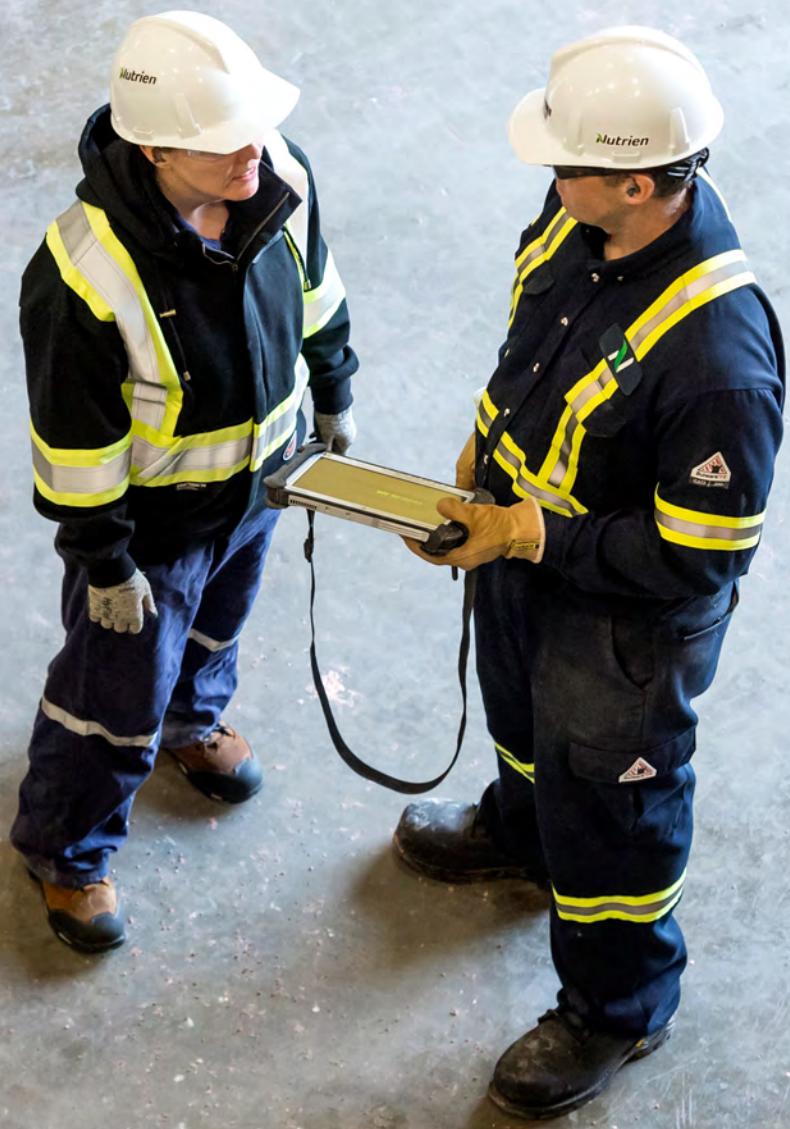




BRAND GUIDELINES

UPDATED APR. 2020



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1.0 / BRAND POSITIONING

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Brand Promise

We serve a big world with growing needs. We see the big picture; a world with over seven-and-a-half billion people today, and nearly 10 billion by 2050, needs to grow more food, and to grow food more efficiently. Where crops are growing, Nutrien is growing too.

The Nutrien logo and tagline, "Feeding the Future," defines the vital role our company plays in providing nourishment for our world's growing population. The Nutrien brand promises innovation, inclusion, performance, community, and a steadfast commitment to help all growers get the most out of their land.

Brand Essence

In the big picture, we're working together to grow our world from the ground up. We believe that meeting the needs of today's world, without compromising the well-being of future generations, should inform every decision we make. We believe that continuous investment in the future of crop nutrition and crop inputs is the best way to achieve and sustain our success.

Core Values

Safety – Home safe, every day

Integrity – Say what we do, do what we say

Engagement Principles

Inclusion – Involve, respect, embrace

Performance – Deliver on commitments

Community – Cultivate care and collaborate

Innovation – Search for a better way

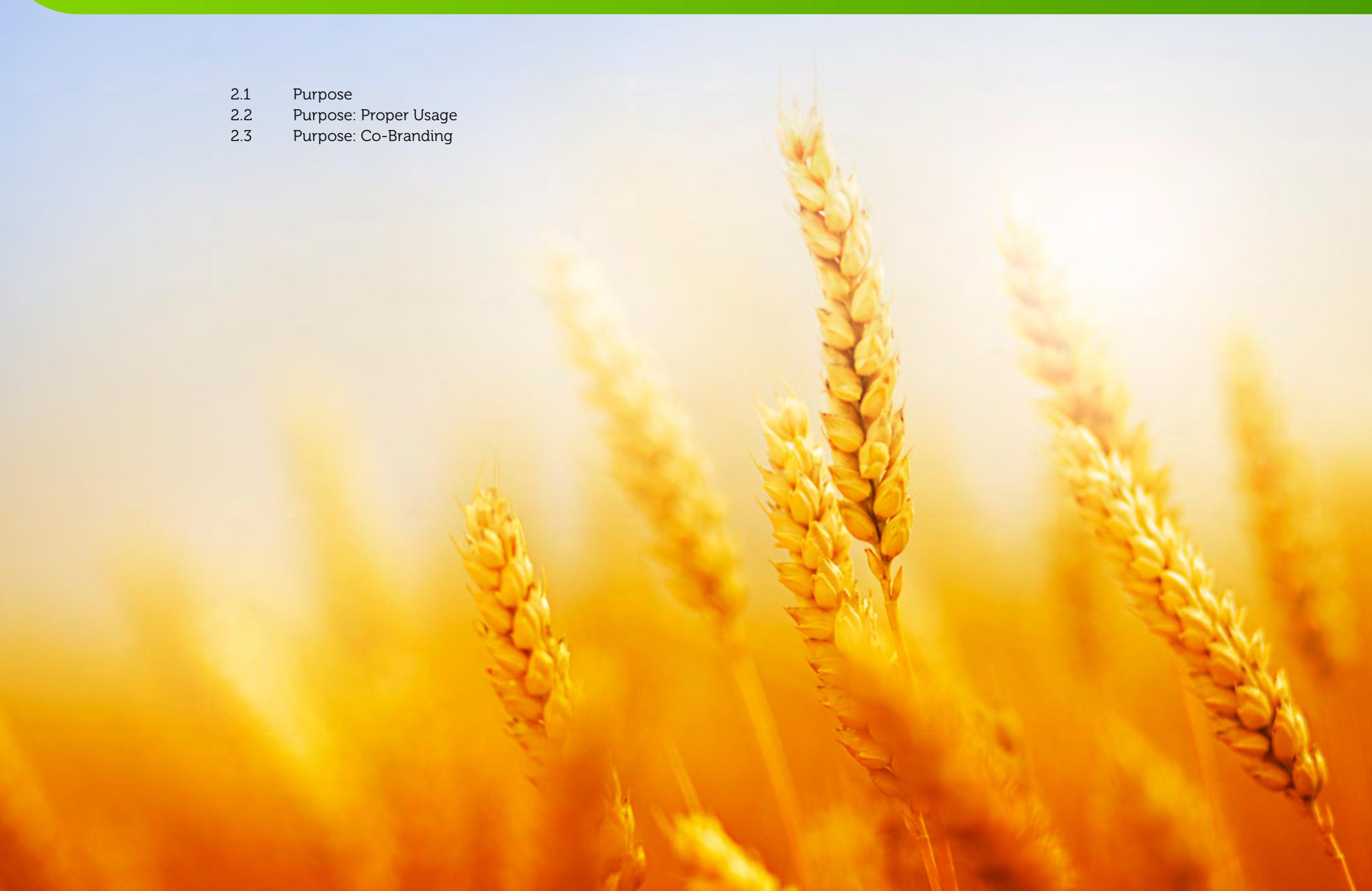
Brand Attributes

Optimistic, empathetic, confident, bold and passionate. Nutrien aspires to be the leading globally-integrated ag solutions provider.

2.0 / MESSAGING & GUIDELINES

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- 2.1 Purpose
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- 2.3 Purpose: Co-Branding



What is Purpose?

Purpose is why we exist – beyond our profits, defining the positive impact we seek to make for our customers, shareholders, community, and each other. Purpose is rooted in our DNA, authentic to who we are at our best, and defines our aspirations for the future.

We're proud to live our Purpose, Values and Culture every day – with each other, our growers, and our customers. As the world's largest provider of crop inputs and services, our Purpose will push us to lead by example, making an even greater impact in the world.

When to use Purpose?

"Grow Our World From The Ground Up" is infused internally throughout our organization. Part of growing our world means growing each other – whether it's championing new ideas or looking after each other's safety. You are encouraged to find your own purpose, your own story, and how that weaves into the fabric of Nutrien's Purpose.

We use the graphical treatments of "Grow Our World From The Ground Up" internally throughout our organization. Externally, we'll use Purpose messaging, logos, and graphics on recruitment initiatives, on Nutrien.com to highlight our Core Values and Engagement Principles, and for specific sustainability initiatives.

How to use Purpose?

"Grow Our World From The Ground Up" is not a tagline. It does not replace "Feeding the Future." Our Purpose is why we do what we do. It should be ingrained into how we all handle and portray ourselves in our everyday lives – when dealing with suppliers, customers, potential employees, or other stakeholders. We do not want to confuse the public with our Purpose and company's slogan/tagline. They work well together, but have separate and distinct usages.



**Grow Our World
From The Ground Up™**

Purpose Logo

2.2

PURPOSE: PROPER USAGE

[OUR BRAND](#) / [MESSAGING & GUIDELINES](#) / [BRAND ELEMENTS](#) / [APPLICATIONS](#) / [MARKETING MATERIALS](#) / [CONTACT](#)



Do not distort the Purpose logo or any other Nutrien visual brand element.



Do not alter the Purpose statement or any other Nutrien visual brand element.



Do not change the color of any part of the logo.

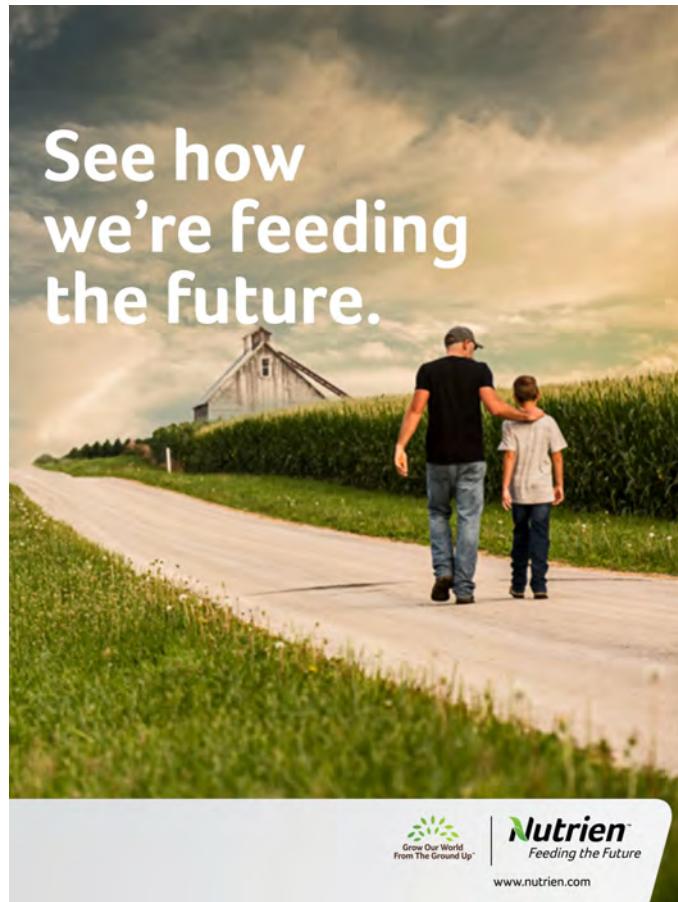


Do not add business unit, facility location or department to the Purpose statement.

- Do not make changes to the Purpose statement – ie: Growing Our World...
- Applying the Purpose logo: The Nutrien logo with tagline should be used alongside the Purpose logo, whenever possible.
- The logo should always include the "TM" whenever possible. Exceptions for when the "TM" can be removed from the logo – company apparel, promo items if too small. When the Purpose statement is written in text, it does not need the "TM."
- Anything employee-related and internal can use the Purpose statement logo – health events, for employee swag, training posters etc...
- Externally – for customers, community partners etc... – we'll use the company tagline "Feeding the Future."
- When writing the Purpose statement in text, make sure that the statement isn't bolded, italicized, or put in quotations.
- The statement can be used in many different ways, but ensure the core of the text is intact. Eg: "That is why, we grow our world from the ground up."
- Grow Our World From The Ground Up – note, the first letter of every word should be capitalized when it's used as the statement. But when used in a bigger sentence, should be lower case, eg: "Employees at Nutrien come to work every day and grow our world from the ground up."
- When using Core Values or Engagement Principles – capitalize "Core Value" and "Engagement Principles," but lower case the actual values and principles – ie: "safety," "integrity," "performance," "innovation," "inclusion," and "community."

Contact Corporate Relations for questions about Purpose branding and application, and Human Resources for any general questions about Nutrien's Purpose program.

CO-BRANDED PURPOSE POSTER



CO-BRANDED INTERNAL EMPLOYEE COMMUNICATION

Nutrien
Feeding the Future

Grow Our World
From The Ground Up.

Lore ipsum integer

consectetur adipiscing elit. Integer vestibulum cursus tortor, in convallis orci bibendum a. Pellentesque habent
mentis tristis simius et netus et in laus tantes ac turpis ingens. Pellentesque ante justo, gravida sit erat
nisi quis, lacus suscipit leo. Cras in vulputate ante. Donec maximus augue sed secta convallis, id bibendum nisi
viverra. Nulla facilisi. Pellentesque aliquam placerat arcu id imperdiet. Quisque sed mi molestuada, viverra est
diam, cursus dui. Nulla facilisi. Aliquam enim vulputate. Nullam et justus et eros pharetra venenatis.

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australis. Cras ut les nunc. Maecenas vel lectus venenatis, fringilla liberis vel, tempus menus. Aliquam utrisque, non
que dictum dignissim, et erat utrue orci, et pharetra ante erat et ligula.

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nullam semper enim arcu euismod, donec lacus tellus. Proin imperdiet ipsum a dictum scelerisque.

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Sed amet mattis vulputate enim. Utma nunc id cursus metus. Adipiscing vitae primi sagittis nisi. Ut aem viverra aliquet
egit sit. Arcu felis bibendum ut tristique et egestas quis. Nec dia nunc mattis enim ut tellus elementum. Sed leis
egit vel aliquet sagittis id consectetur. Faecibus pulvinar elementum meager enim neque vulputate ac incondit vite.
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Elli egit gravida cum sociis

Elementum curabitur vita nunc sed. Erat nam et lectus urna. Mauris augue neque gravida in fermentum et
sollicitudin ac orci. Id porta nibh venenatis cras sed tellus egit. Integer molestuada nunc vel nasci commoco vira
misseamus. Sapiens faecibus et molestie ac feugiat sed lectus. Concepatur libero id faecibus nisi incondit egit.
nullum non. Bibendum arcu vita elementum curabitur vita nunc. Pellentesque nec nem aliquam sem et tellor
consequatur id. Vel pharetra vel turpis nunc.

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commodo. Vel ellit scelerisque mauris pellentesque pulvinar. Dignissim convallis aenean et tortor at nasci. Hostiliter
morbi tristis simius et netus et in laus tantes. In pellentesque massa planari dulis ultrices lacus sed fures.
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nam ac lectus urna. Mauris augue neque gravida in fermentum et sollicitudin ac orci.
Id porta nibh venenatis cras sed tellus egit. Integer molestuada nunc vel nasci commoco vira misseamus.

When the Nutrien logo appears with our Purpose logo on a co-branded poster, the following rules apply:

- The Nutrien logo and Purpose logo should appear at the bottom of the piece and should be separated by a thin vertical line.
- The Nutrien logo must be locked with tagline.
- The Nutrien Tab should be extended to accommodate the Purpose logo. The Purpose logo should appear within the Nutrien Tab.
- All logos should be approximately the same size (equal in height).

When the Nutrien logo appears with our Purpose logo on an internal employee communication, the following rules apply:

- The Nutrien logo and Purpose logo should appear at the top of the communication and should be separated by a thin vertical line.
- All logos should be approximately the same size (equal in height).
- The Nutrien logo must be locked with tagline.

2.3

PURPOSE: CO-BRANDING

[OUR BRAND](#) / [MESSAGING & GUIDELINES](#) / [BRAND ELEMENTS](#) / [APPLICATIONS](#) / [MARKETING MATERIALS](#) / [CONTACT](#)

CO-BRANDED PURPOSE SHIRT



FRONT



BACK

CO-BRANDED PURPOSE PROMO ITEMS



SIDE 1

SIDE 2



When the Nutrien logo appears with our Purpose logo on shirts, the following rules apply:

- Purpose logo should appear on back of shirt, along with the Nutrien logo on front top-right area of shirt.
- Do not alter the logos or distort them in any way.
- In certain cases, it is acceptable to remove the "TM" due to size or embroidery limitations on apparel.

When the Nutrien logo appears with our Purpose logo on promo items, the following rules apply:

- Both logos should be approximately the same size (equal in height).
- Do not alter the logos or distort them in any way.

3.0 / BRAND ELEMENTS

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 - 3.20 Using the Winged N Icon with Internal Programs
 - 3.21 Incorrect Applications
 - 3.22 Imagery Style: People / Portraits
 - 3.23 Imagery Style: Environment / Product

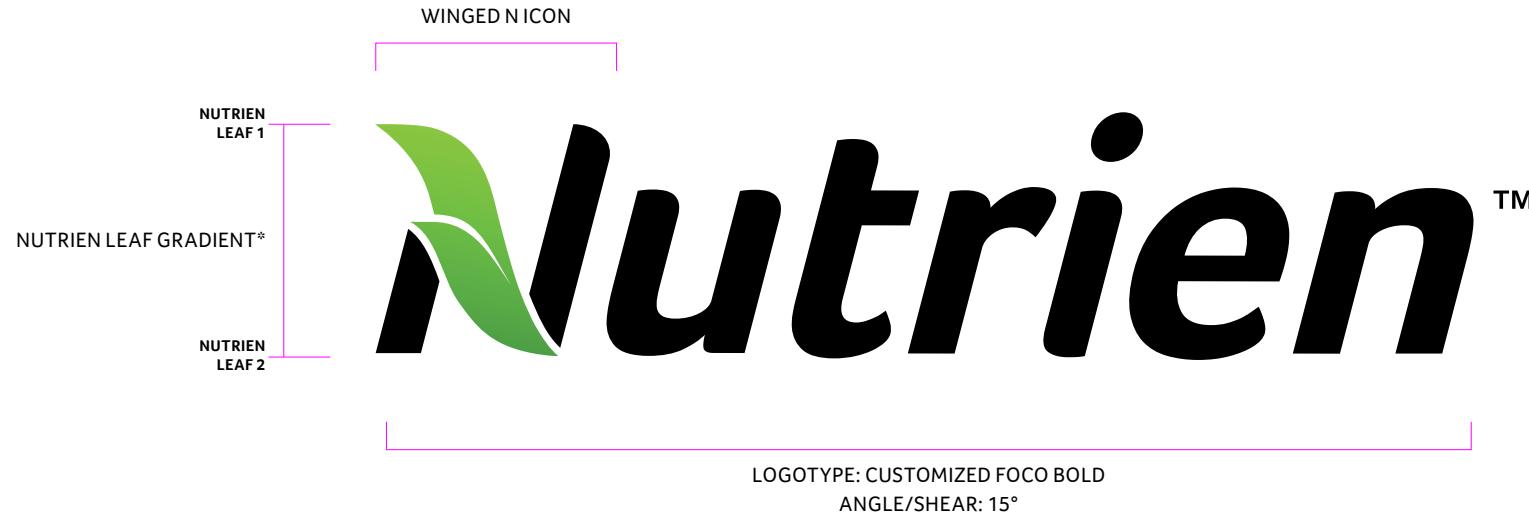
Our brand is supported by several foundational brand elements:

- Logo
- Graphic Elements
- Color System
- Typography
- Imagery

Each of these elements has been designed to create a unique and memorable visual identity for Nutrien. By using these elements properly and consistently, we can all help ensure that our audience will understand who we are and what our brand stands for.

3.2 / THE NUTRIEN LOGO

OUR BRAND / MESSAGING & GUIDELINES / **BRAND ELEMENTS** / APPLICATIONS / MARKETING MATERIALS / CONTACT



* See Color System, 3.4

The Nutrien logo is the most recognizable representation of our brand. Its sans serif font is clean and modern, with the use of italics suggesting a progressive, forward-looking company.

The primarily lower case lettering with rounded-off corners on the letterforms speaks to our humble, friendly approach to business.

The upper case "N", with its two stems connected by a distinctive "winged leaf" element, is a direct reference to the category we're in — and to the two companies who joined to form us.

The Nutrien logo without the tagline can be used on exterior signage, clothing/uniforms, delivery vehicles and small promotional items.

3.3

THE NUTRIEN LOGO WITH TAGLINE

[OUR BRAND](#) / [MESSAGING & GUIDELINES](#) / **BRAND ELEMENTS** / [APPLICATIONS](#) / [MARKETING MATERIALS](#) / [CONTACT](#)

The Nutrien tagline, “**Feeding the Future**,” defines the vital role our company plays in providing nourishment for the world’s growing population. It also speaks to our ongoing, long-term commitment to innovation.

The Nutrien Logo with the tagline should be used in all communications, such as advertising, brochures, letterheads, and business cards.

3.4 / COLOR SYSTEM

OUR BRAND / MESSAGING & GUIDELINES / **BRAND ELEMENTS** / APPLICATIONS / MARKETING MATERIALS / CONTACT

LOGO COLORS			SUPPORT COLORS			
Black	Nutrien Leaf Gradient		Nutrien Twilight R34 G99 B152 C90 M61 Y17 K3 HEX 226398 PANTONE 2151 C	Nutrien Barn R149 G27 B30 C26 M100 Y100 K26 HEX 8C1D23 PANTONE 491 C	Nutrien Harvest R212 G112 B36 C10 M65 Y100 K5 HEX D47024 PANTONE 7583 C	
	Nutrien Leaf 1 R134 G213 B0 C40 M0 Y100 K0 HEX 88D600 PANTONE 375 C	Nutrien Leaf 2 R76 G158 B0 C75 M20 Y100 K0 HEX 4C9E00 PANTONE 362 C	Nutrien Sky R184 G237 B226 C26 M0 Y15 K0 HEX B8EDE2 PANTONE 2204 C	Nutrien Denim R70 G95 B112 C76 M55 Y42 K18 HEX 465F70 PANTONE 7545 C	Nutrien Flaxen R225 G189 B95 C9 M21 Y73 K3 HEX E1BD5F PANTONE 459 C	Nutrien Earth R72 G43 B23 C48 M72 Y76 K62 HEX 482B17 PANTONE 476 C
			Nutrien Gray 1 R190 G190 B190 C0 M1 Y1 K29 HEX BEBEBE PANTONE Cool Gray 4 C	Nutrien Gray 2 R130 G133 B135 C0 M0 Y0 K60 HEX 828587 PANTONE Cool Gray 8 C	Nutrien Light Gray 1 R241 G240 B242 C0 M0 Y0 K5 HEX F1F0F2 PANTONE 663 C	Nutrien Light Gray 2 R220 G221 B223 C0 M0 Y0 K15 HEX DCDDDF PANTONE Cool Gray 1 C
Nutrien Gray Gradient				Nutrien Light Gray Gradient		

The core **Nutrien Color System** is black, which anchors the brand, and two shades of green combined in a gradient providing the leaf color for the Winged N, signifying growth and the aspirations of our promise, essence, and values.

Our support colors expand on the organic quality of the core greens without overpowering them. The range of grays provides some variety in the application of typography and other graphic elements in our system.

3.5

LOGO & TAGLINE COLORS: POSITIVE

[OUR BRAND](#) / [MESSAGING & GUIDELINES](#) / **BRAND ELEMENTS** / [APPLICATIONS](#) / [MARKETING MATERIALS](#) / [CONTACT](#)

PREFERRED: BLACK & NUTRIEN LEAF GRADIENT



ALTERNATE: BLACK & NUTRIEN GRAY 2



ALTERNATE: BLACK & NUTRIEN LEAF 2



ALTERNATE: ALL BLACK



The preferred version of our logo displays the winged leaf element in the Nutrien Leaf Gradient. When a gradient effect is not possible, the winged leaf is displayed in the darker Nutrien Leaf 2 when against white or gray, and in the brighter Nutrien Leaf 1 when reversed against darker colors (see 3.6).

For one-color applications, the winged leaf may be displayed in Nutrien Gray 2, or alternatively the logo may appear in solid black.

PREFERRED: WHITE ON NUTRIEN LEAF GRADIENT



ALTERNATE: WHITE ON NUTRIEN GRAY 2



ALTERNATE: WHITE ON NUTRIEN LEAF 1



ALTERNATE: WHITE ON BLACK



When applied against a dark/solid background, the logo must appear in white to achieve the proper contrast for legibility and impact.

3.6

LOGO & TAGLINE COLORS: REVERSE, WHITE & GREEN

[OUR BRAND](#) / [MESSAGING & GUIDELINES](#) / **BRAND ELEMENTS** / [APPLICATIONS](#) / [MARKETING MATERIALS](#) / [CONTACT](#)

NUTRIEN LEAF 1 REVERSE ON NUTRIEN DENIM



NUTRIEN LEAF 1 REVERSE ON NUTRIEN GRAY 2



NUTRIEN LEAF 1 REVERSE ON NUTRIEN EARTH



NUTRIEN LEAF GRADIENT REVERSE ON BLACK



When applying the logo against the darker colors in the palette, the leaf element in the Winged N may appear in solid Nutrien Leaf 1 or the Nutrien Leaf Gradient.

Achieving a proper contrast between the Nutrien logo against a dark background is essential.



The minimum clear space provides a buffer between the logo/tagline configuration and any other elements in its vicinity such as headlines, text, imagery or the outside trim of printed materials.

The clear space is equal to the logo's x-height. Whenever possible, allow more than this amount of clear space.

3.8

LOGO & TAGLINE IN HOLDING SHAPE (TAB)

OUR BRAND / MESSAGING & GUIDELINES / **BRAND ELEMENTS** / APPLICATIONS / MARKETING MATERIALS / CONTACT



The Nutrien Tab is a useful graphic device in our system. It provides a staging ground for the logo and tagline in our more robust communications, such as marketing and advertising materials.

The angle or shear of the tab, along with the distinct rounded corner, echo the design of the logo.



www.nutrien.com



www.nutrien.com

Color: The Nutrien Tab may be white, Nutrien Light Gray Gradient or Nutrien Leaf Gradient. See Color System, 3.4 for process values.

Depth: The smaller version of the tab is based on the aspect ratio of the clear space. A larger tab may be used to accommodate additional content such as our URL.

3.10 /

LOGO & TAGLINE: SCALING & MINIMUM SIZE

OUR BRAND / MESSAGING & GUIDELINES / **BRAND ELEMENTS** / APPLICATIONS / MARKETING MATERIALS / CONTACT



SCALING: MAINTAIN A CONSISTENT ASPECT RATIO



SCALING: MAINTAIN A CONSISTENT ASPECT RATIO



.5"

MINIMUM SIZE



.75"

MINIMUM SIZE

In reproducing the Nutrien logo and tagline, be conscious of size and legibility. A tagline that is too small will have little to no impact.

Scaling: EPS logo files may be scaled to any size necessary as long as the minimum size requirements are met. Do not scale the logo or tagline separately.

Minimum size refers to the smallest allowable logo and logo tagline size. The logo may be as small as 0.5 inches, and the logo with tagline may be as small as 0.75 inches.

3.11 / NUTRIEN WINGED N ICON

OUR BRAND / MESSAGING & GUIDELINES / **BRAND ELEMENTS** / APPLICATIONS / MARKETING MATERIALS / CONTACT



.25"
MINIMUM SIZE



The Nutrien Winged N is a secondary brand identity device which may be used in special applications as a shorthand for the Nutrien brand identity, such as premium items, merchandise, or company apparel. In print collateral it may appear as a small visual accent, such as with the page numbers of this document or on our PowerPoint presentation format (see 4.4).

In most applications, a small "TM" should appear immediately behind, and on the baseline of, the Winged N icon. However, there will be instances when the N icon is so small, the "TM" becomes unreadable — such as company apparel and promotional merchandise. In these instances, the "TM" can be removed.

It may also be applied as a supergraphic for livery or as a cropped watermark for use in collateral backgrounds, as demonstrated on this page.

Minimum size: The Winged N should appear no smaller than 0.25 inches high.

3.11 / NUTRIEN WINGED N ICON

OUR BRAND / MESSAGING & GUIDELINES / **BRAND ELEMENTS** / APPLICATIONS / MARKETING MATERIALS / CONTACT

FULL COLOR
(LEAF GRADIENT)



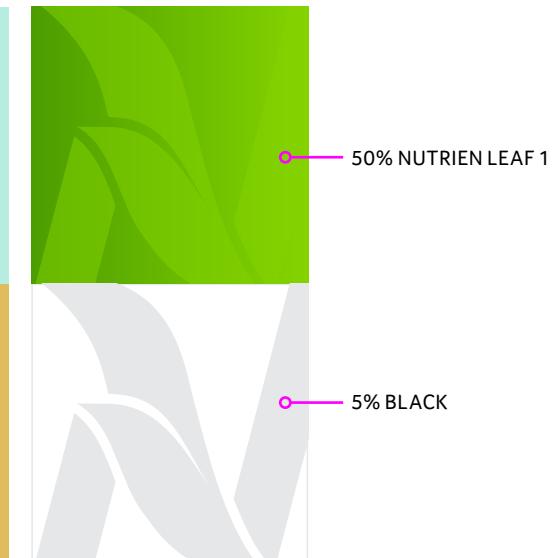
FULL COLOR
(SOLID LEAF 1)



WHITE



SUPERGRAPHIC
WATERMARK
(TINTS)



Color applications for the Winged N follow the same principles as color applications for the full Nutrien logo. The Nutrien Leaf Gradient is used against white and black, the solid Leaf 1 is used against dark backgrounds, and the Winged N appears completely in white against greens and lighter backgrounds.

When the Winged N is used as a supergraphic watermark, it may only appear as a 5% tint of black against white, or as a 50% tint of Nutrien Leaf 1 against the Nutrien Leaf Gradient.

3.12 / NUTRIEN LEAF

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NUTRIEN LEAF



In most applications, a small "TM" should appear immediately behind, and on the baseline of the Nutrien Leaf. However, there will be instances when the Nutrien Leaf is so small, the "TM" becomes unreadable. In these instances, the "TM" can be removed.

The **Nutrien Leaf** is a unique design element that can be used for a variety of creative applications within the Nutrien brand system.

3.12 / NUTRIEN LEAF

OUR BRAND / MESSAGING & GUIDELINES / **BRAND ELEMENTS** / APPLICATIONS / MARKETING MATERIALS / CONTACT



Nutrien Leaf

Ignimenim sunt quae ommodit aspite latust id eum quodit quam acipsus cipsae. Dolorro renditat velique volum eum quo eumqui abora sequame vendita tibus.



THE NUTRIEN LEAF

- The Nutrien Leaf graphic should always be right side up and not angled differently than how it's positioned in the "N"
- Maintain aspect ratio when sizing
- Don't distort the Nutrien Leaf
- .25" Minimum size

The Nutrien Leaf can stand alone as a design element within templates and other forms of marketing communications.

PLEASE NOTE: The Nutrien logo in its entirety needs to be visually present in relation to the Nutrien Leaf graphic element.

3.13 / WINDOW APPLICATION

OUR BRAND / MESSAGING & GUIDELINES / **BRAND ELEMENTS** / APPLICATIONS / MARKETING MATERIALS / CONTACT



WINDOW APPLICATION:

- Maintain aspect ratio when sizing
- Don't distort the Nutrien Leaf

Examples such as:

- Print advertisements
- Report covers
- Billboards

With the Window Application the Nutrien Leaf acts as a frame to allow an image to peak through.

3.14 / ZOOMED-IN APPLICATION

OUR BRAND / MESSAGING & GUIDELINES / **BRAND ELEMENTS** / APPLICATIONS / MARKETING MATERIALS / CONTACT



THE ZOOMED-IN APPLICATION

- The Nutrien leaf can appear in its entirety or zoomed-in allowing for creative and unique applications.

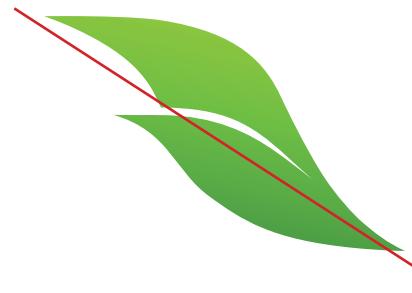
Examples such as:

- Large-format murals
- Desktop wallpapers
- Pop-up banners

3.15

NUTRIEN LEAF: INCORRECT USAGE

OUR BRAND / MESSAGING & GUIDELINES / **BRAND ELEMENTS** / APPLICATIONS / MARKETING MATERIALS / CONTACT



The Nutrien Leaf should not be altered from its original form.



The Nutrien Leaf should not be incorporated into text to create a stylized logo.



Do not change the color of the Nutrien Leaf graphic.



Do not use the Nutrien Leaf redundantly or in close proximity to the full logo.

3.16

/ PRIMARY FONT FAMILY: FOCO

[OUR BRAND](#) / [MESSAGING & GUIDELINES](#) / **BRAND ELEMENTS** / [APPLICATIONS](#) / [MARKETING MATERIALS](#) / [CONTACT](#)

FOCO LIGHT

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmn opqrstuvwxyz
0123456789-!@#\$%^&*()_+

FOCO REGULAR

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmn opqrstuvwxyz
0123456789-!@#\$%^&*()_+

FOCO BOLD

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmn opqrstuvwxyz
0123456789-!@#\$%^&*()_+

The Foco font family is the preferred typeface for headlines, **to be used in all high-level branding communications material**. A distinctive sans serif font with a broad range of weights and styles, Foco fits the progressive personality of the Nutrien brand.

Recommended Usage:

Headlines / Callouts
Signage / Display
Stationery

MUSEO 300

ABCDEFGHIJKLM NOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 0123456789-!@#\$%^&*()_-+

MUSEO 300 ITALIC

ABCDEFGHIJKLM NOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 0123456789-!@#\$%^&*()_-+

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium
 voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati
 cupiditate non provident, *similique sunt in culpa qui officia deserunt mollitia animi, id est
 laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio.*

MUSEO 500

ABCDEFGHIJKLM NOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 0123456789-!@#\$%^&*()_-+

MUSEO 500 ITALIC

ABCDEFGHIJKLM NOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 0123456789-!@#\$%^&*()_-+

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium
 voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint
 occaecati cupiditate non provident, *similique sunt in culpa qui officia deserunt mollitia
 animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita*

The Museo font family is the preferred typeface for body copy, **to be used in all high-level branding communications material**. A clean and easy-to-read slab serif font, it pairs well with our headline font, Foco.

Recommended Usage:

- Body copy
- Support copy / Captions
- Quotations

3.18

/ ALTERNATE PRIMARY FONT FAMILY: ARIAL

[OUR BRAND](#) / [MESSAGING & GUIDELINES](#) / **BRAND ELEMENTS** / [APPLICATIONS](#) / [MARKETING MATERIALS](#) / [CONTACT](#)

ARIAL REGULAR

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789-!@#\$%^&*()_+

ARIAL BOLD

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789-!@#\$%^&*()_+

When Foco is not available, the Arial font family is the alternative headline typeface.

Recommended Usage:

Internal communications
Headlines / Callouts
PowerPoint presentations

CAMBRIA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789-!@#\$%^&*()_-+

CAMBRIA ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789-!@#\$%^&()_-+*

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium
voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati
cupiditate non provident, *similique sunt in culpa qui officia deserunt mollitia animi, id est
laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio.*

CAMBRIA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789-!@#\$%^&*()_-+

CAMBRIA BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789-!@#\$%^&*()_-+

**At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis
praesentium voluptatum deleniti atque corrupti quos dolores et quas
molestias excepturi sint occaecati cupiditate non provident, similique sunt in
culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.**

The Cambria font family is the alternative typeface for body copy. It pairs well with Arial, our alternate headline font.

Recommended Usage:

- Body copy
- Support copy / Captions
- Quotations

3.20 / USING THE WINGED N ICON WITH INTERNAL PROGRAMS

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Additional Identities

We endeavor to limit the amount of additional identities created for Nutrien, and instead encourage the usage of our core Nutrien branding. When an internal identity is required, however, this is the template that will be followed.



Horizontal Lockup



Vertical Lockup

Using the Winged N icon with Internal Programs or Initiatives

Locked up type treatments help establish an identity that is consistent with the Nutrien brand.

These are the only options.

3.20 / USING THE WINGED N ICON WITH INTERNAL PROGRAMS

OUR BRAND / MESSAGING & GUIDELINES / **BRAND ELEMENTS** / APPLICATIONS / MARKETING MATERIALS / CONTACT

Examples of Type Treatments

Visit the Communications and Branding page on *The Feed* or contact the Creative & Strategy team at design@nutrien.com to request a type treatment for your internal program or initiative.



3.21 / NUTRIEN LOGO: INCORRECT USAGE

OUR BRAND / MESSAGING & GUIDELINES / **BRAND ELEMENTS** / APPLICATIONS / MARKETING MATERIALS / CONTACT



Do not distort the Nutrien logo or any other Nutrien visual brand element.



Do not redraw or substitute any part of the logo.



Do not lock up any content with the logo in place of the approved tagline.



Do not use the Winged N icon redundantly or in close proximity to the full logo.



Do not change the color of any part of the logo or tagline.



Do not use colors outside of the Nutrien color system palette.



Do not apply the Nutrien Leaf Gradient against a Nutrien Leaf background.



Do not add business unit, facility location or department in place of the approved tagline.

All strategic business units, facilities and departments must use the Nutrien brand solely. **No new (or existing) logos, visual identities or brands** pertaining to strategic business units, facilities, departments, initiatives or programs shall be developed.

3.21 / NUTRIEN LOGO: INCORRECT USAGE

OUR BRAND / MESSAGING & GUIDELINES / **BRAND ELEMENTS** / APPLICATIONS / MARKETING MATERIALS / CONTACT



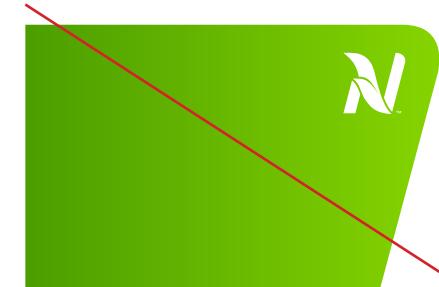
Do not apply the Nutrien logo against a complex background.



Do not use the Winged N as a primary brand identifier on communications.



Do not lock up the Winged N with the tagline.



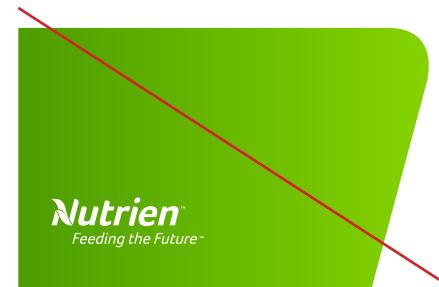
Do not use the Winged N on its own inside the tab holding shape.



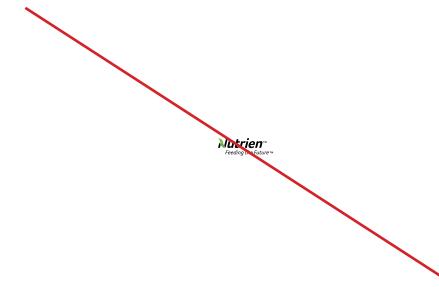
Do not use other holding shapes aside from the tab.



Do not use the tab as a holding shape for imagery or textures.



Do not position the logo randomly within the tab.



Do not reproduce the logo smaller than minimum size.

3.22 / IMAGERY STYLE: PEOPLE / PORTRAITS

[OUR BRAND](#) / [MESSAGING & GUIDELINES](#) / **BRAND ELEMENTS** / [APPLICATIONS](#) / [MARKETING MATERIALS](#) / [CONTACT](#)

People / Portraits

Our customers, our employees, and the world we serve are at the very core of what we do. We want to honor our stakeholders by portraying them in the best possible light. They should be brightly lit and stand out from their backgrounds for a crisp, progressive look.

We understand that not all photography can adhere to these standards. Whenever possible, please choose stock photography and imagery that meet these criteria or utilize processing to match the general look.

Focus on interactions between people and the bonds they form. Nutrien prides itself on developing and maintaining long-standing relationships with its customers and employees.



3.22 / IMAGERY STYLE: PEOPLE / PORTRAITS

OUR BRAND / MESSAGING & GUIDELINES / **BRAND ELEMENTS** / APPLICATIONS / MARKETING MATERIALS / CONTACT



3.23 / IMAGERY STYLE: ENVIRONMENT / PRODUCT

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Environment / Product

Like portrait photography, environmental imagery should be equally sharp with colors that are processed to highlight a focal point without looking unnatural.

An overall feeling of warmth and friendliness should also pervade. This can be achieved by capturing imagery during dawn or dusk hours, when the light is softest and not as harsh as midday. Image processing can also aid in achieving this look. Colors should be vibrant and healthy-looking.

Concepts of plenty and abundance are also desirable.



3.23 / IMAGERY STYLE: ENVIRONMENT / PRODUCT

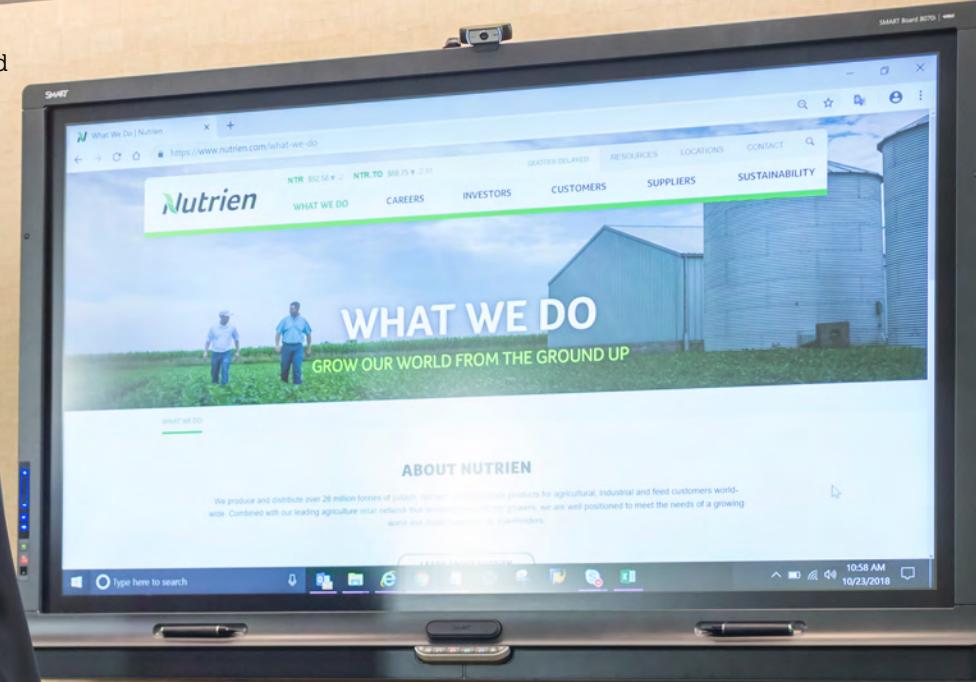
OUR BRAND / MESSAGING & GUIDELINES / **BRAND ELEMENTS** / APPLICATIONS / MARKETING MATERIALS / CONTACT



4.0 / APPLICATIONS:

OUR BRAND / MESSAGING & GUIDELINES / BRAND ELEMENTS / **APPLICATIONS** / MARKETING MATERIALS / CONTACT

- 4.1 Stationery: Standard Business Card
- 4.2 Stationery: Standard Letterhead
- 4.3 Email Signature
- 4.4 PowerPoint
- 4.5 Apparel

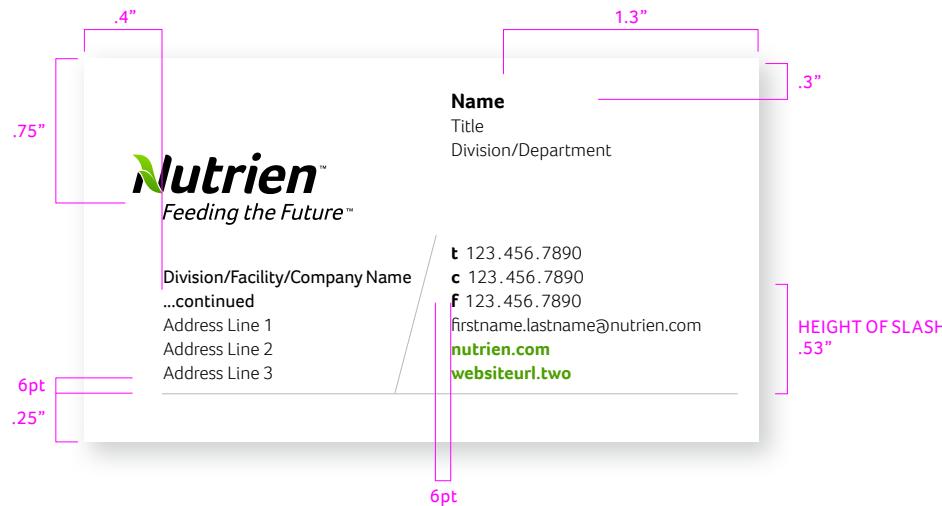


4.1

STATIONERY: STANDARD BUSINESS CARD

OUR BRAND / MESSAGING & GUIDELINES / BRAND ELEMENTS / **APPLICATIONS** / MARKETING MATERIALS

4-LINE CARD



5-LINE CARD



FORMAT

3.5" x 2"

TYPOGRAPHY

Division/Facility/Company name: 7/9 pt Foco Regular
 Address: 7/9 pt Foco Light
 Employee name: 8/9 pt Foco Bold
 Title: 7/9 pt Foco Light
 Telephone and email: 7/9 pt Foco Light
 "t", "c" Initials: 7/9 pt Foco Bold
 Rule weight: .25 pt

Set all text upper and lower case, flush left, ragged right, normal tracking.

COLOR

(see Color System, 3.4 for process values)

Winged N leaf: Nutrien Leaf Gradient
 Website URL: Nutrien Leaf 2
 All other text: Black
 Rule: Nutrien Gray 2

PRINTING METHOD

Offset

PAPER

Bright White 100lb Cover
 (Cougar Brand recommended)

4.2

/ STATIONERY: STANDARD LETTERHEAD

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**FORMAT**

8.5" x 11"

TYPOGRAPHY

Address, telephone and email:

7 pt Foco Light

"t", "c" Initials: 7 pt Foco Bold

Rule weight: .25 pt

Body copy (user generated): 11 pt

Cambria, 15 pt leading preferred

Set all text upper and lower case, flush left, ragged right, normal tracking.

COLOR

(see Color System, 3.4 for process values)

Winged N leaf: Nutrien Leaf Gradient

Website URL: Nutrien Leaf 2

All other text: Black

Rule: Nutrien Gray 2

PRINTING METHOD

Offset

PAPER

60lb Offset Text

(Cougar Brand recommended)

4.3 / EMAIL SIGNATURE

OUR BRAND / MESSAGING & GUIDELINES / BRAND ELEMENTS / **APPLICATIONS** / MARKETING MATERIALS / CONTACT

Name
Title
Division/Department

123 Street Address, City Prov/State
Country P0S C0D
t 123-456-7890 **c** 123-456-7890
First.Lastname@nutrien.com
www.nutrien.com



In email signatures, each employee's name, title and division/department should appear in 8/9 point Arial Regular.

Their contact information, including company address, phone number and Email, should appear in 7/9 point Arial Light.

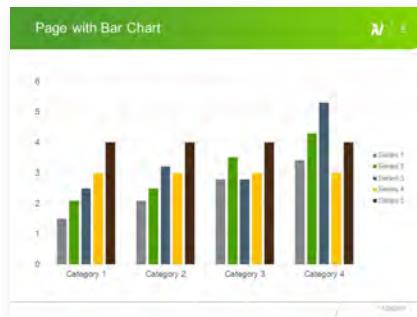
The website URL should appear below contact information in 7/9 Arial Bold.

All email signature text should be black and flush left.

The full color Nutrien logo should appear below signature information, without the tagline.

4.4 / POWERPOINT

OUR BRAND / MESSAGING & GUIDELINES / BRAND ELEMENTS / **APPLICATIONS** / MARKETING MATERIALS / CONTACT



TYPGRAPHY

Cover headline: 47/50 pt Arial Regular
 Cover subhead: 24 pt Arial Regular
 Cover date: 12 pt Arial Regular
 Page header: 30 pt Arial Regular
 Page number: 11 pt Arial Regular
 Interior body text: Cambria Regular with Cambria Bold for emphasis, range of 18 pt to 24 pt recommended
 Footer copyright: 6 pt all caps Arial Regular
 Footer title, date: 10 pt all caps Arial Regular
 Divider page header: 36 pt Arial Regular
 Rule weight: .25 pt

COLOR

(see Color System, 3.4 for process values)
 All headlines on white: Nutrien Leaf 2
 Cover date: Nutrien Leaf 2
 Headlines/rules on image background: Black or white, depending on background value (always achieve maximum contrast)
 Rules on white: Nutrien Gray 2
 Headlines/rules on Nutrien support color background: white
 Footer text: Nutrien Gray 2
 All other text: black
 Images are full-color, except on divider pages, where they are filtered through a Nutrien Leaf Gradient effect
 Charts: use support colors (see 3.4); supplement with Nutrien Leaf 1 & 2 as needed for depth of data

GOLF SHIRT



CAP (FULL LOGO AND WINGED N OPTIONS)



NUTRIEN STORE

For all Nutrien and Nutrien Ag Solutions branded promo items visit our Nutrien store at: <http://nutriensem.com>

MATERIAL/ APPLICATION

For applying the Nutrien logo on premium apparel, embroidery is preferred.

COLOR

Apparel: white
Nutrien logo, Winged N: full-color versions (match leaf to Nutrien Leaf 2 when gradient cannot be reproduced)

Where applicable on promotional items, facilities can add their name (in plain font) to the promotional material, but the name must be separated from the logo to respect the clear space surrounding the brand (see 3.6).

5.0

MARKETING MATERIALS:

[OUR BRAND](#) / [MESSAGING & GUIDELINES](#) / [BRAND ELEMENTS](#) / [APPLICATIONS](#) / **MARKETING MATERIALS** / [CONTACT](#)

- 5.1 Tradeshow Materials: Rationale
- 5.2 Tradeshow Materials: Pop-up display (8 ft.)
- 5.3 Brochures
- 5.4 Outdoor
- 5.5 Digital Ads & Banners
- 5.6 Internal Communications
- 5.7 Sub-Brands & Co-Branding
- 5.8 Broadcasting & Video: End frame logo animation



GENERAL RULES

At all tradeshows and exhibitions, our basic corporate design elements are used. The tradeshow booth should always be a Nutrien booth. The Nutrien logo should be the most prominent element in the booth. Product or divisional messaging should not overshadow the corporate brand. Strong graphics, concise language and a simplified message are required. All designs must closely tie to our core values while reflecting our partnership with our stakeholders. Communication is straightforward and engages in intimate dialogue with stakeholders. Approved images and type fonts are to be used.

5.2

TRADESHOW MATERIALS: POP-UP DISPLAY (8 FT.)

[OUR BRAND](#) / [MESSAGING & GUIDELINES](#) / [BRAND ELEMENTS](#) / [APPLICATIONS](#) / [MARKETING MATERIALS](#) / [CONTACT](#)

POP-UP DISPLAY



POP-UP DISPLAYS SHOULD CONSIST OF

- Prominent logo
- Approved fonts
- Nutrien color palette
- Concise language
- Brand approved photos
- Simple/bold imagery
- URL

5.3 / BROCHURES

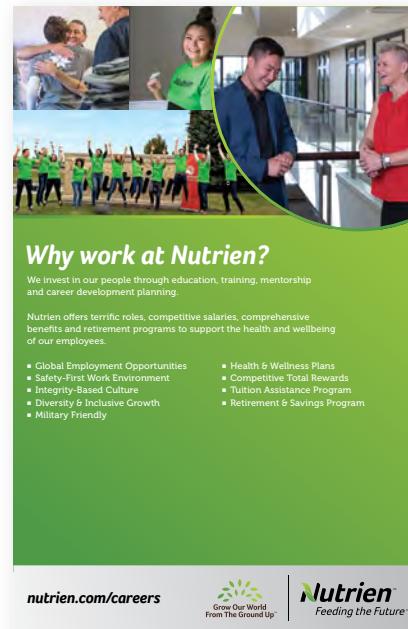
OUR BRAND / MESSAGING & GUIDELINES / BRAND ELEMENTS / APPLICATIONS / **MARKETING MATERIALS** / CONTACT

SAMPLE

FRONT



BACK



INTERIOR PAGES

Grow your career with us!

Opportunities

<div style="background-color: #f0f0f0; padding: 10px; border-radius: 10px; margin-bottom: 10px;"> Corporate <ul style="list-style-type: none"> • We offer terrific roles, competitive pay, great benefits, an inclusive workplace and performance-based incentives • 4 corporate offices in Saskatoon, SK; Calgary, AB; Loveland, CO and Northbrook, IL </div> <div style="background-color: #f0f0f0; padding: 10px; border-radius: 10px; margin-bottom: 10px;"> Retail <ul style="list-style-type: none"> • World's largest direct-to-grower provider of products, services and solutions • 1,900 facilities across North America, Australia and South America • Line of higher-margin proprietary crop protection and seed products, as well as innovative services for growers </div> <div style="background-color: #f0f0f0; padding: 10px; border-radius: 10px; margin-bottom: 10px;"> Potash <ul style="list-style-type: none"> • Potassium (K) increases disease resistance of plants • We are the largest global potash producer • 6 potash mines in Saskatchewan </div> <div style="background-color: #f0f0f0; padding: 10px; border-radius: 10px; margin-bottom: 10px;"> Nitrogen <ul style="list-style-type: none"> • Nitrogen (N) speeds the growth of plants and is critical to crop yield • We are the third-largest global nitrogen producer • 15 facilities in Canada and the U.S. </div> <div style="background-color: #f0f0f0; padding: 10px; border-radius: 10px; margin-bottom: 10px;"> Phosphate <ul style="list-style-type: none"> • Phosphorus (P) helps stimulate early root and plant growth • We are the second-largest North American phosphate producer • 2 large phosphate facilities in the U.S. with integrated mining, in addition to 4 smaller upgrading facilities </div>	<div style="background-color: #f0f0f0; padding: 10px; border-radius: 10px; margin-bottom: 10px;"> Corporate <ul style="list-style-type: none"> • Human Resources • Accounting & Finance • IT • Operations • Legal • Leadership • Communications </div> <div style="background-color: #f0f0f0; padding: 10px; border-radius: 10px; margin-bottom: 10px;"> Retail <ul style="list-style-type: none"> • Crop Consultant (Sales) • Administration • Operations • Precision Ag • Digital/IT • Accounting/Finance </div> <div style="background-color: #f0f0f0; padding: 10px; border-radius: 10px; margin-bottom: 10px;"> Potash <ul style="list-style-type: none"> • Mine Engineering • Electrical Engineering • Chemical Engineering • Mill/Mine Operations • Trades </div> <div style="background-color: #f0f0f0; padding: 10px; border-radius: 10px; margin-bottom: 10px;"> Nitrogen <ul style="list-style-type: none"> • Process Engineering • Mechanical/Reliability Engineering • Plant Operations </div> <div style="background-color: #f0f0f0; padding: 10px; border-radius: 10px; margin-bottom: 10px;"> Phosphate <ul style="list-style-type: none"> • Mine Engineering • Process Engineering • Instrumentation/Control </div>	<div style="background-color: #f0f0f0; padding: 10px; border-radius: 10px; margin-bottom: 10px;">  <ul style="list-style-type: none"> • Leadership • Communications </div> <div style="background-color: #f0f0f0; padding: 10px; border-radius: 10px; margin-bottom: 10px;">  <ul style="list-style-type: none"> • Precision Ag • Digital/IT • Accounting/Finance </div> <div style="background-color: #f0f0f0; padding: 10px; border-radius: 10px; margin-bottom: 10px;">  <ul style="list-style-type: none"> • Mechanical Engineering • Mill/Mine Operations • Trades </div> <div style="background-color: #f0f0f0; padding: 10px; border-radius: 10px; margin-bottom: 10px;">  <ul style="list-style-type: none"> • Process Engineering • Mechanical/Reliability Engineering • Plant Operations </div> <div style="background-color: #f0f0f0; padding: 10px; border-radius: 10px; margin-bottom: 10px;">  <ul style="list-style-type: none"> • Mine Engineering • Instrumentation/Control </div>
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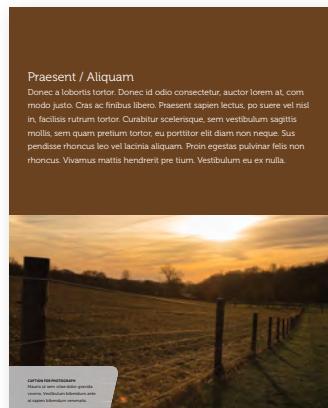
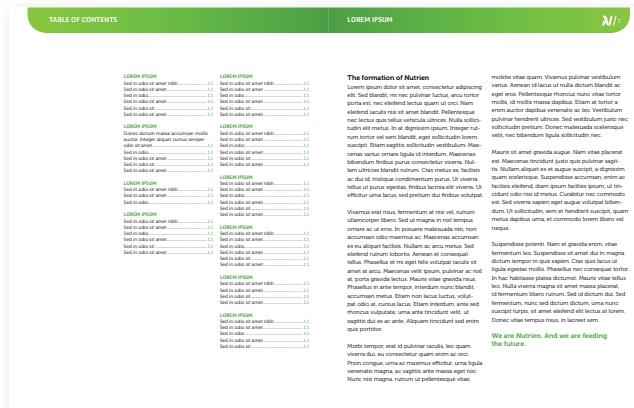
BROCHURES SHOULD CONSIST OF:

- Prominent logo
- Approved fonts
- Nutrien color palette
- Concise language
- Brand approved photos
- Simple/bold imagery
- URL/Social Media accounts

5.3 / BROCHURES

SAMPLE

INTERIOR PAGES



GRID SYSTEM

- 6 columns x 6 rows grid
 - Inset content placement based on rows and columns can vary between 2, 3 or even 4 column wide copy blocks or image widths

5.4 / OUTDOOR

OUR BRAND / MESSAGING & GUIDELINES / BRAND ELEMENTS / APPLICATIONS / **MARKETING MATERIALS** / CONTACT

SAMPLE



OUTDOOR APPLICATIONS:

- In outdoor applications, the Nutrien logo should always appear locked up with our tagline, "Feeding the Future."
- For optimal impact and readability, the logo lockup should always appear within the Nutrien Tab. The larger Nutrien Tab with the URL should be the default.
- The Nutrien Tab should always appear in the bottom right corner.
- Any of the specified Nutrien Tab colors (white, gray, green) may be used for outdoor applications.

5.5 / DIGITAL ADS & BANNERS

[OUR BRAND](#) / [MESSAGING & GUIDELINES](#) / [BRAND ELEMENTS](#) / [APPLICATIONS](#) / **MARKETING MATERIALS** / [CONTACT](#)

SAMPLE



DIGITAL ADS & BANNERS SHOULD CONSIST OF:

- Prominent logo
- Approved fonts
- Nutrien color palette
- Concise language
- Brand approved photos
- Simple/bold imagery

5.6 / INTERNAL COMMUNICATIONS

[OUR BRAND](#) / [MESSAGING & GUIDELINES](#) / [BRAND ELEMENTS](#) / [APPLICATIONS](#) / [MARKETING MATERIALS](#) / [CONTACT](#)

SAMPLE



Internal communications: posters

- Prominent logo
- Approved fonts
- Nutrien color palette
- Concise language
- Brand approved photos
- Simple/bold imagery
- Logo and tagline lockup
- Logo lockup must appear within the Nutrien Tab
- Any of the specified tab colors (white, gray, green) may be used

SAMPLE

Summer Co-op/ Internship Opportunities



Do you know a student who will be looking for a summer co-op/internship position in 2020?

Openings for these roles will be posted beginning January.

Interested students should:

- Visit: nutrien.com/careers (Search Category: Students and New Grads)
- When asked "How did you hear about us?" Select "Employee Referral" and enter the full name of the Nutrien employee who will act as your referral in the "Please specify" field.
- Upload a resume including contact information (email & phone number)

Note: Summer co-op / internship positions are open to family members of Nutrien employees and the general public.

All applicants will go through the standard Nutrien recruitment process.

To view upcoming campus recruitment events visit:
www.nutrien.com/what-we-do/stories/campus-recruitment-events

BOOKING BUSINESS TRAVEL can be this comfortable.



Nutrien has a new travel services provider, **Carlson Wagonlit Travel**. Use the CWT web portal, smartphone app and phone service to book your business travel.

For more information, visit: thefeed.nutrien.com > Workplace Services > Travel

When the Nutrien logo appears with one or more of our sub-brands, the following rules apply:

- All logos should appear at the bottom of the piece.
- Logo and tagline lockup
- The Nutrien Tab should be extended to accommodate all sub-brand logos. All sub-brand logos should appear within the Nutrien Tab.
- All logos should be approximately the same size (equal in height).
- All logos should be the same color (full color, all black, or all white).
- All sub-brand logos should be separated by a thin vertical line. The distance of the vertical line from each logo should be equal to its x height.
- The Nutrien logo should always appear furthest to the right in any series of two or more logos.



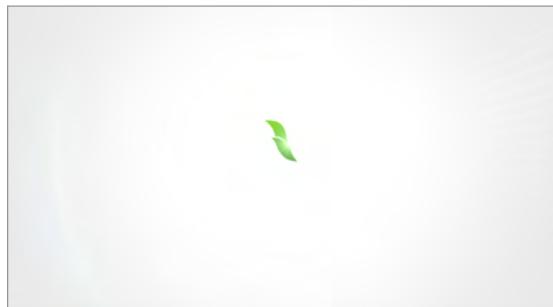
Ending frames of video conclude



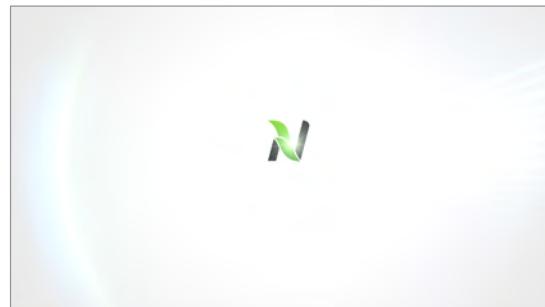
Nutrien "Winged Leaf" icon quickly zooms into frame, masking out end frames of video



Icon zooms toward center, revealing white background



Icon settles in



Nutrien "N" appears



Remaining letters of Nutrien logotype grow outward from "N"



Nutrien logotype fully revealed



"Feeding" quickly fades in, moving forward



"the Future" fades in as tagline settles in to final position

6.0 / CONTACT

OUR BRAND / MESSAGING & GUIDELINES / BRAND ELEMENTS / APPLICATIONS / MARKETING MATERIALS / **CONTACT**

The Nutrien Brand Guidelines are essential in communicating our message and brand consistently and effectively.

These guidelines can be found on our internal Communications and Branding SharePoint page, accessible directly from *The Feed*. This SharePoint has a collection of material and visual guidance for your use, including logos, stationery templates, email signature guidelines and image library.

We appreciate your assistance in helping to use and communicate the Nutrien brand consistently on all marketing collateral.

For more info, please contact: design@nutrien.com