

## Branding:

A brand is a promise of uniqueness, quality and value. A brand distinguishes an organization and its offerings from the competition and helps build preference and loyalty in an environment where customers have choices to choose from. The graphic identity is the visual interpretation of our brand. When used in conjunction with the tagline it becomes a call to action, as in, “Get Growing” and very much embodies the brand essence – These guidelines demonstrate how the graphic identity can be used and sets out rules to ensure that it is applied consistently.

## Positioning Statement:

Loveland Products helps agriculture and specialty professionals “**Get Growing**” with the highest quality, best performing, value driven products. The Loveland brand is available from Crop Production Services throughout North American and knowledgeable dealers worldwide.

## General Usage:

The Loveland logo general usage is shown below. The logo should be used in its entirety, and not recreated in any way. If you need logo files, they are posted on both the CPS intranet site ([www.agdecision.net](http://www.agdecision.net) > Loveland Products > Loveland Corporate ID Templates). If a file type or logo format that you need isn’t posted, please contact: [maria.delvento@cpsagu.com](mailto:maria.delvento@cpsagu.com) or call 970/685-3560.



Preferred usage of logo in Color



Preferred usage of logo in Black or one color

## Tag Line: **Get Growing**

“**Get Growing**” tagline should always appear in **Gotham bold italic font**, initial caps. Graphic files are available if you don’t have this particular font. **Get Growing** should always be position under the Loveland Products logo or on the right hand side of the logo (see examples below).

Preferred usages of the logo with tagline options



**Colors:**

The logo was designed using the following Color Schemes:



**Loveland Logo Color Breakdown**

	PMS	RGB	CMYK
Blue	280	0/73/144	100/72/0/18
Yellow	122	255/210/79	0/17/80/0
Green	348	0/132/68	100/0/85/24

**Background Control:**

Background colors and graphics can easily overpower or compete with each other. When using the Loveland logo as a 1 color or on a dark background, we (Loveland Products) would like you to use a particular logo in this situation provided on CPS central. A stroke line logo has been created to help keep elements separated, resulting in a much cleaner appearance and execution.

Preferred logo on Dark background



Unacceptable logo on (apparel is exempt) Dark background



Preferred logo treatment (1 color) with different backgrounds



Guidelines:

1. Using contrasting colors or lighter shades
2. Dark backgrounds, logo reversed out in white
3. Light backgrounds, logo in black or dark colors

Preferred logo treatment (2 color) with different backgrounds



Other samples of Don'ts on logo treatments



Stretching Horizontally



Stretch Vertically

## Signage:

### General Location/Building Signage:

The version of the logo pictured at right was designed to be the primary representation of the logo for location and building signage. This sign was designed using Pantone 280, Pantone 122 and Pantone 348. If Pantone colors cannot be used, the closest equivalent is to be used for output.



### Vinyl Signage (Vehicle/Glass Applications):

These are the versions of the logo approved for use on vehicles and other instances where vinyl lettering/signage is appropriate. On vehicles, one version was created for light colored vehicles and one for dark colored vehicles. When vinyl signage is applied to glass (i.e. windows or doors), white vinyl is the preferred version, unless the glass is frosted (white), then the colored or black may be used.



Black vinyl for light colored vehicles



White vinyl for dark colored vehicles or glass



Colored vinyl for light colored vehicles

### Preferred logo for apparel (stitched logo)

If custom logo wearable's (shirts, hats, jackets, etc.) are being ordered, the photo to the left shows the preferred sew out (three color) to be used. If the logo would look better in a one or two color, that is acceptable too (examples shown).



### Loveland Products Symbol (icon) Use

The logo symbol at the right can be used by itself BUT the full logo needs to appear in its entirety also on the promotional, advertisement material as well.



### Brand Identity Overview:

By following the guidelines on the previous pages, we can meet the brand objectives and proudly display our Loveland Products logo with consistency that has been defined by our vision and still maintain the flexibility to develop uniquely creative and impactful designs. Please feel free to contact [maria.delvento@cpsagu.com](mailto:maria.delvento@cpsagu.com) if you have questions on logo treatment. We (Loveland Products) realize that there will be some exceptions that will need to be address on a situation by situation basis, if you don't know - please ask.