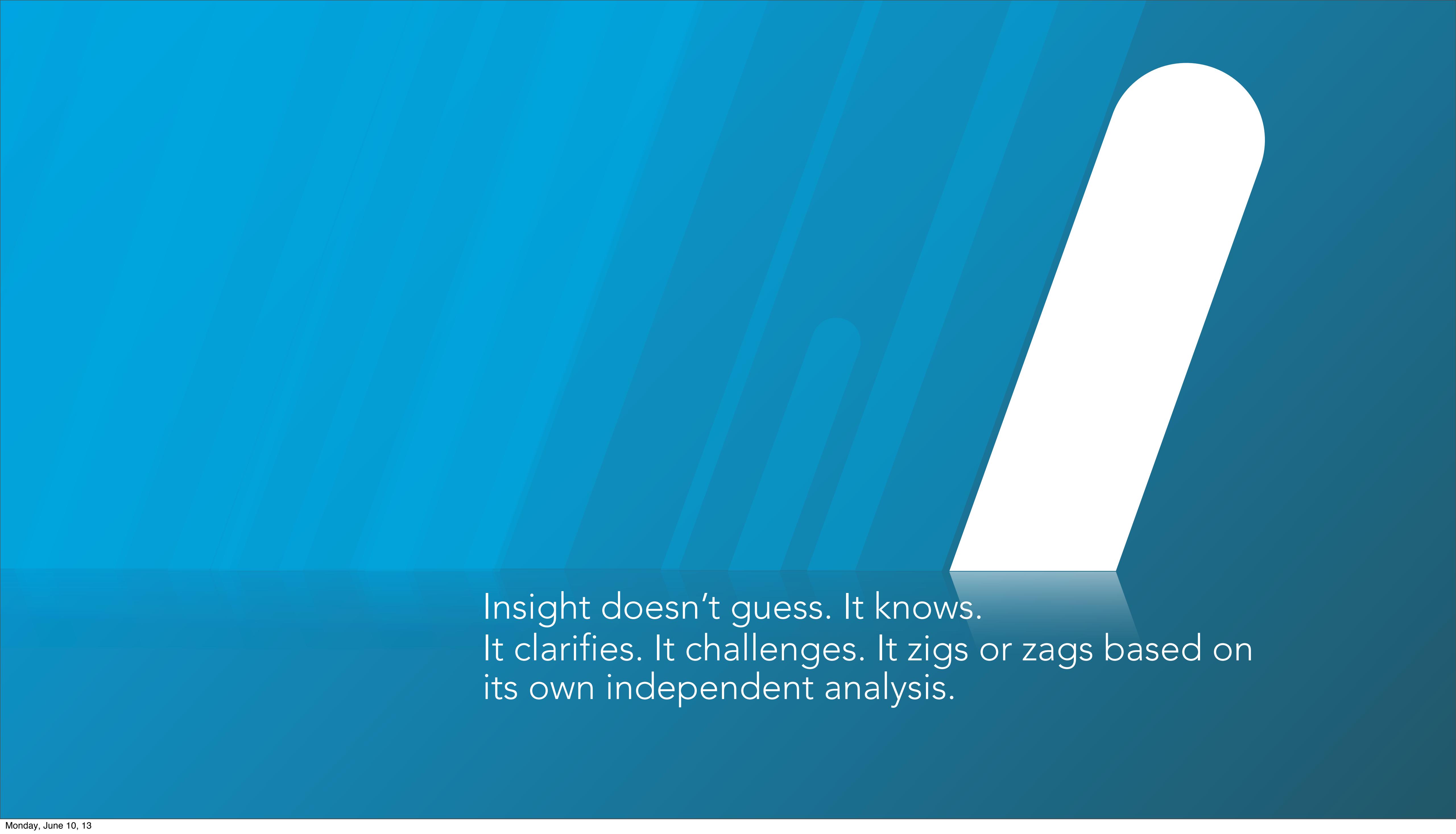


# Insight into Insight

A Conservis Brand Guide



Insight doesn't guess. It knows.  
It clarifies. It challenges. It zigs or zags based on  
its own independent analysis.



Insight notices what others miss.  
It runs the numbers twice to be sure.

It waits for the right moment and says, "Ok, go."

When you have it,  
you don't see things  
the same way.





Insight changes everything.



conservIS

We're here to change the business of farming, with our partners in the lead. Insight is how.

To help us tell that story with clarity, we made a guide.

Think of it as a blueprint. It doesn't have all the answers. It defines the building blocks and how they fit together. Applied with care, the pieces combine to create something exceptional.

The details matter. The stories we share. The words we choose. The pictures we use. All of these express Conservis to the world.

Be consistent, be true, be bold. Understand the rules. Break them when you have to.

Our story is a good one. Let's tell it in great ways.

*And another thing...*

Treat this guide like financial statements or a 5-year plan...  
don't share it with just anyone.

# Where to next?

Audience

Tone

Language

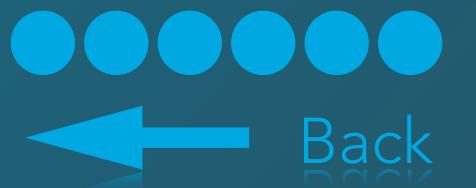
Messaging  
Framework

Identity

Imagery

# Audience

Conservis is changing the business of farming.  
That affects a lot of people.



Back

# Our customers don't fit a single profile. All of them are valued partners.

Large farmers. Small producers. Managers. Field hands.  
Investors. Families. Wives. Grandpas.



# Their situation is complicated.

The old tools can't keep up in this environment.  
And newer ones don't help enough.

A volatile market.



Changing rules.

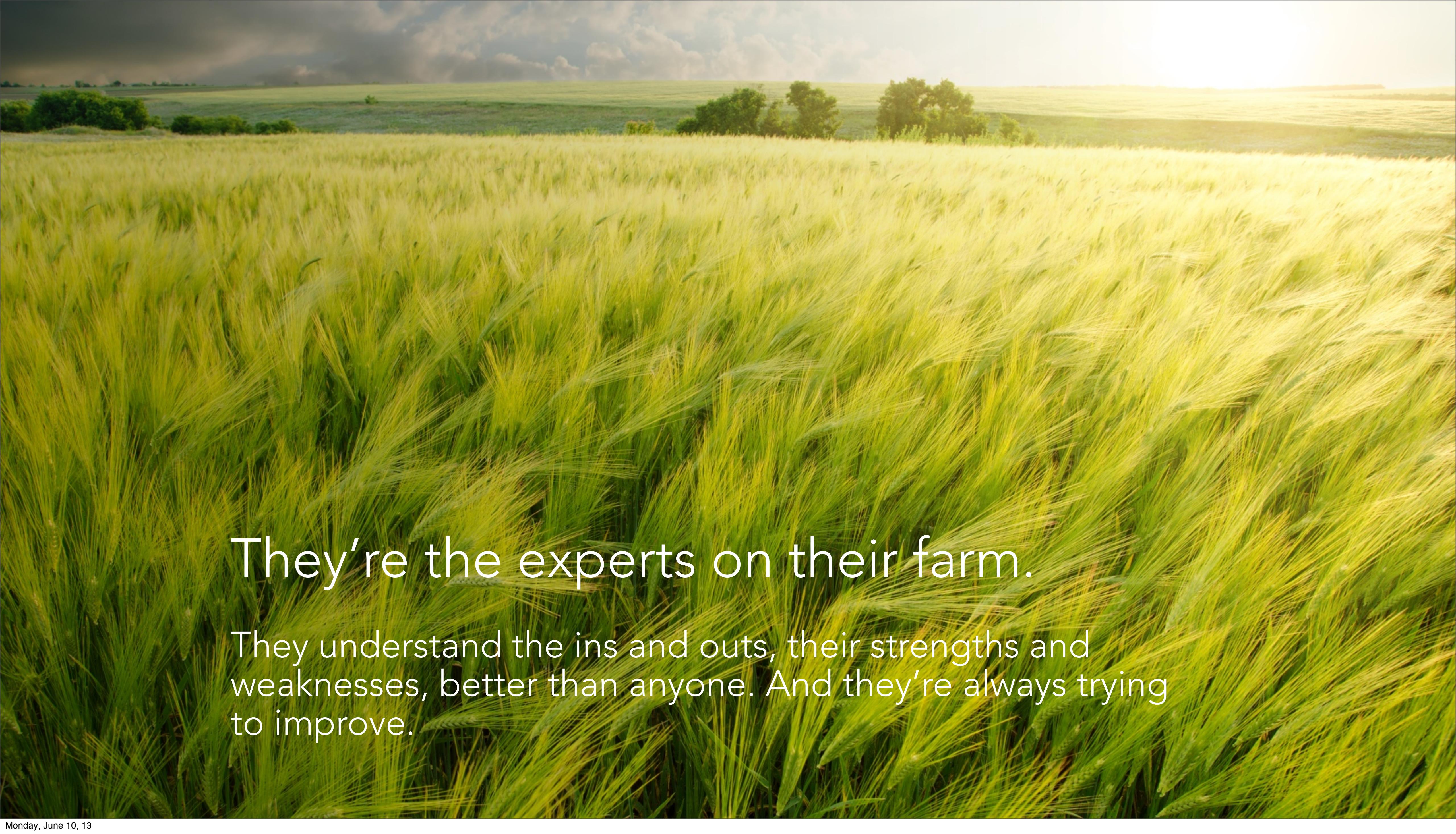
Growing pressure to deliver.

Sky-high expectations.

# Farmers are ready to make the leap.

They know what information is worth to them. The technology is already in their pockets and in the cab of their tractors. The cloud, mobile apps, and data are part of their world.



A wide-angle photograph of a rural landscape. In the foreground, a large field of green wheat stalks is shown, with many heads of grain visible. The wheat is blowing in the wind, creating a sense of movement. In the middle ground, there are several small, dark green trees or bushes. The background shows rolling hills covered in similar green vegetation. The sky is filled with large, white and grey clouds, suggesting an overcast day. The overall scene is peaceful and agricultural.

They're the experts on their farm.

They understand the ins and outs, their strengths and weaknesses, better than anyone. And they're always trying to improve.

# They've seen enough to know better.

Farmers hear about one promising new solution after another. Getting over the junk heap of failed ones has made them skeptical.

**Managing your farm just got  
a whole lot easier!**

Thousands of farmers are managing tens of thousands of animals around the world

**Watch your profits grow**

Forecast and measure profits, track expenses, manage risk, and get informed all from one place.

**Try For Free**

PrecisionEarth

PrecisionEarth - Soil Sampling

PrecisionEarth Soil Sampling. Easy-to-Use iPad App for quickly collecting and displaying soil samples in the field. <http://itunes.com/apps/precisionearth>. To Purchase hit "Import/Export" button in the app, then any button and follow the in-app purchase steps. Never...

**OnFarm FarmView™**  
FarmView™ is our unique and powerful ag display system. FarmView looks across all your information, alerts, notices, and events and puts together a comprehensive view of what's most important right now.

**Consulting**  
OnFarm allows growers and their consultants to work together in real time. As a grower, you're able to give access to the information your consultant needs but not what they don't. As a consultant, you can look across clients proactively spotting trends and problems.

**Collaboration**  
OnFarm is designed to be collaborative. Add accounts for your ranch managers and free alert accounts for irrigators, field staff, or others that you need to keep on track. PCAs, crop, soil, and other consultants can be given access to the information they need most.

**Alerts & Notices**  
Set alerts on your field hardware readings and get real time notices of field notes and team discussions. Alerts and notices types can be user definable so the right person gets the message every time.

**Mapping**  
From spotting crop issues to visualizing where assets are located, you can take advantage of advanced imaging and GIS information inside OnFarm mapping system.

**Growing Conditions**  
OnFarm can provide you with ET<sub>0</sub>, growing degree hours, chill hours, wet bulb temperature, solar radiation, and other important growing conditions. Even allowing you to set alerts when specific thresholds are met.

**Pesticide**  
Through our partnerships, get your basic reporting information right inside OnFarm. Automatically get notified of entry and pre-harvest intervals to see what's been written, and by who. We link to their site, so full information is just a click away.

**Weather**

**Soil Moisture**

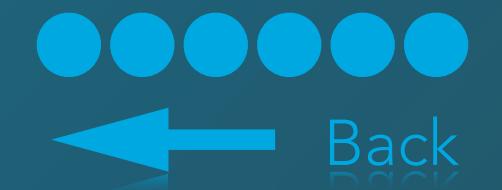
iCropTrak is an iPad mobile farm management app with a dedicated Cloud server to support collaboration of your whole team.

# Standing out is important.



# Tone

Our opportunity is unique. If we act like everyone else, farmers will assume we are. That's why tone matters.



**We aren't farmers.** And we don't have to sound like farmers to be their partners.

**We're insight experts** who bring know-how and best practices from across industries. We understand the challenges farmers deal with. And how good insight changes the outlook.

**We're problem solvers** who cut through complexity with smart processes and clear, step-by-step guidance.

**We're independent partners** who have our customers' backs. We meet them on their terms, not presuming what they need. When we talk about ourselves, it's really about them.

**We're leaders and long-term thinkers** who help farmers make positive changes today and stay ahead of changes that will affect their business tomorrow.

**We're real people** in a business that's all about people. Folks you can relate with and believe. We're not a generic business solution. No jargon or corporate-speak.

# Setting the tone

Good

~~Not as good~~

The future

There will be change. Why shouldn't you lead it?

~~Join the farm technology revolution.~~

Partnership

It's your information. Let's put it to work.

~~Our information management solution makes your farm more productive.~~

Challenges

There's one way to deal with uncertainty: better insight. And lots of it.

~~Are you tired of losing sleep over missing or incomplete records?~~

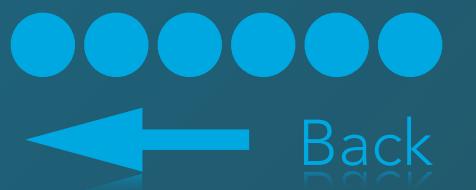
Technology

See your business from the dirt up.

~~Capture and access real time data anywhere from the cloud.~~

# Language

Choosing our words carefully (and consistently) gives customers a firm handle on what we do, how it helps, and why it's better.



Back

Conservis



This is the people. The ones who pick up the phone when you call. Conservis brings you the Ag21 system and customizes it to your farm.  
*"I work with Conservis."*  
*"Let's ask Conservis how to do that."*

Ag21  
insight & decision  
system



This is the package of tools and services you use on your farm. The system encompasses your information and everything you can do with it.  
*"We use Ag21 by Conservis."*  
*"Our insight and decision system is built around your farm."*

Harvest, etc.



This is the tool. You run Harvest on your tablet to get the work done.  
*"Let's download the new update for Harvest."*

insight



This is the value embedded in your data and information. Data is a commodity; insight is personalized and ready to put to work. Conservis helps you use insight—to change how you look at your business, grow your capabilities, and go after opportunities.

*"Insight changes everything."*

partners



They may think of themselves as farmers, growers or producers. We call them partners. This is expert to expert. Their successes are ours too.

*"Our system is the result of ongoing conversations with our partners."*

about  
technology...



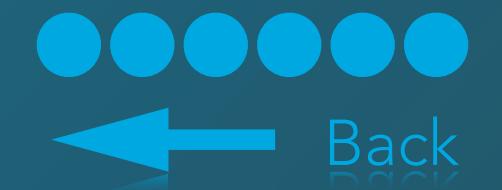
It doesn't have to be techy. Software, apps, and platforms aren't what makes us different. Instead of our technology, focus on what it helps you do that no one else can. Lead with the benefits—and leave the backend out back.

*"Keep tabs from your tablet with a clear view of field activities as they happen."*

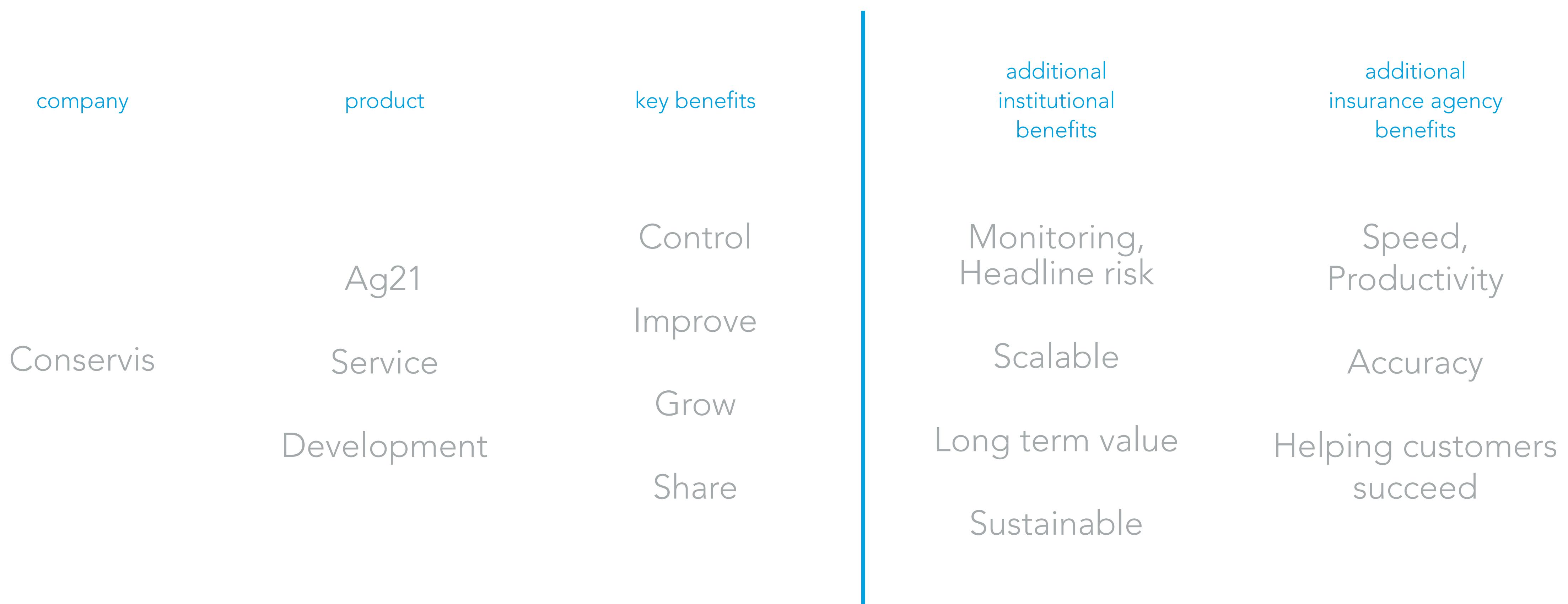
# Messaging Framework

There's a lot we have to explain. To describe what we do and why it matters, start with key messages.

This is real copy you can pick up and use based on your audience and need.



# This is how we organize our messaging framework



company

## Insight changes everything.

Welcome to Conservis, the farm insight company.

### See your business from the dirt up.

Capture field-level activities as they happen. Access that information instantly on any screen.

### Make smarter decisions.

Do it better with a deep understanding of what's working and where your money's going.

### Harvest opportunity.

Your insight scales up with you. See your options clearly and be in position when it's time to grow.

**Product** Our system is unique. It's customized to our partners' business, powered by personal service, and always evolving with farmers' needs.

## Ag21 by Conservis, the insight & decision system for your farm.

Ag21	Service	Development
<p><b>Your farm's insight &amp; decision system.</b> Ag21 changes how you look at your business. Track on-the-ground activities as they happen, from inputs to inventories. Use that insight anywhere you make decisions. Manage, update, plan and analyze. In one simple spot.</p> <p>support points</p> <p>Simple to use Accessible anywhere Real time visibility Cross-device Multi-platform</p>	<p><b>Change made easy.</b> Our system is designed around your workflow and your unique operation. We're with you on site, training your team and fine-tuning the details to work your way. And we stay involved down the road.</p> <p>support points</p> <p>Change management Workflow-based On-site setup Training 24-hour support</p>	<p><b>Field-tested. Farmer-perfected.</b> Now at work across millions of acres on three continents, Ag21 is the product of ongoing conversations with partners who use us on their farms. Their input shapes the services we make today and the ones you'll need tomorrow.</p> <p>support points</p> <p>On-the-ground innovation Continual improvement Responsive service</p>

**Benefits** There are many ways Conservis helps, from on-the-ground awareness to long-term planning. Here are the four benefits we lead with.

Control	Improve	Grow	Share
<p><b>The big picture, even on the smallest screen.</b> Keep tabs from your tablet with an up-to-date snapshot of your operation. Use it to make decisions, to plan what's next, or simply to stay focused on the job.</p> <p>support points</p> <p>Real-time visibility Problem alerts Logistics oversight Inventory management</p>	<p><b>A clear path to improvement.</b> Ag21 sets you up for measurable progress. Compare insight from your operation year after year to get the deepest understanding of what works, what doesn't, and where your money goes.</p> <p>support points</p> <p>Reports &amp; analysis Profitability comparisons Efficiency analysis</p>	<p><b>See where your insight leads you.</b> As you look toward the next horizon, Ag21 scales up to help you get there. Map out your options clearly and be in position to act on new opportunities. In the next county or in another country.</p> <p>support points</p> <p>Risk management Scalable backend Add assets easily Globally accessible</p>	<p><b>Pass it along. Put it to work.</b> Ag21 works smoothly with the people and systems you do business with. Easily share records with government agencies, accounting systems and landowners. Or use your insight to engage new partners.</p> <p>support points</p> <p>Reporting/compliance Accounting integration Supplier integration Landowner transparency</p>

**Additional institutional benefits** Conservis helps institutions oversee and improve their agricultural investments on a global scale. Here are the benefits that matter most to them.

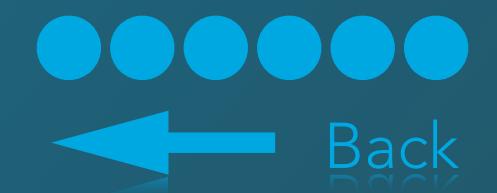
Monitoring, Headline risk	Scalable	Long term value	Sustainable
<p><b>We're your eyes on the ground.</b> Conservis helps you monitor the farms that fuel your investments. Look after your interests from the field to the boardroom with insight into productivity, financial health and compliance. Greater oversight, less headline risk.</p> <p>support points</p> <p>Real-time visibility Reporting &amp; analysis Protocol enforcement Compliance</p>	<p><b>Scale up seamlessly.</b> As your footprint grows, so does your need for oversight. Conservis helps you efficiently monitor complex and widely dispersed assets from anywhere. When things scale up, we help you enlarge your perspective in step with your portfolio.</p> <p>support points</p> <p>Scalable Globally accessible Remote management</p>	<p><b>Preserve value. And grow it.</b> Get the most out of your investment now and down the road. Put your insight to work at the field level improving productivity each season. Later on, it's simple to prove the value of your assets with a lifetime record of their management and performance.</p> <p>support points</p> <p>Real-time visibility Reporting &amp; analysis Globally accessible</p>	<p><b>Doing more with less.</b> This is the future of efficiency. Know precisely how variables like water, chemical use and carbon affect your productivity and environmental impact. Use that insight to drive cost-savings and sustainable resource use on the widest possible scale.</p> <p>support points</p> <p>Reporting &amp; analysis Productivity comparison Efficiency analysis</p>

**Additional insurance agency benefits** As trusted partners to farmers, insurance agents are a great way for Conservis to reach new customers. Here's how we talk about the benefits to agents and their clients.

Speed, Productivity	Accuracy	Helping customers succeed
<p><b>Putting claims on a faster track.</b> Conservis helps growers accelerate how they handle insurance claims. Our Ag21 system captures all their field activities in one spot. That simplifies record keeping and saves agents and their clients time gathering information.</p> <p>support points Real-time record keeping Accounting integration</p>	<p><b>The accuracy advantage.</b> Growers who track information with our Ag21 system have a complete and reliable record of their field activities. Their insurance claims need fewer time-consuming audits and inspections, freeing agents to focus on other clients, or adding new ones.</p> <p>support points Real-time record keeping Centralized data storage</p>	<p><b>The insight to make real progress.</b> How will your clients keep improving? Our Ag21 system helps growers track and monitor their farm's information efficiently. Equipped with good insight, it's easier to make decisions, plan what's next, or simply to stay focused on the job.</p> <p>support points Simple to use Accessible anywhere Real-time visibility</p>

# Identity

More than a logo, our identity is a family of graphics, colors, and fonts designed to work as a unit. Our identity sets us apart, frames the experience for our partners, and inspires how people think about Conservis.

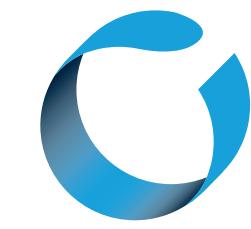


The following pages include artwork for the new Conservis identity in multiple formats: black & white, Pantone, CMYK, & RGB.

You can download all of the permutations and formats:

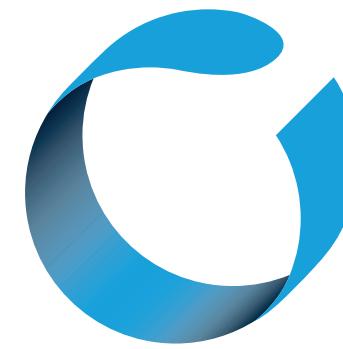


Download



*conservis*

ConLogoHoriz\_2C\_PMS



*conservis*

ConLogoVert\_2C\_PMS

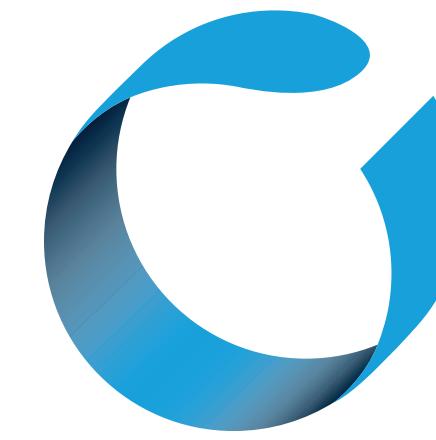


*conservis*

ConLogoHoriz\_1C\_Black

*conservIS*

ConLogoType\_Black



ConLogoC\_2C\_PMS



*conservis*

ConLogoHorizRev\_2C\_PMS



*conservis*

ConLogoVertRev\_2C\_PMS

**Ag21**

Ag21Logo\_2C\_PMS



Ag21LogoRev\_2C\_PMS

**Ag21**

Ag21Logo\_1C\_Black

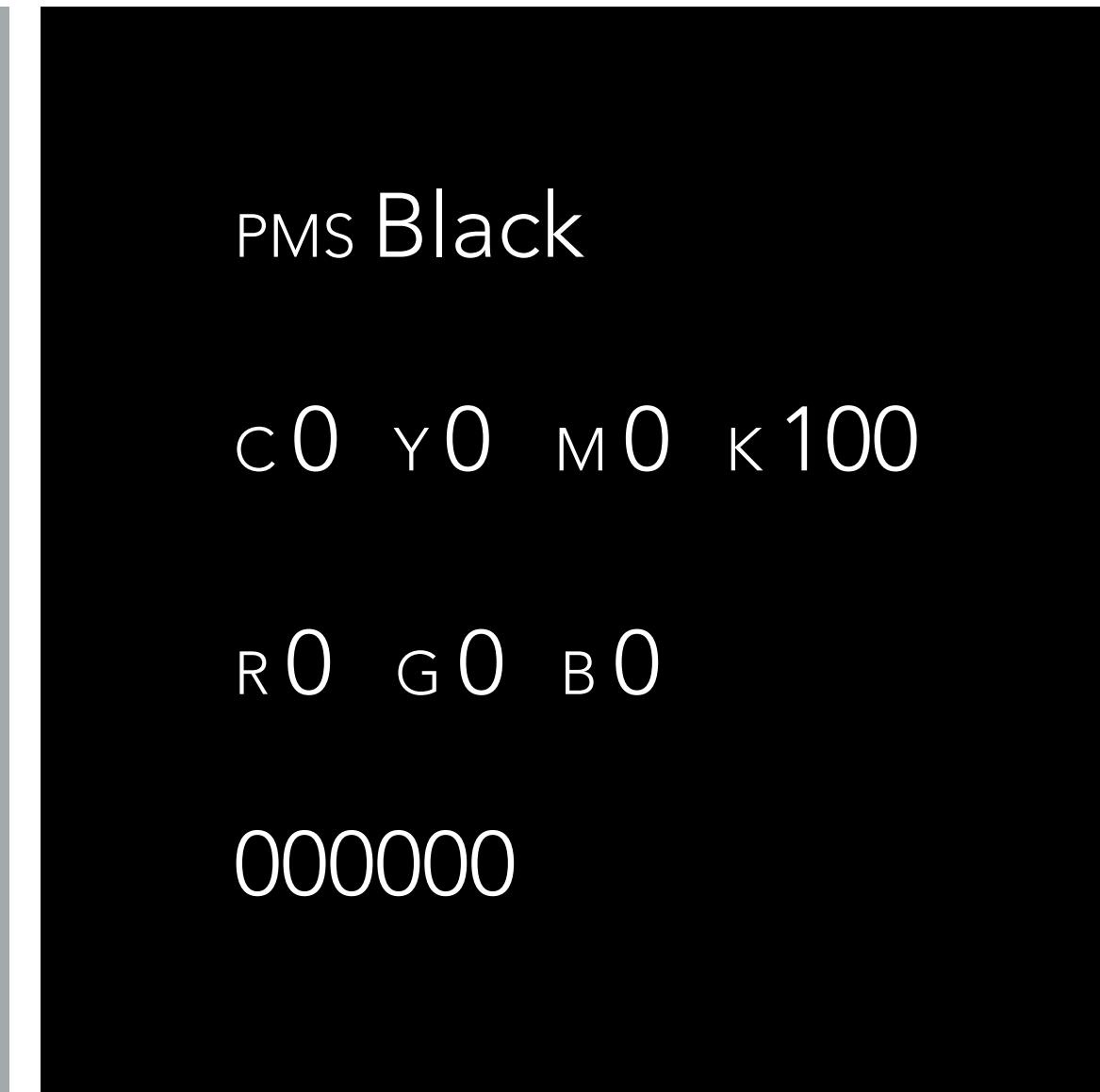
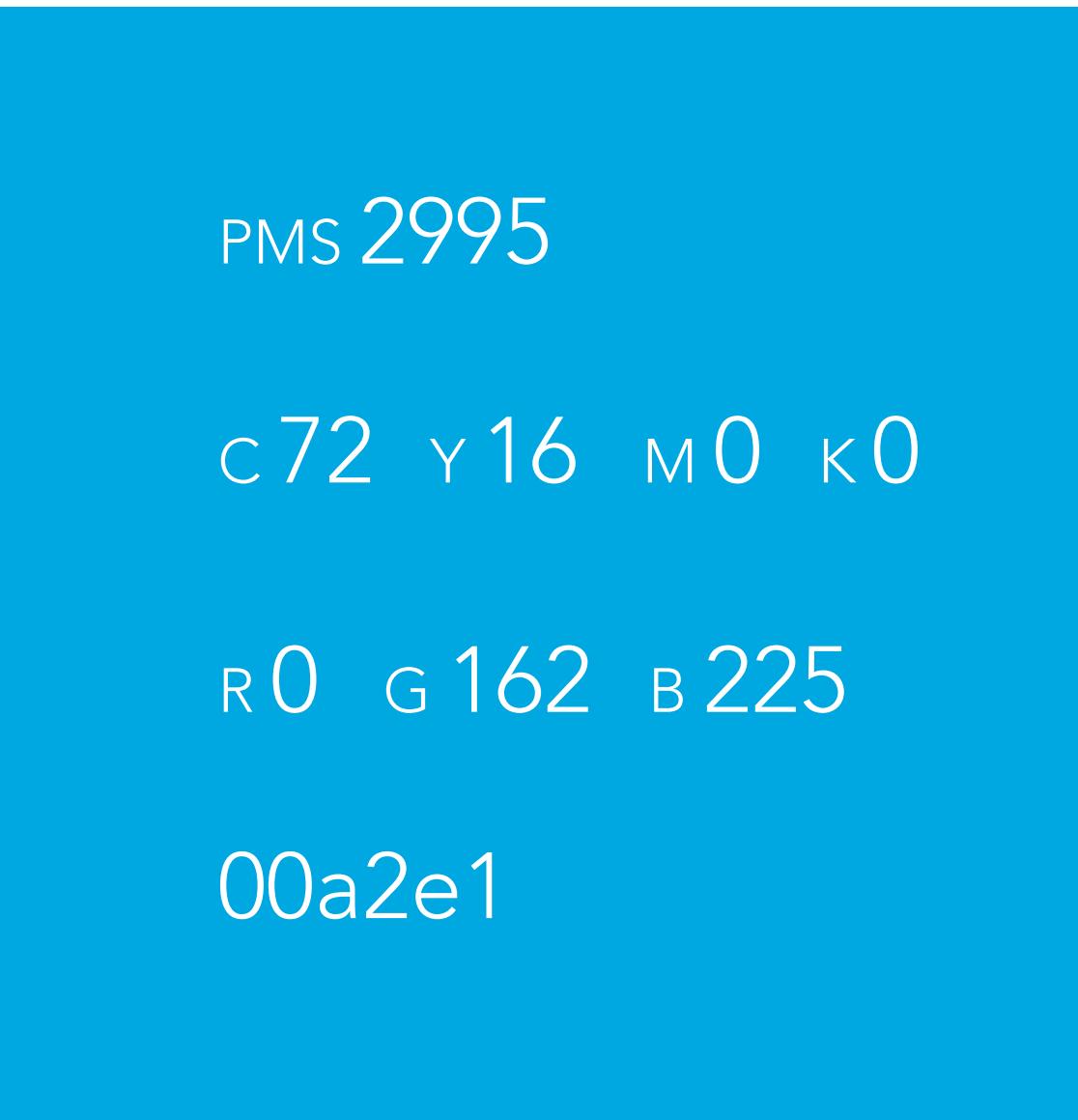
# Farm Insight Equipped Mark

This is a mark created for our partners to use. It could go on a grower's website or in materials they create to share with landowners.



Ag21FarmInsightLogo\_2C\_PMS

# Blue is the new green. Black is still black.

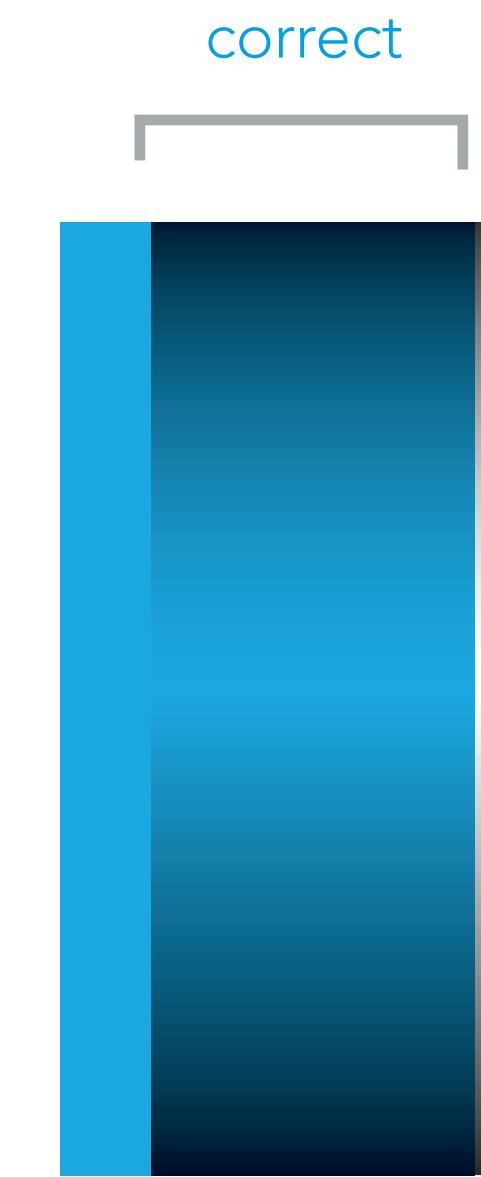


This page is not an accurate color representation.  
Please use standardized color correct tools to insure consistency.

# Gradients can be tricky



The gradient used on the logomark is critical.



Overprinting a black gradation over a solid blue produces a deeper effect.

When printing, make sure the black is set to overprint.

# Meet Avenir, your new best font friend.

One of the ways we can simplify the experience is to consistently use a font that is clean, simple, easy to read and flexible. Avenir was chosen for just those reasons.

Use Avenir Light in most cases, using type size and position to create emphasis and delineation. Avenir is available in web versions as well.

## Avenir

### Light

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ

### *Light Oblique*

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ

### Medium

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ

### *Medium Oblique*

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ

### **Black**

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ

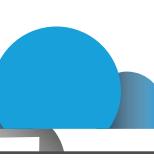
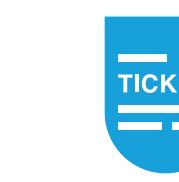
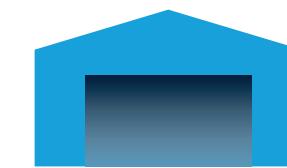
Avenir was created by the foundry Linotype and can be purchased from:

<http://www.fonts.com/font/linotype/avenir>

# Iconography

There are many times when a picture says more than 1000 words.

There is a library of elements that can be used within presentations that share the same properties as the identity.



# Imagery

Photography gives our story context and color. The people, places, and details we show, and exactly how we show them, present our point of view as strongly as our logo or language.

*These are EXAMPLES ONLY and don't represent actual artwork that Conservis owns.  
As more things are created, access to those assets will be provided.*



# People



The people involved with Conservis are our most important assets. Photography needs to reflect that. We are approachable, honest, quirky and smart.

So are our partners.

Be respectful, don't assume every farmer looks the same and if you choose to put farmers in the field, make them look like heroes. They are.

# Farming



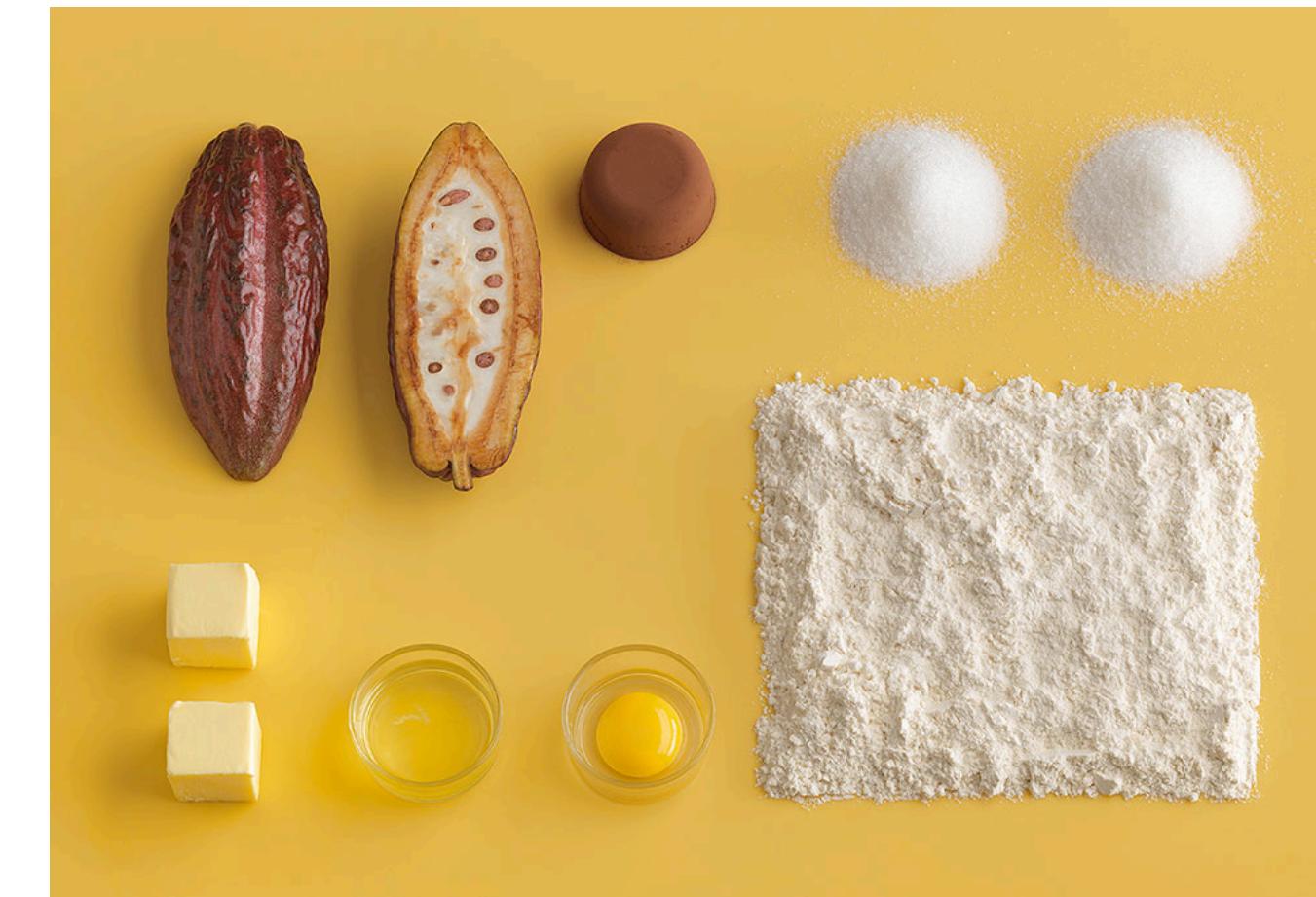
This industry is littered with pictures of farms. We look at the world of farming differently and our photography should, too.

Choose images that are unique angles and perspectives that show interesting vantages.

Conservis is global and our images should reflect this. When showing multiple operations, make sure they are diverse in both size and operation type.

# Crops

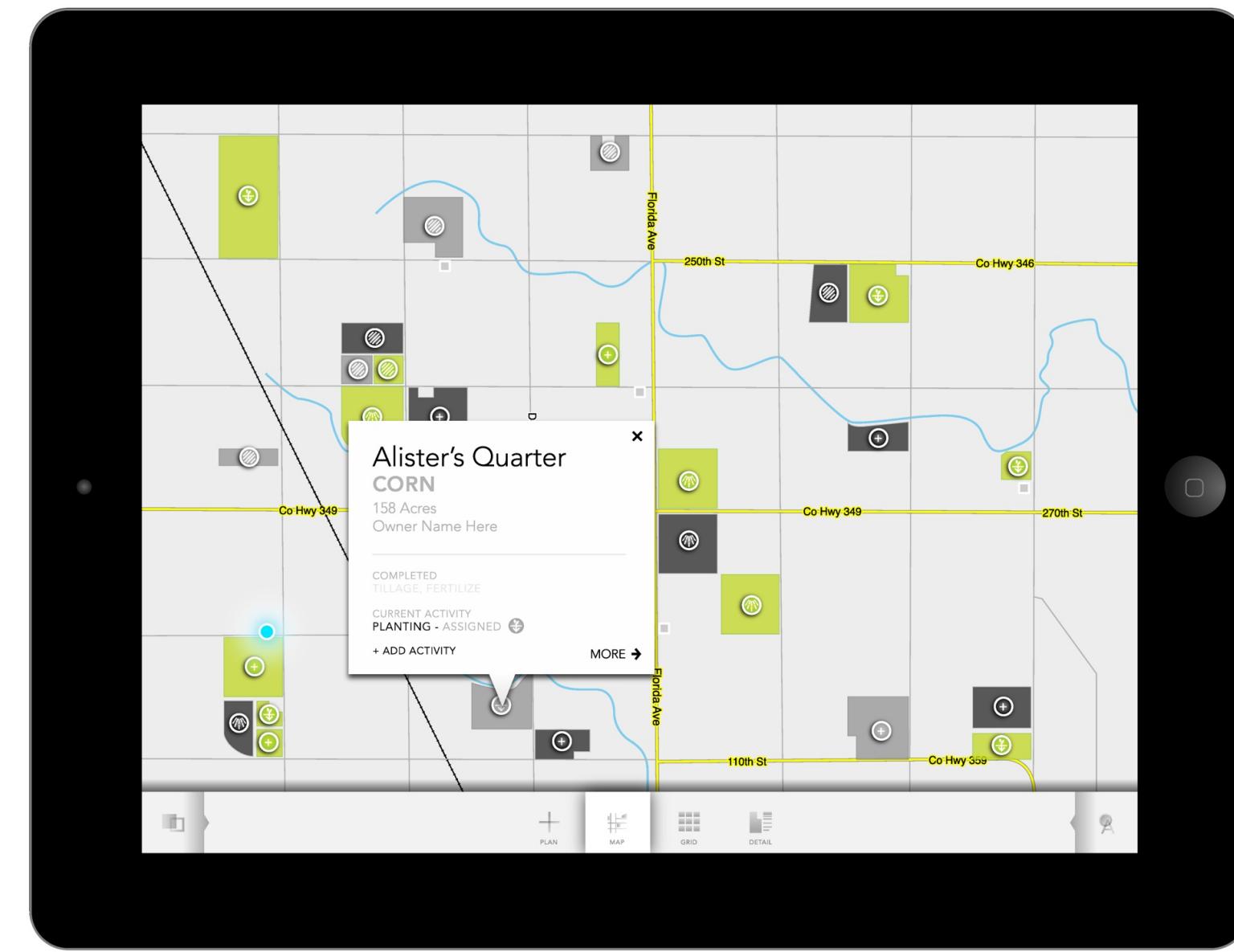
Wheat, soybeans, cotton, macadamia nuts, sunflowers. Conservis works with growers of different types of crops. It's important to look like we serve many types of operations.



When showing crops, try to show several at once. There isn't one that's more important than another.

Things can get messy. We make sense of it. Use imagery that is sophisticated and controlled.

# Showing our technology in use



As the Ag21 experience becomes more visual, it will be paramount to show off the most visually dynamic screens. Screens that communicate ease and simplicity.

And these are constantly changing.

Ag21 should always be shown on a device. And it should be the newest device available. We don't have to say it's mobile if we show it on an iPad. Try to communicate that our system works on a variety of platforms.

# Putting it together.

Some designed samples for inspiration.





**Ag21** GRAIN CART 1 B. LUNDBERG Logout

**Inputs** **Harvest** **Inventory**

**TICKET**  
05.14.2013  
12:32p.m.

1250000 Scale Name

12.4 %

Field 2

Wheat

Receiving Equipment ?

Receiving Operator

Delivery Location

Split Ticket ?

Field Complete Submit



Grain Cart

**Ag21** GRAIN CART 1 B. LUNDBERG Logout

**Inputs** **Harvest** **Inventory**

Choose A Ticket

Transfer In

Transfer Out

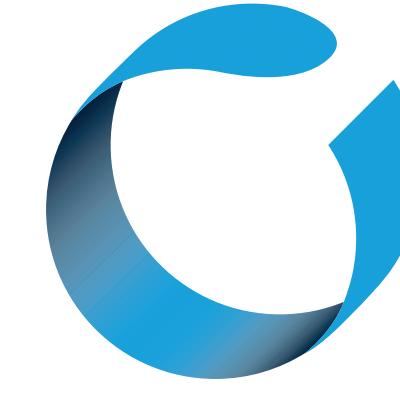
Contract Delivery

Contract Return

Load Out

Inventory Adjust

Our insight is yours. Let's grow.



*conservIS*

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