

BRAND GUIDELINES

06.19.18

Nutrien
Ag Solutions™





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Our brand is supported by several foundational brand elements,

including:

- Logo
- Graphic Elements
- Color System
- Typography
- Imagery

Each of these elements has been designed to create a unique and memorable visual identity for Nutrien and Nutrien Ag Solutions. By using these elements properly and consistently, we can all help assure that, at a glance, our audiences will understand who we are and what our brand stands for.



* See Color System, 1.4

The Nutrien logo is the most recognizable representation of our brand. Its sans serif font is clean and modern, with the use of italics suggesting a progressive, forward-looking company.

The primarily lower case lettering, with rounded-off corners on the letterforms themselves, speaks to our humble, friendly approach to business.

And the upper case "N", with its two stems connected by a distinctive "winged leaf" icon, is a direct reference to the category we're in—and to the two companies who joined to form us.

1.3

THE NUTRIEN AG SOLUTIONS LOGO

BRAND ELEMENTS / APPLICATIONS



The Nutrien Ag Solutions Logo should be used in all communications, including advertising, brochures, letterheads, and business cards.

LOGO COLORS		SUPPORT COLORS					
Black	Nutrien Leaf Gradient						
	Nutrien Leaf 1 R 134 G 213 B 0 C 40 M 0 Y 100 K 0 PANTONE 375 C	Nutrien Leaf 2 R 76 G 158 B 0 C 75 M 20 Y 100 K 0 PANTONE 362 C	Nutrien Sky R 184 G 237 B 226 C 26 M 0 Y 15 K 0	Nutrien Denim R 70 G 95 B 112 C 76 M 55 Y 42 K 18	Nutrien Flaxen R 225 G 189 B 95 C 9 M 21 Y 73 K 3	Nutrien Earth R 72 G 43 B 23 C 48 M 72 Y 76 K 62	
			Nutrien Gray 1 R 190 G 190 B 190 C 0 M 1 Y 1 K 29	Nutrien Gray 2 R 130 G 133 B 135 C 0 M 0 Y 0 K 59	Nutrien Light Gray 1 R 241 G 240 B 242 C 0 M 0 Y 0 K 5	Nutrien Light Gray 2 R 220 G 221 B 223 C 0 M 0 Y 0 K 15	
			Nutrien Gray Gradient		Nutrien Light Gray Gradient		

The core of the **Nutrien & Nutrien Ag Solutions Color System** are the logo dress colors: black, which anchors the brand, and two shades of rich green which together in a gradient provide the leaf color for the winged N, signifying growth and the aspirations of our promise, essence, and values.

The top tier of our support colors expand on the organic quality of the core greens without overpowering them. The range of grays provide some variety in the application of typography and other graphic elements in our system.

PREFERRED: BLACK & NUTRIEN LEAF GRADIENT



Nutrien
Ag Solutions[™]

ALTERNATE: BLACK & NUTRIEN LEAF 2



Nutrien
Ag Solutions[™]

ALTERNATE: BLACK & NUTRIEN GRAY 2



Nutrien
Ag Solutions[™]

ALTERNATE: ALL BLACK



Nutrien
Ag Solutions[™]

The preferred version of our logo displays the winged leaf element in the Nutrien Leaf gradient. When a gradient effect is not possible, the winged leaf is displayed in the darker Nutrien Leaf 2 when against white or pale gray, and in the brighter Nutrien Leaf 1 when reversed against darker colors (see page 14-15).

For one-color applications, the winged leaf may be displayed in Nutrien Gray 2, or alternatively the logo may appear in solid black.

PREFERRED: WHITE ON NUTRIEN LEAF GRADIENT



ALTERNATE: WHITE ON NUTRIEN GRAY 2



ALTERNATE: WHITE ON NUTRIEN GREEN 1



ALTERNATE: WHITE ON BLACK



The logo should only be applied against white, black or colors of the Nutrien color system palette. When applied against the Nutrien Leaf colors, the logo must appear in white to achieve the proper contrast for legibility and impact.

For one-color applications, the background may be in Nutrien Gray 2 or solid black.

1.5

LOGO: COLORS REVERSE, WHITE & GREEN

BRAND ELEMENTS / APPLICATIONS

FULL-COLOR REVERSE ON NUTRIEN DENIM



FULL-COLOR REVERSE ON NUTRIEN GRAY 2



FULL-COLOR REVERSE ON NUTRIEN EARTH



FULL-COLOR REVERSE ON BLACK



When applying the logo against the darker colors in the palette, the leaf element in the winged N must appear in a solid Nutrien Leaf 1; in those cases

avoid using the Nutrien Leaf Gradient or Nutrien Leaf 2, since they will not achieve the proper contrast against the background.



The minimum clear space provides a buffer between the logo configuration and any other elements in its vicinity such as headlines, text, imagery or the outside trim of printed materials.

The clear space is equal to the logo's x-height. Whenever possible, allow more than this amount of clear space.



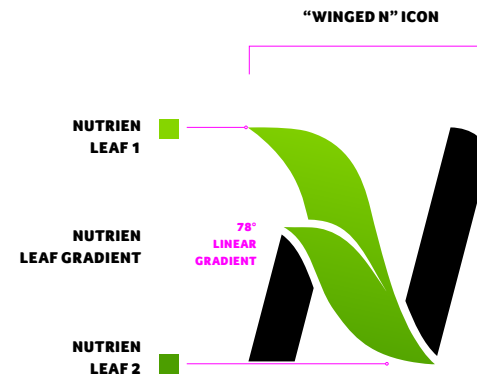
SCALING: MAINTAIN A CONSISTENT ASPECT RATIO



In reproducing the Nutrien Ag Solutions logo, be conscious of size and legibility. A logo that is too small will have little or no impact.

Scaling: EPS logo files may be scaled to any size necessary as long as the minimum size requirements are met. Do not scale the logo or tagline separately.

Minimum size refers to the smallest allowable logo and logo tagline size. The logo may be as small as 1.5 inches.



.25"
MINIMUM SIZE



In most applications, a small “TM” should appear immediately behind, and on the baseline of, the N icon. However, there will be instances when the N icon is so small, the “TM” becomes unreadable—especially on company apparel and other promotional merchandise. In these instances, the “TM” can be removed.

The Nutrien Winged N is a secondary brand identity device which may be used in special applications as a shorthand for the Nutrien brand identity, such as premium items, merchandise, or company apparel. In print and collateral it may appear as a small visual accent, such as with the page numbers of this document or on our PowerPoint presentation format. It may also be applied

as a supergraphic for livery or environments (see 2.4-2.12) or as a cropped watermark for use in collateral backgrounds, as demonstrated on this page.

Minimum size: the Winged N should appear no smaller than .25 inches high.



As seen on this chart, color applications for the Winged N follow the same basic principles as color applications for the full Nutrien logo. The Nutrien Leaf Gradient is used against white and pale gray; the solid Leaf 1 is used against dark backgrounds, and the Winged N appears completely in white against greens and lighter backgrounds. It may be used against any Nutrien support

color. When the Winged N is used as a supergraphic watermark, it may only appear as a 5% tint of black against white, or as a 50% tint of Nutrien Leaf 1 against the Nutrien Leaf Gradient.



2"
MINIMUM SIZE

The secondary logos will replace the Nutrien Ag Solutions logo in approved use cases. Do not modify vector art files.

1.10 / NUTRIEN AG SOLUTIONS SECONDARY LOGO: SOLUTIONS

BRAND ELEMENTS / APPLICATIONS



The secondary logos will replace the Nutrien Ag Solutions logo in approved use cases. Do not modify vector art files.

FOCO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789-!@#\$%^&*()_+

FOCO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789-!@#\$%^&*()_+

FOCO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ**abcdefghijklmnopqrstuvwxyz****0123456789-!@#\$%^&*()_+**

The Foco font family is the preferred typeface for headlines, **to be used in all high-level branding communications material**. A distinctive sans serif font with a broad range of weights and styles, Foco fits the progressive personality of the Nutrien brand.

Recommended Usage:

Headlines / callouts

Signage / display

Stationery (design elements only)

1.12 / SECONDARY FONT FAMILY: MUSEO

BRAND ELEMENTS / APPLICATIONS

MUSEO 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789-!@#\$%^&*()_+

MUSEO 300 ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789-!@#\$%^&*()_+

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, *similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio.*

MUSEO 500

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789-!@#\$%^&*()_+**

MUSEO 500 ITALIC

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789-!@#\$%^&*()_+**

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, *similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita*

The Museo font family is the preferred typeface for body copy, **to be used in all high-level branding communications material**. A clean and easy-to-read slab serif font, it pairs well with our headline font, Foco.

Recommended Usage:

- Body copy
- Support copy / Captions
- Quotations

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789-!@#\$%^&*()_+

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ**abcdefghijklmnopqrstuvwxyz****0123456789-!@#\$%^&*()_+**

When Foco is not available, the Arial font family is the alternative headline typeface.

Recommended Usage:

Internal communications-
Headlines / callouts
Email
Presentations

CAMBRIA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789-!@#\$%^&*()_+

CAMBRIA ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789-!@#\$%^&()_+*

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio.

CAMBRIA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789-!@#\$%^&*()_+

CAMBRIA BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789-!@#\$%^&*()_+

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.



Nutrien
Ag Solutions™

Do not distort the Nutrien logo or any other Nutrien visual brand element.



Nutrien
Ag Solutions

Do not redraw or substitute any part of the logo.



Nutrien™
Hunger Stops Here

Do not lock up any content with the logo in place of the approved tagline.



Nutrien
Ag Solutions™

Do not use the Winged N icon redundantly or in close proximity to the full logo.



Nutrien
Ag Solutions™

Do not change the color of any part of the logo or tagline.



Nutrien
Ag Solutions™

Do not use colors outside of the Nutrien color system palette.



Nutrien
Ag Solutions™

Do not apply the Nutrien Leaf Gradient against a Nutrien Leaf background.

All retail must use the Nutrien Ag Solutions brand solely. **No new (or existing) logos, visual identities or brands** pertaining to strategic business units, facilities, departments, initiatives or programs shall be developed using the Nutrien brand.

1.15 / INCORRECT APPLICATIONS

BRAND ELEMENTS / APPLICATIONS



Do not apply the Nutrien logo against a complex background.



Do not use the Winged N as a primary brand identifier on communications.



Do not lock up the Winged N with the tagline.



Do not use the Winged N on its own inside the tab holding shape.



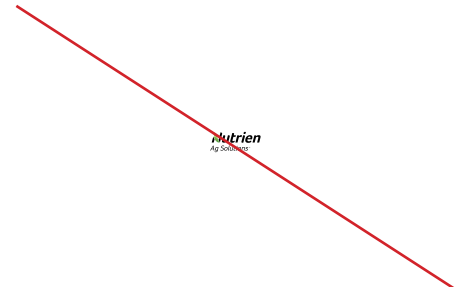
Do not use other holding shapes aside from the tab.



Do not use the tab as a holding shape for imagery or textures.



Do not position the logo randomly within the tab.



Do not reproduce the logo smaller than minimum size.

- 2.1 Stationery: Cards
- 2.2 Stationery: Standard Letterhead
- 2.3 Stationery: Email Signature
- 2.4 Apparel: Polos
- 2.5 Apparel: Hats
- 2.6 Signage: Billboards
- 2.7 Signage
- 2.8 Signage: Tanks
- 2.9 Fleet: Trucks
- 2.10 Fleet: Box Trucks
- 2.11 Fleet: Semi-Trucks
- 2.12 Digital/Web Applications

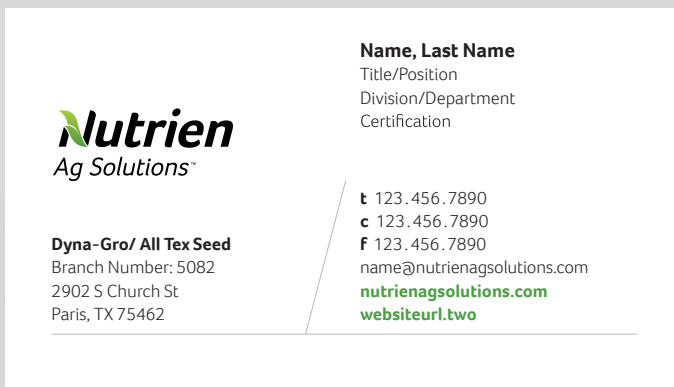


2.1

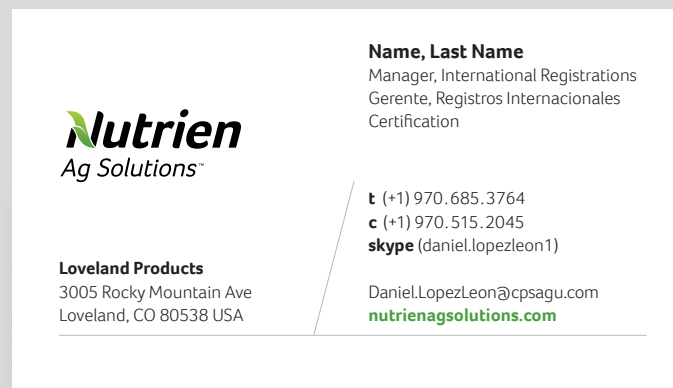
NUTRIEN AG SOLUTIONS STATIONERY: CARDS

BRAND ELEMENTS / APPLICATIONS

OPTION ONE



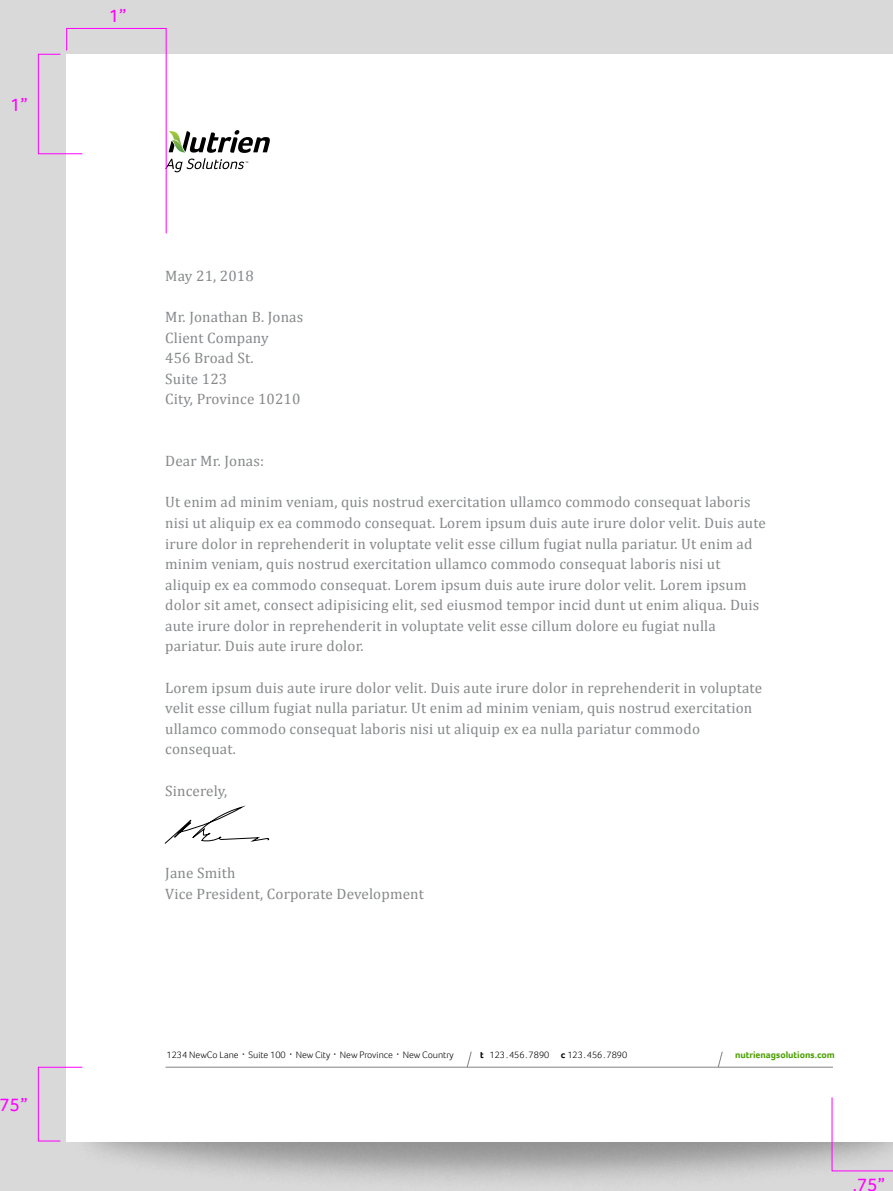
OPTION TWO



2.2

NUTRIEN AG SOLUTIONS STATIONERY: STANDARD LETTERHEAD

BRAND ELEMENTS / APPLICATIONS



FORMAT

8.5" x 11"

TYPOGRAPHY

Address, telephone and email:

7 pt Foco Light

"t", "c" Initials: 7 pt Foco Bold

Rule weight: .25 pt

Body copy (user generated): 11 pt

Cambria, 15 pt leading preferred

Set all text upper and lower case, flush left, ragged right, normal tracking.

COLOR

(see Color System, 2.4 for process values)

Winged N leaf: Nutrien Leaf Gradient

Website URL: Nutrien Leaf 2

All other text: Black

Rule: Nutrien Gray 2

PRINTING METHOD

Offset

PAPER

60lb offset

(Cougar Brand recommended)

Name
Title
Division/Department

123 Street Address, City Prov/State
Country POS C0D
t 123.456.7890 c 123.456.7890
First.Lastname@nutrienagsolutions.com

nutrienagsolutions.com

The logo for Nutrien Ag Solutions, featuring the word "Nutrien" in a bold, black, sans-serif font with a green leaf-like graphic to the left of the letter 'i'. Below it, the words "Ag Solutions" are written in a smaller, black, sans-serif font.

In email signatures, each employee's name, title and division/department should appear in 8/9 point Arial Regular.

Their contact information, including company address, phone number and email, should appear in 7/9 point Arial Light.

The website URL should appear below contact information in 7/9 Arial Bold.

All email signature text should be black and flush left.

The full color Nutrien Ag Solutions logo should appear below signature information.

MENS POLOS



WOMENS POLOS



HAT OPTIONS



2.6

NUTRIEN AG SOLUTIONS SIGNAGE: BILLBOARDS

BRAND ELEMENTS / APPLICATIONS



2.6

NUTRIEN AG SOLUTIONS SIGNAGE: BILLBOARDS

BRAND ELEMENTS / APPLICATIONS







AMMONIA TANK DESIGN



TRUCK OPTION



WHITE VEHICLES —The black logo and solid green leaf is recommended.

COLOR VEHICLES —The white logo and solid green leaf is preferred.



TRUCK OPTION

WHITE VEHICLES —The black logo and solid green leaf is recommended.

COLOR VEHICLES —The white logo and solid green leaf is preferred.

2.10 / NUTRIEN AG SOLUTIONS FLEET: BOX TRUCKS

BRAND ELEMENTS / APPLICATIONS



FRONT OF BOX —The black logo and solid green leaf is recommended.

CAB DOOR —The black logo and solid green leaf is recommended.

2.10 / NUTRIEN AG SOLUTIONS FLEET: BOX TRUCKS

BRAND ELEMENTS / APPLICATIONS



FRONT OF BOX —The black logo and solid green leaf is recommended.

CAB DOOR —The black logo and solid green leaf is recommended.

2.11 / NUTRIEN AG SOLUTIONS FLEET: SEMI TRUCKS

BRAND ELEMENTS / APPLICATIONS



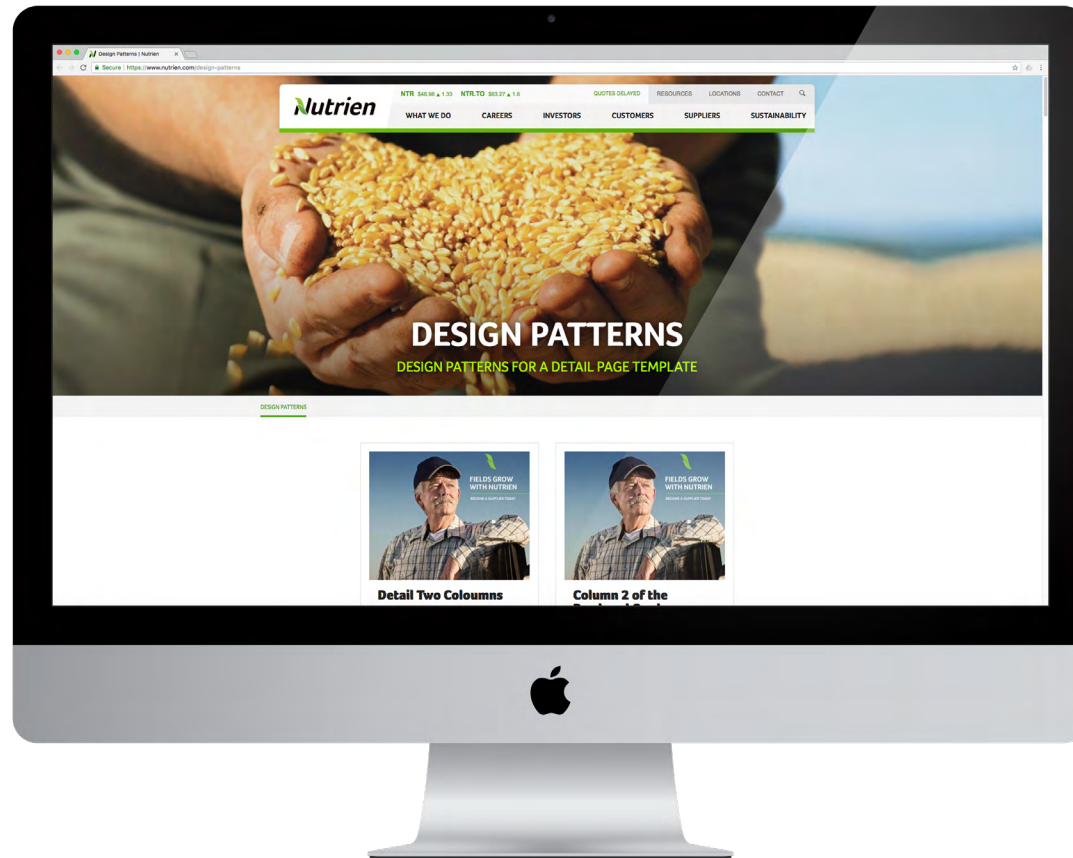
2.11 / NUTRIEN AG SOLUTIONS FLEET: SEMI TRUCKS

BRAND ELEMENTS / APPLICATIONS



2.12 / DIGITAL/WEB APPLICATIONS

BRAND ELEMENTS / APPLICATIONS



For digital applications, including website design patterns, style guides, templates, and font specifications, visit the following web pages:

<https://www.nutrien.com/design-patterns>
<https://www.nutrien.com/styleguide/>

COLOR



nu-dark-green
RGB (80, 162, 0)



hero-banner
RGB (169, 273, 0)



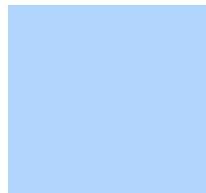
text
RGB (34, 34, 34)



hr
RGB (204, 204, 204)



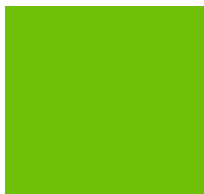
nu-green
RGB (76, 158, 0)



background
RGB (179, 212, 252)



preview-bar
RGB (86, 86, 86)



nu-light-green
RGB (112, 194, 0)



contact
RGB (233, 99, 99)



breadcrumb
RGB (153, 153, 153)



caption
RGB (120, 120, 120)

TYPOGRAPHY

Lorem ipsum dolor sit amet, consectetur adipisicing elit. Aperiam enim sunt sapiente molestias, sed dicta inventore consectetur beatae asperiores, aliquid laboriosam animi, praesentium repudiandae et, quam saepe sint cupiditate reiciendis.

Heading Level 1

Heading Level 2

Heading Level 3

Heading Level 4

Heading Level 5

Heading Level 6

NUTRIEN STYLE GUIDE

This UI toolkit is a highly-modular design system for rapid web page development. It contains different materials that can be assembled into more complex page layouts.

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