

The Arthur Companies **Brand Identity**



The Arthur Companies



Our History

It was 1906, the year J.A. and Jessamine Burgum caught the pioneering spirit and began managing the Arthur Farmers Elevator. Through strong leadership and a passion for innovation, they stabilized the fledgling business by focusing on their customers' needs.

Over a century later, a few things have changed: trucks replaced horse-drawn wagons, acres are harvested in hours, and agriculture is traded globally. We've seen it all happen, and with the pioneering spirit inherited from J.A. and Jessamine, we have evolved with it. But one thing that remains constant is our local commitment to you and your business.

Our Purpose

TO ENABLE GROWTH AND PROSPERITY WITH OUR CUSTOMERS AND OUR COMMUNITIES - by providing competitive markets, superior products, and dependable experts that deliver exceptional service.

Our Position

The Arthur Companies are a diverse group of agribusinesses dedicated to the growth of our customers and our communities by combining modern technology with generations of customer service experience to create consistent, innovative approaches to elevate our businesses.

After more than a century of doing business, one thing is clear: We don't treat our customers like there's no tomorrow. Our perspective is generational - and enabling our customers' success over generations is our focus.



Our Tone

WE ARE:

Vibrant
Warm, Friendly
Reliable, Dependable
Determined
Committed (Competitive)
Exact, Scientific
Flexible
Humble
Hardworking (Works Hard)

WE ARE NOT:

Dull
Corporate
Traditional
Hard-Driving
Complicated
Siloed
Lazy

Our Values

GROWTH

Whether it's our customers' businesses or expanding our service footprint, growth is integral to who we are and where we're headed. We believe growth is a choice, and seeding growth is at the core of everything we do. This mindset guides every decision we make.

SERVICE

Consistency where it counts — our foundation was built on our dedication to serving growers, team members, and our communities. We seek to provide value in every interaction we have with all of our stakeholders.

INTEGRITY

Do it the right way every time — it's the best way to gain respect and how we've been able to maintain our loyal customer base for over a century. If a job is worth doing, it's worth doing it right the first time.

TRUST

We do not take trust for granted; our team knows that we must earn trust every single day by striving for excellence in all we do. We earn trust by consistently doing what we say we will do.

PIONEERING

Trailblazing isn't a culture we created, it's something we inherited and strive for in all aspects of our business. We are not satisfied with the status quo and are committed to creating new opportunities and higher levels of service.

Our Proof

1. Our staff is comprised of dependable experts that strive to give our customers the best service in the industry.
2. We have a proven track record of expanding our business and finding ways to make our customers and ourselves more profitable.
3. We help our customers and communities grow by making decisions at the local level.

Our Voice

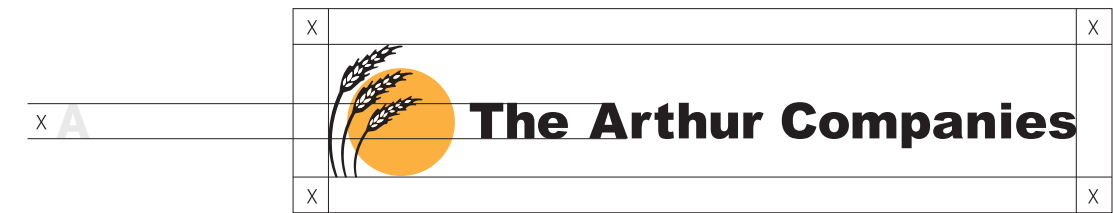
The Arthur Companies' voice is straightforward and authentic. Our business is rooted in honesty, and it should be evident in all our messaging and communications. We are an expert source for our customers so our writing should be confident, yet friendly. Our staff is motivated to succeed no matter what venture or opportunity we are seeking — but we are also helpful to our customers and driven to positively impact our communities.

The Arthur Companies Corporate Logo

The corporate logo is used across all corporate communications.

To ensure that the corporate logo is free from visual distraction, elements such as other logos, charts, and graphs must be positioned at a minimum required distance from the brand mark. Clear space is defined in terms of the “X” measurement, which is the full height of the “A” in the logo.

Single-color logos (see below) should be used sparingly.



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Corporate Colors

Along with The Arthur Companies' primary yellow color, the palette is comprised of black and degrees of grey. These are accompanied with a darker and lighter variation of the original yellow for use in gradients.

When the color systems are not used, ensure the colors are matched as close as possible to the Pantone color specified.

CMYK 0 / 35 / 85 / 0
Pantone 1235

CMYK 0 / 0 / 0 / 100
Pantone Process Black

CMYK 0 / 0 / 0 / 60
Pantone Cool Gray 11

CMYK 0 / 0 / 0 / 20
Pantone 538

CMYK 0 / 0 / 0 / 0

CMYK 0 / 45 / 95 / 0
Pantone 153

CMYK 0 / 11 / 35 / 0
Pantone 1445

Font Usage

Roboto is The Arthur Companies' primary typeface for external and customer-facing communications. This typeface is to be used on all external communications including brochures, advertisements, marketing efforts, and promotions.

Montserrat can be used as a secondary font for headings.

Headings • Montserrat, 20 pt

SUB-HEADINGS • Roboto Bold, 10 pt

Body copy • Roboto Light, 10 pt



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