



BRAND GUIDE

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



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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

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