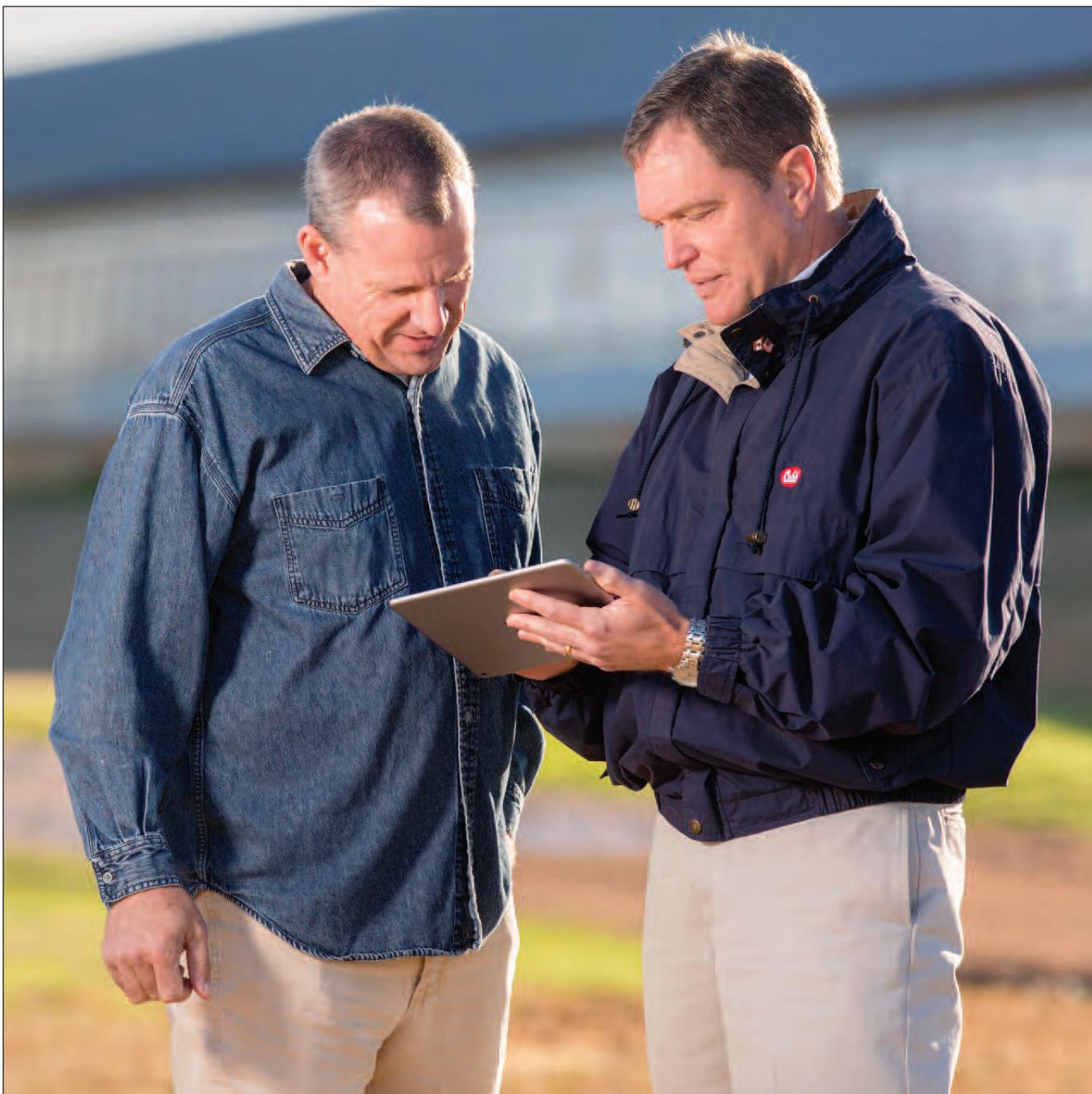


Cobb Brand Guidelines





2017 Revision



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1. Introduction



1. Introduction

1.1. The Importance of Brand Guidelines

Successful brands live in people's hearts and minds. They express a set of core values that immediately connect with the customer.

Strong brands build secure, long-lasting relationships. Customers trust the brand and expect it to deliver value. Cobb is one of these successful global brands. Through our heritage, products, core values and team members we have become industry leaders.

What makes the most famous brands in the world instantly recognizable is the consistency with which they are portrayed. They are consistent in all aspects of design, logo usage and presentation including choice of fonts, colors, visual feel and tone of voice.

Putting the brand at the heart of everything a company does makes a tremendous contribution to its success.

Having a clear set of brand guidelines is essential for promoting corporate recognition. Guidelines create a strong, consistent identity for a business, adding focus and impact to marketing and communication activities.

1. Introduction

1.2. The Power of the Cobb Brand

The Cobb brand is well recognized worldwide. The purpose of this guide is to help develop the brand, achieving consistency in everything we do - ensuring the company is always perceived just as we intended.

It is important that everyone within the world of Cobb understands and fully engages with these brand guidelines. Implementing the guidelines will assist everyone, both within Cobb and our distributor network, to achieve a unified style and approach across all platforms.

These guidelines will help ensure, for instance, the correct use and positioning of the Cobb logo, and the best use of typographic fonts and color palette to maintain the brand style and enhance the company image. It is important to understand that these guidelines are put in place to support, not restrict, marketing initiative. They may from time to time be reviewed, allowing the Cobb brand to grow and evolve.

The Cobb brand is far more than just our logo, our brand captures everything about who we are and what we do.

2. The Cobb Brand





2. The Cobb Brand

2.1. About Cobb

Who we are

We are a global company serving our customers through the use of innovative research and technology to make protein healthy and affordable worldwide.

Our unprecedented commitment to and investment in R & D is a key factor in the development, production and consistency of our high-quality broiler breeding stock.

What we do

Cobb is a poultry research company engaged in the development, production and sale of broiler breeding stock. We are committed to providing progress and quality in our products. We will maintain the highest level of ethical standards and integrity in our relationships with team members, customers, suppliers and our communities.

How we do it

We are committed to long term research and development, the responsible use of technology, and investment in our people and customer service. We are committed to enhancing the well-being of the animals in our care now and in the future.

2. The Cobb Brand

2.2. Our Values

Our brand is built around our company values that as an organization we live by. Our values describe what the Cobb brand means and this should always be reflected whenever it interacts with our customers, colleagues, suppliers and partners.

Family

Work and communicate with people in the same way you expect others to treat you. Treat people like family. Be impartial and respectful. Focus on the best possible result for each other and the company.

Integrity

Expect and provide honest communication and interaction at all times. Maintain the highest ethical standards, be sincere and candid in difficult situations. Comply with all regulations. Question unethical behaviour.

Being the best

Manage daily tasks to the best of your ability and accept full accountability for your actions. Encourage the team to do the same thing. Improve the company's performance, product quality and customer service.

Innovation

Encourage creative thinking to effectively utilize resources and technology within the company. Openly assist in creating objective free thinking and responsible risk taking. Participate in the development of business solutions and services.

3. Brand Identity





3. Brand Identity

3.1. Core Elements

Our brand identity - both written and visual - is ingrained through the consistent use of core elements.

Each of the core elements - logo, color and typography - all come together to create a distinctive look and feel that makes the Cobb brand instantly recognizable.

A consistent identity guarantees that anyone looking at anything we do - from an advert or an exhibition stand, to one of our trucks delivering our highest quality chicks - will recognize at first glance that we are Cobb.

The following pages guide you through the core elements, assisting in designing consistent and professional communications.

3. Brand Identity

3.2. Cobb Logo

The logo is the most visible element of our identity - a universal signature across all Cobb communications.

Correct use of the Cobb logo

The standard logo, below, along with the tagline logo on page 3.21, are the only versions that should be used in any form of communication.



The Cobb red is -
Pantone (PMS) 186
CMYK: 2, 100, 85, 6
RGB: 200, 16, 46



The logo should be produced in color whenever possible. When color is not available, the mono (black) version of the logo should be used.
This is the only acceptable variation of the logo for print purposes.



The logo can be produced using an 'acid etch' effect on office windows and partitions (see picture on page 49) and some promotional merchandise (e.g. etched crystal or non-color applications). These are the only times a tinted version of the logo can be used.

The word 'Cobb' should always appear as white - the only exceptions being the acid etch version, or if the logo is embossed on to leather promotional merchandise.

The Pantone to CMYK and RGB color conversion references are based on the values stated on www.pantone.com

3. Brand Identity

3.21. Cobb Logo with Tagline

Cobb has a company tagline - 'One Family. One Purpose.'

The 'One Family. One Purpose.' tagline logo has been developed specifically to work alongside the corporate Cobb logo to further enhance the Cobb brand.



**ONE FAMILY.
ONE PURPOSE.**

The Cobb red is -
Pantone (PMS) 186
CMYK: 2, 100, 85, 6
RGB: 200, 16, 46

The dark gray is -
Pantone (PMS) Cool
Gray 10 C
CMYK: 40, 30, 20, 66
RGB: 99, 102, 106

The light gray is -
Pantone (PMS) Cool
Gray 2 U
CMYK: 4, 3, 6, 9
RGB: 202, 202, 200

Our goal is to create a sense of global unity for the new tagline - engaging our regions in a single conversation of 'One Family. One Purpose.'

Internally, 'One Family. One Purpose.' will engage employees across the organization, foster improved communications, promote our values/purpose statement, instill pride in Cobb and build internal brand ambassadors.

Externally, 'One Family. One Purpose.' will represent our values and the diverse, yet unified, global nature of Cobb as the strength of our organization - with the aim of demonstrating how that strength benefits our communities and the world.

Utilizing the new tagline with our customers, our partners and vendors increases awareness of Cobb virtues, culture and values within the industry and beyond.

- **The positional relationship between the tagline and the Cobb logo is illustrated above and should only ever be used in this format.**

Under no circumstances should 'One Family. One Purpose.' be used as a separate piece of artwork without the Cobb logo.

The Pantone to CMYK and RGB color conversion references are based on the values stated on www.pantone.com

3. Brand Identity

3.21. Cobb Logo with Tagline

It is acceptable to use a translation of 'One Family. One Purpose.' in those regions where the tagline in English does not translate adequately, as illustrated here in Italian and Chinese.



The 'Cobb logo with tagline' file is available as a complete piece of artwork in various languages and formats.
The tagline logo artwork should not be revised or altered in any way.



Versions of the 'One Family. One Purpose.' logo are shown here for use on dark backgrounds, and as a mono (black only) logo for when the use of color is not possible.



Examples of the 'One Family. One Purpose.' logo usage are shown on the following pages, along with a list of where and where not to use the tagline logo.

For any questions or further guidance on the use of the tagline logo please contact the Cobb marketing department.

3. Brand Identity

3.21. Cobb Logo with Tagline

Where and where not to use the tagline logo.

Approved - Mandatory

Business Cards

Event Banners and Display Graphics

Event Branding (Hotels, Conference Centers, Seminars, etc.)

Print Advertising

Stationery

Email Signatures

Not Approved

Apparel

Cobb World/Regional Headquarters and Facilities

Optional

Trade Show booth main or feature logos

Trucks and Automobiles



Advert layout shown at 32% of actual size

Contact Cobb Marketing Department

Promotional Items

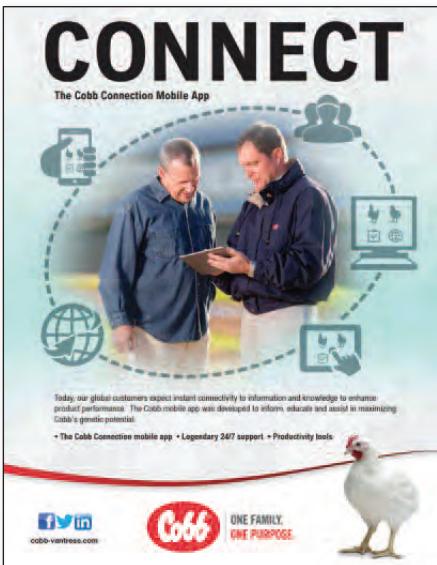
 ONE FAMILY. ONE PURPOSE.	NAME HERE <i>Job Title</i> Tel: +1 479 555 5555 (direct) Mobile: +1 479 555 5556 personal.email@cobb-vantress.com
<hr/>	
Cobb-Vantress, Inc. Post Office Box 1030 Siloam Springs, AR 72761-1030 USA Tel: +1 (479) 524 3166 Fax: +1 (479) 524 3043 cobb-vantress.com	

Business Card shown at 70% actual size

3. Brand Identity

3.21. Cobb Logo with Tagline

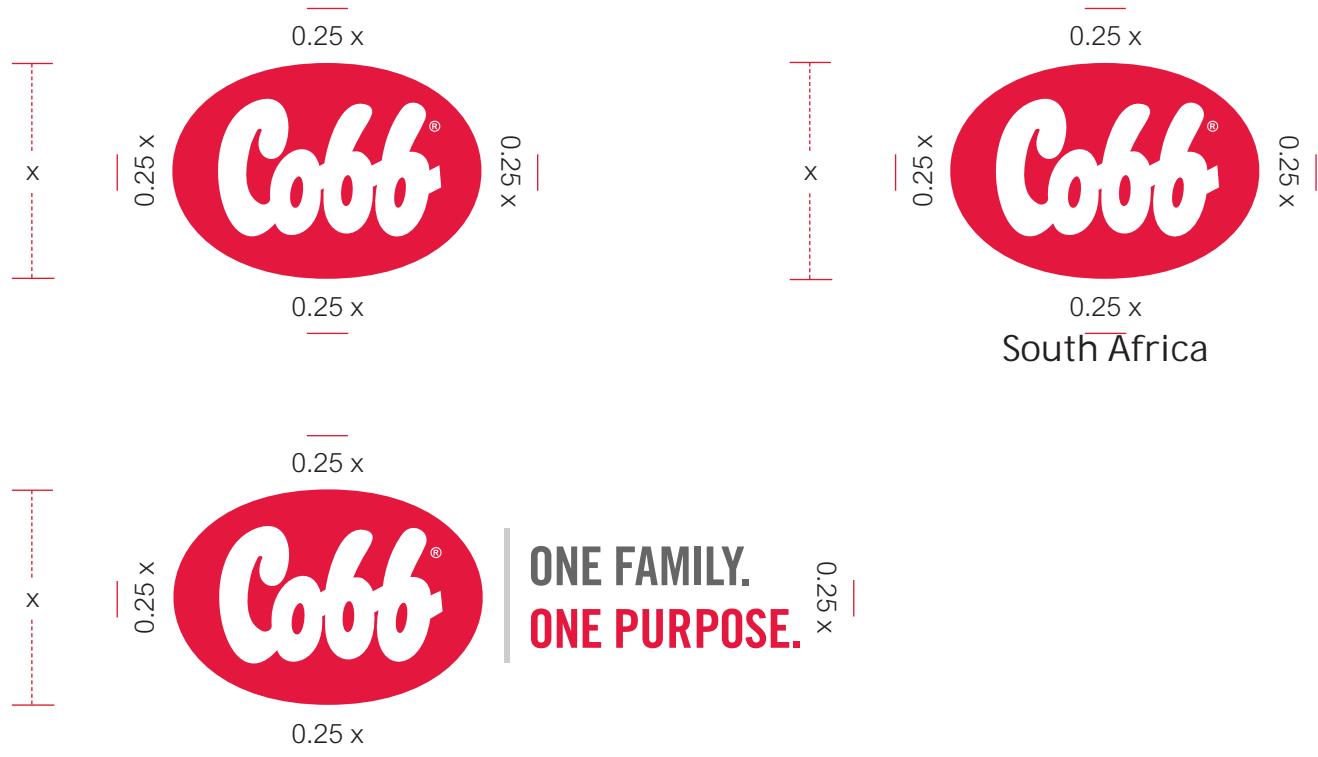
Examples of the 'One Family. One Purpose.' logo usage.



3. Brand Identity

3.22. Cobb Logo: Exclusion Zone

Clear space around the Cobb logo, and tagline version, will protect its integrity and ensures that it is never visually dominated by other elements.



As detailed above, the exclusion zone dimensions are determined by the 'x' height of the Cobb logo.

3. Brand Identity

3.23. Cobb Logo: Distributor Logo

The distributor name (displayed in the Trebuchet Bold font) should be positioned centered below the Cobb logo.

For example:



New Zealand

Positioning of the logo

The logo should always be positioned for maximum visibility and clarity on all communications.

Logo formats

Print versions of the Cobb logo are available in various formats to TechFirst users and from the Cobb marketing department.

3. Brand Identity

3.3. Incorrect use of the Cobb Logo

The standard logo should always be used in its simplest form. It is important not to experiment with or deviate from the standard logo.

This advice also applies to the ‘One Family. One Purpose.’ logo version.



Ensure that the corporate color is reproduced accurately and consistently.



Do not distort the logo in any way.



Do not apply effects such as drop shadows, bevels or keylines to the logo.



Do not use the Cobb letters on their own or in different colors.

3. Brand Identity

3.3. Incorrect use of the Cobb Logo

The Cobb logo should always be used in its simplest form. It is important not to experiment with or deviate from the standard logo.



The logo should not be used as a tint.



Do not attach any words, phrases, images or graphics to the logo.



Do not create patterns from the logo.



Do not use the white Cobb without the oval.

3. Brand Identity

3.3. Incorrect use of the Cobb Logo

White is the most effective background on which to reproduce the color logo as it provides a clean and crisp contrast for the logo color.

The logo should always maintain maximum visibility over any background color or image. The logo may be placed over photographic images so long as maximum clarity is maintained.

This advice also applies to the 'One Family. One Purpose.' logo version.



Do not position the logo on a similar background color.



Do not position the logo on a section of a photograph that is a similar color to the logo.

3. Brand Identity

3.4. Color

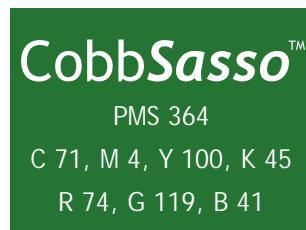
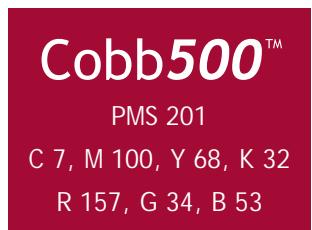
The Cobb corporate red is PMS 186 (Pantone Matching System), with the 4-color (CMYK) breakdown equivalent of C 2, M 100, Y 85, K 6; and the RGB screen values of R 200, G 16, B 46.

This color is synonymous of the Cobb brand and is fundamental to the company identity.



Product Colors

The Cobb products use specific colors to establish their individual identity.



The Pantone to CMYK and RGB color conversion references are based on the values stated on www.pantone.com

3. Brand Identity

3.5. Product Nomenclature

Specific Cobb products: Cobb500, Cobb700, CobbSasso and the CobbMV have their own logos.

Cobb500™

Cobb700™

CobbSasso™

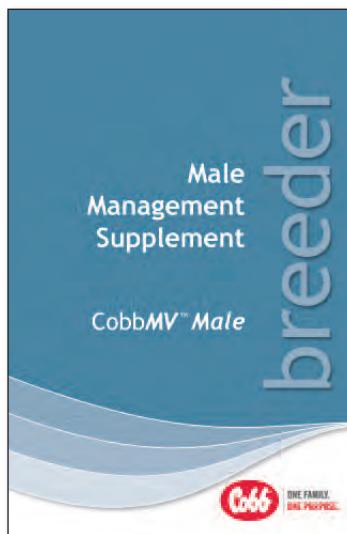
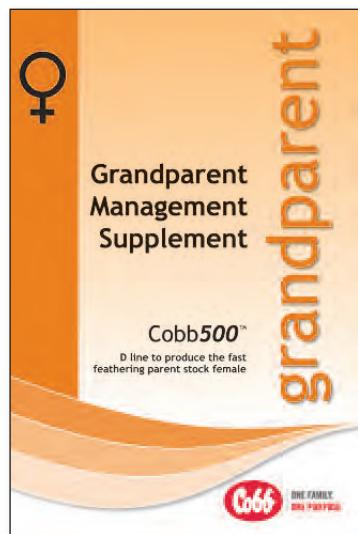
CobbMV™

Print versions of the product logos are available in either black (as above) or white to TechFirst users and from the Cobb marketing department.

In addition to the colors designated to individual Cobb products (see section 3.4. Color), use the appropriate logo when referring to a specific product. The nomenclature in logo form, as illustrated above, should appear on the cover of publications such as technical supplements (shown here) and product brochures.

However, the logo form is not to be used in text, whether as part of a guide, supplement or editorial.

The nomenclature in text should appear as Cobb500, CobbMV, etc, i.e. no spaces between Cobb and the product number/letters.



3. Brand Identity

3.6. Use of the Registered Trademark

The Cobb logo is a registered trademark of Cobb-Vantress, Inc.



The registered trademark® is positioned just to the right of the second 'b' within the logo. It should not be moved from this position or adjusted in size.

There are exceptions as to when the Cobb logo can appear without the registered trademark®, e.g. an embroidered logo on apparel (*section 5.7.*). In addition to this, apply best judgement to determine if the ® will reproduce with clarity on promotional merchandise.

The registered trademark® should only appear as part of the logo and should not be used within text.

As detailed in *section 3.5. Product Nomenclature*, specific Cobb products have their own logos. For example:

Cobb500™

All such product logos carry the ™ trademark.

For products the ™ should only be used within text in the first instance only.

[®] designates a federally registered trademark.

[™] designates the mark has not been federally registered, but the owner claims common law rights to the mark.

3. Brand Identity

3.7. Use of the Cobb Name in Business Regions

Our corporate names are:

Cobb-Vantress, Inc.

Cobb Europe Ltd

Cobb-Vantress Brasil

Cobb Asia-Pacific

The company name is always to appear in upper and lower case and should, wherever possible, be on one line.

When referring to our company in formal documents, you should initially use: Cobb-Vantress, Inc., Cobb Europe Ltd, Cobb-Vantress Brasil and Cobb Asia-Pacific, but may use Cobb for subsequent references.

When referring to our company in marketing material or external communications, you should use the term Cobb as this encompasses all the corporate names.

Example of first and subsequent references to Cobb-Vantress, Inc.:

Cobb-Vantress, Inc. is a leader in poultry research, development, production and the sale of broiler breeding stock. Cobb provides broiler breeding stock or technical expertise to over 90 countries.

3. Brand Identity

3.8. Typography: Primary Fonts

Consistency in the use of typography enhances the effectiveness of communications, builds customer familiarity and strengthens the Cobb identity.

The primary fonts for Cobb are Arial and Trebuchet. Any typeface within these two font families may be used, but it is recommended that Trebuchet MS Bold be used for management guide and supplement titles. Trebuchet was used to create the Cobb product logos and also features on corporate stationery.

For print and display material the Cobb website address should be used in the following style:
C O B B - V A N T R E S S . C O M (Trebuchet Bold, letter spacing +70%).

Arial should be used as body copy in text heavy documents, e.g. technical guides, supplements, reports and newsletters.

Either primary font, or the secondary font, is acceptable for use in advertisements (*examples of the advertising font usage are featured in section 5.3 Advertising*).

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Lt • Arial Lt Italic

Arial • Arial Italic

Arial Med • Arial Med Italic

Arial Bold • Arial Bold Italic

Arial Condensed • Arial Condensed Bold

Arial Black • Arial Black Italic

Trebuchet MS • Trebuchet MS Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890 • 1234567890

Trebuchet MS Bold • Trebuchet MS Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890 • 1234567890

3. Brand Identity

3.81. Typography: Secondary Font

The secondary font for Cobb is Trade Gothic. Any typeface within this font family may be used, some of which are listed below.

Trade Gothic is the preferred font for digital applications and was used to create the ‘One Family. One Purpose.’ tagline logo.

Trade Gothic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Trade Gothic Light • *Trade Gothic Light Italic*

Trade Gothic • *Trade Gothic Italic*

Trade Gothic Bold • *Trade Gothic Bold Italic*

Trade Gothic Condensed • *Trade Gothic Condensed Italic*

Trade Gothic Bold Cond. • *Trade Gothic Bold Cond. Italic*

Trade Gothic Ext • **Trade Gothic Ext Bold**

3. Brand Identity

3.82. Typography: Editorial Fonts

Cobb has successfully developed a series of 'Focus' publications, including a 'Worldwide' quarterly newsletter and 'Technical' editions, which are produced in a variety of languages.

To maintain a strong connection to the Cobb typographical style, a combination of the Arial and Trade Gothic fonts are used in these publications.



Example of typography on the Focus Worldwide newsletter

Compartmentalization certification

Jairo Arenazio (left), from Cobb-Vantress, receiving the certification, pictured with OIE's Director General, Monique Elliot and the Minister of Agriculture Blairo Maggi.

“
Compartmentalization has become a ‘point of no return’ for the poultry industry. We are raising the health bar in the Brazilian industry.

Cobb achieves first compartment status in Brazil

Cobb-Vantress has become the first company in Brazil to receive certification for poultry compartmentalization for avian influenza and Newcastle disease from the country's Ministry of Agriculture, Livestock and Food Supply (MAPA).

The certification was confirmed at a ceremony at the MAPA headquarters in Brasília attended by Blairo Maggi, Brazilian Minister of Agriculture, and Francisco Turra, president of the Brazilian Association of Animal Protein Producers (ABPA), together with Monique Elliot, director general of the World Organization for Animal Health (OIE).
Portuguese version of the document can be found [here](#).
MAPA's Normative Ruling No. 21 established in partnership with the ABPA. This model is aimed at protecting against avian influenza and Newcastle disease through highly traceable bird health procedures, in addition to a plan for quick and efficient action for disease control in the event of an outbreak. Bruno Pessamito, director of the Agricultural Defense Secretary, explained the compartmentalization.

a global poultry health emergency.
Jairo Arenazio, Cobb-Vantress general manager for South America, said the company had been working to expand foreign trade for the last 10 years. At that time with the company only exporting to five countries, substantial investments were made to open up the possibility of supplying markets worldwide.
“Today, we are exporting to over 20 countries in four continents,” said Jairo Arenazio. “With the help of this new compartment status, which has been a quality hallmark for us, we are able to continue to grow our business.”

4. Business Communications



4. Business Communications

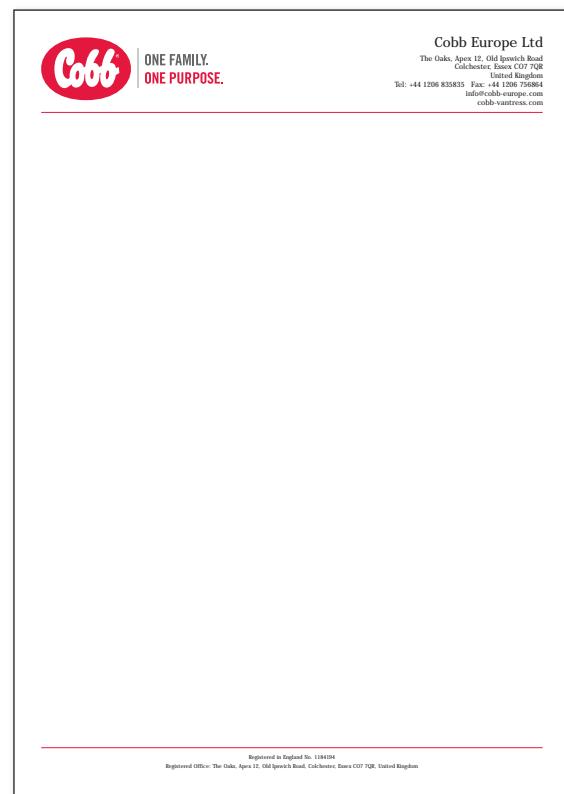
4.1. Stationery: Letterheads

Business stationery is an important part of building a company's image. The formatting needs to be consistent throughout the various items of stationery, conveying the company in a positive and professional manner. Always print on good quality white stock. The Cobb 'One Family. One Purpose.' logo should be used on stationery items.

The pages in this section are standard guidelines for producing Cobb stationery. Templates for the items are available to TechFirst users and from the Cobb marketing department.



US Letter (shown at 35% of actual size)

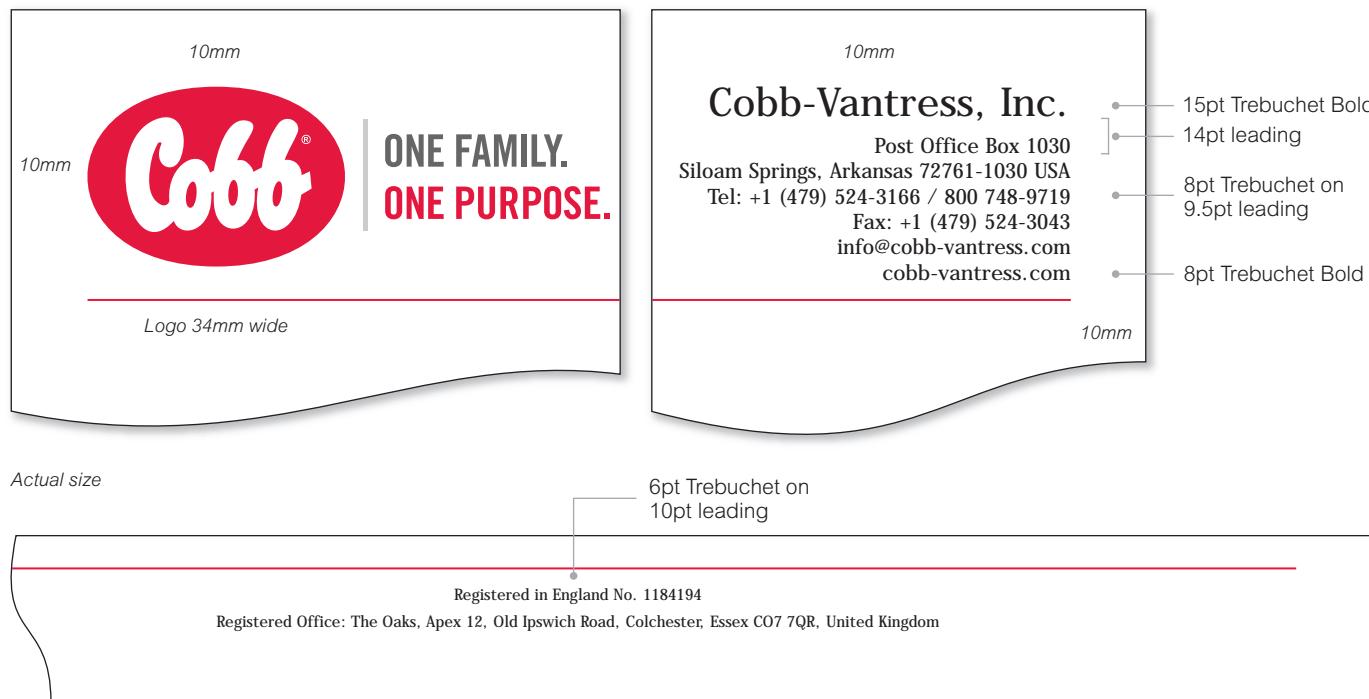


A4 (shown at 35% of actual size)

4. Business Communications

4.1. Stationery: Letterheads

The Cobb 'One Family. One Purpose.' logo should be 34mm wide and positioned 10mm from the top and left edges of the sheet. A Cobb red 0.75pt rule is positioned 38.5mm from the top of the sheet and runs to 10mm from the left and right edges. The company name and address details should use the Trebuchet font and be positioned 10mm from the top and right edges of the sheet.



When registered company details are required, they should be positioned 10mm from the bottom of the sheet. A red 0.75pt rule above the text runs to 10mm from the left and right edges, positioned 18mm from the bottom edge. The text should be in 6pt Trebuchet, centered on 10pt leading.

4. Business Communications

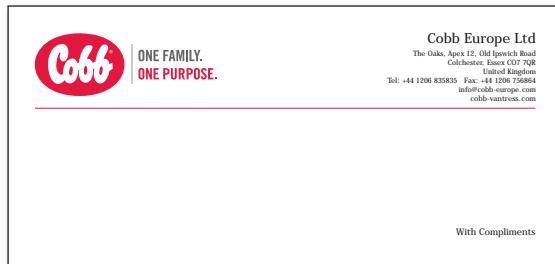
4.11. Stationery: Compliments Slips

The Compliments Slips follows the same layout guidelines as the Letterhead for the positioning of the logo and red rule, plus the typographical specifications.

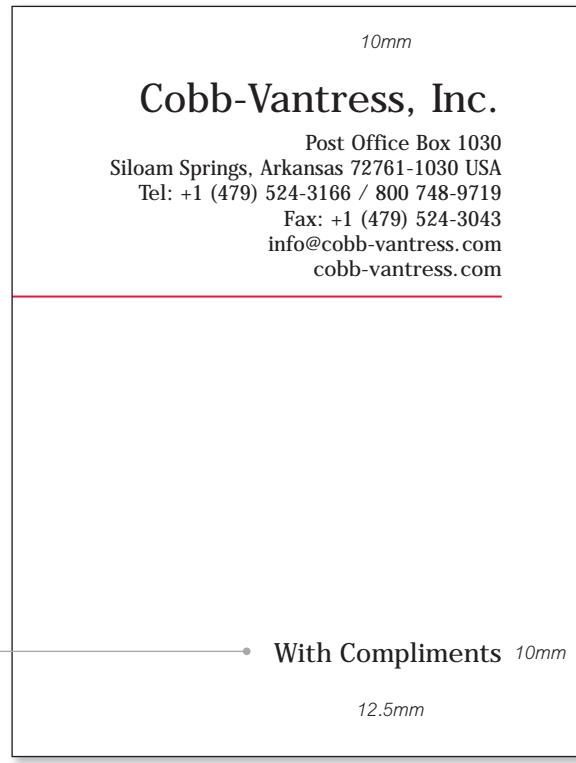
'With Compliments' should be in 10pt Trebuchet Bold and positioned 10mm from the right edge and 12.5mm from the bottom edge.



US Letter above and A4 below (shown at 35% of actual size)



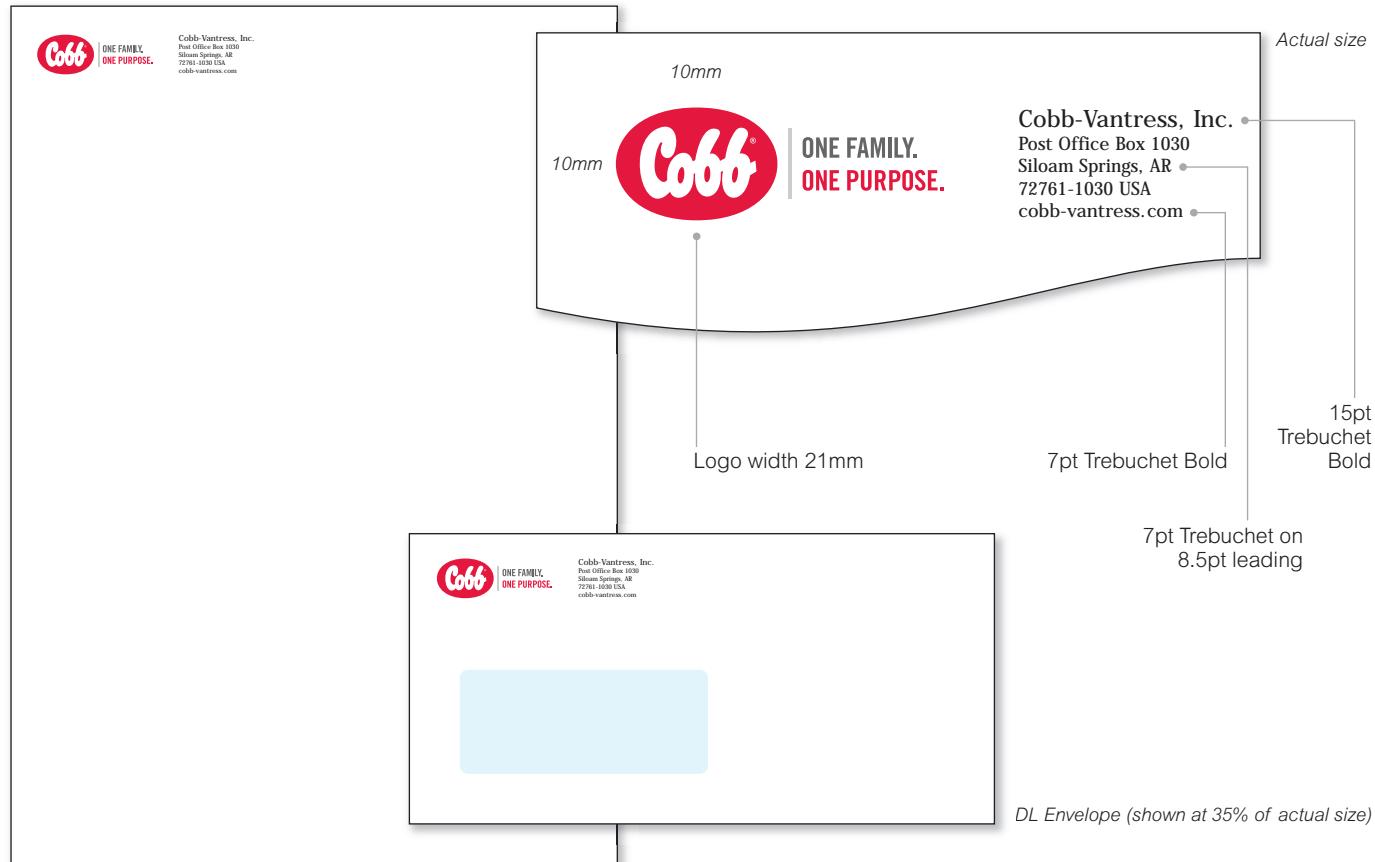
10pt Trebuchet Bold



4. Business Communications

4.12. Stationery: Envelopes

Printed Business Envelopes are a professional and subtle way of creating and maintaining brand awareness, and play an important role in forming the company's promotional image. These guidelines apply for the printing of all envelope sizes.



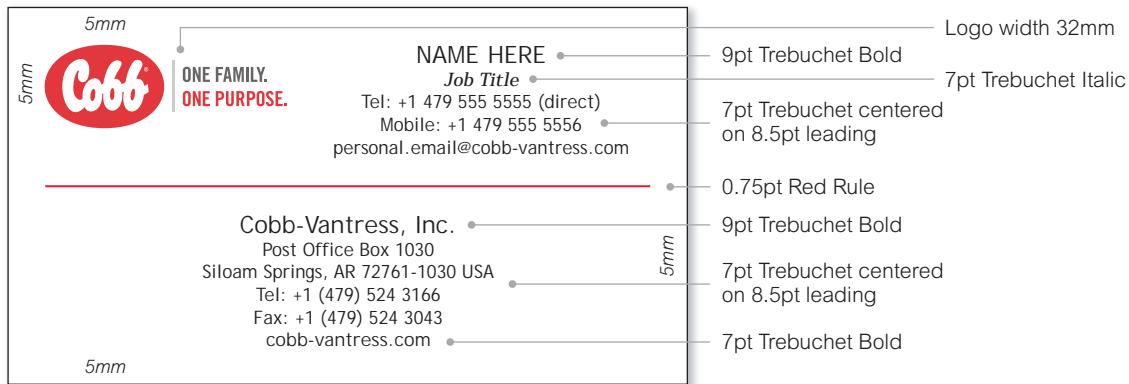
C4 Envelope (shown at 35% of actual size)

DL Envelope (shown at 35% of actual size)

4. Business Communications

4.2. Business Cards

The Cobb Business Card is set up to a size of 90mm x 50mm and should be printed on a good quality white card, minimum thickness of 350gsm. Maintain a 5mm white border on all edges of the card.



Actual size



Please note that it is acceptable to use a translated version of the 'One Family. One Purpose.' logo if required.

When a double sided card is required to detail an alternative address, the top section of the card should appear the same on both sides.

This card illustrates a single sided version using the company address along with an alternative address.

4. Business Communications

4.3. Email Signatures

Email is our most common form of day-to-day communication and email signatures are as much a part of our company branding as a business card or piece of stationery.

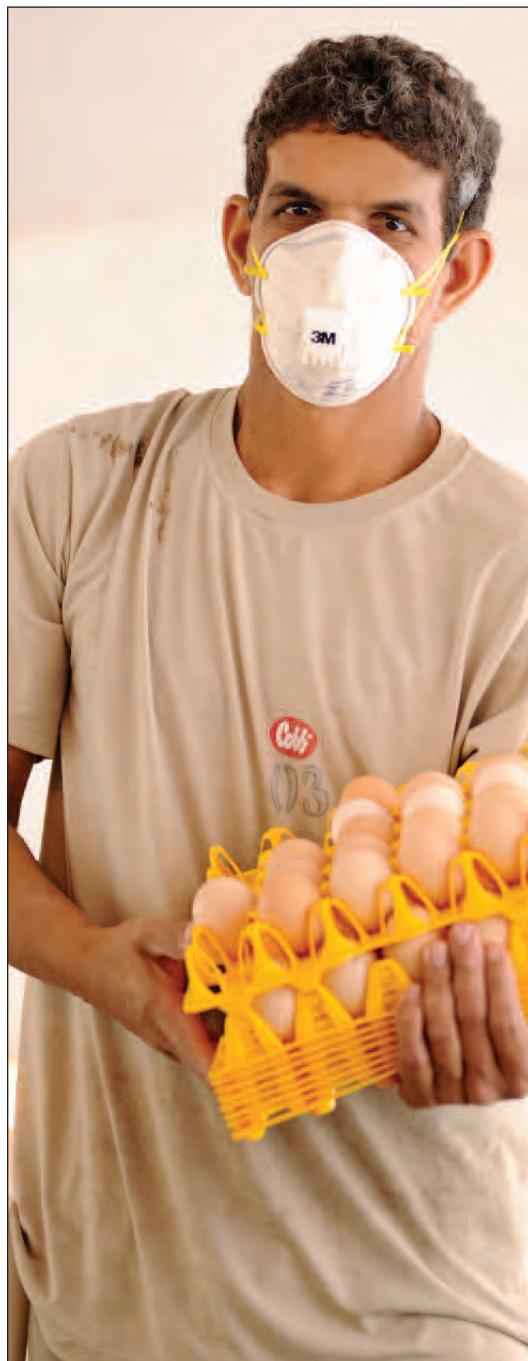
Please apply the branding below to your email signature. Find the template for the branded email signature on the intranet or contact marketing for assistance.

Additional graphics and/or quotes are not allowed, so we may keep the overall email file size as low as possible.



5. Integrated Communications





5. Integrated Communications

5.1. PowerPoint® Presentations

All Cobb PowerPoint Presentations should be professional and emphasize our high standards. It is essential to provide the audience with a clean, uncluttered presentation utilizing key points and simple visual aids.

Using the Arial font, try to keep the copy short and limit the use of different colors and type sizes throughout the presentation.

To ensure a consistent look for every presentation, templates are available to TechFirst users and from the Cobb marketing department.

Example Pages



5. Integrated Communications

5.1. PowerPoint® Presentations

Example Pages

Our Customers

Cobb serves the global poultry industry, from non-integrated operations to fully integrated poultry processors.

Cobb products are sold in approximately 120 countries.

The company's major sales markets include

- North America,
- South America,
- EMEA and
- Asia-Pacific

Cobb Values

Cobb Values guide us in our interactions with Team Members, customers, co-researchers, and our communities every day.

- Family** (Image: people)
- Integrity** (Image: Great Wall of China)
- Innovation** (Image: lightbulb)
- Being the Best** (Image: person holding a trophy)

Click to add title

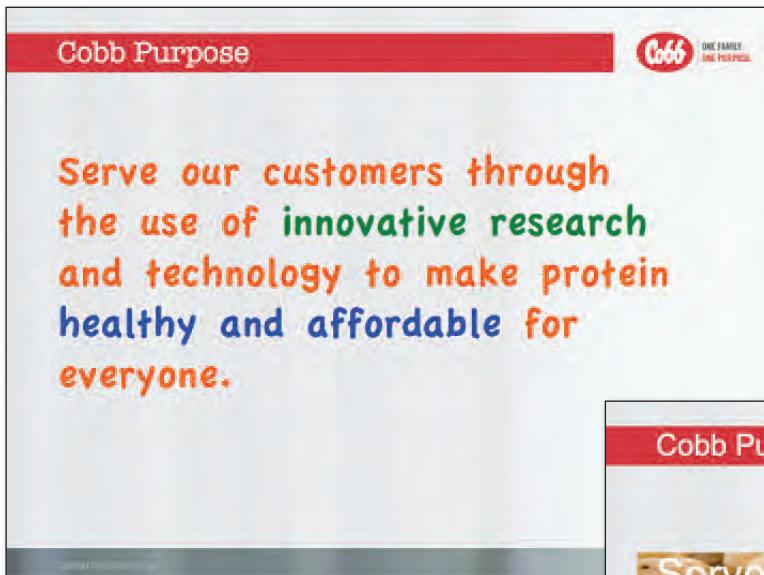
Click to add subtitle

- Keep it simple and consistent
- Standardize bullet points
- Limit the use of slide transitions and custom animations
- Display copyright information where applicable
- Make use of the template provided

5. Integrated Communications

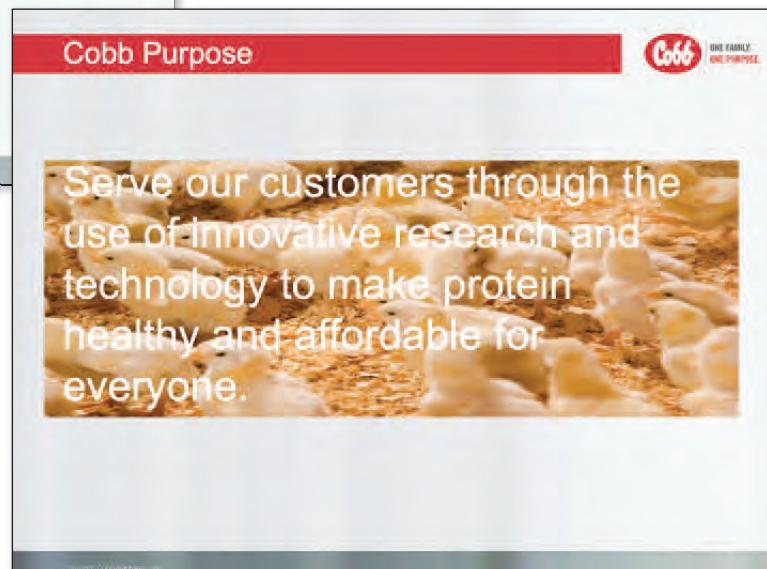
5.12. PowerPoint® Presentations: Things to Avoid

Example Pages



Do not...

- introduce contrasting colors
- use a font that is not associated with Cobb
- alter the position and size of the Cobb logo



Do not...

- place text over pictures that is difficult to read
- distort the shape of an image

5. Integrated Communications

5.2. Distributor Websites

When designing and building a website or web page that incorporates the Cobb logo and brand elements, please adhere strictly to the guidelines, taking particular care to the placement and use of the Cobb and 'One Family. One Purpose.' logos (*sections 3.21, 3.22 and 3.3*), ensuring that the logos are proportionate to other components within the layout.

For guidance or any specific questions relating to Distributor Websites, please contact your regional Cobb marketing team.

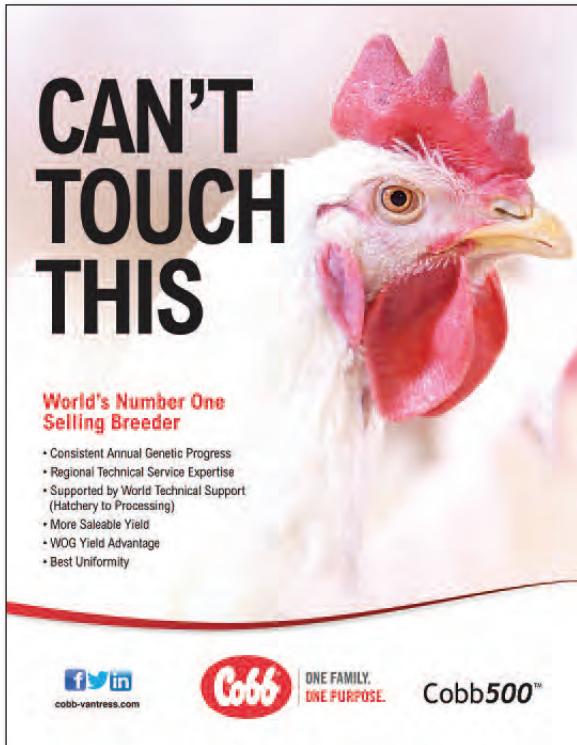
5. Integrated Communications

5.3. Advertising

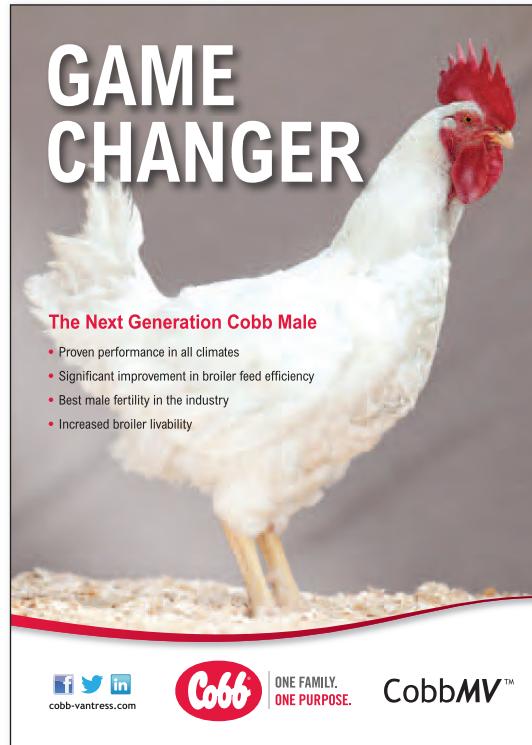
Advertising is an integral part of the Cobb marketing strategy. Adverts should be simple and concise and consistently communicate company messages. An advertising campaign should not exaggerate its claims; it should interrupt, engage, educate and offer value.

Advertisement templates are available to TechFirst users and from the Cobb marketing department.

Example Advertisements



Adverts shown at 35% of actual size



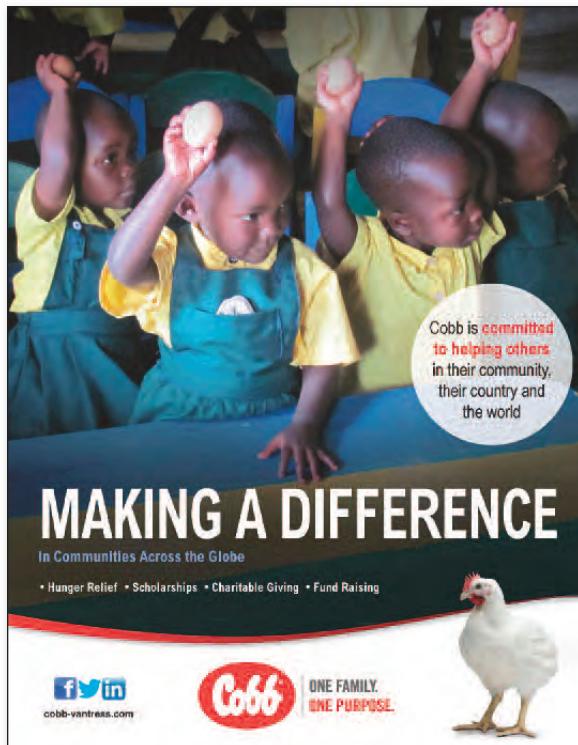
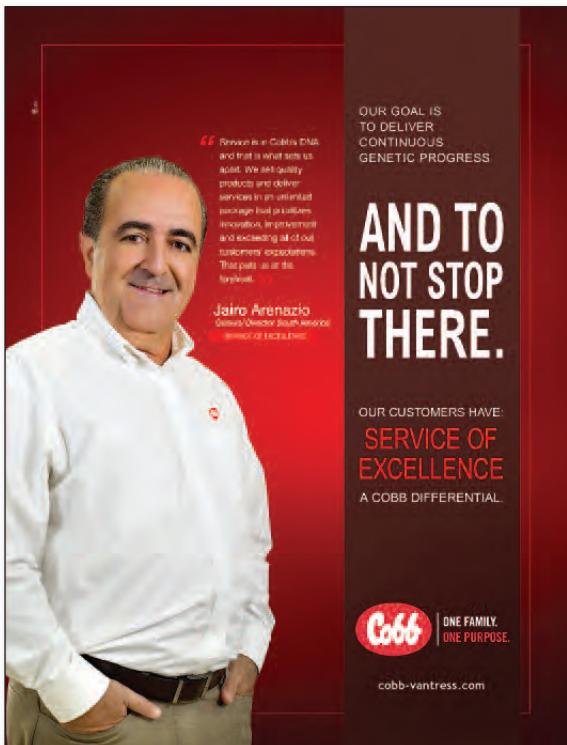
5. Integrated Communications

5.31. Advertising: Layout Guidelines

A striking headline and a strong image, coupled with relatively short 'to-the-point' text or bullet points, are key components to a good advert.

The Cobb 'One Family. One Purpose.' logo should always be placed at the bottom of the layout, along with the 'cobb-vantress.com' website address and social media icons. The following page details typographical guidelines.

Example Advertisements



Adverts shown at 35% of actual size

5. Integrated Communications

5.32. Advertising: Typographical Guidelines

A degree of typographical flexibility is acceptable within advertising layouts. However, the only fonts that should be used are Trebuchet, Arial and Trade Gothic (as detailed in section 3.8: *Typography*).

It is important that the type balances well within the overall design. Headlines should be clear and concise - and the use of initial capital letters within the sub-headings and sign-off lines is often defined by geographical preferences.



Adverts shown at 37% of actual size

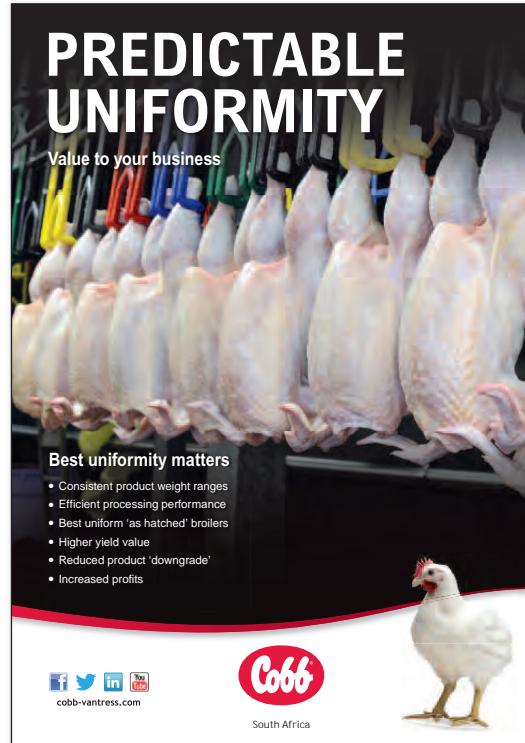
5. Integrated Communications

5.33. Advertising: Distributor Templates

It is important that Distributor Advertising follows the guidelines set for Cobb adverts. The Cobb 'One Family. One Purpose.' logo is replaced by the distributor logo, as illustrated below. The area in the bottom left hand corner (indicated by the dotted ruled box in the example below) is where the distributor website should be positioned, if this is different from the Cobb website address.

Distributor templates are available to TechFirst users and from the Cobb marketing department.

Example Distributor Advertisements



Adverts shown at 35% of actual size

5. Integrated Communications

5.4. Promotional Merchandise

Promotional Merchandise plays an important role within the Cobb business, not only as something that can leave a lasting impression on our customers, but as practical and useful items that promote the Cobb brand.

There is an extensive and varied range of promotional items that can be branded, with numerous opportunities for distribution - at trade shows and seminars; promoting a Cobb product or service; as business gifts; public relations; and service awards - to name but a few.

Wherever possible use the standard Cobb logo against a contrasting background. It is acceptable to use an 'etched' version of the logo on glass or metallic items, or an embossed version on leather goods. Never use the Cobb logo on a red background.

Best judgement should be used to determine the size of the Cobb logo and if the registered trademark® will reproduce with clarity on merchandise.

The Cobb logo without the registered® is available to TechFirst users and also from the Cobb marketing department.



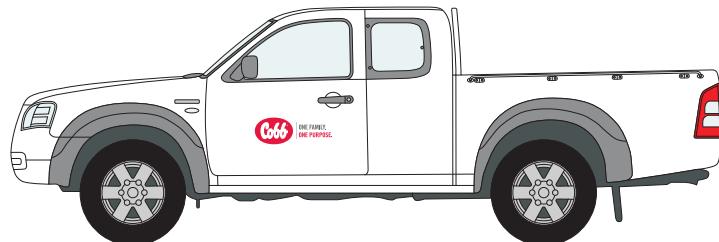
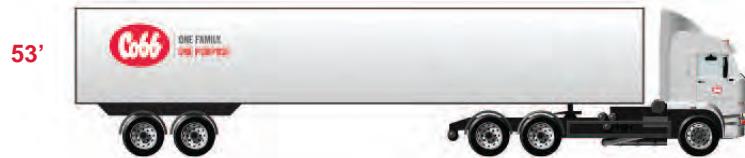
Examples of Cobb promotional merchandise

5. Integrated Communications

5.5. Signage: Vehicles

Vehicles displaying the Cobb logos should follow a consistent size and placing guideline. Either the standard Cobb logo or 'One Family. One Purpose.' logo can be used.

Keep the space around the logo clear of all type, graphics, lines and illustrations.



5. Integrated Communications

5.51. Signage: Building Exteriors

When using the Cobb logo for exterior signage, ensure that the size of the logo is proportionate to that of the sign or building it is being displayed upon. Always use the standard Cobb logo.

If text is used adjacent to the logo describing the facility and/or location, please adhere to the guidelines set out in section 3.21. *Cobb Logo: Exclusion Zone*. Always use the Trebuchet font for the text.



Examples of exterior signage

5. Integrated Communications

5.52. Signage: Building/Office Interiors

For interior signage, ensure that the size of the logo is proportionate to the environment in which it is being displayed. Always use the standard Cobb logo, or the etched version of the logo (see 3.2. Cobb Logo).

If text is used adjacent to the logo describing the interior area, please adhere to the guidelines set out in section 3.21. Cobb Logo: Exclusion Zone. Always use the Trebuchet font for all interior/office signage, whether used with or without the logo.



Examples of interior signage

5. Integrated Communications

5.6. Photographic Images

Photography can make or break a project. Good photographs will enhance a design, but poor quality images will do just the opposite. Very few people are professional photographers, but everyone with a digital camera has the ability to take a 'high resolution' image. When taking a photograph, use the highest quality or largest file size setting on your camera. The higher the quality of the image, the greater the scope for usage across various media.

Online photographs and web images are normally created as low resolution files (72 dpi - dots per inch). This is great for the web because the images look fine on a computer screen, and as the file sizes are usually small this helps web pages load quickly.

Dpi is the measurement used within the printing and design industry and determines just how sharp an image is. When designing for print, images should be used at 300 dpi (high resolution). The difference between 72 dpi and 300 dpi is found in the amount of pixel information (or dots) for every square inch of the image. The more pixels/dots the image contains, the sharper the image will be. Images in print will look blurred if used at 72 dpi, whereas a 300 dpi image will be sharp, as illustrated below. As a standard rule, try to submit picture files of 1 Mb (megabyte) or larger.



Image at 300 dpi



Image at 72 dpi

5. Integrated Communications

5.7. Apparel

Employees wearing Cobb apparel portray the company as a unified and professional organization whenever they are representing the business, whether at the office, attending a trade show or with a customer.

The standard Cobb logo should be embroidered at a size of 32mm (1.25 inch) wide and placed on the left front of the garment (38mm, 1.5 inches wide on jackets). For embroidery applications use the Cobb logo without the registered trademark®, which is available to TechFirst users or via the Cobb marketing department.

When embroidering a logo, please ensure to approve the vendor and their sample through the marketing department. The quality of sewn logos can vary greatly, so every step should be taken to make them as consistent as possible. Attaching an embroidered Cobb logo to non-company clothing or personal items is strictly prohibited.

Cobb uniforms are for Cobb employees and Cobb distributor personnel only.



An example of embroidery placement

Red is **not** an approved apparel color as it clashes with the Cobb logo.

5. Integrated Communications

5.71. Apparel: Special Events

For special events, e.g. golf outings, round table, distributor conferences, the Cobb logo can be embroidered at a size of 32mm (1.25 inch) wide on the right or left sleeve 25mm (1 inch) above the hem line. The name of the event can be placed on the left or right chest position.



An example of embroidery placement

On jackets the name of the event should be placed on the breast pocket, either with or without the Cobb logo. If the logo is used please adhere to the guidelines set out in section 3.21. *Cobb Logo: Exclusion Zone*.

It is acceptable to place the Cobb logo on the back of garments under the collar line.

5. Integrated Communications

5.72. Apparel: Caps

Cobb caps are for customers as well as employees. When embroidering the Cobb logo on to a cap, it is preferable to use the version without the registered trademark®.

As an optional extra, the website address can be used on the back of the cap.



6. Trade Shows & Events





6. Trade Shows & Events

6.1. Trade Show Strategy

Trade Shows remain one of the most effective 'face-to-face' marketing methods available today - an ideal networking opportunity to meet with existing and potential customers, or to establish new business relationships.

Trade Shows can be expensive exercises, so it is essential to determine the purpose and goals of exhibiting at a particular show. Plan a detailed strategy and start early, avoiding leaving tasks to the last minute. Assign responsibility as to 'who has to do what' during the planning stage and check regularly that everything is on track.

Set realistic targets for what the show should achieve for Cobb and ensure that all potential leads are followed up.



Whenever possible, focus on a theme for the show making sure the design of the booth and display material promote Cobb in a consistent and professional manner.

Personnel representing the company should strive to create an atmosphere of 'wanting to be here' rather than 'having to be here'.

For help or guidance when planning to participate at a Trade Show, please contact your regional marketing team.

6. Trade Shows & Events

6.2. Trade Show Structure and Display

Design the booth to incorporate predominantly white walls with a red carpet - this applies to a custom build or system structure design.

Include height in the booth design whenever possible. The Cobb logo should be clearly visible from all directions as show attendees approach or look for the booth.

Do **not** use the logo against a red background.

Explore the use of different display materials and formats ensuring that the booth graphics are not only factually correct, but also stimulate potential interest in Cobb products and services.



6. Trade Shows & Events

6.3. Events

Events such as Distributor Conferences, Technical Meetings, Seminars and Conventions create opportunities to present a positive image of Cobb. Prepare for events meticulously - from initial invitations to final printed agendas, display material, and business gift 'give-aways' - consistently communicate company themes and messages.

Plan interesting, informative and strong agendas with engaging speakers and presentations. Delegates should be made to feel comfortable in the surroundings encouraging an atmosphere of participation.

Cobb events should aim to be both inspiring and entertaining, and look to enhance the relationship between the company and the invited guests.





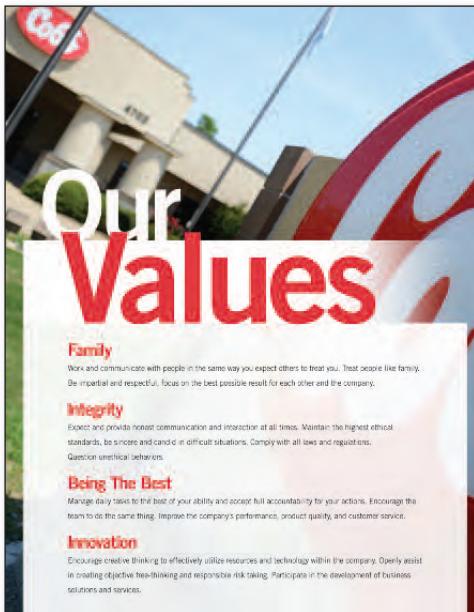
7. Literature



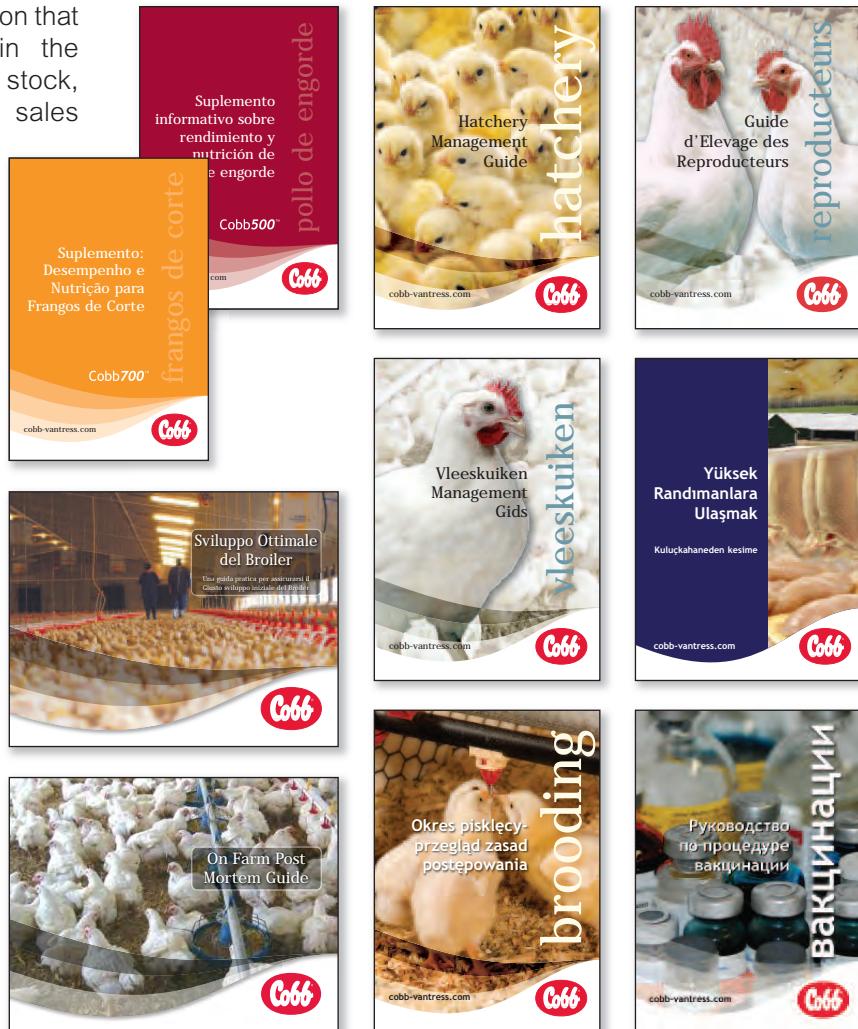
7. Literature

7.1. Sales and Technical

To satisfy the demand for product information that results from being a global leader in the production and sale of broiler breeding stock, Cobb produces an extensive range of sales and technical publications including management guides, supplements and sales brochures in numerous languages. All the latest sales and technical literature is available to TechFirst users and from the Cobb marketing department.



A selection of the sales and technical literature range



7. Literature

7.2. Marketing

To supplement the various sales and technical publications, numerous multi-language items of marketing information and literature are produced - some of which are shown here. All the latest marketing literature is available to TechFirst users and from the Cobb marketing department.

1. Cobb Six Year Hatching, Brooding and Rearing Calendar

2. Hatching Egg Selection

3. La gestion des coqs pour une fertilité optimale

4. Cobb Focus - Issue 4 | Autumn 2016

5. TECHNICAL FOCUS

A selection of marketing literature

8. Glossary



8. Glossary

8.1. Frequently Asked Questions

Q. Can I modify the Cobb logo or product logos?

A. No. The logos must always stay intact as a complete work of art. It is important for the logos to stay consistent in appearance whenever and wherever they are used.

Q. Where do I find a Cobb logo, product logo or template?

A. The Cobb logo, product logos and various templates are available to TechFirst users or from the Cobb marketing department.

Q. If I require guidance on a particular project, whom should I contact?

A. For guidance or further information please contact your regional marketing department - contact details are listed in section 8.2. *Contact Information*.

Q. Where can I find Cobb imagery for use on a project?

A. Go to the Cobb online image library at cobb.smartimage.com - the password is available from the Cobb marketing department.

Q. Is there a corporate powerpoint template?

A. Yes, this is available on the Cobb Intranet or from the Cobb marketing department.

8. Glossary

8.2. Contact Information

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Notes



