it will be used as the background color to the white Syngenta wordmark in the Alliance frame – see ‘Creating the Alliance frame’ later in this section. This means that it should not be too light to ensure that the Syngenta wordmark is legible and clear.

### Additional colors

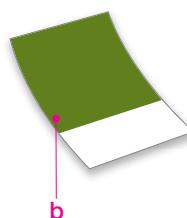
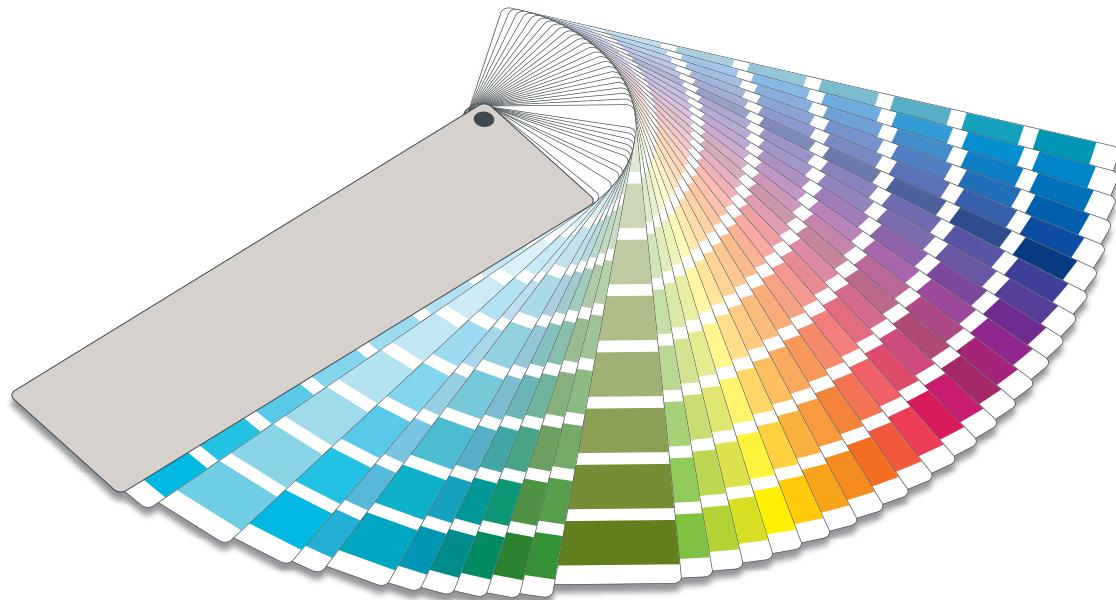
When creating a brand signature the primary and secondary colors must be used before additional colors are considered.

More colors may be included in the brand signature icon to refine its personality, however limiting the design to 2 colors is optimal for the printing of product packaging.

a Primary color

b Secondary color

### Choosing secondary color



**BrandSuffix**

# Creating a brand signature

## Step 1: choosing the brand colors

### Reproduction testing

The brand colors are used across a variety of applications and substrates. Different kinds of inks (Pantone® or 4-color process), print techniques and substrates will alter the appearance of a particular color. As brand colors have a very important role in brand recognition they need to be matched to appear as consistent as possible across all these applications.

Brand colors will need to be media tested across all potential applications and substrates making slight adjustments to each in order for them to appear visually consistent. Professionally printed tests on various substrates need to be organized in order to make a final color choice: 'Run professional print tests' later in this section provides guidance.

### Important points to check:

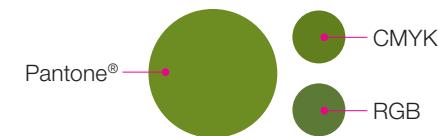
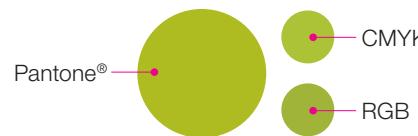
- visual consistency across various substrates
- how the primary and secondary colors work together

### Each brand color needs:

- a Pantone® color reference (coated)
- a 4-color process/CMYK breakdown (coated)
- a RGB breakdown for on-screen applications

Further colour references may be required for specific applications

### Matching color references to your Pantone® color



### Color examples across applications



Print and advertising  
(CMYK)



Packaging  
(Pantone®)



Web banner  
(RGB)

# Creating a brand signature

## Step 2: creating an icon

The role of the icon alongside the brand name is to enable faster recognition of a brand. According to business needs it can help to enhance differentiation or create more commonality within the same brand portfolio. The icon design takes its lead from the overall creative brief provided to the design agency and would normally be part of a larger branding brief, but special care and attention is imperative ensuring that it will communicate appropriately.

### Creative brief

The icon is a symbol which communicates a message. The brief should clarify the business goals of the brand, including its values, attributes, strengths and benefits. It should also provide an appraisal of the market in which it lives to ensure that the design will be both relevant and different.

### Graphic style

There is no particular 'Syngenta' graphic style for icons. The solution can be simple or complex in illustration style, whichever best expresses the brand.

Consider that more complex designs may impact on print and reproduction practicalities. Certain print methods will need a simpler graphic solution to ensure an effective, consistent and quality result.

Brand architecture principles

### Creating brand elements

Applying brand elements

### Designing the icon



Examples of different icons



Simple ← Printing difficulty → Complex

# Creating a brand signature

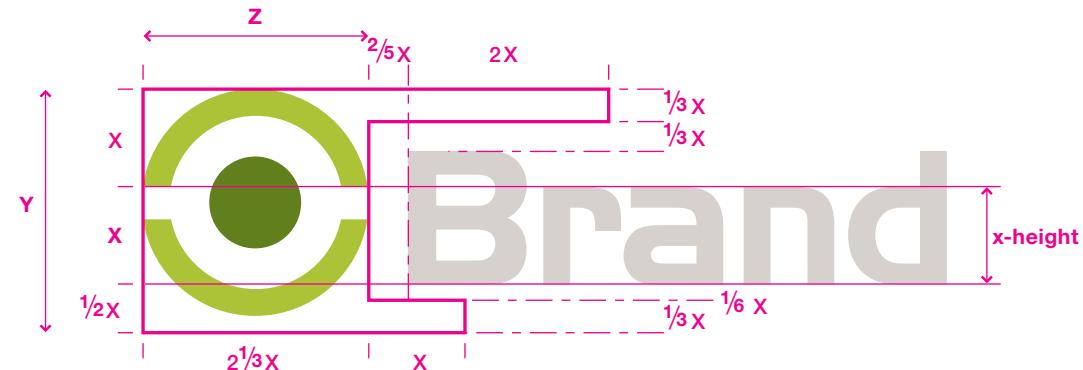
## Step 2: creating an icon

### Size and space

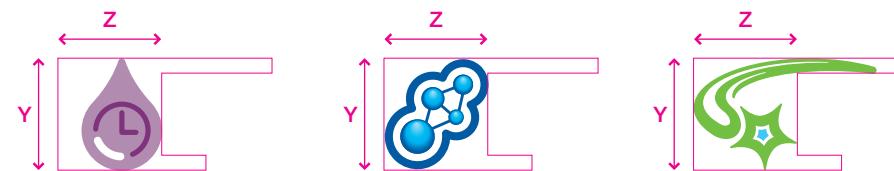
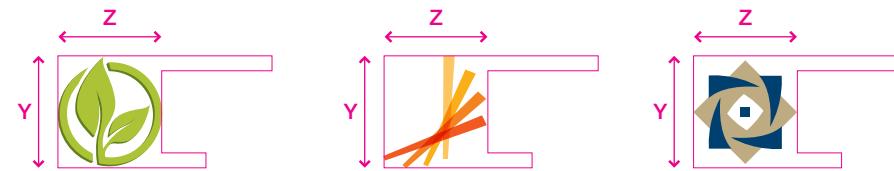
All icons must fit within the pre-defined space of the construction grid. This construction grid has been designed to accommodate different shapes, thus allowing for design diversity.

The icon does not need to fit into the whole of the available space, however, to ensure an appropriate visual balance of elements it should fit either the full height 'Y' or the full width 'Z' of the space. This is illustrated by the icons below right.

Icon construction grid



Examples of icon construction



# Creating a brand signature

## Step 2: creating an icon

### Color

The primary color should appear in the icon. As this color is one of the key identifiers for the brand (it will also be used for the suffix and appear strongly in the frame) it is important to consider its use in the icon carefully.

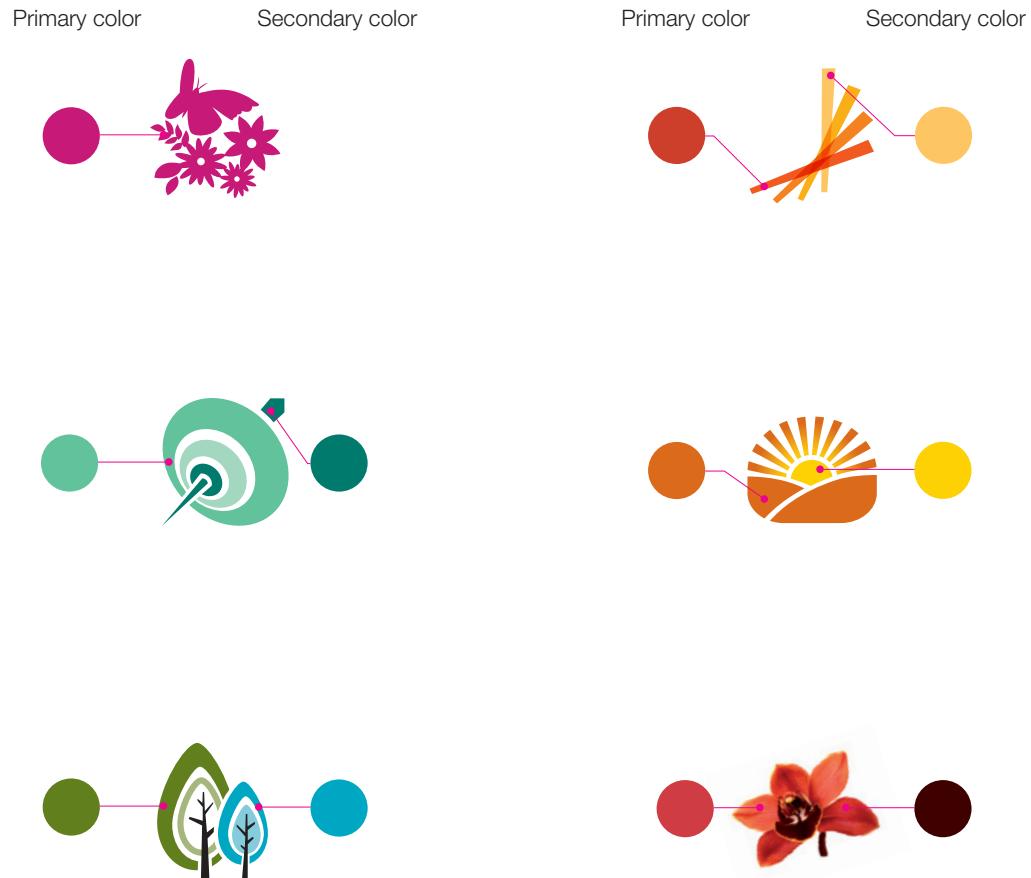
Black can be used minimally in the icon, for outlines, shadows and small details, but never as the pre-eminent color. This allows the icon to stand out and maximize impact and legibility for the whole brand signature.

Screen tints should be above 20%.

Black should never be the primary or secondary color in an icon.

Do not hesitate to seek advice from a printer early on in the process: Checks with packaging printers will be best test of reproduction quality.

### Primary and secondary color in icons



# Creating a brand signature

## Step 3: creating a wordmark

### Typography

The typography for the brand name has been designed to be distinctive, legible and have visual impact. It has been optimized for use in the Alliance design system to avoid any potential issues with the creation of various brand names. It should not be used for any other purpose.

Using the Syngenta Handel Gothic allows consistency in look across all Syngenta brands when crossing regions and alphabets. It has been adapted for all alphabet based languages. Any previous brand font or any other fonts must not be used.

The first letter of the wordmark is always a capital, and all the others are lowercase. The only exception is initials – see bottom right example.

The Syngenta Handel Gothic font can be downloaded by following the link located within the Syngenta design guidelines website [www.ci.syngenta.com](http://www.ci.syngenta.com).

### Using Syngenta Handel Gothic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Wordmark examples



# Creating a brand signature

## Step 3: creating a wordmark

### Refinement

After the text has been typeset, some refinement may be necessary to ensure it is visually as strong as possible.

### Kerning

'Kerning' means adjusting the space between characters so that they look visually well spaced. The characters of the wordmark should be close — the examples illustrated in these guidelines can be used as a guide.

### Ligature

A ligature is a set of two or more characters that have been combined into a single character. **Ligatures in wordmarks should be avoided**, all letters should be clearly spaced to improve legibility.

These adjustments should be done by a professional graphic designer as specialist typographic skills are needed.

DO NOT 

DO 

### Kerning



Wordmark → Wordmark

### Ligatures

ff fi → ff fi

# Creating a brand signature

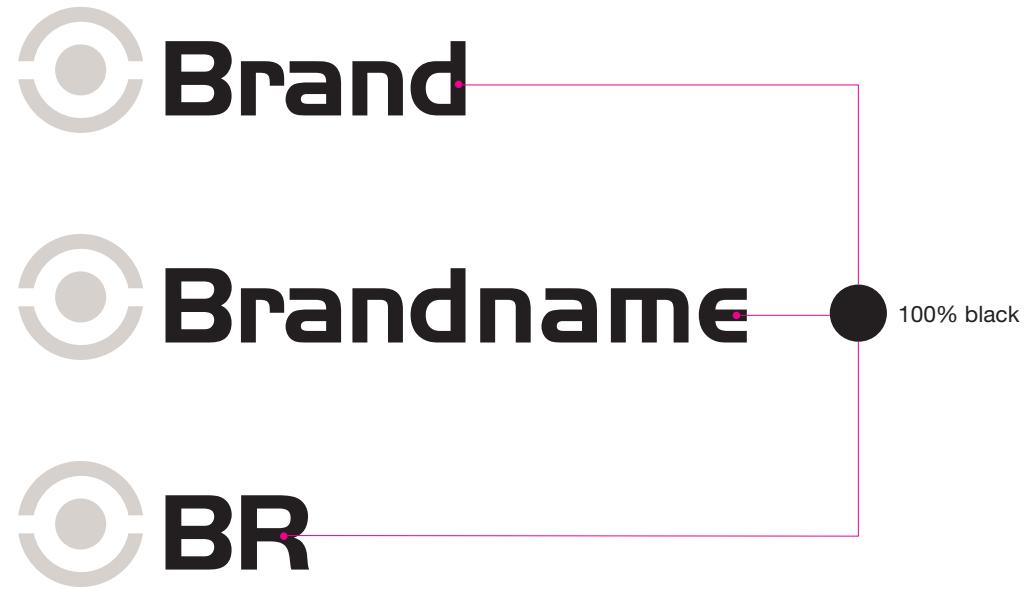
## Step 3: creating a wordmark

### Color

To ensure prominence, legibility and a consistently recognizable visual style, the wordmark always appears in 100% black. No other color is allowed.

The wordmark always sits on a white or light-colored (below 10% shade of any colour) background. It never appears reversed out in white or in color on a dark background or a dark image.

Wordmark is always 100% black



# Creating a brand signature

## Step 4: creating a suffix

### Typography

The suffix appears after the wordmark and is typeset in Syngenta Veto. Syngenta Veto is clearly distinct from the Syngenta Handel Gothic; it marks a clear separation between the wordmark and the suffix, and thus increases legibility.

Using the Syngenta Veto font allows consistency in look across brand families when crossing regions and alphabets. The Syngenta Veto font has been reworked and is now specific to Syngenta. No other fonts should be used — including any other Veto font.

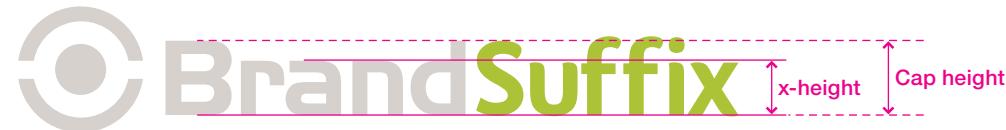
The first letter of the suffix is always a capital, and all the others are lowercases. The only exception is initials.

The Syngenta Veto font can be downloaded by following the link located within the Syngenta design guidelines website [www.ci.syngenta.com](http://www.ci.syngenta.com).

### Syngenta Veto font

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Suffix examples



# Creating a brand signature

## Step 4: creating a suffix

### Refinement

After the text has been typeset, some refinement may be necessary to ensure it is visually as strong as possible.

### Kerning

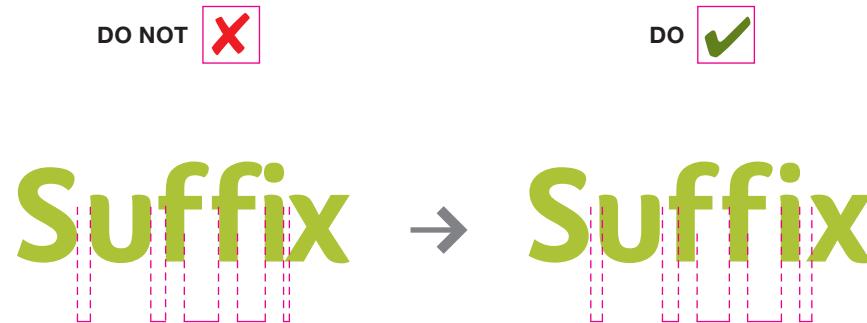
'Kerning' means adjusting the space between characters so that they look visually well spaced. The characters of the wordmark should be close — the examples illustrated in these guidelines can be used as a guide.

### Ligature

A ligature is a set of two or more characters that have been combined into a single character. **Ligatures in wordmarks should be avoided**, all letters should be clearly spaced to improve legibility.

These adjustments should be done by a professional graphic designer as specialist typographic skills are needed.

### Kerning



### Ligatures



# Creating a brand signature

## Step 4: creating a suffix

### Color

The suffix color should always adopt the primary color of the brand. This adds to the visual bond between the icon, suffix, primary brand color and brand elements, thus creating a strong and powerful brand identity.

An icon can be made of a single (primary) color. The secondary color is reserved for use in the Alliance frame (see page 28)

### Suffix color



**BrandSuf**

- Primary color
- Secondary color



**BrandSuffix**

- Primary color
- Secondary color



**BrandLongsuf**

- Primary color
- Secondary color

# Creating a brand signature

## Step 5: assembling the brand signature

### Positioning elements

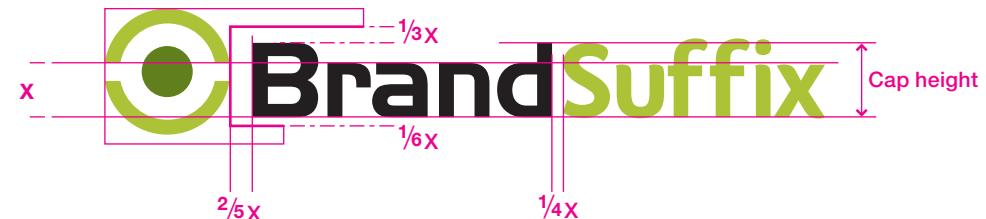
The icon is always placed on the left-hand side of the wordmark, the suffix always on the right-hand side.

This relationship is fixed and never alters. They must be perfectly aligned with one another. The space separating the wordmark and suffix corresponds to a thin space and not a word space.

### Total length of brand signature

The length of the brand signature should be considered. Visual impact will be compromised with a long name due to the necessary reduction in size to fit in the defined space on certain applications — on small packaging, print and advertising formats for example.

### Relative positioning of the icon, wordmark and suffix



Examples of positioning



# Creating a brand signature

## Step 5: assembling the brand signature

### Protection zone

To ensure impact and legibility, the brand signature is always surrounded by a clear space which remains free of any graphics, type or imagery.

The protection zone is illustrated here by a rectangular box containing the brand signature. This box outline does not print. Its construction is based on the height of the lowercase letters of the wordmark, 'X'.

### Minimum size

Since all brand signatures are unique, not only in terms of brand name (meaning different characters and accents will be used) but also in terms of icon shape and detail, an individual minimum size must be defined for each brand and should not be less than 2mm of the x height.

Professional print tests need to be carried out. From these, designers will be able to define the minimum height for each brand signature which ensures acceptable legibility. 'Run professional print tests' later in this section provides guidance. The icon design should also be taken into account when determining the minimum size of the brand signature.

### Protection zone



### Defining the minimum size



# Creating a brand signature

## Step 5: assembling the brand signature

The colored brand signature is the optimum version and should be used as often as possible. Only when necessary should the following versions be used.

### Grayscale version

The use of the grayscale brand signature is necessary across certain applications, such as black and white newspaper advertising. The icon uses tints of black, the wordmark remains 100% black, while the suffix is 50% tint of black.

### 100% black version

This version of the brand signature is used only in exceptional cases. The whole of the signature appears in 100% black.

### Grayscale brand signature



### Black brand signature



# Creating a brand signature

## Step 5: assembling the brand signature

### Positioning ™ and ®

Use either the ™ or the ® as appropriate. It is recommended that they are consistently placed at the top right-hand side of either brand name or the suffix (depending on the actual trademark submission). They are resized to ensure appropriate legibility without being intrusive and use the color from the left-hand side, black if placed after the wordmark, or primary color if placed after the suffix.

#### ™ symbol

The brand signature is enforced as a trademark by inserting the ™ symbol. It indicates that the name is pending registration as a trademark. The two letters always appear in uppercase and raised above the baseline.

#### ® symbol

The ® symbol stands for 'Registered Trademark'. It is a trademark that has been granted registration status by a government agency. It is legally protected against similar use by third parties.

All trademarks, including the Alliance frame, need to be recognized. For example: The SYNGENTA Wordmark and the PURPOSE ICON graphic are registered trademarks of a Syngenta Group Company.  
® Registered trademarks of a Syngenta Group Company  
™ Trademarks of a Syngenta Group Company

### Recommended position of ™



### Recommended position of ®



# Creating a brand signature

## Product brand reference page

The brand signature and the product brand colors are now defined. Once approved the brand signature is ready for use in different applications and can be inserted into the Alliance frame. This process is described in the final part of this section ‘Creating the Alliance frame’.

Before applying them to actual materials it is essential to run professional print tests to ensure that they reproduce properly across the various substrates required. It is possible to run tests at this point if needed; however to be more effective it is advised to run them together with the Alliance frames, once defined. ‘Run professional print tests’ later in this section provides guidance.



# Creating a brand signature

## Things to be avoided

To ensure consistency across the portfolio some examples of what is not permitted within the Alliance design system are summarized on this page.



Do not enlarge the icon outside the icon grid



Do not use wide tracking



Do not use too small an icon



Do not use different tracking for the wordmark and the suffix



Do not place the icon anywhere but on the left of the wordmark



Do not use any other color than black for the wordmark



Do not use the icon on its own



Do not use a color too close to black as a primary or secondary color



DO NOT



Do not use the Syngenta Handel Gothic for the suffix



Do not apply effects to any part of the brand signature



Do not use a different type size for the wordmark and the suffix



Do not typeset the wordmark nor the suffix in uppercase



Do not use the additional information for claims and other promotional phrases



Do not change color of the additional information



Do not use long Suffixes



# Creating a brand signature

## Exceptional cases

### Size and space limitations

The brand signature should be used as standard on one line, however for certain applications, where the format restricts the available space, an adapted stacked version may be used. Both versions of the brand signature can be used for the same brand. However, the stacked version should not become the default brand signature.

The relative position of the icon and the wordmark remains unchanged, only the suffix moves below the wordmark, and is aligned left. The space between the suffix and the wordmark varies to accommodate various icon shapes and/or the brand name descenders. Refer to the dimensions on illustrations (below right).

For those cases when a brand signature has an additional information line, this should be placed under the suffix but still following the rules on page 46.

### Standard and stacked signature versions coexist



One line signature: the standard version

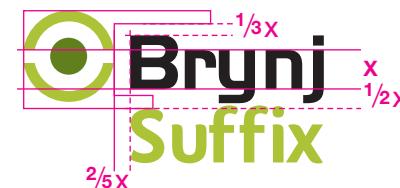


Stacked signature: only when space is severely limited

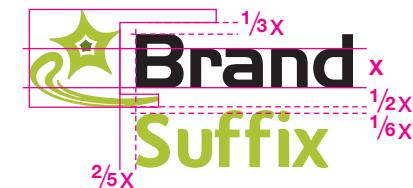
#### Stacked



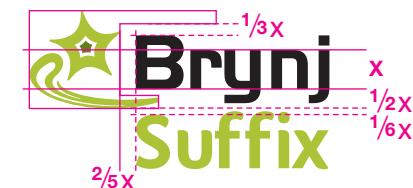
#### Stacked with descenders



#### Low icon stacked



#### Low icon stacked with descenders



# Creating a brand signature

## Exceptional cases

### Additional information

In certain circumstances additional information associated with the brand signature might be required — for regulatory reasons or as a navigation aid. This line is permitted only in such cases and must follow the construction rules shown below right. This line should not be used for advertising taglines or slogans.

Syngenta should never appear as an additional line of information, only the wordmark must be used to endorse a product brand — see the second part of this section ‘Creating the Alliance frame’ for detailed instructions.

### Construction

These are the only constructions allowed: (1) the additional information is right aligned with the brand signature — refer to the dimensions on illustrations (right). (2) When the relative length of the brand signature and the additional information does not allow a right alignment, it will be left aligned with the wordmark (except with low icon — refer to illustrations below right).

The additional information is always set in 100% black and is typeset in Syngenta Veto. The first letter is always a capital, and all the others are lowercase — the only exception being initials.

### Signatures with additional information



**1a** Standard right alignment



**1b** Adjusted position with low icon and/or descenders



**2a** Left alignment



**2b** Adjusted position with low icon and/or descenders



# Creating a brand signature

## Suffix and additional information guidance

Where formulation and other mandatory information needs to be added to an already created brand signature:

- The local organisation needs to download the provided signature and add the required information
- Formulation code should be added as a suffix using the Syngenta Veto font, in the primary brand color (see BrandGold and Brand50FW).

If formulation and other mandatory information creates a very long brand signature, all or part of that information can be added as additional information following the instructions detailed in the BA guidelines (see the “to be avoided” example).

### Samples for the usage of wordmark, suffix and additional information line



### Combining wordmark with suffix and additional information



### Things to be avoided



DO NOT



Do not use long Suffixes



Do not use the additional information for claims and other promotional phrases



Do not change color of the additional information



Primary color



Secondary color

# Creating brand elements

## Alliance frame

# Creating the Alliance frame

## Introduction

The Alliance design system provides a consistent image across all product brand communications, which allows for strong brand recognition. It is created by using a visual scheme which links the brand signature with the Syngenta wordmark in a unique graphic style. The brand signature mainly appears endorsed by the Syngenta wordmark, it rarely is on its own.

The Alliance design frame adapts, with three different frame styles, to suit different applications: print and advertising, packaging, and promotional material. In each case it is always shown in its entirety, it is never broken up into separate elements, distorted or altered in any way.

The following pages explain how to create the Alliance frames for individual brands.

## Alliance frames applied



Print and advertising



Packaging



Promotional

# Creating the Alliance frame

## Description

### Alliance design frames

The Alliance frame is supplied in three standard preset formats (see frames 1–3 opposite), master artwork files for these can be downloaded from the [www.ci.syngenta.com](http://www.ci.syngenta.com) website. These files have been updated to include the required ® and ™ symbols. Please check that the latest version is being used.

Each Alliance frame is composed of the same elements:

- a Vertical bar
- b Purpose icon
- c Syngenta area
- d Syngenta wordmark
- e Horizon bar
- f Brand area (white part of the Horizon bar)
- g Brand signature
- h ™ Alliance frame. In the future ™ changes to ® when trademark protection is achieved.

Promotional applications do not have a vertical bar or a purpose icon. The Horizon bar consists of: the thin horizontal line in the primary brand color, the thick horizontal line which creates a white field into which the brand signature is placed (called the brand area) and the Syngenta area.

The Primary Alliance frame does not have a product brand signature and the brand area (f) is solid secondary color (see page 54 for an example of the Primary frame)

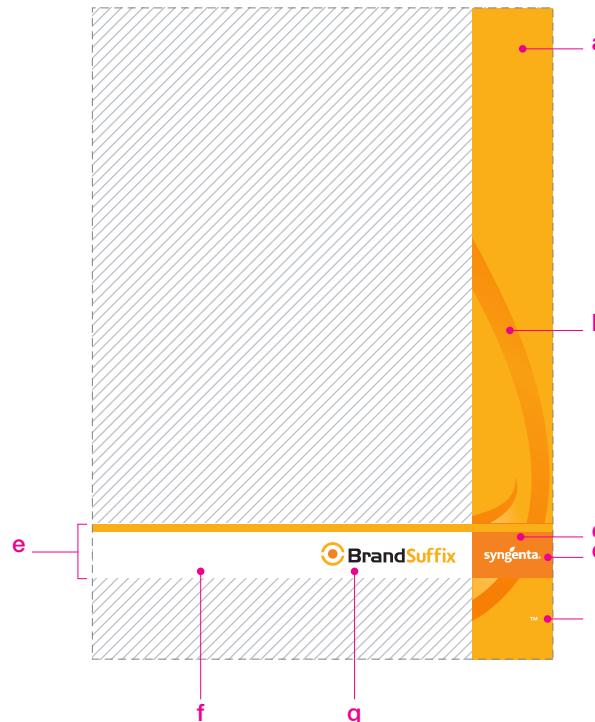
Brand architecture principles

**Creating brand elements**

Applying brand elements

### 1 Print and advertising frame

All promotional print e.g. advertising, brochures, posters



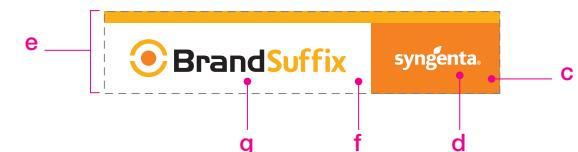
### 2 Packaging frame

Product packaging only



### 3 Promotional frame

Promotional items e.g. pens, clothing, and "give-aways"



# Use of the purpose icon

The corporate purpose icon is embedded in the vertical bar. It illustrates “Bringing plant potential to life” and acts as a visual reminder of the Syngenta purpose.

The print and advertising frame contains a color purpose icon while on the packaging frame the purpose icon appears in white.

It has been designed specifically for the Alliance design system and should not be used in this way for any other purpose.

## Alliance design system

Print and advertising frame



The purpose icon is made of tints of the primary color.



The purpose icon always appears in white on packaging.

# Positioning the ™ into Alliance frame

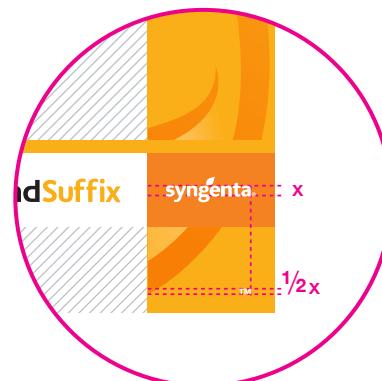
The ™ is positioned and sized as shown. In the future ™ changes to ® when trademark protection is achieved.

Actual templates of the Alliance frames can be downloaded on [www.ci.syngenta.com](http://www.ci.syngenta.com)

Print and advertising frame



Packaging frame



# Creating the Alliance frame

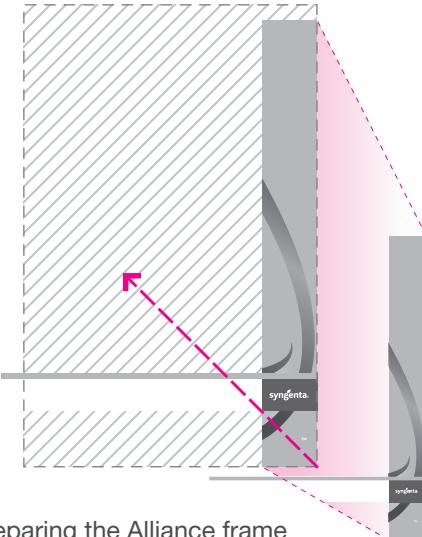
## Step-by-step process



① Selecting the master frame



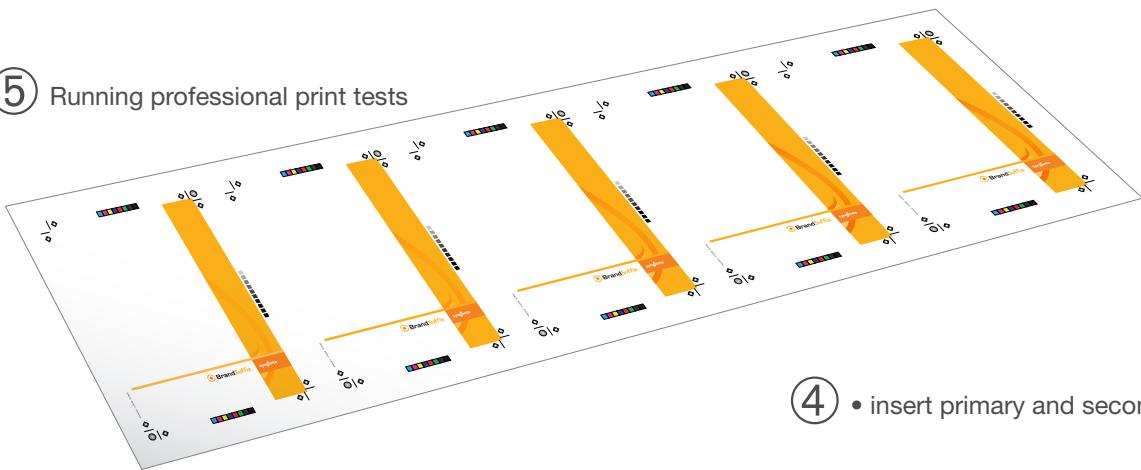
② Preparing the Alliance frame  
• scale to fit



③ Preparing the Alliance frame  
• inserting the brand signature



⑤ Running professional print tests



④ • insert primary and secondary colors



# Creating the Alliance frame

## Step 1: selecting the master frames

The design of the Alliance master frames are fixed and should never be re-created or altered. Only the master files should be used. This ensures all materials, for all brands, will have consistent layouts, proportions and visual integrity.

The master frames are supplied with default primary and secondary tones; which simply need to be replaced with the product brand colors.

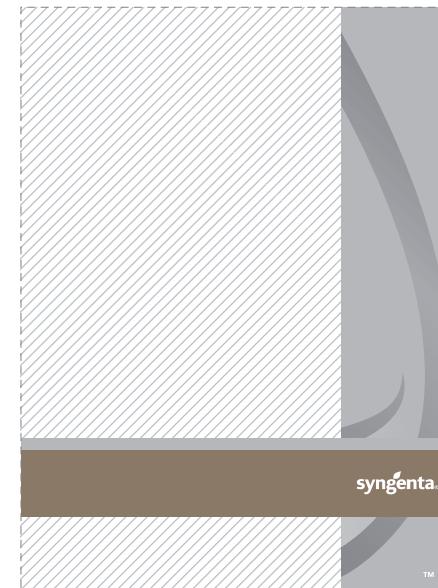
The purpose icon is NOT a separate design item and does not need to be colored individually.

The Primary Alliance frame is used only when communicating multiple brands (see page 91) or for an unbranded offer.

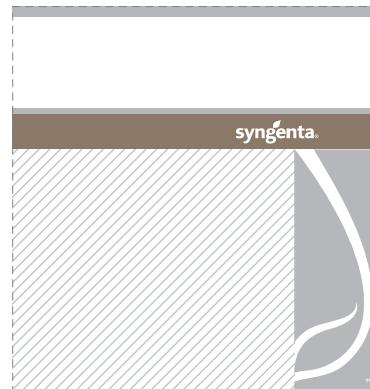
**Master files are provided for each Alliance frame**



Master print and advertising frame for  
Endorsed format



Master print and advertising frame for  
Primary format



Master packaging frame



Master promotional frame

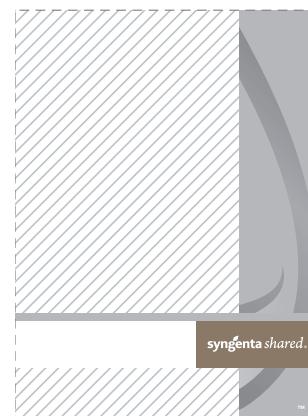
# Exceptions

In specific exceptional cases a shared relationship (see page 9) can be implemented within the Alliance design system subject to the approval of the Syngenta Brand Council.

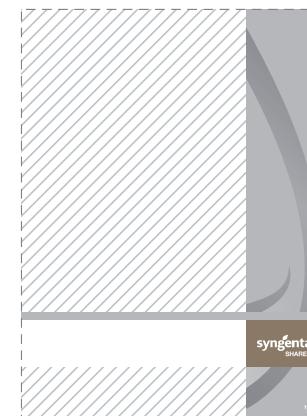
The short term goal for a shared relationship is to create a stronger awareness and connection with Syngenta by our stakeholders for either a new business area or where awareness is at a low level. A current example is Syngenta Flowers where the shared relationship will help to drive awareness of Syngenta as a global flowers business. Over an agreed time period and as the awareness is established the shared relationship would be migrated to either an Endorsed or Primary relationship. This migration can be either a one or two step change to the desired end point.

Master artworks are available for the currently approved shared identities.

## Approved styles for shared relationship



Shared approach  
(step 1)



Alternative shared approach  
(step 1 or 2)

## Migrating to either Endorsed or Primary Alliance frames



Endorsed



Primary

# Creating the Alliance frame

## Step 2: inserting the brand signature

The brand signature is inserted adjacent to the Syngenta wordmark, creating a close visual link between the two.

The placement and sizing of the brand signature is specific for each type of application as shown here.

The construction is based on the height of the lowercase letters of the wordmark, 'X'. Consider that the margins might need to be larger in some cases to avoid any printing or cropping issues.

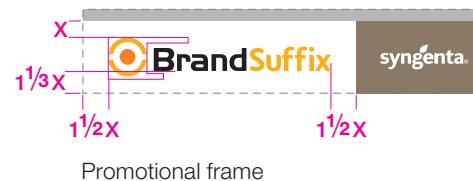
In print, advertising and promotional Alliance frames only one brand signature is allowed in the brand area of an Alliance frame.

For multibrand examples refer to page 91 and the Primary Alliance frame in general.

Alliance frames



Packaging frame



Promotional frame



# Creating the Alliance frame

## Step 3: preparing the Alliance frames

### Applying the brand colors to master packaging and promotional frames

The master frames are supplied with default primary and secondary tones; they are simply amended using the colors of the product brand.

Two brand master files might be needed depending on the type of printing process. Use either Pantone® colors for spot color and CMYK colors for 4-color process printing.

### Using the preset master file



Master packaging frame



Brand packaging frame

Default primary color      Default secondary color

Brand primary color      Brand secondary color



Master promotional frame



Brand promotional frame

# Creating the Alliance frame

## Step 3: preparing the Alliance frames

### Applying the brand colors to master print and advertising frames

Five variants of the master frame have been provided with different tonal contrasts for the purpose icon. These have been specially developed to ensure that once the product brand colors are applied, one of the purpose icons in the test series will provide the best tonal balance and contrast with the vertical bar. This choice will become the master file for the brand and should be recorded on the product brand reference page (see page 61).

Viewing the frames on a computer screen or as a printout from an office printer is not suitable for color testing. Professionally printed tests are essential to choose the best contrast for the purpose icon. 'Run professional print tests' later in this section provides guidance.

The master artwork frames can be downloaded from the Syngenta design guidelines website  
[www.ci.syngenta.com](http://www.ci.syngenta.com)

A-Print\_Master\_frame\_SYNGENTA.ai  
B-Print\_Master\_frame\_SYNGENTA.ai  
C-Print\_Master\_frame\_SYNGENTA.ai  
D-Print\_Master\_frame\_SYNGENTA.ai  
E-Print\_Master\_frame\_SYNGENTA.ai

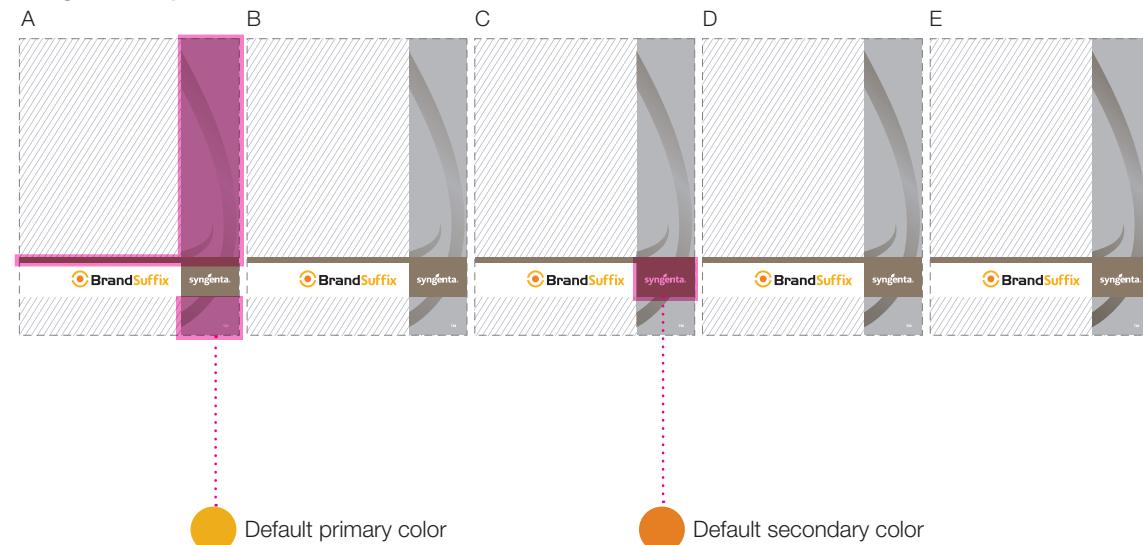
All color print and advertising applications are always printed as 4-color process, never in spot colors. The artwork exists as 4-color process only.

Brand architecture principles

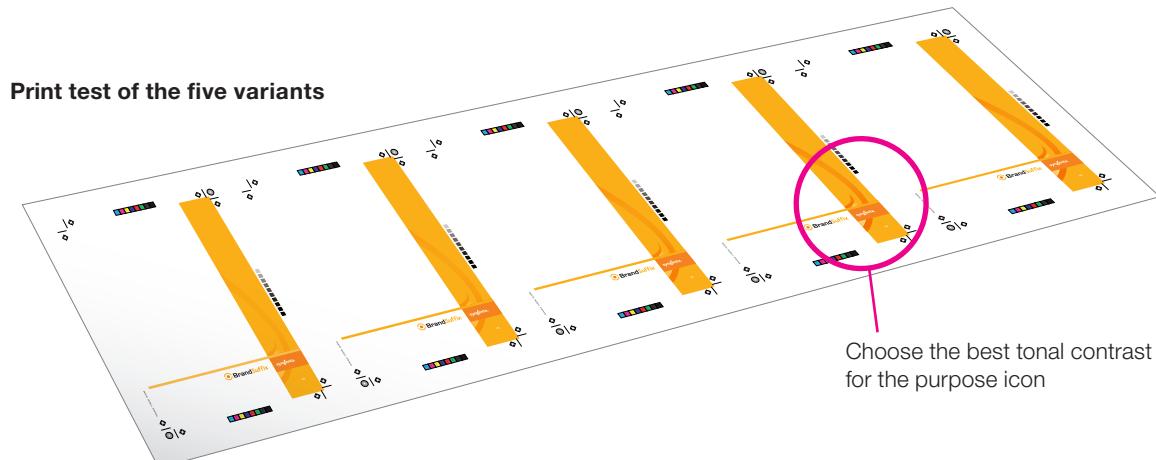
**Creating brand elements**

Applying brand elements

### Using the five preset variants of the master frame



### Print test of the five variants



# Creating the Alliance frame

## Step 3: preparing the Alliance frames

### Grayscale Alliance frame

The colored frame is the optimum version and should be used as much as possible.

When necessary, this preset grayscale frame, available as master files for print and advertising and packaging frames, is used across all brands as it is the best representation of the Alliance frame in grayscale. The grayscale version of the brand signature is inserted with the same construction as the colored frame.

In the grayscale Alliance frame the maximum density for Primary color is 40% Black and for Secondary color 80% Black.

### Preset grayscale frames



# Creating the Alliance frame

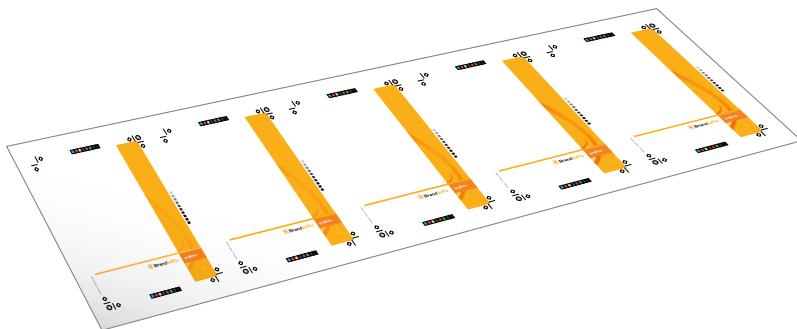
## Step 4: running professional print tests

It is essential to run professional print tests to ensure that all of the brand elements reproduce properly across the various substrates required. The brand signature and Alliance frames can be tested individually or together.

### Master artwork files to be printed:

- Spot and 4-color process color test
- Brand signature minimum size test
- Preset contrast master (purpose icon contrast on the print and advertising frame)
- Packaging frame
- Promotional frame

To the right is a checklist of key points to go through as a final inspection before proceeding to the next step.



### Checklist

#### Papers:

- Choose your paper — for example, the substrate for brochure or packaging. Always uses coated paper where possible. Bear in mind that the Pantone color will differ on uncoated paper.

#### Colors:

- Ensure that you are satisfied with your color choice, the combination of colors (if you have more than one) and their contrast to one another and to black.
- Does your CMYK build match your chosen Pantone color(s) as closely as possible across coated and uncoated papers (adjust the breakdowns for both papers).

#### Brand signature minimum size:

- Are the smallest elements or spaces of the minimum size logo still visible, clear and legible?
- Is the ™ or ® symbol visible?

#### Alliance frames:

- Does the Syngenta logo in white read clearly out of the secondary color in the Syngenta area?
- Is the purpose icon printing correctly?
- Are you satisfied with its contrast against the vertical bar?

# Creating the Alliance frame

## Product brand reference page

All the product brand elements are now created. A formal record of the brand can be established with minimum brand signature size, alliance frames and contrast choice, definitive colors and other specific references.

Once the artworks are ready and approved, they can be applied to actual materials. This process is described in the final part of these guidelines ‘Applying brand elements’.



# Applying brand elements



syngenta®



TM

# Applying brand elements

## What's this section about?

Once the product brand elements are created, the system is applied to key brand applications.



Print and advertising



Packaging



Promotional items

# Applying brand elements

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# Introduction

Syngenta is aligning all of its product brands into a consistent visual style, called the 'Alliance design system'. This will allow them to be clearly perceived as Syngenta brands by a unified framework which presents a unique message. Consistent and proper use will enhance the system, and ensure a strong connection to the Syngenta brand across the world.

This section focusses on how to apply the previously created elements (as described in section 2) to the range of product brand materials. In addition some basic rules for the brand message area of print and advertising materials are also provided.

The Alliance design system adapts to each of the three different areas of brand communication: print and advertising, packaging, and promotional material. Each area is presented in the same manner: first common rules are explained (including a step-by-step process for resizing and placing the Alliance frame), then key applications are detailed one-by-one. Common rules need to be fully understood before consulting specific application pages.

## The visual system, called the 'Alliance design system'

Examples of brand applications



Print and advertising



Packaging



Promotional



Brand signature



Alliance frame

# Introduction

## Description

### Alliance frame

The Alliance design system adapts to each of the three different areas of brand communication: print and advertising, packaging, and promotional material. In each case the frame is always shown in its entirety, it is never broken up into separate elements, distorted or altered in any way. Each Alliance frame is composed of the same elements:

- a Vertical bar
- b Purpose icon
- c Syngenta area
- d Syngenta wordmark
- e Horizon bar
- f Brand area (white part of the Horizon bar)
- g Brand signature

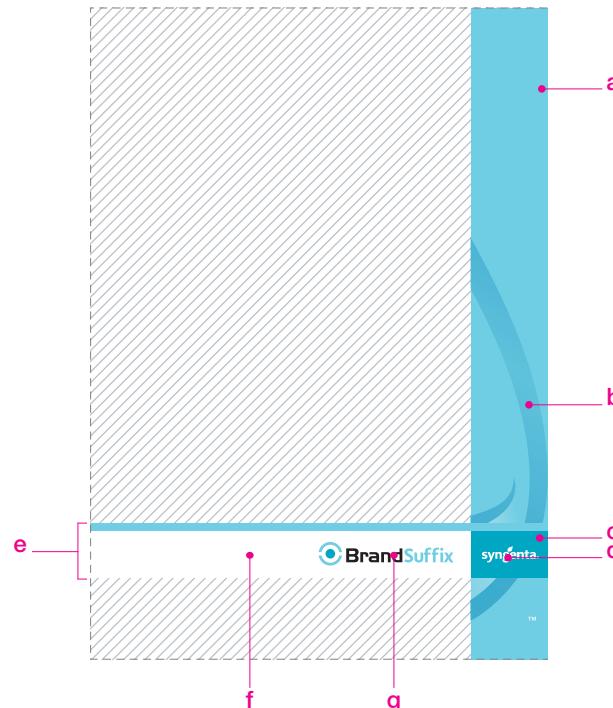
Promotional applications do not have a vertical bar or a purpose icon.

The Horizon bar consists of: the thin horizontal line in the primary brand color, the thick horizontal line which creates a white field into which the brand signature is placed (called the brand area) and the Syngenta area.

The corporate purpose icon is embedded in the vertical bar. It illustrates “Bringing plant potential to life” and acts as a visual reminder of the Syngenta purpose. The print and advertising frame contains a color purpose icon while on the packaging frame the purpose icon appears in white. It has been designed specifically for the Alliance design system and should not be used in this way for any other purpose.

### Alliance design system

Print and advertising frame



Packaging frame



Promotional frame



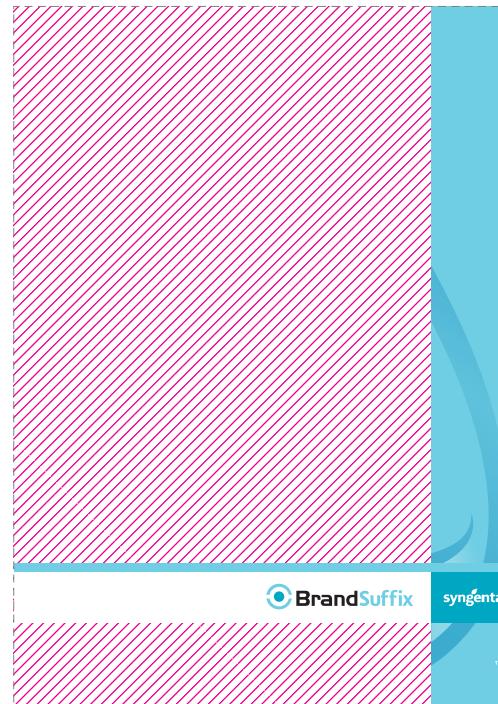
# Introduction

## Brand communication area

On print and advertising and packaging applications, the Alliance frame, including the brand signature, is not the only element on the page. The Alliance frame provides a recognizable Syngenta visual style which frames a brand communication: this can include images, illustrations, headlines, body and legal copy on print brochures and advertising, or detailed application, safety and mandatory information on packaging. The brand communication area is represented here by the magenta cross-hatched area. Each product brand will have its own unique brand communication.

Some basic rules for the brand communication area are provided in the construction guides in each of the following pages.

### Brand communication area



Print and advertising brand communication area



Packaging brand communication area

# Applying brand elements

## Print and advertising

# Print and advertising

## Introduction

The following pages first explain how to place the print and advertising Alliance frame, then detail the construction of key applications:

### Common rules

A step-by-step process for positioning and scaling the print and advertising frame must be followed. Some basic rules for the brand communication area are also provided.

These rules need to be understood before consulting any specific print and advertising application pages.

### Specific information

The following specific applications are covered with detailed construction guides:

- brochure covers
- leaflets
- magazine advertising
- web banners
- field sign

## Advertising, brochure and leaflet examples



# Print and advertising

## Common rules – Scaling the Alliance frame

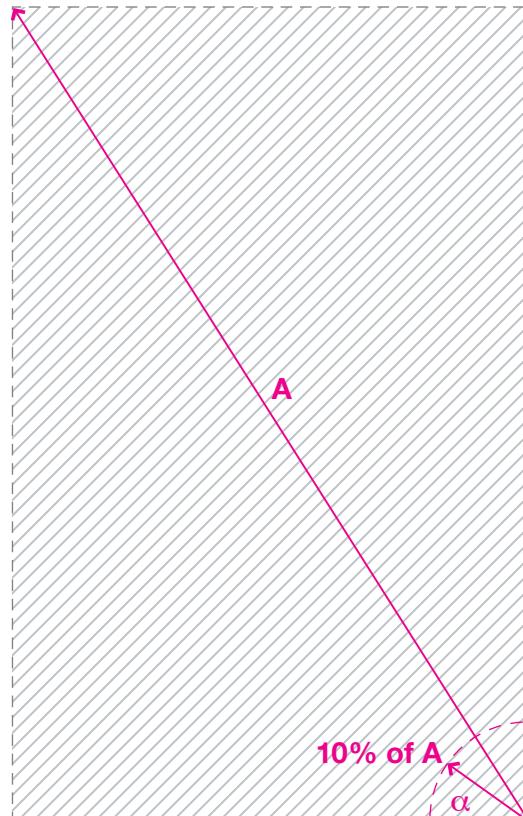
First of all, select the appropriate Alliance frame from the master artworks.

### Measurements

The scaling of the Alliance frame depends on the area of the application. Two measurements are needed:

- 1 The diagonal 'A' of the format is measured (excluding bleed).
- 2 The diagonal 'B' of a rectangle within the frame is defined as follows:
  - The top, left and bottom edges correspond to the Syngenta area.
  - The right edge is aligned with the right hand side of the Syngenta wordmark.
- 3 (see step 3 on next page)

### Measuring diagonals 'A' and 'B'



1 The diagonal 'A' of the format is measured



2 The diagonal 'B' of the above defined rectangle is measured

# Print and advertising

## Common rules – Scaling the Alliance frame

### Scaling the Alliance frame

Once the diagonals 'A' and 'B' are measured (see previous page):

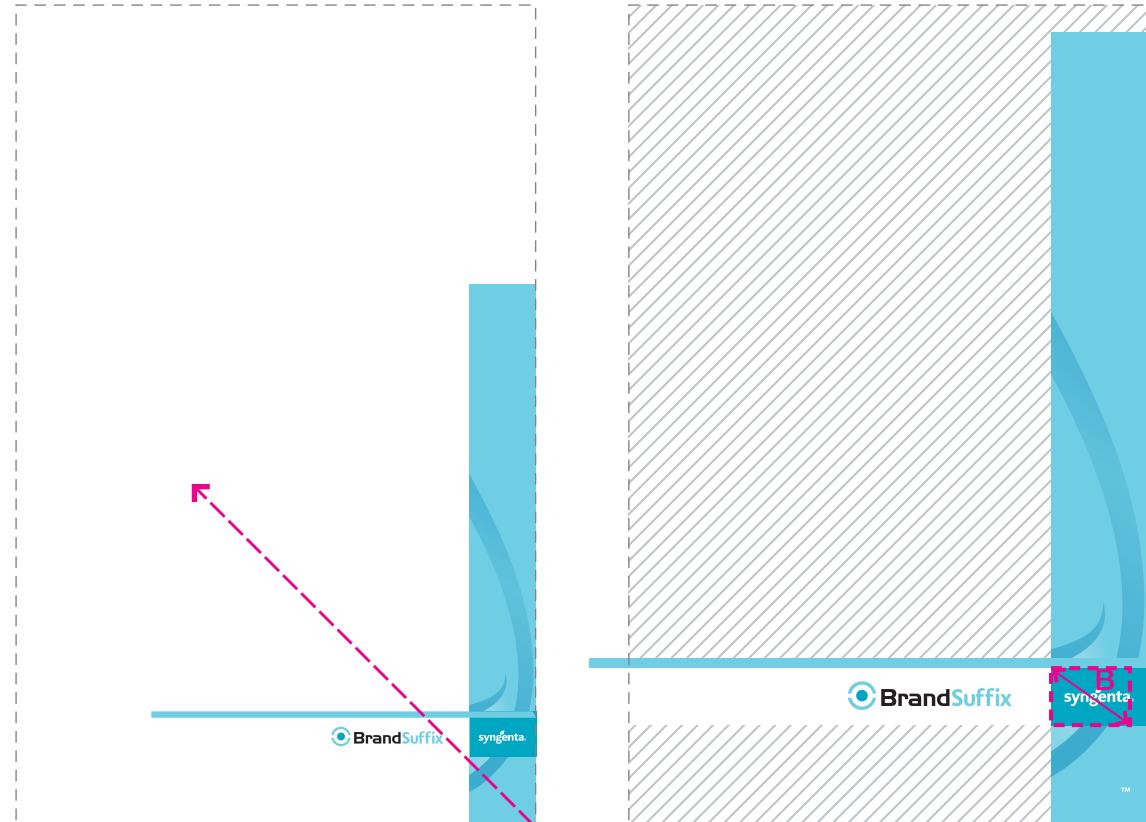
- 3 the entire frame is scaled so that the diagonal 'B' equals 10% of 'A' – see illustration (right). The frame is resized as a group without its proportions altering.

The scaling factor "S" can be calculated as followed:

$$10 * B / A = S$$

$S * 100$  = scaling factor in %

The Syngenta wordmark minimum size (x-height = 2 mm) should be kept in mind when creating artwork for small sizes. The Syngenta wordmark, and therefore the Alliance frame, must not be reduced below this size.



3 The entire frame is scaled so that  
the diagonal 'B' equals 10% of 'A'  
**B = 10% of A**

# Print and advertising

## Common rules – Placing the Alliance frame

### Horizontal positioning

The Alliance frame is always aligned to the right-hand side of a format. The vertical bar is always at the right-hand side of the page.

One important thing to keep in mind when placing the print and advertising frame on a format is to make sure that the Syngenta wordmark is fully visible. This is achieved by ensuring that the entire Alliance frame is placed so the wordmark is always 7 mm from the right edge on all print sizes (the right hand side of the vertical bar is then adjusted).

### Exceptions – avoiding cropping issues

When print reproduction techniques are run at high speed, such as magazine and newspaper printing, the cropping tolerances are greater. In these cases an extra 5 mm is needed on the right-hand side to protect the Syngenta wordmark. The entire Alliance frame is placed with a total distance of 12 mm from the right-hand edge to the Syngenta wordmark on all print sizes (the right hand side of the vertical bar is then adjusted).

### Same horizontal positioning on all formats



# Print and advertising

## Common rules – Placing the Alliance frame

### Vertical positioning

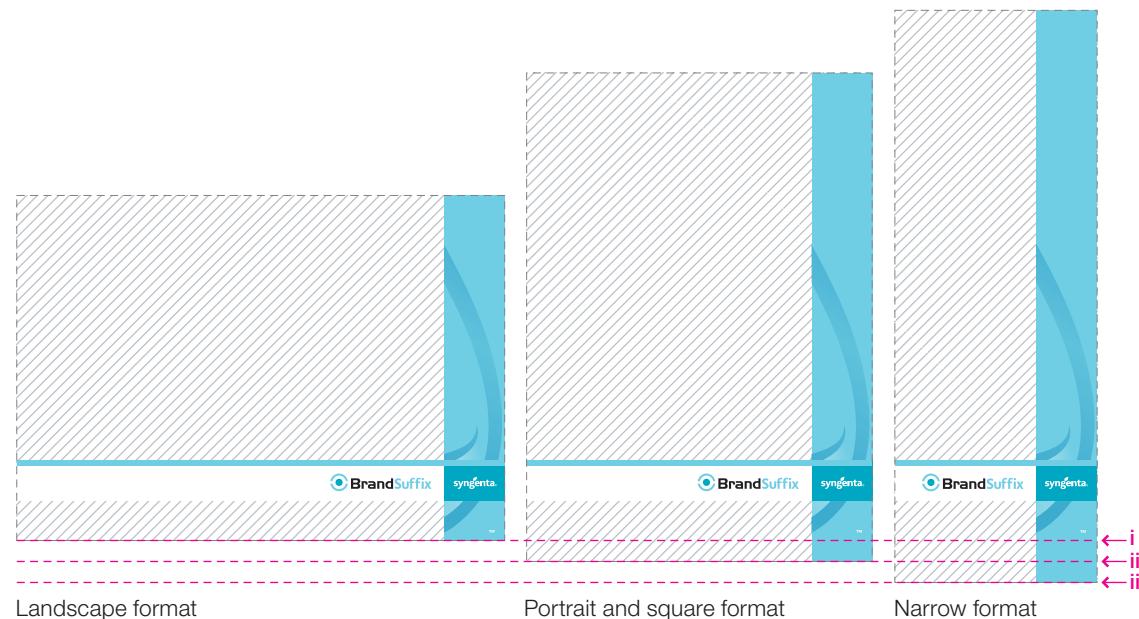
The area below the Horizon bar can hold secondary copy as well as legal copy. To allow sufficient room and provide visual consistency, the length of the vertical bar below the Horizon bar has been defined. The entire Alliance frame is moved vertically up or down and the bottom of the vertical bar extended or contracted to one of the three positions:

- i for landscape format
- ii for portrait and square format (including double-page spread)
- iii for narrow format

### Exceptions – print alternative frame

For cases where the brand name and Syngenta wordmark in the lower position would be obscured – on leaflets to be displayed in dispensers for example – the Horizon bar and Syngenta area has been moved up in a group, to the position indicated, leaving the purpose icon in exactly the same position. The same horizontal rules apply.

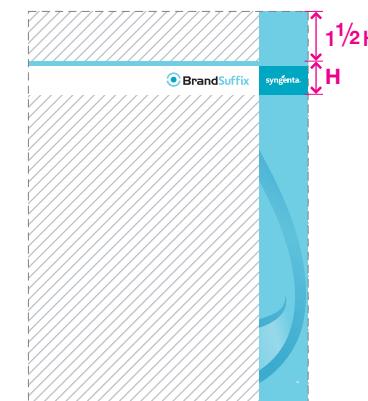
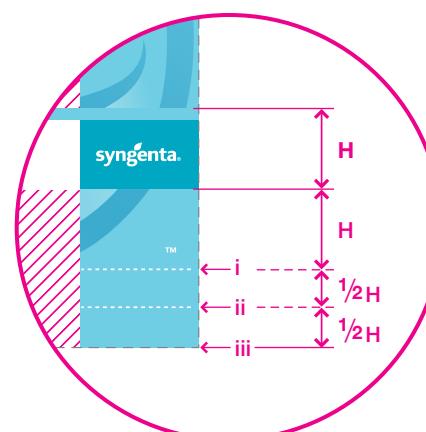
Three vertical positions of the standard Alliance frame, depending on format



Landscape format

Portrait and square format

Narrow format



Exception: print alternative frame

# Print and advertising

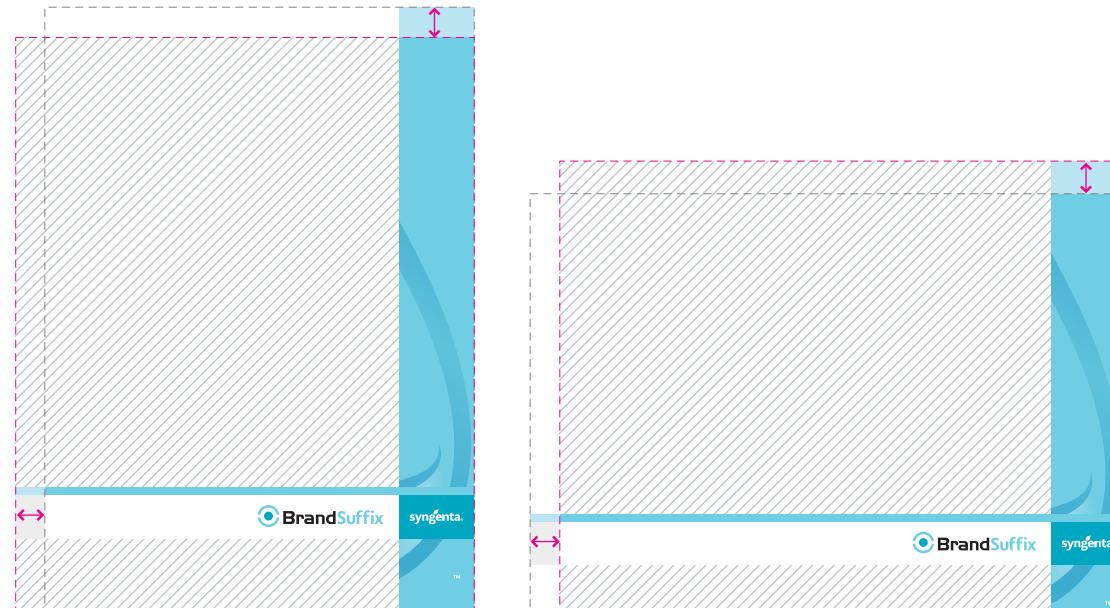
## Common rules – Adjusting the Alliance frame

Once the artwork is placed vertically and horizontally (as shown on the two preceding pages), the top and bottom of the vertical bar and the left-hand side of the Horizon bar are simply adjusted — see illustration, right.

### Formats with small size differences

The same artwork can be used without rescaling for formats with only a small difference in size. The same artwork is placed vertically and horizontally as shown on the two preceding pages, then the adjustment of the top and bottom of the vertical bar and the left-hand side of the Horizon bar is specific for each size.

### Adjusting the Alliance frame



Extending or contracting left-hand side or top edge

# Print and advertising

## Common rules – Brand communication area

The Alliance frame provides a recognizable Syngenta visual style and also frames a brand message area. This can include images, color, illustrations, headlines, body and legal copy.

The message is tailored to the objectives of the product brand and should be clearly presented, attention grabbing and create an immediate impression. Images and text work together to deliver this message. There is no particular ‘Syngenta’ graphic style. The solution could be simple or complex in style, whichever best expresses the product brand.

Special attention should be given to the bottom part of the image and page:

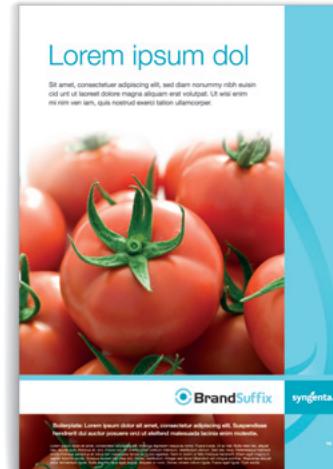
- The horizontal line of the Horizon bar should always stand out against the image and secondary and legal copy (if required) should always be legible.
- The brand messages are always above the Horizon bar.
- Legal and small print is below the horizontal line.

If using different paper sizes, please respect live areas and placement with mm (metric) guidelines.

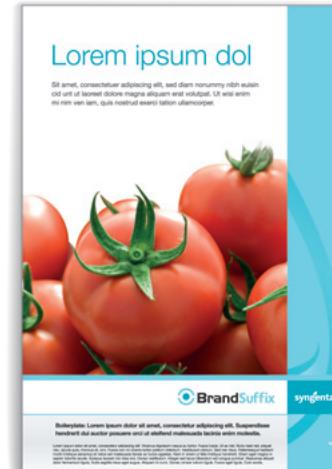
### Various image styles



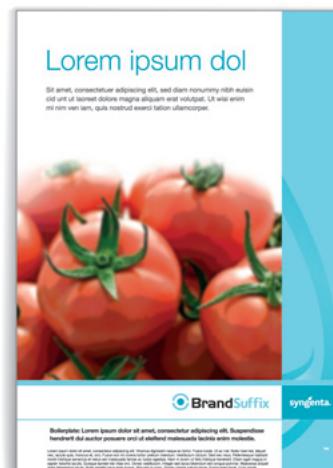
Full-bleed image



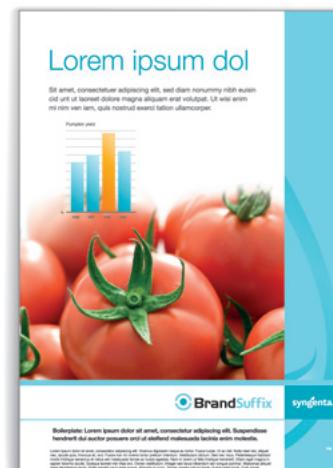
Studio image with darkened foreground



Cut-out image



Illustration



Cut-out image and bar chart



Bar chart

# Print and advertising

## Common rules – Corporate endorsement text and legal copy

The approved Corporate endorsement text copy shown here is the only version to be used. The font is Helvetica Neue Bold. It is positioned above the legal copy and is larger in point size. The minimum size for legal copy is 6 points. Both the Corporate endorsement text and the legal copy should always appear in either white, black or a tint of black.

The inclusion of the Corporate endorsement text and legal copy will depend on the brand communication or be dictated by specific legal requirements and space constraints.

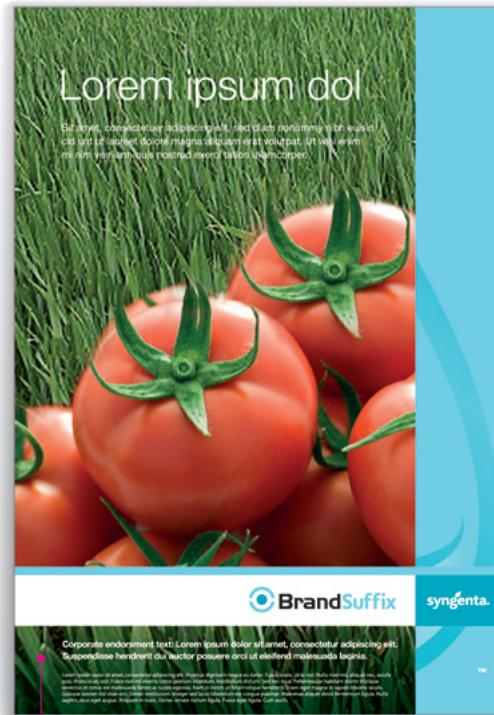
### Retouching the bottom part of the image

The Horizon bar should always stand out against the image, and the Corporate endorsement text and legal copy should always be legible. The bottom part of the image can be subtly darkened or lightened to achieve this – see various image styles on the previous page.

### Corporate endorsement text

Syngenta is one of the world's leading companies with more than 24,000 employees in over 90 countries dedicated to our purpose: Bringing plant potential to life.

Corporate endorsement text and legal copy



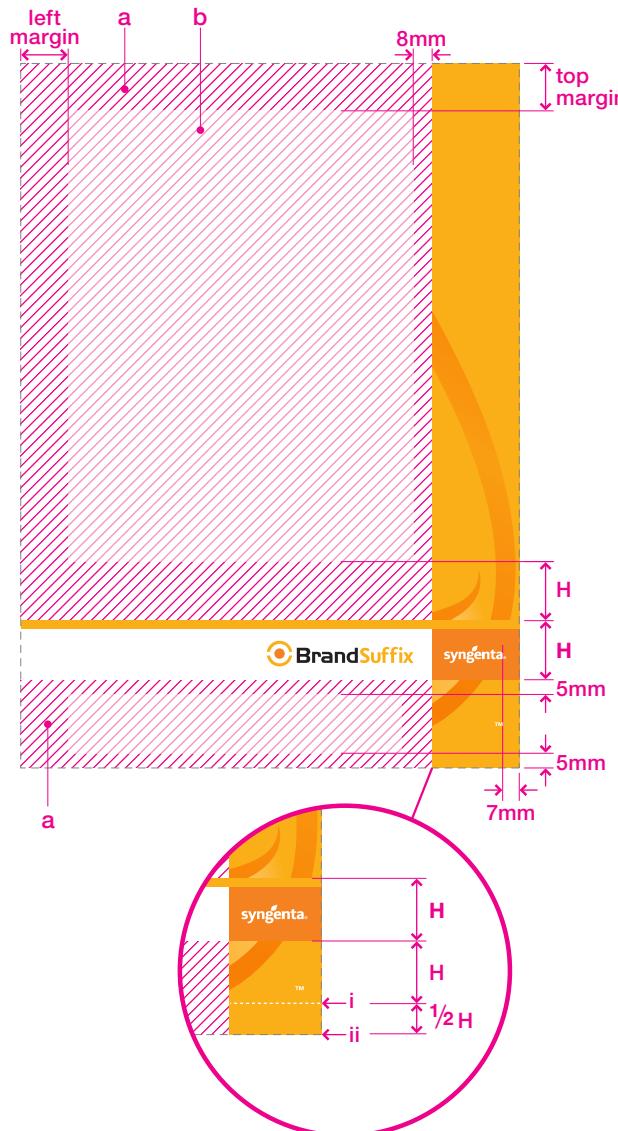
The image can be retouched as necessary to ensure legibility.

# Print and advertising

## Brochure and leaflet covers – Portrait brochure with image

All the remaining space, apart from the Alliance frame, is reserved for the brand communication. There are predetermined zones:

- a Background image:** runs over the whole brand communication area.
- b Copy and additional logos:** should be placed in the central zone, as indicated. A margin should be kept all around to ensure clear brand recognition and stand out. The top and left margins can be adjusted as required.

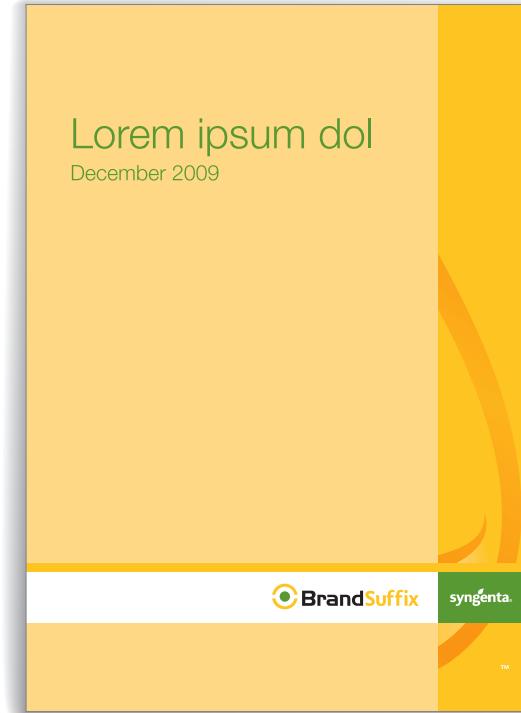


# Print and advertising

## Brochure and leaflet covers – Portrait brochure without image

Where no image is required the secondary color can be used as a background. Alternatively a tint of the primary color can be used. Screen tints should be above 20%.

The construction follows the same rules as a cover with an image, as described on the previous page.



# Print and advertising

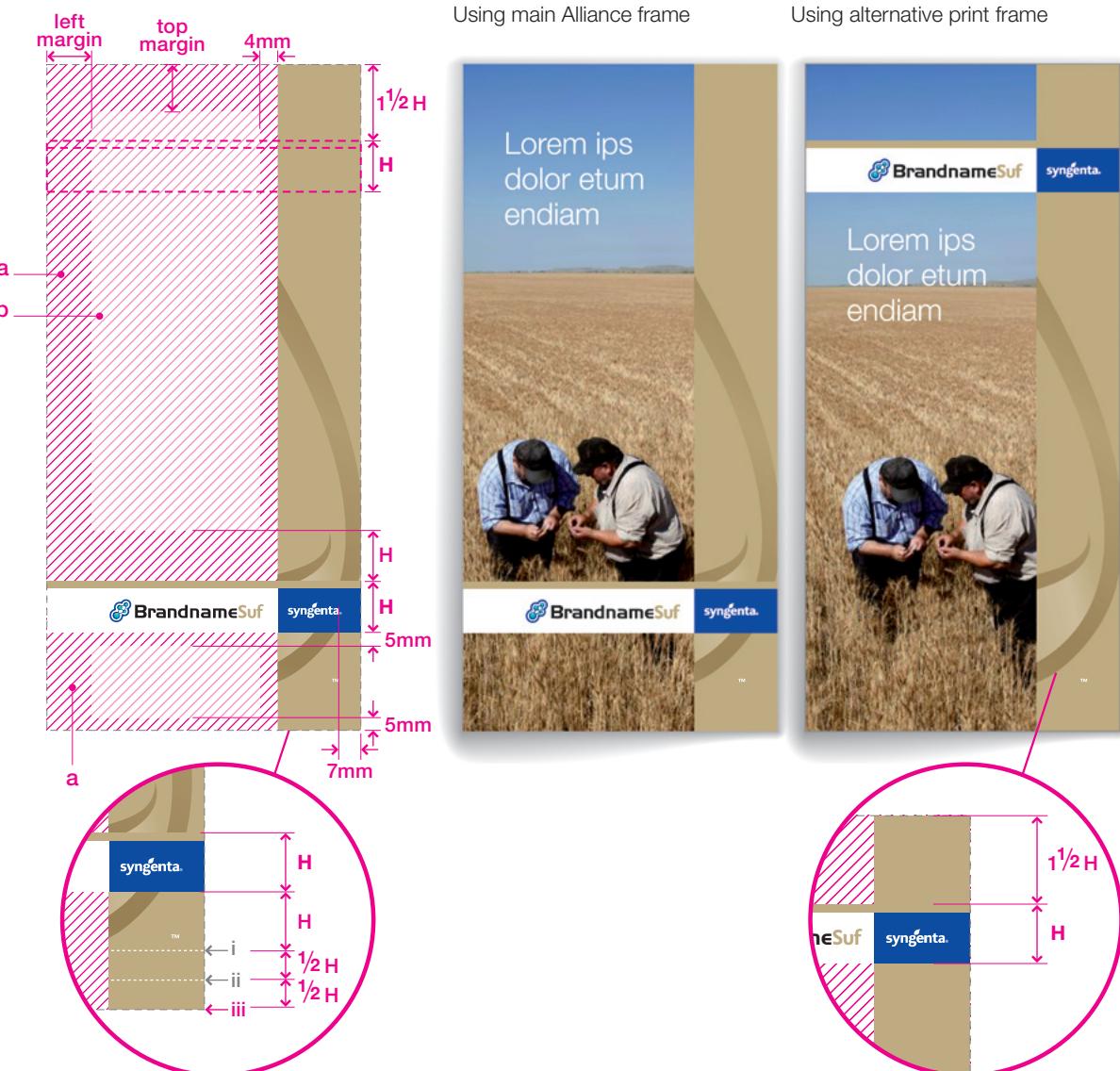
## Brochure and leaflet covers – Portrait leaflet with image

All the remaining space, apart from the Alliance frame, is reserved for the brand communication. There are predetermined zones:

- a Background image:** runs over the whole brand communication area.
- b Copy and additional logos:** should be placed in the central zone, as indicated. A margin should be kept all around to ensure clear brand recognition and stand out. The top and left margins can be adjusted as required.

### Alternative print frame

There is an alternative print frame for cases where the brand name and Syngenta wordmark in this lower position would be obscured – on leaflets to be displayed in box dispensers for example. The Horizon bar and Syngenta area has simply been moved up as a group to the position indicated, leaving the purpose icon in exactly the same position.



# Brochures

## Front and back covers

The standard layout for all brochures should be with the full Alliance frame either in Endorsed format (see opposite) for single brand communication or in Primary format (solid color Horizon bar) for multi brand or where no product branding is required.

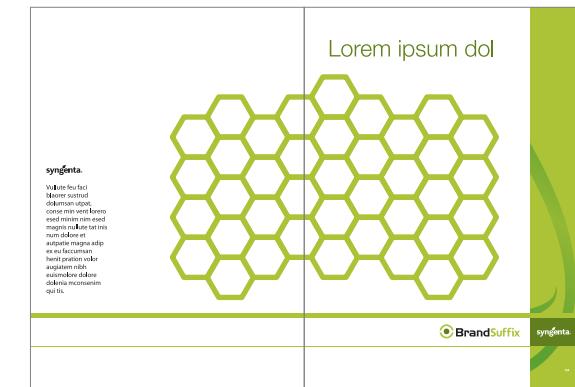
### Must do requirements

Horizon bar has to be stretched across front and back covers.

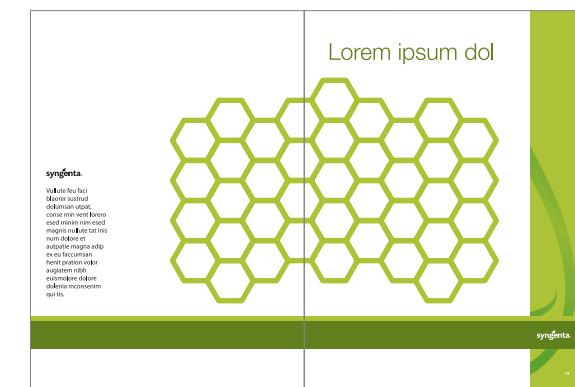
### Options

- In Primary frame layout (see page 54) the color scheme is individual business choice
- Back cover can be either solid color, or an extension of the front cover design (photo, graphic or other)
- If white background is chosen for a Endorsed format layout then an additional horizontal line is added to define the Horizon bar (refer to page 81)

### Pages with Endorsed format Alliance frame



### Pages with Primary format Alliance frame



# Brochures

## Front and back covers

Horizon bar has to be stretched across front and back covers.

- a Background image: runs over the whole brand message area.
- b Copy and additional logos: should be placed in the central zone, as indicated. A margin should be kept all around to ensure clear brand recognition and stand out. The top, left and middle margins can be adjusted as required.

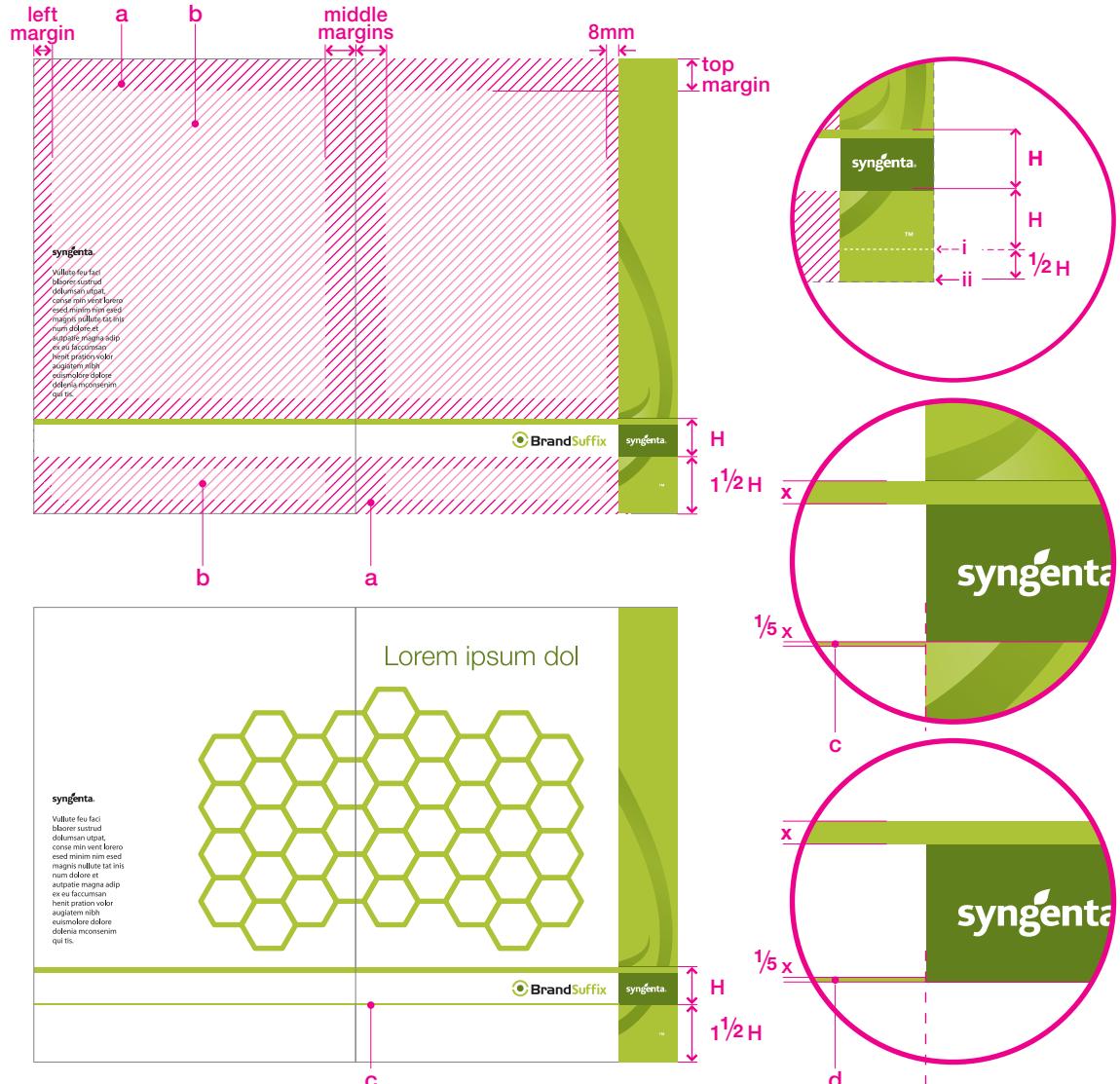
### Horizontal line on white background with vertical bar

- c If a white background is chosen then an additional horizontal line is added below the Horizon bar to clearly define it. The horizontal line does not cross the vertical bar (see enlargement in the middle).

### Horizontal line on white background without vertical bar

- d If a white background is chosen and a vertical bar is not possible then an additional horizontal line is added at the bottom of the Horizon bar to clearly define it. The horizontal line does not cross the Syngenta area (see enlargement at the bottom).

Background images and copy text can be any combination of design and content according to individual requirements.



# Brochures

## Inside pages

For endorsed brands insert the Horizon bar on each double page as illustrated opposite.

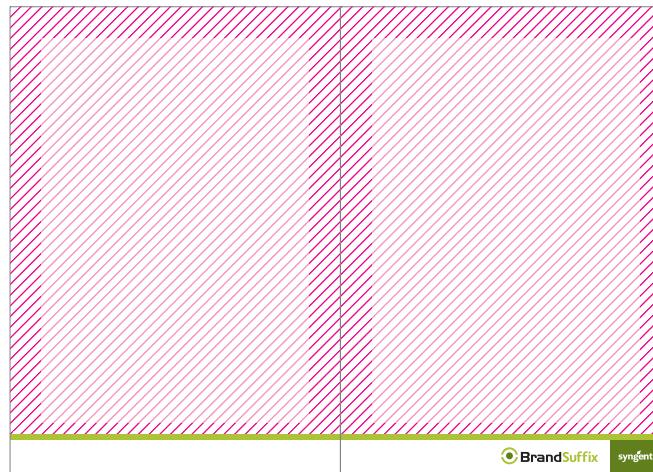
### Must do requirements

- No other content to appear in the Horizon bar other than the correctly positioned brand signature
- The Horizon bar should stretch completely across both internal pages and not be shortened

### Options

- For layouts using the Primary frame style it is optional to include the Horizon bar on inside pages
- Headings for body copy can be in the primary brand color
- Text font choice is according to brand

### Inside pages with Horizon bar



### Inside pages with Endorsed format Horizon bar



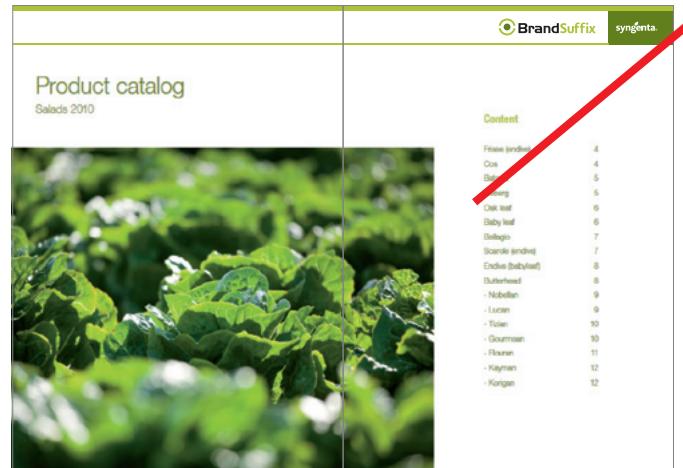
### Inside pages with Primary format Horizon bar



# Brochures

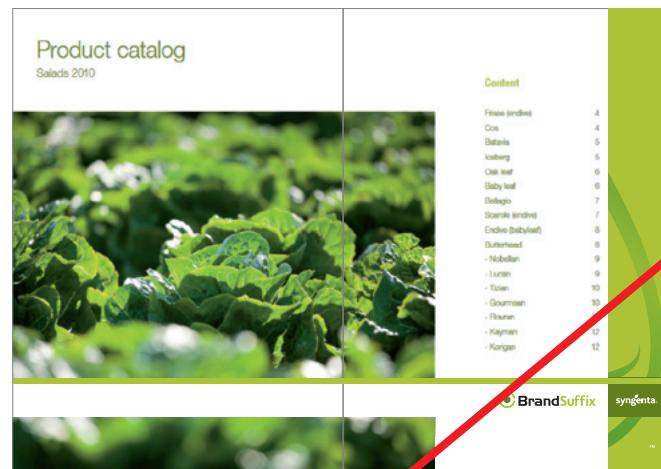
## Things to be avoided

- Do not use another “Horizon bar” solid or open at the top of the page
- Do not use the full Alliance frame with vertical bar for inside pages



**DO NOT**

Do not use Horizon bar  
at the top of inside pages



Do not use the full Alliance frame  
for inside pages

# Brochures

## “One” and “Two Pagers” portrait

- Single summary sheets printed on 1 or 2 sides, used for annual updates, product summary, handouts etc.
- Always use the full Alliance frame as this gives the greatest link to related campaign materials and the Syngenta brand. For maximum content flexibility this alternative layout (Horizon bar at top of page) is allowed
- For single brands use the Endorsed Alliance frame (as shown) otherwise for multi brand and other requirements use the Primary Alliance frame

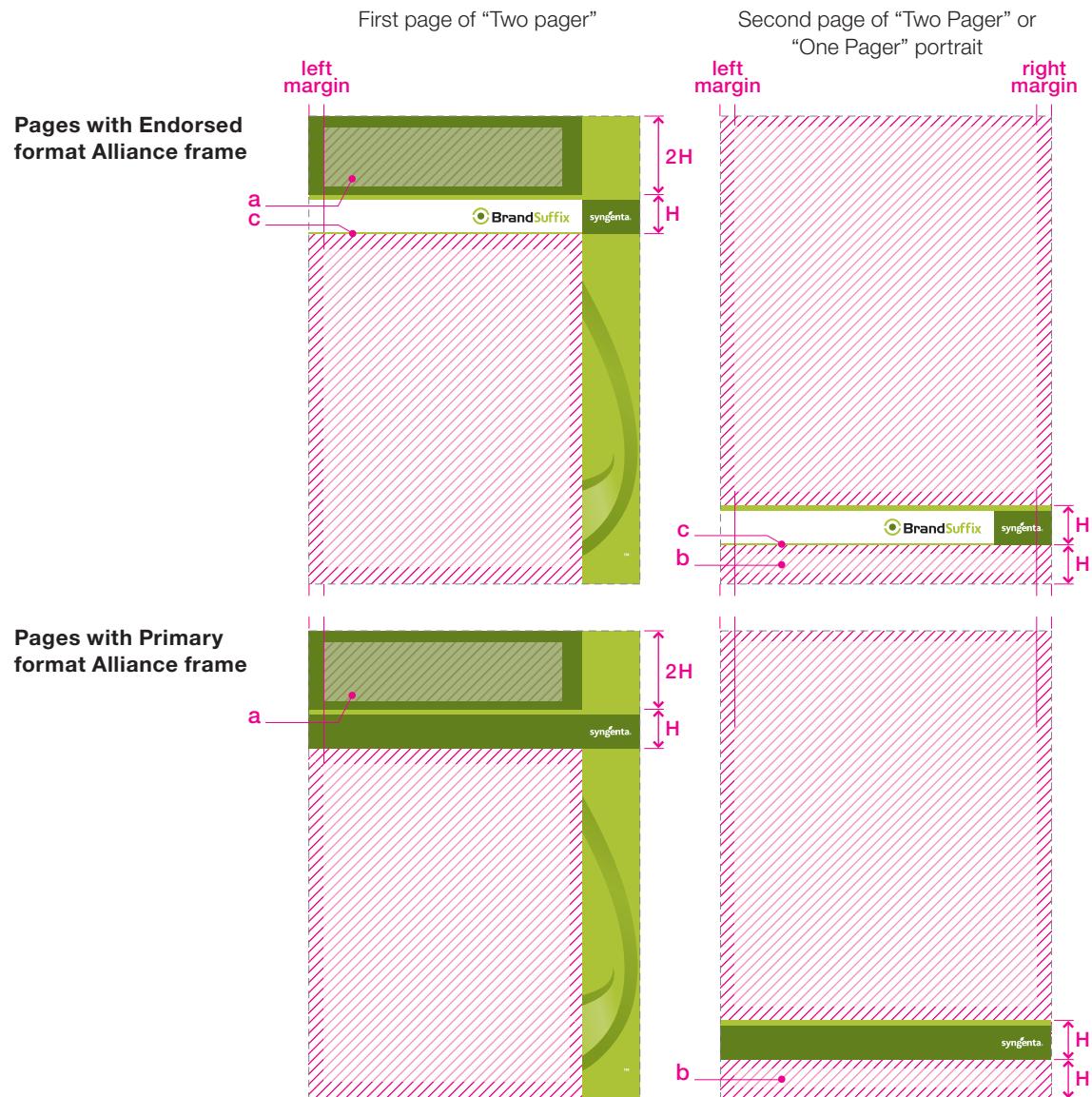
### Must do requirements

- No other content to appear in the Horizon bar other than the correctly positioned brand signature
- Use approved brand colors for single brands

### Options

- For Primary Alliance Horizon bar linked to a specific crop use the approved crop colors
- Text font choice is according to brand or if none is designated use Helvetica Neue
- a Title space, use the secondary brand color and keep text simple and easy to read, do not insert any other design features
- b Place all “small print” i.e. telephone and address details, trademark claims, etc. below the Horizon bar
- c Insert a horizontal line to bottom of Horizon bar if using a white background (see page 81)

Refer to page 73 for options of Horizon bar positions.  
Layout guidelines also apply to landscape layouts.



# Brochures

## “One” and “Two Pagers” landscape

- For single brand “one pagers” insert the Endorsed Alliance Horizon bar on the bottom of the page otherwise for multi brand and other requirements use the Primary Alliance Horizon bar (as shown in this example)

### Must do requirements

- No other content to appear in the Endorsed Alliance Horizon bar other than the correctly positioned brand signature
- Use approved brand colors for single brands

### Options

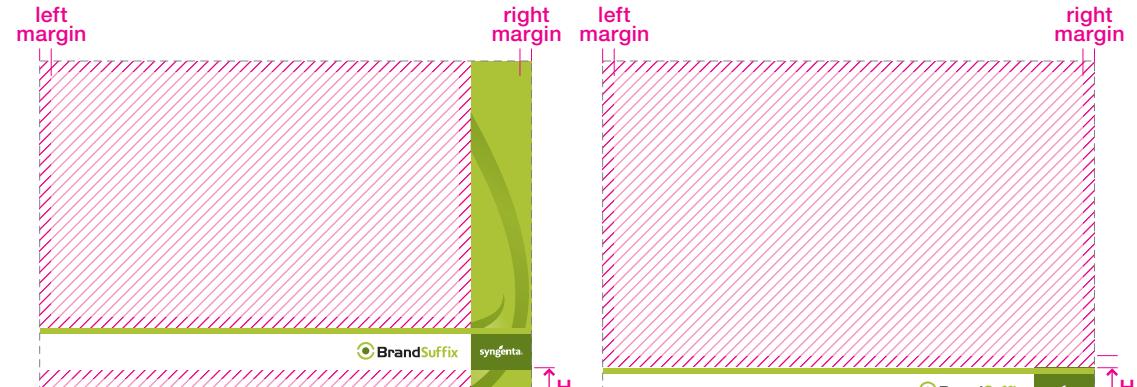
- For Primary Alliance Horizon bar linked to a specific crop use the approved crop colors
- Text font choice is according to brand

### Do Not

- Use another “Horizon bar” solid or open at the top of the page

Refer to page 73 for options of Horizon bar positions and to page 81 for the definitions of the horizontal line on white background.

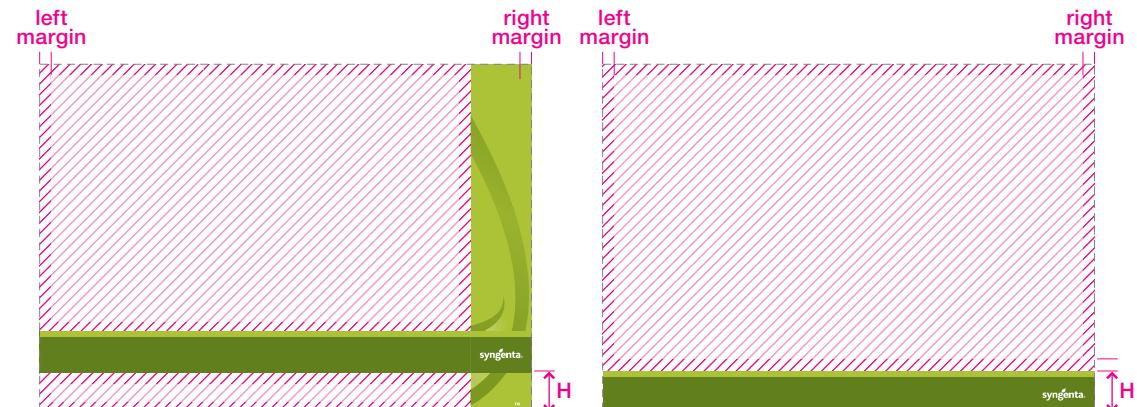
### Pages with Endorsed format Alliance frame



First page of “Two pager”

Second page of “Two Pager” or  
“One Pager” landscape

### Pages with Primary format Alliance frame



First page of “Two pager”

Second page of “Two Pager” or  
“One Pager” landscape

# Print and advertising

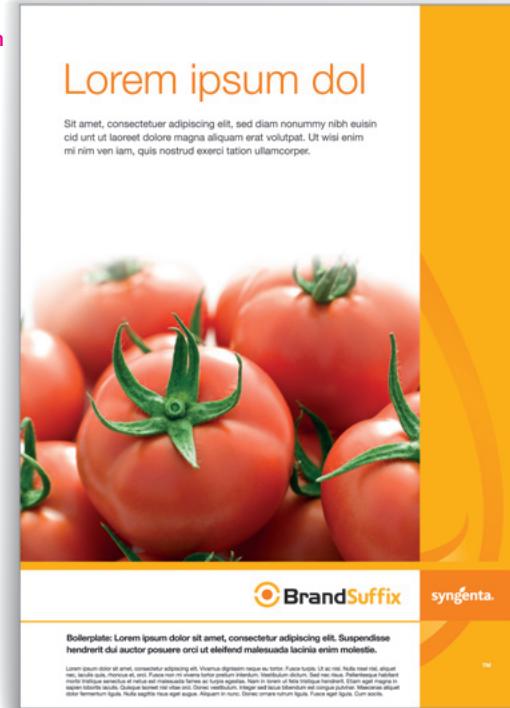
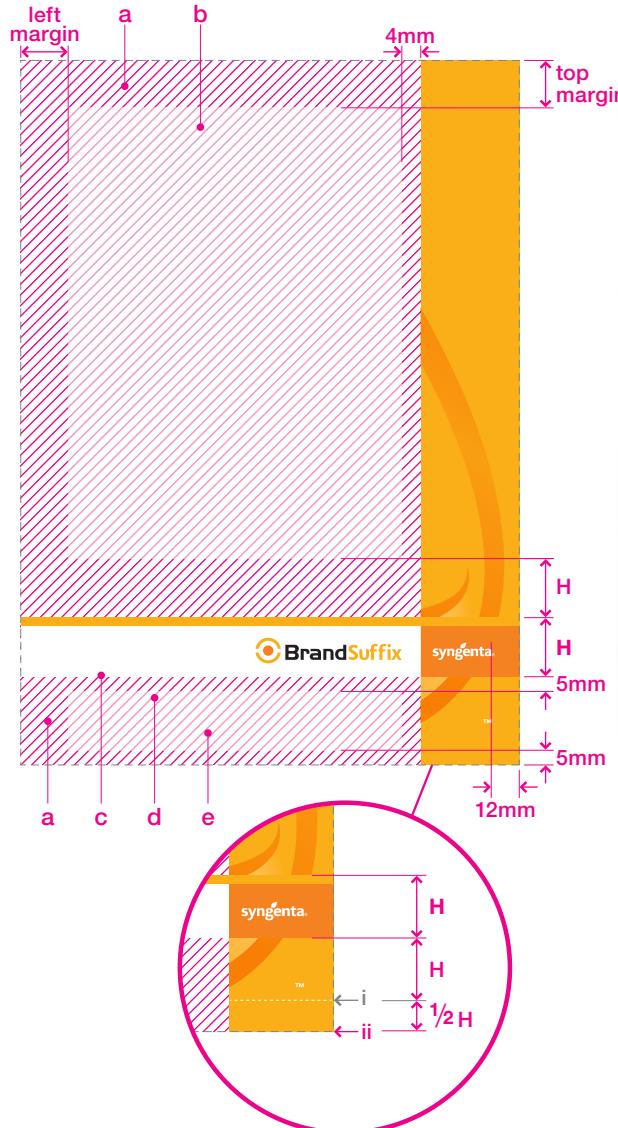
## Magazine advertising – Full page portrait advertising, right-hand side



All the remaining space, apart from the Alliance frame, is reserved for the brand communication. There are predetermined zones:

- a Background image:** runs over the whole brand communication area, even with cut-out imagery — see example far-right.
- b Copy and additional logos:** should be placed in the central zone, as indicated. A margin should be kept all around to ensure clear brand recognition and stand out. The top and left margins can be adjusted as required.
- c Horizon bar:** since the white thick line disappears against a white background, a horizontal line must be added below the Horizon bar. This is always one-fifth of the height of the thin line, using the primary color.
- d Corporate endorsement text:** always appears in either white, black or a tint of black, is typeset in Helvetica Neue Bold and is larger than the legal copy.
- e Legal copy:** always appears in either white, black or a tint of black. Its minimum size is 6 points and it is always positioned with at least 5 mm distance from the bottom of the page.

Refer to page 73 for options of Horizon bar positions.



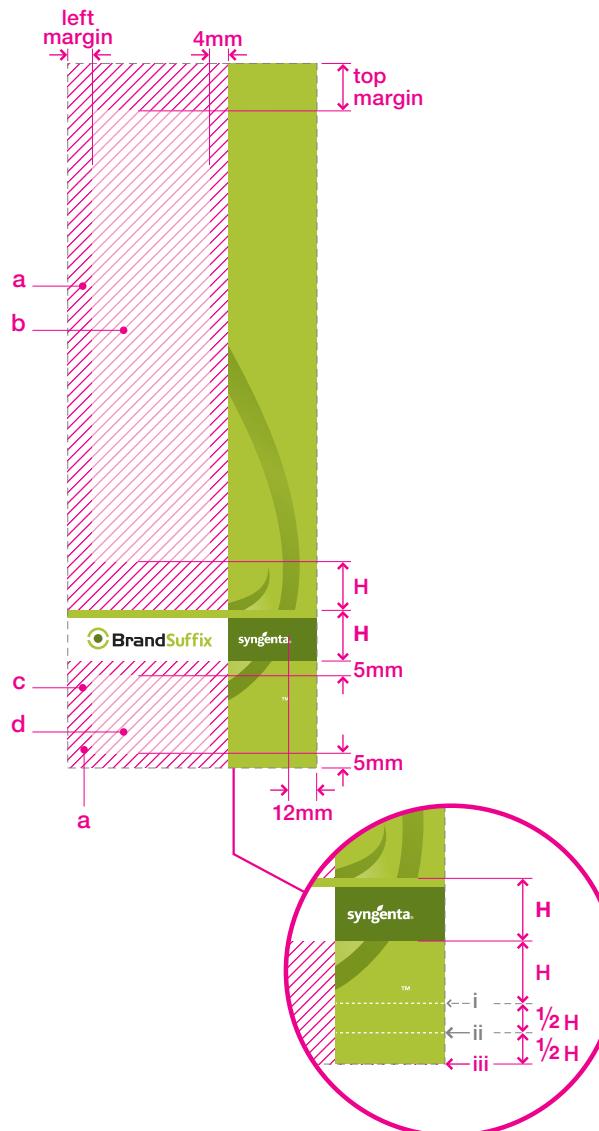
# Print and advertising

## Magazine advertising – Half page portrait advertising, right-hand side



All the remaining space, apart from the Alliance frame, is reserved for the brand communication. There are predetermined zones:

- a Background image:** runs over the whole brand communication area.
- b Copy and additional logos:** should be placed in the central zone, as indicated. A margin should be kept all around to ensure clear brand recognition and stand out. The top and left margins can be adjusted as required.
- c Corporate endorsement text:** always appears in either white, black or a tint of black, is typeset in Helvetica Neue Bold and is larger than the legal copy. It can be removed if the legal copy is lengthy.
- d Legal copy:** always appears in either white, black or a tint of black. Its minimum size is 6 points and it is always positioned with at least 5 mm distance from the bottom of the page.



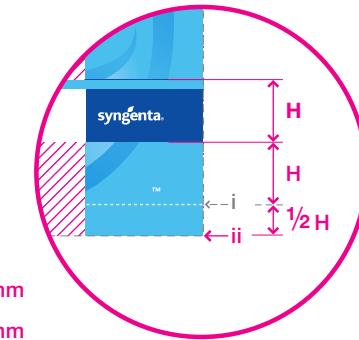
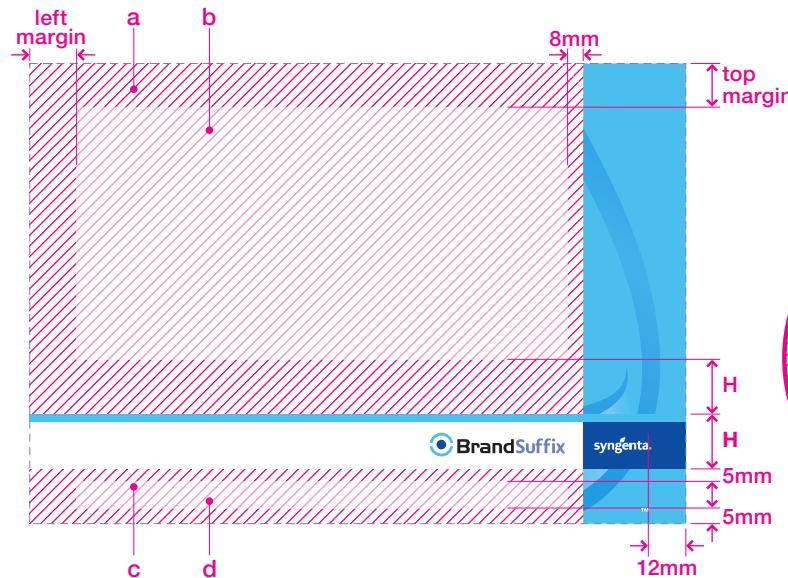
# Print and advertising

## Magazine advertising – Half page landscape advertising, right-hand side



All the remaining space, apart from the Alliance frame, is reserved for the brand communication. There are predetermined zones:

- a Background image:** runs over the whole brand communication area.
- b Copy and additional logos:** should be placed in the central zone, as indicated. A margin should be kept all around to ensure clear brand recognition and stand out. The top and left margins can be adjusted as required.
- c Corporate endorsement text:** always appears in either white, black or a tint of black, is typeset in Helvetica Neue Bold and is larger than the legal copy. It can be removed if the legal copy is lengthy — as shown on the example.
- d Legal copy:** always appears in either white, black or a tint of black. Its minimum size is 6 points and it is always positioned with at least 5 mm distance from the bottom of the format.



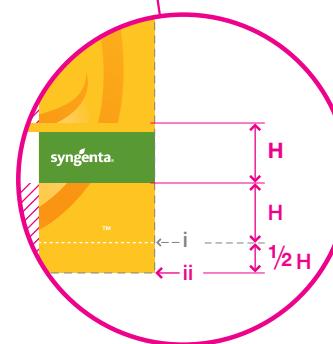
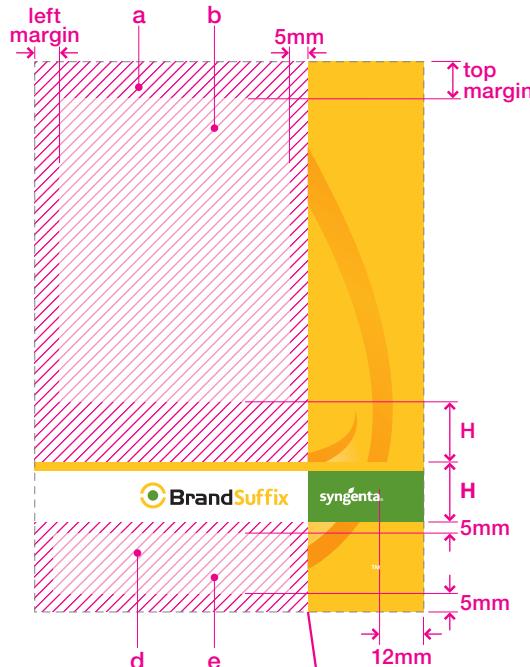
# Print and advertising

## Magazine advertising – Quarter page portrait advertising, right-hand side



All the remaining space, apart from the Alliance frame, is reserved for the brand communication. There are predetermined zones:

- a Background image:** when a studio image sits in this space the white part of the Horizon bar and the Corporate endorsement text and legal copy must still be clearly visible. On the example far right the bottom part of the image has been darkened to achieve this.
- b Copy and additional logos:** should be placed in the central zone, as indicated. A margin should be kept all around to ensure clear brand recognition and stand out. The top and left margins can be adjusted as required.
- c Corporate endorsement text:** always appears in either white, black or a tint of black, is typeset in Helvetica Neue Bold and is larger than the legal copy. It can be removed if the legal copy is lengthy.
- d Legal copy:** always appears in either white, black or a tint of black. Its minimum size is 6 points and it is always positioned with at least 5 mm distance from the bottom of the format.



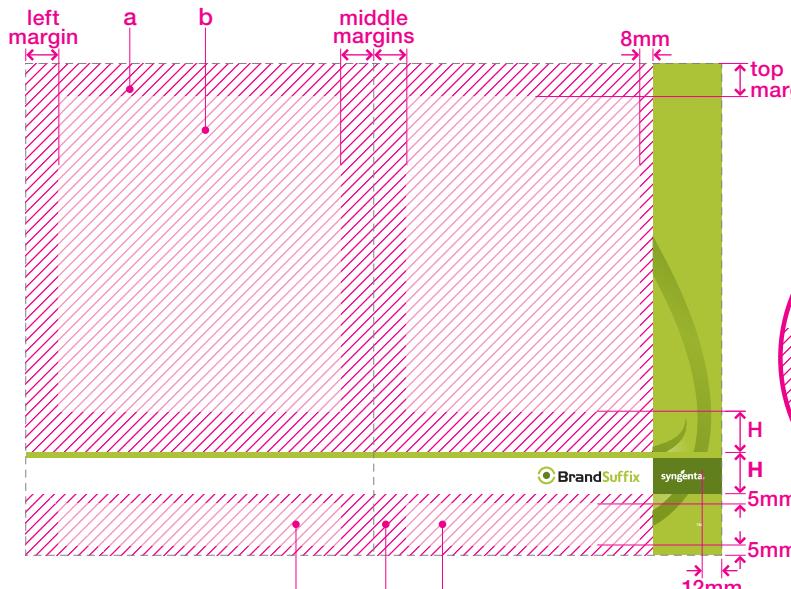
# Print and advertising

## Magazine advertising – Double page advertising, full-bleed



The double page advertising has a specific construction. The right-hand side page is identical to full page portrait advertising. The Horizon bar is extended across the left-hand page. All the remaining space, apart from the Alliance frame, is reserved for the brand message. There are predetermined zones:

- a Background image:** runs over the whole brand message area.
- b Copy and additional logos:** should be placed in the central zone, as indicated. A margin should be kept all around to ensure clear brand recognition and stand out. The top, left and middle margins can be adjusted as required. Copy content must remain visible by ensuring middle margins are sufficient for different types of document bindings.
- c Corporate endorsement text:** always appears in either white, black or a tint of black, is typeset in Helvetica Neue Bold and is larger than the legal copy. It can be on either page as required.
- d Legal copy:** always appears in either white, black or a tint of black. Its minimum size is 6 points and it is always positioned with at least 5 mm distance from the bottom of the page.

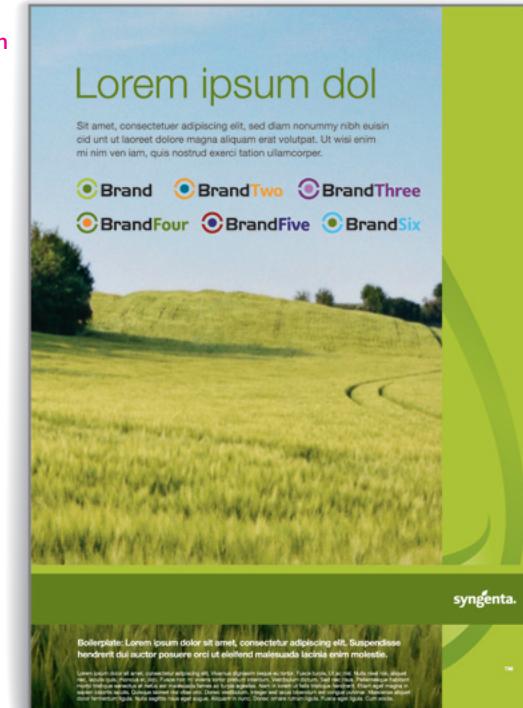
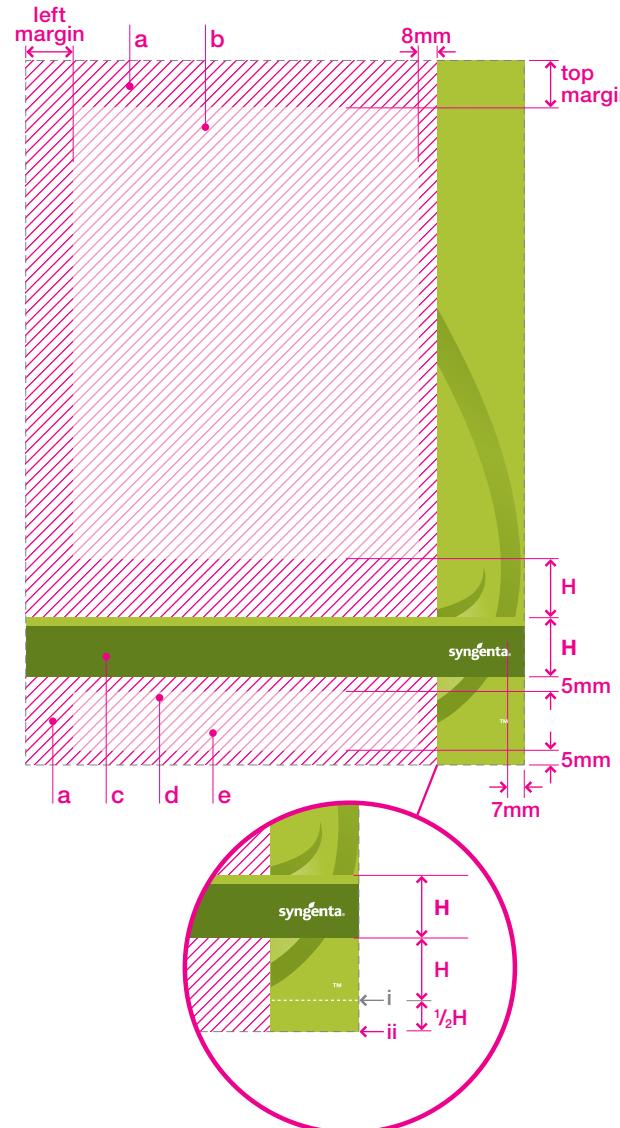


# Print and advertising

## Magazine advertising – Full page portrait multiple brands advertising, right-hand side

The Horizon bar should never hold more than one product brand. When several brands produce joint advertising their signatures are grouped in the brand message area. The frame can use one of the Syngenta corporate colors (Plant green, Sun orange or Air blue) or a color combination suited to the communication piece. The frame is placed in accordance with the rules outlined previously, then adjusted as shown here:

- a Image:** it can run over the whole brand message area.
- b Copy and additional logos:** should be placed in the central zone, as indicated. All brand signatures are grouped on a light part of the image. A margin should be kept all around. The top and left margins can be adjusted as required.
- c Horizon bar:** since the brand signatures are in the brand message area, the white part is not needed. The Syngenta area is extended across the whole page while the Syngenta wordmark placement stays the same.
- d Corporate endorsement text:** always appears in either white, black or a tint of black, is typeset in Helvetica Neue Bold and is larger than the legal copy. It can be removed if the legal copy is lengthy.
- e Legal copy:** always appears in either white, black or a tint of black. Its minimum size is 6 points and it is always positioned with at least 5 mm distance from the bottom of the page.



# Print and advertising

## Web banner advertising — Portrait web banner advertising

Wherever possible these advertising formats are animated. This maximizes the impact of the media by allowing an alternation between the brand signature and the message followed by the vertical bar including the purpose icon. The two frames continuously alternate between each other.

When a static version is necessary it can be created by using the first part of the animated pair, illustrated here in Image 1.

### Animated web banner advertising

Image 1



Image 2



Image 1



Image 2



Web banner in situation



# Print and advertising

## Web banner advertising — Portrait web banner advertising

### Portrait banners construction

The vertical bar is reduced to a thin colored bar. The thinner the banner the thinner the vertical bar becomes in order to maximise the brand message area.

The brand signature on one line should be used primarily, but on narrow banners the stacked version can be used. In both cases, the brand signature is centered horizontally and vertically in the white portion of the Horizon bar.

120 x 240 pixels



392 x 72 pixels



# Print and advertising

## Web banner advertising — Landscape web banner advertising

The vertical bar cannot be used on a landscape banner;  
the promotional frame is used in these instances.



# Print and advertising

## Field sign – Field sign with and without plot information

The field sign design is derived from the print materials.

It uses the print and advertising frame but without any image; the brand itself is the most prominent element, centered on a white background. As a result, the white Horizon bar is removed and the Syngenta area is extended to the full width.

### Plot information

If needed, plot information is typeset using the corporate font, Helvetica Neue, and placed in the white area below the brand signature so it is visually associated with the brand — respecting the protection zone. It is represented by the magenta cross-hatched area in the illustration (bottom right).



# PowerPoint

## Introduction

Powerpoint templates are frequently supplied in pre-designed formats for the launch of a new brand and where available should always be used.

Full use instructions are included in the download files to ease positioning of the brand signature and to set the primary and secondary brand color in the templates color design.

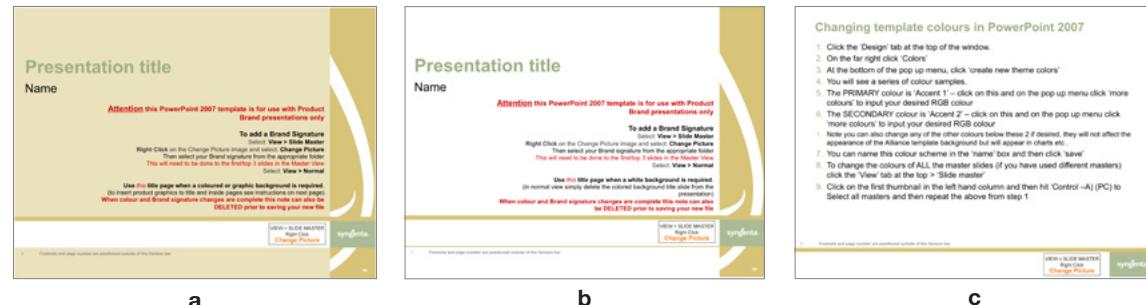
You should use templates:

- a as title page, when either a colored background or a graphic is inserted
- b for white background title pages
- c for the individual slides within the presentation

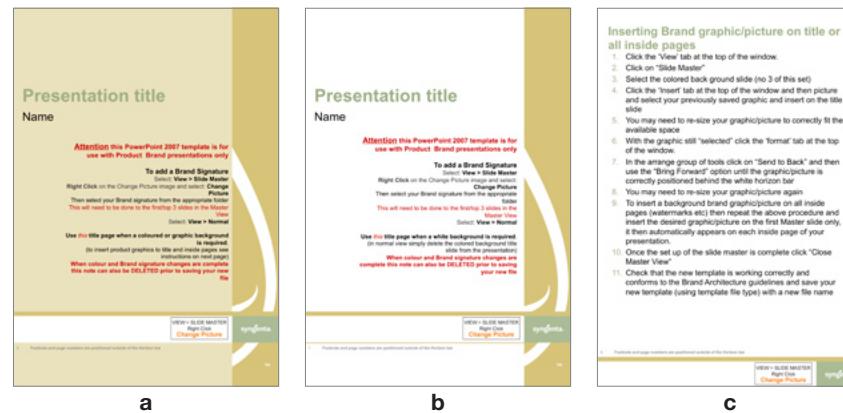
Blank Alliance templates in either landscape or portrait layout are available for local customisation and can be downloaded at [www.ci.syngenta.com](http://www.ci.syngenta.com).

Only the brand signature should appear in the white space of the Horizon bar, do not place any other content or text in this space.

### PowerPoint landscape



### PowerPoint portrait



# PowerPoint

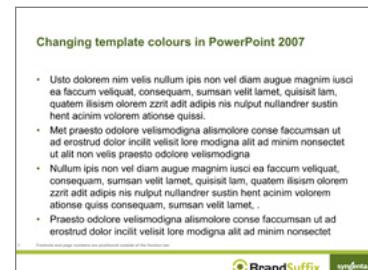
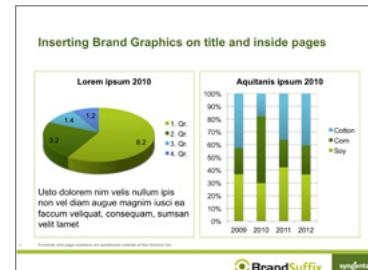
## Samples for landscape and portrait pages

If the instructions included in the templates are followed the brand signature and the brand colors are automatically applied as shown on the right side.

The primary and secondary color of the brand signature should show up correctly in the Alliance frame, standard objects, diagramms etc.

Only the brand signature should appear in the white space of the Horizon bar, do not place any other content or text in this space.

### Samples for PowerPoint landscape



### Samples for PowerPoint portrait



# Applying brand elements

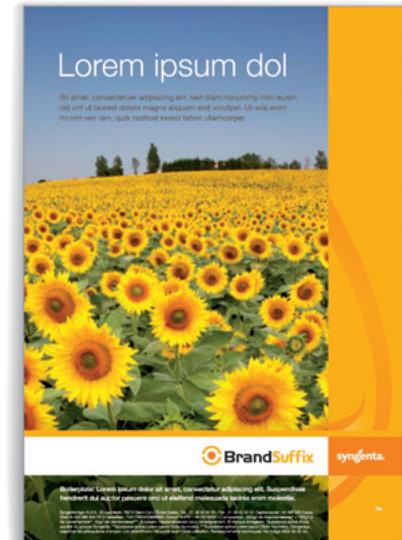
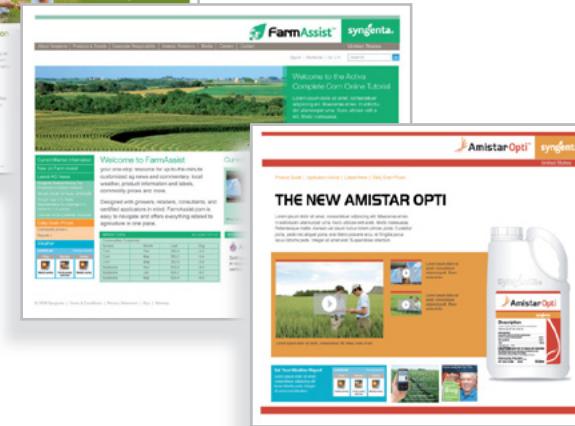
## Internet

# Internet – Syngenta online guidelines

## Introduction

A consistent visual message across our corporate brand, businesses, and product brands offline and online will ensure stronger recognition and market differentiation around the world.

These guidelines provide an online identity for Syngenta that clearly “reads across” from our offline corporate communications through to our product brand communications.



Corporate visual identity  
(for corporate communication)

Online styles

Alliance design system  
(for product brand communication)

# Online styles

## Introduction

To ensure a clear and consistent Syngenta visual presence online

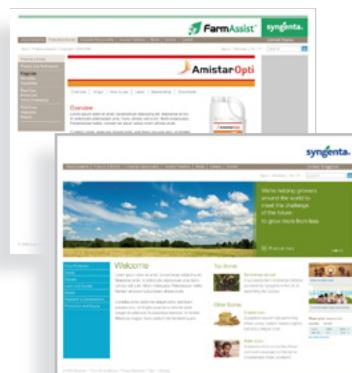
- Consistent placement of Syngenta wordmark across the three styles
- Consistent use of clear white space in left hand top header area
- Strong consistent image placement in Corporate and Branded Segment

Reinforces Brand Alliance system of Brand Architecture by utilizing the brand signatures and Alliance Horizon bar within the different online styles.

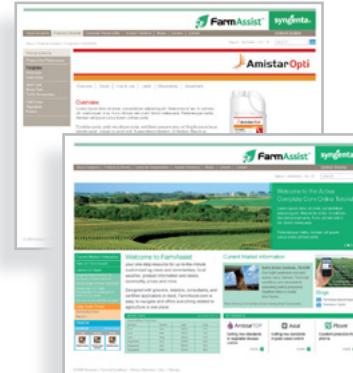
Promotional sites have a strong visual link to off-line and packaging.

Styles include specific guidelines for product specific pages that also reinforce Brand Architecture.

### Corporate branding



### Branded segment



### Promotion

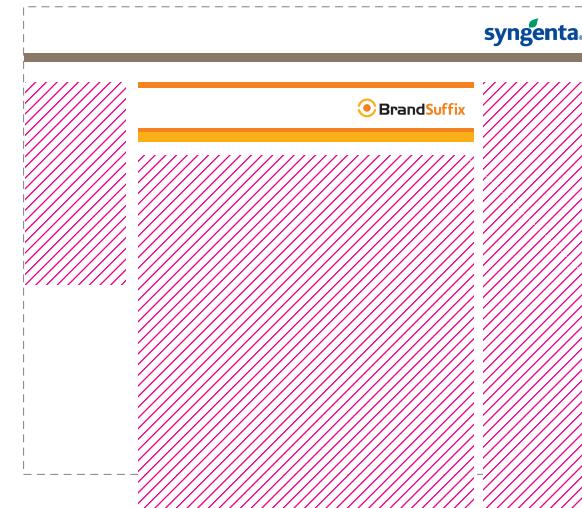
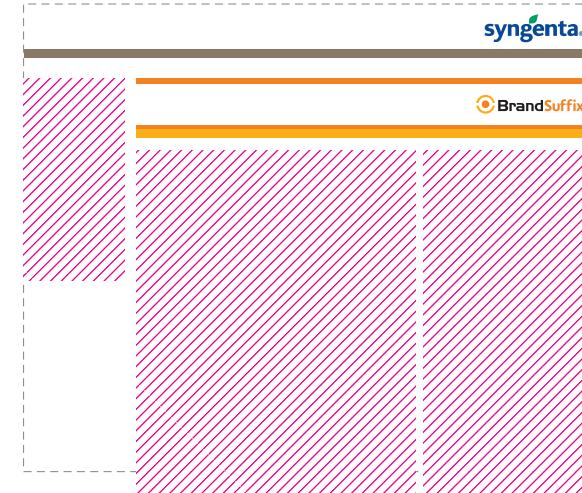


# Corporate branding style

## Branded products within corporate style

- A modified format of the Alliance frame
- Individual product images will be shown as defined by Brand Architecture guidelines
- Where multiple products are listed on a page, the full Alliance frame is not required, the brand signature can be used on its own. This is an exception to the Brand Architecture guidelines, permitted because Syngenta branding will be visible within the overall frame of the webpage
- However, where a single product is the main subject of a webpage the brand alliance system must be used to assist in the read-across from product packaging and promotion.
- This same approach is to be adopted where a single Soft Brand is displayed in a page within any Corporate style site

### Corporate branding



# Branded segment style

## Branded segment style

This style applies to all segment/community sites with a soft brand. (“soft brands” are an addition to specific product brands. They are defined through the brand architecture guidelines process and apply to those non-product areas that Syngenta chooses to explicitly brand)

A number of the page elements are common across all of the defined styles to enhance Syngenta brand recognition in the online environment.

The remainder of the page area is left to local definition whilst remaining within the overall Syngenta brand and values

- Purpose icon should not be a permanent feature
- Purpose statement should not be a permanent feature

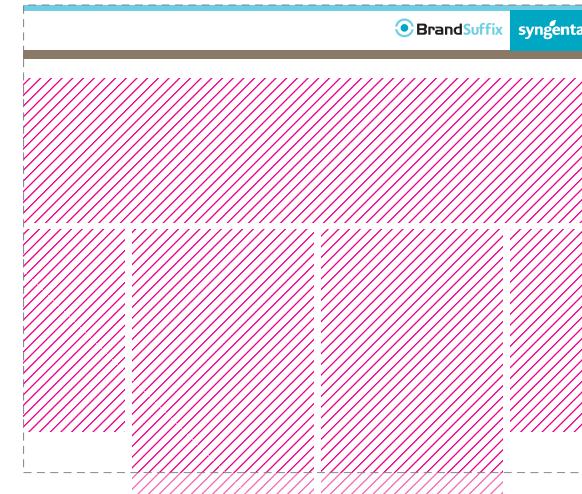
### Page header example

There can be nothing above the primary navigation except white space and the wordmark. This is a key part of the online identity.

Only the country name (or global if appropriate) can appear in the country identifier position. This must appear for every Syngenta website.

Local choice determines the other content within this horizontal navigation.

### Branded segment



### Page header example

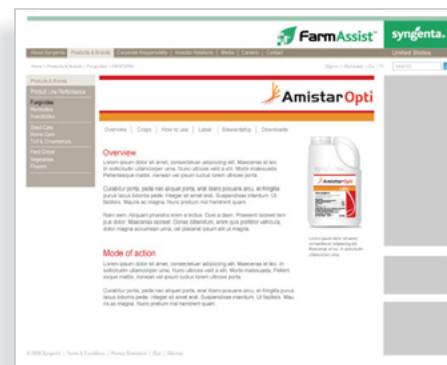


# Branded segment style

## Branded products within this style

- Individual product images will be shown as defined by Brand Architecture guidelines.
- Where multiple products are listed on a page, the full Alliance frame is not required, the brand signature can be used on its own. This is an exception to the Brand Architecture guidelines , permitted because Syngenta branding will be visible within the overall frame of the webpage.
- However, where a single product is the main subject of a webpage the brand alliance system will be used to assist in the read-across from offline activity.
- This same approach is to be adopted where a single Soft Brand is displayed in a page within any Branded Segment style site.

### Branded segment style

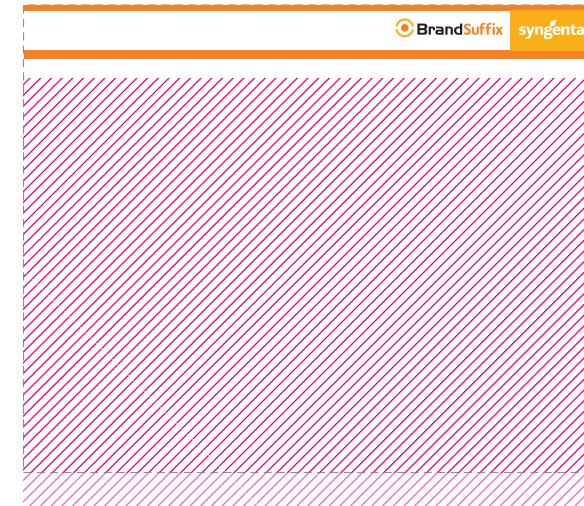


# Promotion style

## “Stand alone”

- This style applies to all promotional sites.
- These are always expected to be temporary and normally focus on a specific product often only during a period of campaign activity.
- The remainder of the page area is left to local definition whilst remaining within the overall Syngenta brand and values.

### Promotion



# Applying brand elements

## Packaging

# Packaging

## Introduction

Packaging is the point where the customer directly interacts with the product. The purpose icon is prominent on all packaging to create a bold, unique and memorable design which helps to build customer brand recognition and to distinguish it from generic and counterfeit products. A detailed, legal, safety and regulatory level of information is necessary on the packaging surfaces. Layout and content is product and country specific governed by local regulatory rules and other regulations which take precedence over the Alliance design system. Wherever possible follow the construction guides and any required adaptations need to be approved within the Governance framework.

The following pages cover:

### Common rules

A step-by-step process for positioning and scaling the packaging frame must be followed. Some basic rules for the brand communication area are also provided. These rules need to be understood before consulting any specific packaging application pages.

### Specific information

The following specific applications are covered with detailed construction guides:

- 5L bottle
- Small bottle 500ml
- Outer packaging case
- Seed bag
- Seed box
- Foil bag

Brand architecture principles

Creating brand elements

**Applying brand elements**

### Packaging examples



# Packaging

## Common rules

### Packaging scaling principle

A master packaging frame has been provided. Sizing the Alliance frame to a particular size is a three-step process:

- 1 The packaging frame, without the brand signature, is scaled to the height of the format. It is resized as a group without its proportions altering.
- 2 The Horizon bar is extended or reduced to fit the width of the format.
- 3 The brand signature is added; it is resized to fit, respecting its protection zone, then centered in the white brand area.

The Syngenta wordmark minimum size (x-height = 2 mm) should be kept in mind when creating artwork for small packs; the Alliance frame must not be reduced below minimum size.

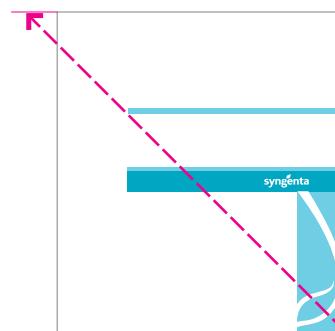
### Adjustment for narrow formats

The vertical bar should never be wider than one-third of the width of the packaging or label. In such cases, the vertical bar can be freely extended down — but by no more than one-third of the height of the original vertical bar.

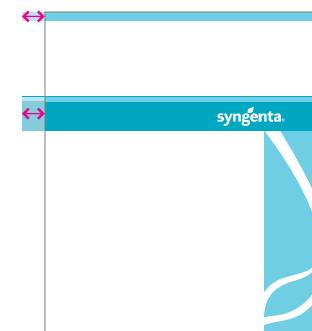
Please contact the local or regional packaging artwork department for help with unusual sizes and shapes.

### Sizing and placing the Alliance frame

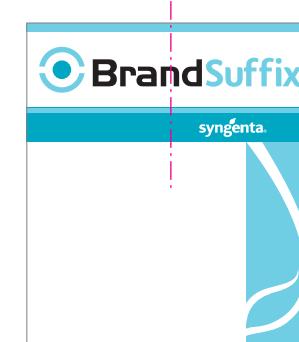
#### Packaging frame scaling



1 The packaging frame is scaled to height

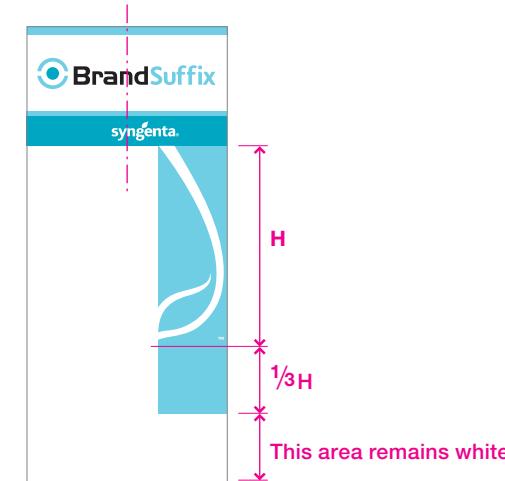
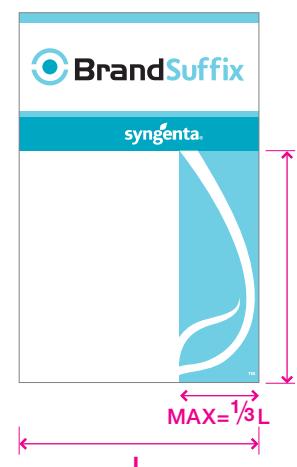


2 The Horizon bar is extended or reduced



3 The brand signature is added, resized then centered

#### Adjustment for narrow format



# Packaging

## Common rules

### Packaging facing area

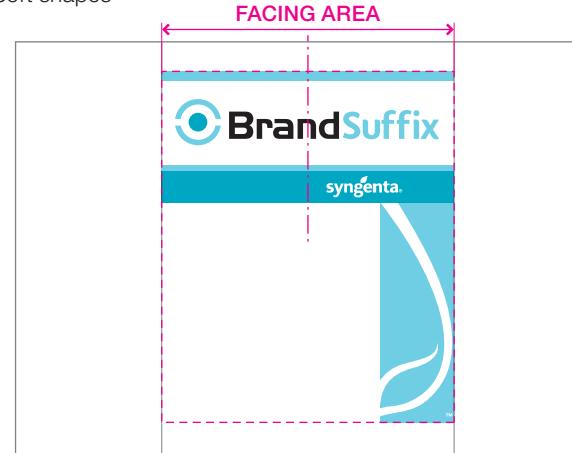
On packaging with no defined edges or corners (e.g. bags, round bottles) the main visible area needs to be established if it is not already defined in the template. The Alliance frame is then scaled considering only this area, following the normal scaling rule — see preceding page.

Please contact the local or regional packaging artwork department for help with unusual sizes and shapes.

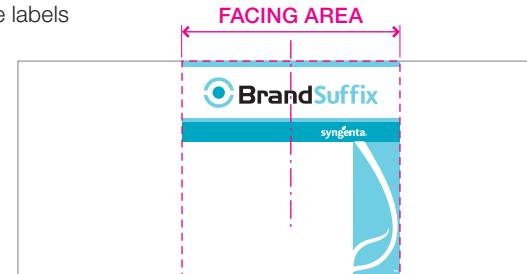
### Placing the Alliance frame

#### Defining facing area

Soft shapes



#### Bottle labels



# Packaging

## Common rules

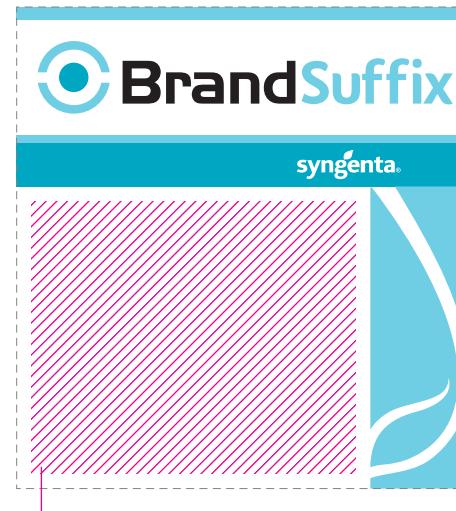
The Alliance frame provides a recognizable Syngenta visual system which frames the brand signature and a detailed, legal, safety and regulatory level of information. Layout and content is governed by local regulatory rules and regulations take precedence over the Alliance design system.

The product information is specific to the product and country, and is mandatory and fixed. It is imperative that the correct templates are used and the regulatory directives strictly adhered to.

Unless local rules specify a particular font all text will be in Helvetica Neue in Light, Regular and Bold weights.

### Brand message area

#### Brand message area



Technical and legal information area  
(with a white protection zone all around)



# Packaging

## 5L bottle

Ensure that the correct regulatory text is used. Unless local rules specify a particular font all text will be in Helvetica Neue in Light, Regular and Bold weights.

The 5L bottle template is available from your local artwork management team.



# Packaging

## Small bottle 500ml

The label that wraps around the bottle has a predetermined facing area for the front information and side panels for additional text.

Ensure that the correct regulatory text is used. Unless local rules specify a particular font all text will be in Helvetica Neue in Light, Regular and Bold weights.

The small bottle template is available from your local artwork management team.



# Packaging

## Guidance for small packages

Packaging across CP, Seeds and L&G is an important customer touchpoint. Consistent presentation will increase the connection between the Syngenta brand and our product brands.

The standard layout is shown opposite and should be applied as the default frame to all packages. Label text from previous packaging layouts may require a different layout to fit within the Alliance frame format.

Every effort should be made to use the “full” standard Alliance frame however when space on the front panel becomes restricted e.g. small pack sizes, then the packaging frame can be adjusted using a strict order of alternatives from **a** to **d**.

This will ensure the maximum possible retention of Alliance frame in the final layout (see next page).

### Standard packaging Alliance frame for small packages



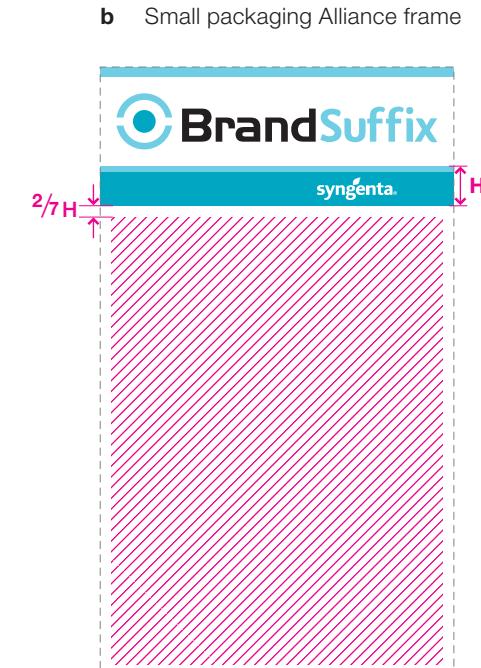
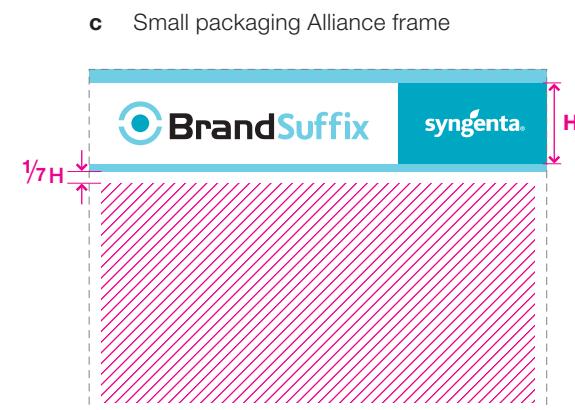
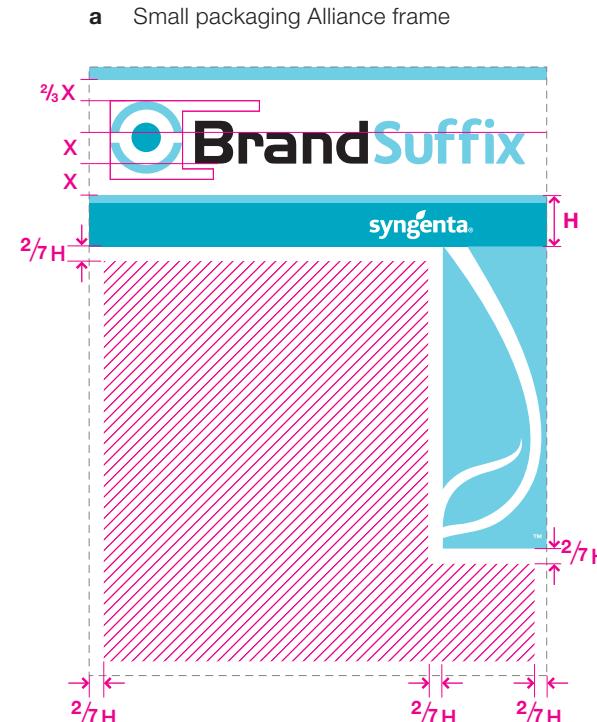
# Packaging

## Guidance for small packages

- a Uses the complete frame but scaled to create free space at the bottom of the label.
- b To remove the vertical bar of the Alliance frame. Important: this reduces a significant part of trademark protection used to defend against counterfeit products.
- c Side by side option maintains the link of product and Syngenta brands, but ensure both the brand signature and the Syngenta wordmark retain visibility on the label (and respect minimum sizes).
- d For very small packages a simplified version of option b is possible.

Except for option **c** all margins for the labeled text area remain the same as defined in the standard packaging definition.

Any modification from the standard default layout reduces a significant part of trademark protection. This should be undertaken as a last resort when space is very limited or to comply with national regulatory and legal requirements.



# Packaging

## Outer packaging case

Local regulatory and transport requirements for text and safety symbols should be followed and where necessary the Alliance frame is adapted to accommodate this.

Ensure that the correct regulatory text is used. Unless local rules specify a particular font all text will be in Helvetica Neue in Light, Regular and Bold weights.

Due to printing quality constraints, the design of the Alliance frame for the outer packaging case alters slightly: the thin line above the Syngenta area appears in the secondary color (as apposed to primary) and a white line of a minimum of 1 mm separates them. A white space separates the vertical bar from the Horizon bar, and is adaptable depending on printing tolerances.

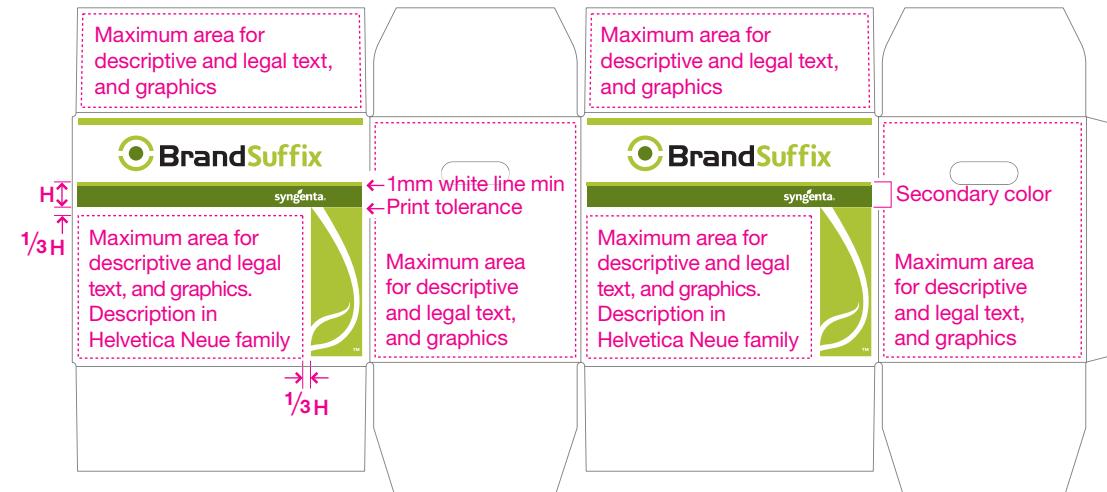
Where a non-white substrate is used, the brand colors must be tested to ensure legibility is not compromised. If the contrast is significantly reduced, to the point where the brand signature and the Syngenta wordmark are not clear to read, another solution must be found. There are only two options: adapting the brand colors but in this instance only, or alternatively, the all-black version of the Alliance design system may be used. All other applications and substrates should use the correct brand colors.

The outer packaging case template is available from your local artwork management team.

Brand architecture principles

Creating brand elements

**Applying brand elements**



# Packaging

## Alliance system for twin packs outer boxes

Twin packs means two different product brands packed individually into a single outer box.

These are commonly used in many markets and can be based on e.g.

- a One Syngenta brand plus a third party product or
- b Two Syngenta brands

### Twin packs with Alliance frame

- a Syngenta Alliance frame and one brand signature plus third party brand name.
- b Two Syngenta brand signatures within the same Alliance frame.



# Packaging

## Alliance system for twin packs outer boxes for two Syngenta brands

Where the twin pack is not itself branded as a single offer and both constituent brands need to be identified on the outer box, then each brand signature can be placed in the Horizon bar of the Alliance frame.

### Step 1:

Set the correct size of the right aligned Alliance frame.

### Step 2:

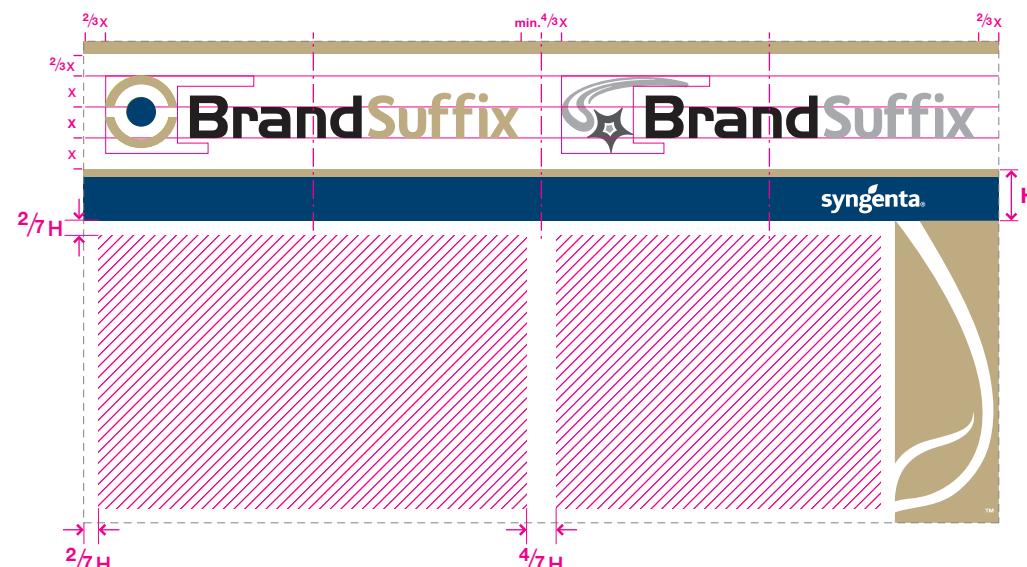
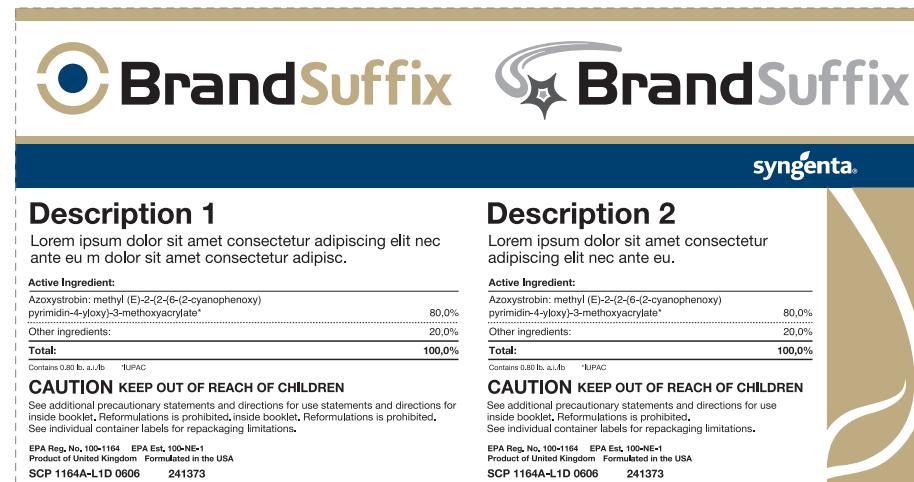
Adjust the x-height of both brand signatures. Then resize so that the longer of the two brand signatures fits into its protection zone. Then both are centered in their respective half of the white brand area.

The lead brand should be printed in full colour and the Alliance frame uses its primary and secondary colours. Other products in the pack should be printed in grey scale, with or without the brand icon.

Brand signatures can be separated by either spaces or other separator. Alliance frame colors for twin packs can either follow the main Syngenta product brand or be printed in greyscale.

To reduce the number of colors for printing, the icon of the second brand can be printed in greyscale or deleted from the signature used on the outer pack. Always place the lead brand first and, if required, use an article or separator between brand signatures i.e. BrandSuffix + BrandSuffix, BrandSuffix /BrandSuffix.

### Twin packs with Alliance frame



# Packaging

## Alliance system for twin packs outer boxes for one Syngenta brand and third party brand

Where the twin packs also contain a third party product the Alliance frame should continue to be used with the Syngenta brand in Alliance brand signature format and the third party product in black text unless specified by the third party agreement.

### Step 1:

Set the correct size of the right aligned Alliance frame.

### Step 2:

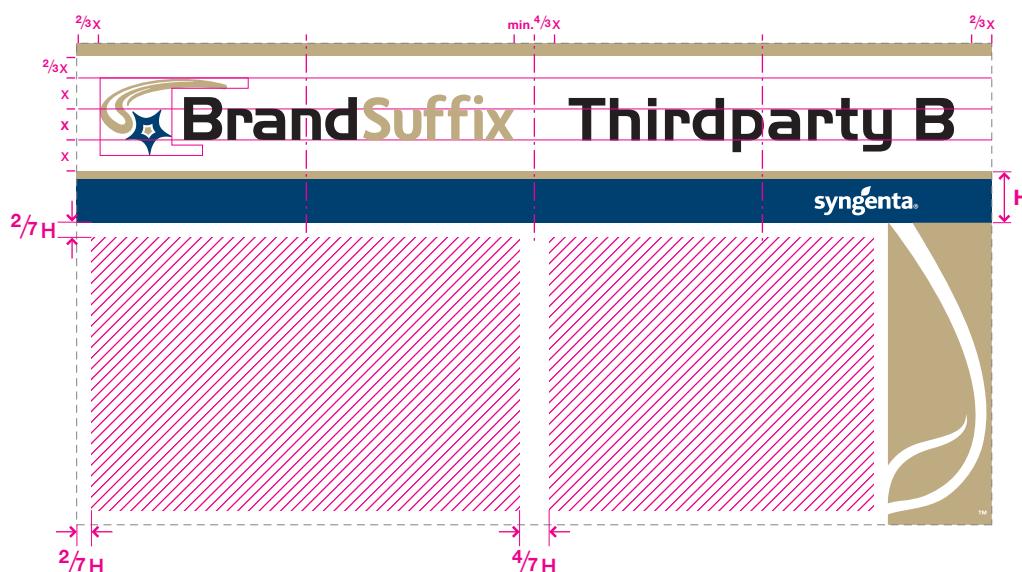
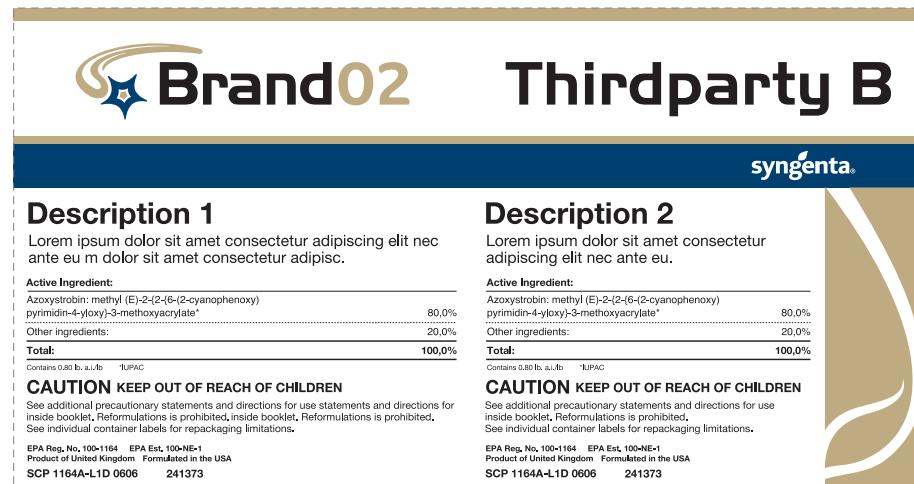
Adjust the x-height of both brand signatures. Then resize both the way, that the longer of the two brands fits into its protection zone. Then both are centered in their respective half of the white brand area.

The Syngenta product brand is always on the left side of the brand area.

Use the primary and secondary color of the Syngenta product brand in the Alliance frame.

The Alliance frame should only be used for the Syngenta supported portfolio. For third party distribution i.e. own label products the third party should use their own design layouts.

### Twin packs with Alliance frame



# Packaging

## Third party products sold as part of Syngenta portfolio.

Whenever possible, always seek to incorporate the third party product in the Syngenta house style (brand signature and Alliance frame). This will usually apply to third party products that are part of our portfolio range and directly associated to Syngenta services ( e.g. promotion, training and after sales service).

- a If the third party product has no branded design, then we should apply the Syngenta Handel Gothic font to the product name (do not include an icon). The Alliance frame should be in greyscale.
- b If this is not possible (e.g. limited by the marketing agreement), then the third party product is inserted into the white space and should be treated as a stand alone product, not a brand. The Alliance frame should be in greyscale.

When we supply a branded product from Syngenta to a third party consult the relevant agreement for branding conditions. In some cases we may supply the full Brand signature to retain connection with the brand. However the Alliance frame should never be used by third parties.

### Integrating third party products



a



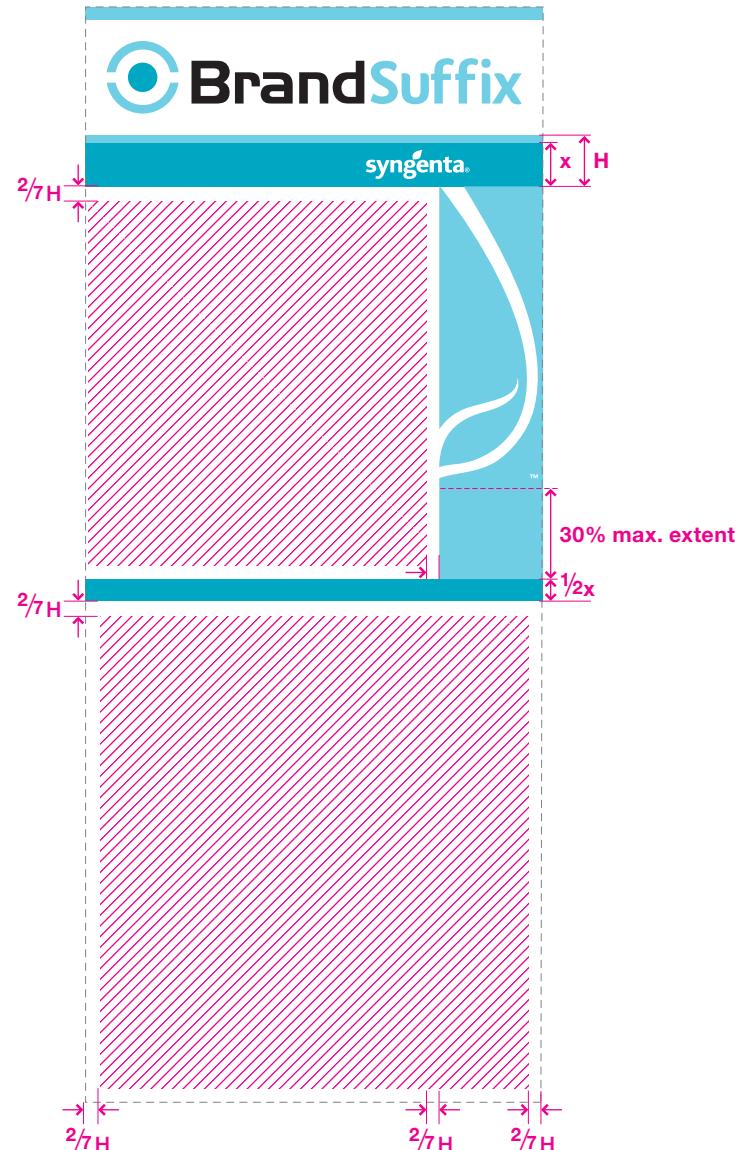
b

# Packaging

## Guidance for tall narrow packages

For tall narrow packages and labels where the vertical bar of the Alliance frame does not reach 75% of the overall height of the full label. Then an additional horizontal line can be inserted adjacent to the bottom of the extended vertical bar (maximum allowed vertical extent of 30%).

This additional horizontal line should be half of the height of the Syngenta area, it must be the same width and in the secondary brand color.



# Packaging

## Seed bag

The seed bag has a predetermined facing area for the front information. Additional technical specifications appear on the upper portion as well as on the back of the bag.

The Horizon bar and Syngenta area extend around onto the sides of the bag. Here, the Syngenta wordmark is adjusted to the available space - respecting its protection zone. The brand signature and product name are placed vertically so they can be enlarged. If needed, the stacked signature is used on the sides to ensure good readability

Ensure that no part of the color, text, graphics or illustration from the side panels print over onto the front or back of the seed bag.

Ensure that the correct regulatory text is used. Unless local rules specify a particular font all text will be set in Helvetica Neue and Helvetica Neue Condensed in Light, Regular, Bold and Black weights.

The seed bag template is available from your local artwork management team.



# Packaging

## Syngenta seed bag

For brands that have transitioned to the primary Syngenta brand the layout of the seed bag is adapted as shown here.

Ensure that no part of the color, text, graphics or illustration from the side panels print over onto the front or back of the Syngenta seed bag.

Ensure that the correct regulatory text is used. Unless local rules specify a particular font all text will be set in Helvetica Neue and Helvetica Neue Condensed in Light, Regular, Bold and Black weights.

The Syngenta seed bag template is available from the Global Packaging department.



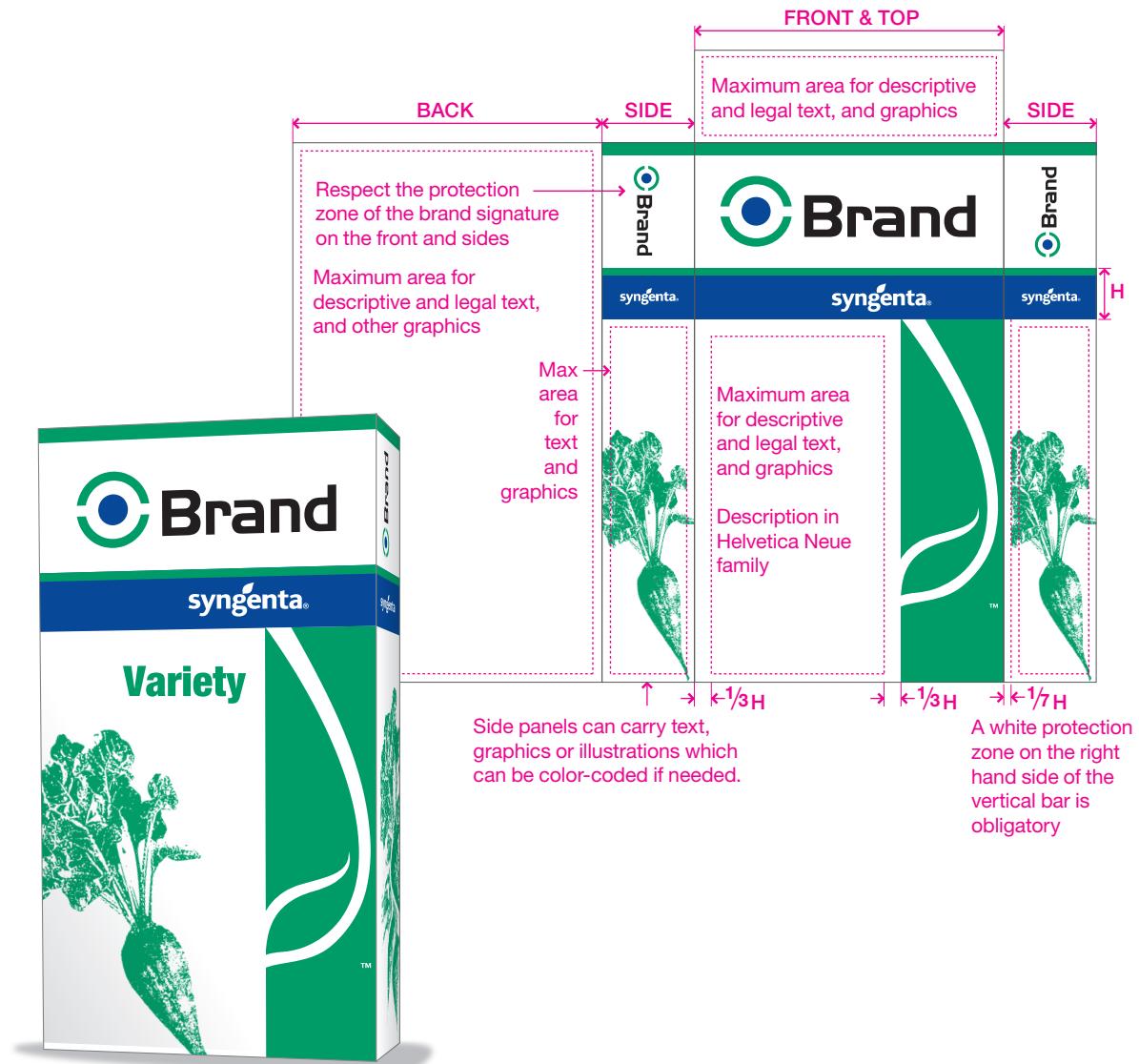
# Packaging

## Seed box

The Horizon bar and Syngenta area extend around onto the sides of the box. Here the Syngenta wordmark is enlarged in the available areas — respecting its protection zone. The brand signature and product name are placed vertically so they can be enlarged. If needed, the stacked signature is used on the sides to ensure good readability.

Ensure that the correct regulatory text is used. Unless local rules specify a particular font all text will be in Helvetica Neue in Light, Regular and Bold weights.

The seed box template is available from your local artwork management team.



# Packaging

## Foil bag

The Alliance frame is resized considering only the main facing area; in particular the purpose icon does not go in the lowest part where it might get distorted.

Ensure that the correct regulatory text is used. Unless local rules specify a particular font all text will be in Helvetica Neue in Light, Regular and Bold weights.

The foil bag template is available from your local artwork management team.



# Packaging

## Foil bag

For brands that have transitioned to the primary Syngenta brand the layout of the foil bag is adapted as shown here.

Ensure that the correct regulatory text is used. Unless local rules specify a particular font all text will be set in Helvetica Neue and Helvetica Neue Condensed in Light, Regular, Bold and Black weights.

The foil bag template is available from your local artwork management team.



# Applying brand elements

## Promotional materials

# Promotional materials

## Introduction

Promotional items consist of giveaways for events (caps, T-shirts, etc.) that present a positive image of the brand. They use the promotional frame, simply promoting the brand name and Syngenta wordmark in color.

This Alliance frame is reduced to its essential expression. It does not have a vertical bar and simply consists of:

- c Syngenta area
- d Syngenta wordmark
- e Horizon bar
- f Brand area (white part of the Horizon bar)
- g Brand signature

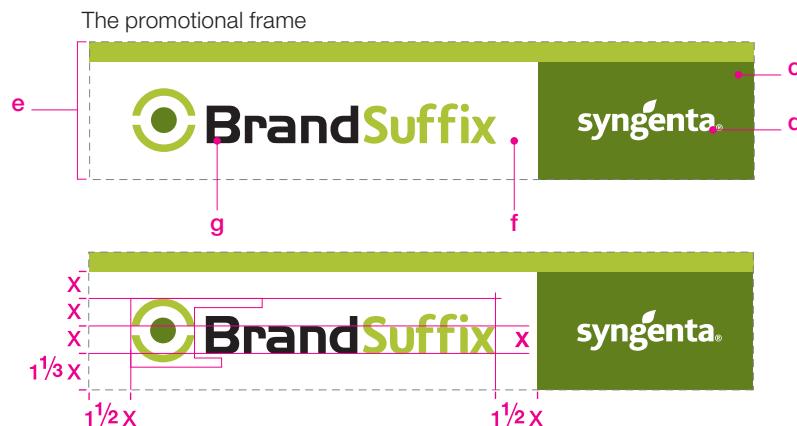
The Horizon bar consists of: the thin horizontal line in the primary brand color, the thick horizontal line which creates a white field into which the brand signature is placed (called the brand area) and the Syngenta area.

Using the brand primary color as a background color is the recommended solution. However white can be used if the exact color cannot be matched.

The promotional frame is never outlined. The white area of the frame must be present — even on a light background.

Do not use the Purpose icon on promotional material

## Promotional item examples



# Brand architecture guidelines

## Glossary

### 4-color process

Printing process where four inks (Cyan, Magenta, Yellow and Black) are used to reproduce the original color image.

### Alliance design system

Visual system which incorporates the Brand signature and Alliance frame. This system provides a consistent image across all brand communications.

### Alliance frame

Graphical element that links a brand signature with the Syngenta wordmark. It adapts to each of the three different applications (print and advertising, packaging, and promotional), but is always shown in its entirety.

### Artwork

Electronic file used for the printing process.

### Bleed

Part of an image or background that continues beyond the edge of the sheet, page or sign.

### Brand architecture

The relationship between the Syngenta corporate brand and the product brands.

### Brand communication area

Consists of the space remaining apart from the Alliance frame.

### Brand signature

Consists of two mandatory elements: the icon and the wordmark. It appears on all of the brand communications and applications. It can also include an optional suffix.

### CMYK

Abbreviation for the colors Cyan, Magenta, Yellow and Black. They are the ink colors used in 4-color process printing.

### Corporate endorsement text

See page 72. Corporate text to be used in print advertising below the Horizon bar where space allows.

### Font

Identifies the complete set of all characters, letters and numbers of the same typeface, such as Helvetica or Times.

### Horizon bar

Consists of a thick and thin line and is the part of the Alliance frame in which the brand signature and Syngenta wordmark are positioned.

### Icon

Graphic symbol positioned at the start of the brand signature which...

### Kerning

Means adjusting the space between characters so that they look visually well spaced.

### Live area

Area where text and key visuals and texts should be placed.

### Ligature

Set of two or more characters that have been combined into a single character.

### Offset

Printing process that transfers an image from a plate to a rubber blanket then to the paper using a combination of ink and water (as opposed to laser printing).

### Pantone colors

Spot colors defined by Pantone, inc. and a worldwide standard.

### Primary color

The main color of the brand, the one that is the most used and the one the brand should immediately be associated with.

### Protection zone

An area free of any graphics surrounding the brand signature to ensure prominence and legibility.



# Brand architecture guidelines

## Glossary

### Purpose icon

Illustrating “Bringing plant potential to life” in a simple graphic device, it acts as a visual reminder of the Syngenta purpose. It is inspired by our deep understanding of plants and their potential.

### RGB Color

Red, green, blue color formulae used to display colors on televisions or computer monitors.

### Secondary color

The secondary color which supports the primary color. The two together should create a unique colour combination that aids brand navigation

### Soft brand

A non-product brand that is promoted to external customers and other stakeholders and is usually based on a mix of services and/or solutions. They are managed within the Brand architecture guidelines in an identical way to product brands (Alliance design system).

### Spot color

A color generated by a single plate not made of process colors.

### Stacked signature

Alternative brand signature, only used when space is limited. It should not become the default signature.

### Suffix

Part of the brand signature, it is an optional text set in Syngenta Veto and added after the brand name.

### Syngenta area

Part of the Alliance frame, which contains the Syngenta wordmark. Its color is always the secondary color to ensure prominence and legibility.

### Vertical bar

A band of color which holds the purpose icon, it protects it and integrates into the Alliance frame. Its color is always the primary color.

### Wordmark

Part of the brand signature, it is the name of the product brand. It is typeset in Syngenta Handel Gothic.

### X-height

The height of the lowercase character ‘x’ in any font.

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