



Brand Guidelines

LOGO USAGE | TERMINOLOGY | AFFILIATION



cultivation
CORRIDOR®

The science that feeds the world.

Contents

Introduction	3
Terminology	4
Cultivation Corridor Logo.....	5
Colors.....	5
Fonts and Typography	7
Affiliation Logo	8
Photos and Images	8

Cultivation Corridor

The science that feeds the world.

Standards

The Cultivation Corridor is an ingredient brand that can, should and will be utilized and promoted by other related companies within the Corridor or through industry initiatives such as economic development.

This standards guide should answer most questions these companies would have in regards to the appropriate treatment of the Cultivation Corridor brand when including it in existing sales and informational collateral pieces.

Apply these standards with your own judgment and knowledge of Cultivation Corridor. By using the rules and principles in this guide, you'll be helping the Cultivation Corridor brand evolve and grow with the changing consumer landscape.

Questions about this document may be directed to:

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Common Terminology

The Cultivation Corridor is creating pathways to energy independence, sustainable food sources and innovative products from renewable resources. Cutting-edge research and science, sophisticated farming, available capital, skilled labor, a balanced lifestyle and an overall vision for the future, makes this a uniquely qualified epicenter for growth.

There are many companies and institutions that make up Cultivation Corridor. The following is a list of some of the most frequently used terms used to describe the industries in which these companies reside – and how they should be treated in copy.

- **agbioscience**
- **biorenewables**
- **precision agriculture**
- **advanced manufacturing**
- **plant sciences**

Website

No “www” should precede the web address when written out.

Cultivation Corridor should also be bolded as shown below when utilized.

cultivationcorridor.org

The Cultivation Corridor Logo Usage

The Cultivation Corridor logo was approved for use on April 21, 2014. The logo is made up of two colors and a solid color tagline. The tagline should always accompany the logo except in instances where the size of the logo and the medium in which it is being displayed compromises legibility. In which case, the tagline can be removed but should be prominently displayed near the logo.

The following are the only two approved logo designs.

Vertical



Horizontal



One Color

The green leaf should be 65% black and all other components will print 100% black. The only exception is when the entire application is one color other than black.



One Color Reversed

All components reverse to 100% white on either a solid color or an image that is not too busy and provides enough contrast.





Area of Isolation

In all instances, an area of isolation for the Cultivation Corridor logo should be maintained. The clear space is measured by the height of the lowercase “t” in the “cultivation” logo font. This is the minimum amount of space the logo should have from every other element on the page or screen. More generous amounts of space surrounding the logo are recommended.

Sizing

Good judgment should be exercised at all times when sizing the logo. Select an appropriate size based on the relationship between the logo and the medium on which it will appear. The absolute minimum size the Cultivation Corridor logo may appear is 1.25”. This does not include the graphic icon – just the words Cultivation Corridor and the tagline. If the tagline needs to be removed for legibility purposes given the medium, then the tagline should be prominently displayed near the logo.

SPOT	CMYK	RGB	HEX
PMS 7691	C.100 M.62 Y.18 K.2	R.0 G.97 B.152	006198
PMS 383	C.38 M.20 Y.100 K.0	R.177 G.172 B.55	b1ac37

Fonts

Titillium

This font is recommended for both primary headlines, subheads and callouts.

Thin Light Regular **Semibold Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Avenir

This font is recommended for subheads and body copy.

Light Book Roman Medium **Heavy Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typography

Design may dictate how headlines and subheads display, but preferably both headlines and subheads should follow initial capitalization – which follows the very general rule of lowercasing any word that is three letters or less, except the first word, which should always be capitalized.

Minimal use of all capitalization is acceptable.

Body copy should follow standard sentence capitalization and AP Stylebook formatting rules.

Affiliation Logo

The Cultivation Corridor is made up of a variety of businesses, individuals and places. We are proud of our relationships and encourage the opportunity to express that affiliation. Therefore, we have developed a secondary logo that can be placed on your website, marketing materials and other communications. This graphic is available by contacting Brent Willett.

Horizontal



Stacked Horizontal



One Color

The green leaf should be 65% black and all other components will print 100% black. The only exception is when the entire application is one color other than black.



One Color Reversed

All components reverse to 100% white on either a solid color or an image that is not too busy and provides enough contrast.



Photos and Images

Photos and images representing Cultivation Corridor should support the industries and businesses that make up this organization – specifically the agricultural and scientific aspects. In an effort to best represent your company, we welcome the opportunity to build our image library with any photos and images you want to provide us of your specific business. For information on how best to send us your photos, contact Brent Willett.