



## BRAND GUIDE

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NOVEMBER 1, 2013

# LOGO: How to Use

## STANDARD FULL-COLOR LOGO

The full-color logo may be used on a white background, as well as the brand's two yellow Pantone colors.



## ONE-COLOR LOGO

For one- or two-color printing situations, the one-color logo may be used on a white background, as well as the brand's two yellow Pantone colors.



## KNOCKOUT LOGO

In cases where a background is one of the brand's green or orange Pantone colors, the knockout logo may be used.



## GRAYSCALE LOGO

The grayscale logo may be used in cases where color is not an option, but levels of black are available (i.e. newspaper).



## BLACK & WHITE LOGO



## WHITE LOGO

The white logo may be used on black or gray backgrounds, as well as photography or pattern that has a relatively even, dark background. If the photography or pattern is green, the oil drop within the 'O' must be light orange - Pantone 715 C.



# LOGO: How to Use

## LOGO WITHOUT TAGLINE

Logo variations without the tagline may be used when the tagline is too small to read, or the simpler variation is more appropriate or requested for a specific application.

FULL-COLOR



ONE-COLOR



BLACK & WHITE



GRAYSCALE



KNOCKOUT



WHITE



# LOGO: How Not to Use

- 1. DO NOT change specified logo colors
- 2. DO NOT change the logo font
- 3. DO NOT place the logo on a background color not specified on page four
- 4. DO NOT place the white logo on a photo or patterned background that is too light in color or has too much color variation
- 5. DO NOT squish or stretch the logo
- 6. DO NOT remove orange drop in knockout logo



# COLOR PALETTE

The QUALISOY palette reflects the colors of soybean fields, oil and biotechnology practices.

## LOGO COLORS



**GREEN**  
**PMS 7481 C**  
CMYK 100 0 100 0  
RGB 0 166 81  
HEX 00B74F



**DARK GREEN**  
**PMS 3415 C**  
CMYK 100 0 70 40  
RGB 0 115 85  
HEX 007749



**LIGHT YELLOW**  
**PMS 1215 C**  
CMYK 0 10 50 0  
RGB 255 226 147  
HEX FBD872

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## SECONDARY COLORS

These colors may be used to accompany the logo colors in design layouts



**YELLOW**  
**PMS 1225 C**  
CMYK 0 19 79 0  
RGB 255 206 81  
HEX FFC845



**ORANGE**  
**PMS 715 C**  
CMYK 0 53 100 0  
RGB 247 142 30  
HEX EA7600



**DARK ORANGE**  
**PMS 165 C**  
CMYK 0 70 100 0  
RGB 232 109 31  
HEX FF671F