# TABLE OF CONTENTS

## 1.0 USSEC & USSOY QUICK REFERENCE GUIDE
- **4 | Overview**
- **5 | USSEC Logo Do / Logo Don't**
- **6 | USSEC Typeface / Color**
- **7 | USSOY Logo Do / Logo Don't**
- **8 | USSOY Typeface / Color**
- **9 | USSEC & USSOY Tagline / Tone**
- **10 | USSEC & USSOY Summary**
- **11 | Brand Checklist**

## 2.0 HOW TO USE OUR BRANDS
- **13 | What is a Brand?**
- **14 | Brand Standards, What Are They?**
- **15 | Brand Architecture Diagram**
- **16 | The Difference Between USSEC & USSOY**

## 3.0 THE USSEC BRAND
- **18 | About the USSEC Brand**
- **19 | USSEC as Part of the USB Brand**
- **20 | Mission / USSEC Brand in Context**
- **21 | USSEC Tone**
- **22 | USSEC Typeface**
- **24 | USSEC Logo**
- **25 | USSEC Tagline**
- **26 | USSEC Color System**
- **27 | Photography**
- **28 | Icons, Graphs, Illustrations**
- **29 | USSEC Brand Architecture**
- **30 | USSEC Logo Attributions**

## 4.0 THE USSOY BRAND
- **32 | About the USSOY Brand**
- **33 | Mission / USSOY Brand in Context**
- **34 | USSOY Tone**
- **35 | USSOY Typeface**
- **38 | USSOY Logo**
- **39 | USSOY Tagline**
- **40 | USSOY Color System**
- **41 | Photography**
- **42 | Icons, Graphs, Illustrations**
- **43 | USSOY Brand Architecture**
- **44 | USSOY Logo Attributions**
- **45 | Final Words**

## 5.0 USSEC & USSOY COMMUNICATIONS GUIDELINES
- **47 | USSEC Brand**
- **48 | E-Signature**
- **49 | USSEC PowerPoint Template**
- **50 | USSOY Power Point Template**
- **51 | The Roles of Our Primary Websites: USSEC.org and USSOY.org**
- **52 | USSEC.org**
- **53 | USSOYorg**
1.0 USSEC & USSOY QUICK REFERENCE GUIDE
We have created this Quick Reference Guide to be your fast point of reference to ensure that you are communicating the USSEC & USSOY brands in the same way as everyone else around the world. USSEC and USSOY are brands that are communicated around the globe. There is not an hour of any day the sun is not shining upon someone representing U.S. Soy farmers. We created this Quick Reference Guide to be a fast point of reference for ensuring the USSEC and USSOY brands are represented properly across all communication platforms. The next few pages address the most common questions about communicating the USSEC and USSOY brands. Subsequent sections of this booklet provide an in-depth explanation of why adherence to the USSEC and USSOY brand guidelines is critical.
QUICK REFERENCE GUIDE

USSEC LOGO DO

LOGO DON’T

Do not skew mark
Do not outline mark
Avoid adding to the logo
Do not use old logo

Do not alter mark arrangement
Do not use unapproved color combinations
Avoid placing logo over busy background

Only on white background, not in combination with any other logo
USSEC TYPEFACE

PREFERRED

Colfax

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Bold, Regular, Light

ALTERNATE

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Bold, Regular

COLORS

PRIMARY

Pantone
349C
CMYK
94/11/84/43
RGB
0/105/60
HEX
#00693c

Pantone
143C
CMYK
0/32/86/0
RGB
250/168/41
HEX
#faa829

Pantone
Black 4U
CMYK
54/66/85/69
RGB
65/48/0
HEX
#39270b

SECONDARY

Pantone
367C
CMYK
41/0/68/0
RGB
155/187/73
HEX
#9bbb49

Pantone
300C
CMYK
99/50/0/0
RGB
41/104/153
HEX
#296899

Pantone
7578C
CMYK
0/67/100/0
RGB
220/101/48
HEX
#DC6530

Pantone
311C
CMYK
60/0/13/0
RGB
92/203/229
HEX
#5ccbe5
USSOY LOGO DO

BLACK MARK
Use the mark in Black when color is not possible. Black is the only single-color version permitted.

REVERSED MARK
Use the reverse version of the mark on dark or color backgrounds.

LOGO DON’T

Do not skew mark
Do not alter mark arrangement
Do not use unapproved color combinations

Do not outline mark
Avoid adding to the logo
Avoid placing logo over busy background
USSOY TYPEFACE

PREFERRED

Veneer

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold, Regular, Light

ALTERNATE

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold, Regular

COLORS

PRIMARY

PANTONE 1665
CMYK 0/80/96/0
RGB 241/89/34
HEX #f15922

PANTONE 5473
CMYK 72/42/49/14
RGB 79/115/115
HEX #4f7373

PANTONE Cool Gray 5
CMYK 10/6/7/0
RGB 218/218/217
HEX #39270b

SECONDARY

CMYK 65/58/67/50
RGB 63/63/55
HEX #3f3f37

CMYK 50/45/47/9
RGB 130/125/121
HEX #827d79
Our tagline is designed to clearly connect USSEC and USSOY to the United States, and position the organization as a driver of growth, an educator and the resource for knowledge for the soy industry. It is our vision statement. It should function as a reminder to all that U.S. Soy is leading the way through the value chain that USSEC represents.

**U.S. SOY** for a growing world

**USSEC & USSOY TONE**

- Friendly
- Approachable
- Trusted
- Transparent
- First person — collective “we”
When communicating about the organization or the commodity, we modify our tone and visual cues—including our logos. The following table highlights the differences and similarities of the USSEC and USSOY communication approach.

<table>
<thead>
<tr>
<th>USSEC &amp; USSOY BRAND EXPRESSION COMPONENTS</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th></th>
<th>USSEC</th>
<th>USSOY</th>
</tr>
</thead>
<tbody>
<tr>
<td>TONE</td>
<td>First person, industry expert, not boastful, engaging</td>
<td>First person, industry expert, not boastful, neighborly</td>
</tr>
<tr>
<td>LOGO</td>
<td><img src="image" alt="USSEC Logo" /></td>
<td><img src="image" alt="USSOY Logo" /></td>
</tr>
<tr>
<td>TYPEFACE</td>
<td>Colfax, Verdana</td>
<td>VENEER, Open Sans, Verdana</td>
</tr>
<tr>
<td>TAGLINE</td>
<td><strong>U.S. SOY</strong> for a growing world</td>
<td><strong>U.S. SOY FOR A GROWING WORLD</strong></td>
</tr>
<tr>
<td>COLORS</td>
<td><img src="image" alt="Color Swatch" /></td>
<td><img src="image" alt="Color Swatch" /></td>
</tr>
<tr>
<td>PHOTOGRAPHY</td>
<td>See Page 27</td>
<td>See Page 41</td>
</tr>
</tbody>
</table>
Use these eight simple questions to check your communication consistency. If you have a unique situation or other questions, please contact Lisa Humphreys (636) 368-6285 or lhumphreys@ussec.org.

**BRAND CHECKLIST**

- Are you addressing a stakeholder audience or a customer audience?
- Are you communicating about the organization or its people and strategies? Or are you speaking about the commodity?
- Are you allowing ample “white space” around the logo?
- Are you using approved fonts?
- Are you using approved brand colors? Is there adequate contrast to highlight the logo?
- Is your messaging friendly, approachable, trusted, transparent and in the first person?
2.0 HOW TO USE OUR BRANDS
A brand starts from within. It is a collective of the efforts of the stakeholders, and is supported by orchestrated visual cues that enable it to be received properly by the intended audience.

Brands are made up of much more than logos, typefaces and colors. Brands exist so that customers and potential customers have one unified view of an organization — and for what that organization stands. Brands start from within. This means that those who represent the brand need to intimately know the brand. When the internal team is clear about the brand, it is then more likely that the brand will be received properly by those outside.

Logos, colors, tone and other visual cues are used to support the brand through all types of communication elements.
The standards put forth in this document are meant to align all who are tasked with representing USSEC and USSOY.

With many voices and creators expressing a brand worldwide, a Brand Guideline provides a single repository for the tenets of a brand — a reference for all to ensure alignment in how a brand is communicated.

A Brand Guideline explains why a brand exists, why it is important to the mission of the organization it represents and the graphical elements of the brand that ensure consistency across all communications.
In reference to, and communication of, institutional activities, programs and events

Communications and marketing of U.S. Soy

Logo can be modified to represent an aquaculture certification or related purpose.
THE DIFFERENCE BETWEEN USSEC & USSOY

There are two distinct communication rules depending on the audience you are addressing.

The USSEC tone and visual identity is used when communicating about the organization or the people who make up the organization.

The USSOY tone and visual identity is used when communicating about the commodity.
3.0 THE USSEC BRAND
To be successful in promoting our U.S. Soy crops worldwide, it is important that the brand stands for the same thing from country to country and through each person who represents USSEC and the U.S. soybean industry.

Many countries around the world rely heavily on the quality, reliability and sustainability of U.S. Soy. Our brand is critical to the growth of the U.S Soy industry. To be successful in our efforts to build a preference for U.S. Soy worldwide, it is critical the brand is represented consistently in our communication materials, and the brand values upheld by each person representing the organization and the U.S. Soy industry in every encounter.

The American Soybean Association (ASA) and United Soybean Board (USB) joined together in 2006 to form the U.S. Soybean Export Council (USSEC) to communicate and build relationships with customers outside the United States. It is USSEC’s responsibility to represent and promote the quality, reliability and sustainability of our soybeans — and uphold the reputation of the thousands of dedicated Americans that are part of the U.S. Soy value chain.
USSEC, USB and ASA all serve the same constituent; the U.S. Soybean farmer.

There are direct ties between USSEC and USB. In particular, whenever checkoff funding is used to fund a USSEC program, the USB checkoff logo needs to be shown as an attribution logo.

The USSEC brand is not to be in conflict with the brands of USB and ASA. Instead, USSEC can be seen as a more focused element of these brands. USSEC focuses solely on the needs of the international customer and the USSEC brand should be used to reach this audience effectively.

In addition, the USSEC brand focuses on their customer by aligning their messaging to quality, reliability and sustainability. These pillars strengthen the messaging of the U.S. Soy Advantage, which is primarily communicated using the USSOY brand. The USSOY brand focuses on the commodity itself rather than the organizations.

To learn more about the United Soybean Board brand guidelines, please go to http://unitedsoybean.org.
It is important to understand the difference between the brand of USSEC vs. the commodity itself.

USSEC is an organization that has been created to build a preference for U.S. Soy. So, in effect, USSEC is a communications organization. For USSEC to effectively promote the U.S. soybean, there needs to be trust in both the commodity (U.S. soybean) as well as the messenger (USSEC). In many ways, these two elements are intrinsically linked. There is no more efficient means for global customers to learn about the advantages of the U.S. soybean.

USSEC BRAND IN CONTEXT

Optimize the utilization and value of U.S. Soy in international markets by meeting the needs of our stakeholders and global customers.
The tone of USSEC speaks to the way in which we communicate the brand. The USSEC brand is friendly, approachable, trusted and transparent. Always speak in first person when speaking about the collective “we.” The USSEC brand should be seen as an industry expert, but not be boastful about that responsibility. We want people to learn from USSEC, but to also feel comfortable enough to engage with us to discuss and learn more. We also learn from others, so it is important that we listen to our customers, our employees, our contractors and industry experts, then pass along their knowledge when appropriate.
WE ARE A DYNAMIC PARTNERSHIP OF KEY STAKEHOLDERS REPRESENTING SOYBEAN PRODUCERS, COMMODITY SHIPPERS, MERCHANDISERS, ALLIED AGRIBUSINESSES AND AGRICULTURAL ORGANIZATIONS.

Through a global network of international offices and strong support in the U.S., we help build a preference for U.S. soybeans and soybean products, advocate for the use of soy in feed, aquaculture and human consumption, promote the benefits of soy use through education and connect industry leaders through a robust membership program.

USSEC TYPEFACE

PREFERRED

Colfax

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
\;[]{}\-=()*&^%$#@!
~`<>?:“”{]|+-

**Bold**, Regular, light

Colfax is the preferred font when the typeface is available.

**BOLD: Headlines/Subheadlines**

REGULAR: Body Copy

LIGHT: Headlines/Subheadlines

**Headlines are to be in all capitals in white, with a solid color background**

HEADLINE
WE ARE A DYNAMIC PARTNERSHIP OF KEY STAKEHOLDERS REPRESENTING SOYBEAN PRODUCERS, COMMODITY SHIPPERS, MERCHANDISERS, ALLIED AGRIBUSINESSES AND AGRICULTURAL ORGANIZATIONS.

Through a global network of international offices and strong support in the U.S., we help build a preference for U.S. soybeans and soybean products, advocate for the use of soy in feed, aquaculture and human consumption, promote the benefits of soy use through education and connect industry leaders through a robust membership program.

USSEC TYPEFACE

ALTERNATE

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
,.;/[]\=()-*%#$@
!~`<>?":{}|+-_

**Bold**, Regular

1. Verdana is acceptable when Colfax is not available in the font list.

Mixing the two fonts is also acceptable, utilizing one for headlines and subheadlines while using the other for body copy.

**BOLD: Headlines/Subheadlines**

REGULAR: Body Copy

1. Headlines are to be in all capitals in white, with a solid color background.
Our logo should always be used with solid colors, eliminating distractions and complexity. The spelled-out name of our organization also needs to accompany the USSEC acronym to clearly identify who we are to anyone who comes in contact with our logo. The exception to the rule is when the logo application does not lend itself to being legible when spelled out — for instance, embroidery on apparel. Additionally, a two-color logo may be used on corporate stationery.
The USSEC brand is friendly, approachable, trusted and transparent.

**USSEC TAGLINE**

**U.S. SOY** for a growing world

The purpose of a tagline is to quickly communicate the positioning of the brand to others. Taglines need to quickly communicate why the organization is unique and what its purpose is.

The tagline clearly connects USSEC to the United States as well as positions ourselves as drivers of growth in the soy industry. It is part of our mission statement and should act as the reminder for all that U.S. Soy is leading the way through the entire value chain that USSEC represents.

This tagline is also used by the USSOY brand.
### USSEC Color System

#### Primary
- **Pantone**: 349C
- **CMYK**: 94/11/84/43
- **RGB**: 0/105/60
- **HEX**: #00693c

#### Secondary
- **Pantone**: Black 4U
- **CMYK**: 54/66/85/69
- **RGB**: 65/48/0
- **HEX**: #39270b

#### Additional Colors
- **Pantone**: 143C
- **CMYK**: 0/32/86/0
- **RGB**: 250/168/41
- **HEX**: #faa829

- **Pantone**: 367C
- **CMYK**: 44/10/93/0
- **RGB**: 155/187/73
- **HEX**: #9bbb49

- **Pantone**: 300C
- **CMYK**: 88/58/10/2
- **RGB**: 41/104/153
- **HEX**: #296899

- **Pantone**: 7578C
- **CMYK**: 10/73/94/1
- **RGB**: 220/101/48
- **HEX**: #DC6530

- **Pantone**: 311C
- **CMYK**: 56/0/9/0
- **RGB**: 92/203/229
- **HEX**: #5ccbe5
Photography captures the spirit of today’s soybean industry — confident, professional people working with modern equipment and in an engaging environment.

Images are shot from heroic angles, showing the subjects as active, not passive or at rest. Scenes are captured in the moment with a feeling that is real and natural. Colors are pure and intense. Lighting is dramatic with high contrast. Shadow framing creates a sense of drama. Growers are most prominently featured.

All soybeans featured — at any point in the season, from seed to harvest — must be ideal in quality and appearance.
THE USSEC BRAND

It is important that the brand be communicated professionally at all times. Standardized icons, graphs and illustrations may be available, we encourage you to work through the USSEC communications team when you need assistance in representing the brand.

Creating graphs with the Microsoft PowerPoint tools is acceptable; please be mindful of the color palette.

It is unacceptable to use clipart, WordArt or any illustrations that would be considered a "cartoon."
USSEC BRAND ARCHITECTURE

In reference to, and communication of, institutional activities, programs and events
It is important to attribute the other brands that are supporting specific initiatives of USSEC. There are a few special rules to follow when adding attribution logos.

The USSEC logo should always be the dominant-sized logo for all USSEC programs and initiatives. In some instances there may be a second logo of equal size/weight to the USSEC logo if the program is shared between the two organizations.

The ASAIM and USB logos are considered attribution logos to the USSEC logo. These logos should be placed at the bottom or back of any communication to show that resources from these organizations were used through USSEC. The attribution logos should always be the same color and should only be in one color (no multicolor attribution logos). We do this so that it appears as clean as possible when showing multiple logos.

It is acceptable to place the ASAIM and USB logos directly below or to the right of the USSEC logo. This is not preferred, but acceptable.

When showing the ASAIM logo or the USB logo it is required to show the other logo as well. The logos should always be displayed in alphabetical order.

Other logos that are considered primary should be treated the same way as the ASAIM and USB logos — monochromatic, arranged in alphabetical order, all of similar size/weight on back or bottom of the visual piece.
4.0 THE US SOY BRAND
The USSOY brand was developed and created by USSEC in 2014 to support USSEC’s mission to optimize the utilization and value of U.S. Soy in international markets by meeting the needs of stakeholders and global customers. It is recognized as the trusted resource for all things soy.

The brand is primarily manifested as USSOY.org, a publishing platform whose mission is to build preference for U.S. Soy around the world. USSOY.org was designed to share influencer knowledge, connect with new and important audiences, deploy messages of U.S. Soy’s deep value to its constituents around the world, and promote and differentiate the benefits of U.S. Soy from other resources.

It is critical the brand is represented consistently in our communication materials, and the brand values upheld by each person representing the U.S. Soy industry in every encounter.

USSOY is friendly, approachable, real and transparent.
It is important to understand that USSOY is unique as a brand — in the international marketplace, it represents the U.S. Soy industry and all of the organizations and individuals who are part of the U.S. Soy value chain. As such, it carries the heavy responsibility of being vigilant in the accuracy and value of its content, and agile in its ability to convey vital information to its audiences.

USSOY BRAND IN CONTEXT

Support and enhance USSEC as the embodiment of the U.S. Soy industry to build preference for U.S. Soy around the world, and be recognized as the trusted resource for all things soy.

MISSION
USSOY is friendly, approachable, real and transparent.

The tone of USSOY speaks to the way in which we communicate the brand to potential and current customers of U.S. Soy. USSOY is friendly, approachable, real and transparent. Always speak in first person when speaking about the collective “we.” USSOY should be seen as an industry expert, but not be boastful about that responsibility. We want people to trust USSOY like it is their neighbor. We also learn from others, so it is important that we listen to our customers and pass along their knowledge when appropriate.
THE U.S. SOY INDUSTRY IS A TRUSTED PARTNER

The foundation of the U.S. Soy Advantage is innovation, which is focused on investment in continuous improvement and meeting customer needs. Today, the U.S. Soy Advantage is anchored by exceptional composition and consistent supply of our soy and soy products, as well as the sustainability practices of U.S. soybean farmers.

Within the next 30 years, the world must feed 9 billion people, and a growing middle class will cause a demand for a higher value protein at an affordable price. U.S. Soy is well poised to accommodate this demand. The international market is already U.S. Soy's largest customer with an average of 60 percent of the soy grown in the U.S. being exported.

USSOY TYPEFACES

PREFERRED

VENEER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
./;':"\=-()*(^%$#@!
~<>?:"{}|+-

Regular

Open Sans is acceptable when Colfax is not available in the font list.
Mixing the two fonts is also acceptable, utilizing one for headlines and subheadlines while using the other for body copy.

BOLD: Headlines/Subheadlines

REGULAR: Body Copy

Headlines are to be in all capitals in white, with a solid color background

HEADLINE
U.S. SOY FOR A GROWING WORLD

THE U.S. SOY INDUSTRY IS A TRUSTED PARTNER

The foundation of the U.S. Soy Advantage is innovation, which is focused on investment in continuous improvement and meeting customer needs. Today, the U.S. Soy Advantage is anchored by exceptional composition and consistent supply of our soy and soy products, as well as the sustainability practices of U.S. soybean farmers.

Within the next 30 years, the world must feed 9 billion people, and a growing middle class will cause a demand for a higher value protein at an affordable price. U.S. Soy is well poised to accommodate this demand. The international market is already U.S. Soy’s largest customer with an average of 60 percent of the soy grown in the U.S. being exported.

USSOY TYPEFACES

PREFERRED

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold, Regular, light

Open Sans is the preferred font when the typeface is available.

BOLD: Headlines/Subheadlines

REGULAR: Body Copy

LIGHT: Headlines/Subheadlines

Headlines are to be in all capitals.

HEADLINE
THE U.S. SOY INDUSTRY IS A TRUSTED PARTNER

The foundation of the U.S. Soy Advantage is innovation, which is focused on investment in continuous improvement and meeting customer needs. Today, the U.S. Soy Advantage is anchored by exceptional composition and consistent supply of our soy and soy products, as well as the sustainability practices of U.S. soybean farmers.

Within the next 30 years, the world must feed 9 billion people, and a growing middle class will cause a demand for a higher value protein at an affordable price. U.S. Soy is well poised to accommodate this demand. The international market is already U.S. Soy’s largest customer with an average of 60 percent of the soy grown in the U.S. being exported.

**USSOY TYPEFACES**

**ALTERNATE**

**Verdana**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
,.;'[\]"\-()^%$#@!

**Bold**, **Regular**

Verdana is acceptable when Open Sans is not available in the font list. Mixing the two fonts is also acceptable, utilizing one for headlines and subheadlines while using the other for body copy.

**BOLD: Headlines/Subheadlines**

**REGULAR: Body Copy**

Headlines are to be in all capitals.

**HEADLINE**
The recommended minimum size of the USSOY.org mark is 0.75” wide to maintain legibility. To maintain the correct aspect ratio of the mark do not compress or stretch when resizing. Use the height of the mark as a reference for the minimum white space surrounding it.
The purpose of a tagline is to quickly communicate the positioning of the brand to others. Taglines need to quickly communicate why the organization is unique and what its purpose is.

When speaking to our customers, our tagline is:

**U.S. SOY FOR A GROWING WORLD**

It is the same tagline as USSEC, with a different visual representation.
USSOY COLOR SYSTEM

PRIMARY

<table>
<thead>
<tr>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td>1665</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>0/80/96/0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>241/89/34</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>#f15922</td>
</tr>
</tbody>
</table>

SECONDARY

<table>
<thead>
<tr>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td>5473</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>72/42/49/14</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>79/115/115</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>#417373</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cool Gray 5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/6/7/0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>218/218/217</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>#39270b</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td>65/58/67/50</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>50/45/47/9</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>130/125/121</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>#827d79</td>
</tr>
</tbody>
</table>
Photography captures the spirit of today's soybean industry — confident, professional people working with modern equipment and in an engaging environment.

Images are shot from heroic angles, showing the subjects as active, not passive or at rest. Scenes are captured in the moment with a feeling that is real and natural. Colors are pure and intense. Lighting is dramatic with high contrast. Shadow framing creates a sense of drama.

Growers are most prominently featured.

All soybeans featured — at any point in the season, from seed to harvest — must be ideal in quality and appearance.

Avoid unhealthy-looking subject matter.
It is important that the brand be communicated professionally at all times. Standardized icons, graphs and illustrations may exist, and we encourage you to work through the USSEC communications team when you need assistance in representing the brand.

It is unacceptable to use clipart, WordArt or any illustrations that would be considered a “cartoon.”

Creating graphs with the Microsoft PowerPoint tools is acceptable; please be mindful of the color palette.
USSOY BRAND ARCHITECTURE

Communications and marketing of U.S. Soy

Logo can be modified to represent an aquaculture certification or related purpose.
It is important to attribute the other brands that are supporting specific initiatives of USSOY. There are special rules to follow when adding attribution logos. The USSOY logo should always be the dominant logo for all USSOY communications, programs and initiatives. The USSEC, ASAIM and USB logos are considered attribution logos to the USSOY logo in certain situations. These logos are to be placed in the footer or on the back of any visual material to show resources from these organizations were used to create the piece. The attribution logos should share one color, there are no instances in which multi-color attribution logos will be used. It is preferred the attribution logos are placed directly below the USSOY logo. If that is not possible, the attribution logos may be placed to the right of the USSOY logo.

The USSEC, ASAIM and USB logos should always be displayed in this consistent order. Any other logos considered primary should be monochromatic and arranged in alphabetical order, all of similar size / weight in the footer or on the back of the piece.
USSEC and USSOY represent the same farmers and value chain as the American Soybean Association and the United Soybean Board. The key difference is the audience to which each organization speaks. USSEC was created to communicate in a unified voice to customers outside of the United States. USSEC represents our stakeholder members as the boots on the ground with non-U.S. markets. The USSEC brand is strategically designed to be recognized above the efforts of other soy producing countries — making adherence to the brand standards critical to our success.

It is our duty to represent and uphold the values of the U.S. Soy industry in all endeavors, and to continually promote the U.S. Soy Advantage.

Representing and upholding the values of the U.S. Soy industry in all endeavors.
5.0 USSEC & USSOY COMMUNICATION PLATFORM GUIDELINES
• The purpose of the organization is to build a preference for U.S. Soy.

• The way this is outwardly communicated is via the tagline, “U.S. SOY for a growing world.”

• Our brand is represented by many individuals around the globe. The brand is communicated via personal relationships and long-standing trust. Thus, the brand’s voice is friendly, approachable, trusted and transparent. We always speak in first person when speaking about the collective “we.”

• The USSEC brand is looked to for expert opinions and guidance. This is accomplished via industry experts, with varied backgrounds, who are dedicated to deliver to high-quality, reliable and sustainable soybeans.

• USSEC also is the global window to the U.S. farmer and to the total supply chain of the U.S. soybean. USSEC showcases real people and highlights the real decisions that they must make to ensure that the product is grown properly for the best output this harvest – as well as protecting the land for harvests for the indefinite future.

Lisa Pine
COMMUNICATION MANAGER

O 636.449.6040
C 636.368.6285
F 636.449.1292
16305 Swingley Ridge Road, Suite 200
Chesterfield, MO 63017–USA
COMMUNICATIONS PLATFORM GUIDELINES

USSEC Presentation Template.

Add Your Photo background to the right box

This is an example of a single column slide

- Add bullet points below
- Don’t overload slides with content
- Be concise
  - Hit Tab to enter second bullet
  - Third Level"Sub"

Slide with three photos and a text box, you can add your own photos.

Graph Example
COMMUNICATIONS PLATFORM GUIDELINES

USSEC & USSOY | BRAND GUIDELINES

USSOY Presentation Template

Add your photo background to the right box

- This is an example of a single column slide
  - Add bullet points below
  - Don’t overload slides with content
  - Be concise
  - Hit tab to enter second bullets
    - Third level Tab
    - Fourth level Tab

- Slide with three photos and a text box, you can add your own photos.

- Graph Example

  | Planting Date (plot level) |
THE ROLES OF OUR TWO PRIMARY WEBSITES

The two primary websites were conceived of, and created by USSEC with a specific strategic purpose and unique voice. Each website provides a platform for highly-effective communication in service to our respective audiences: USSEC.org, in service to our domestic stakeholders; and USSOY.org, in service to our international customers as the trusted resource for all things soy. The combined reach and effect of both sites affords a comprehensive approach to engaging and gaining the trust of the global soy customer.

A platform for communicating institutional activities, programs and events to domestic stakeholders.

A platform for communicating and influencing customers outside the United States.
USSEC.org is seen as a place for expert opinions and guidance and is designed to speak about our people and the organization itself.
USSOY.org is a publishing platform that shares knowledge, information, and insight about all aspects of the U.S. Soy industry, including first-hand accounts of farm life through the words and images of United States soy farmers.

USSOY.org has a content marketing component that allows USSEC to gather behavioral data related to visitor and subscriber activity, making it possible to provide content specific to the interests of its subscribers. This unique feature enables USSEC to leverage the data gathered to optimize and focus efforts to influence and build preference for U.S. Soy in the world market. This data also benefits all of the U.S. Soy family organizations — allowing them to stay on pace with, or ahead of, trends or events that affect their specific goals for the U.S. Soy industry.