

**BRAND IDENTITY  
PROGRAM  
GUIDELINES**



**BRAND IDENTITY  
PROGRAM GUIDELINES  
FOR THE CORRECT USAGE OF  
CANTERRA SEEDS**

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## CANTERRA SEEDS BRAND IDENTITY PROGRAM

**CANTERRA SEEDS** has developed the following users' guidelines for all staff and suppliers. The brand identity program outlined in the following pages will ensure that market is presented with a professional, consistent image.

NOTE: All **CANTERRA SEEDS** advertising or other promotions must have proper authorization prior to use of its logos and trademarks.

The brand identity program has five basic elements: 1) the brand name, 2) the signature graphics (logo), 3) typography, 4) colour scheme and 5) the variety numbering systems. The combination of these vital elements is the foundation of the brand identity program.



## ABOUT THE NAME “CANTERRA”

**CANTERRA** is a compound name derived from two words:

**CAN** – an abbreviation for Canada, the country where the company originated

**TERRA** – defined as the earth, or earth in which the seeds are placed and receive nutrients to grow and produce

**CANTERRA** is defined as being ‘of the Canadian earth’ and reflects the cultural pride of being a Canadian, combined with the nourishing and fundamental elements of earth.

**CANTERRA SEEDS** is a combination of the compound word Canterra with the addition of the core product – Seeds.

### The Brand Identity

The **CANTERRA SEEDS** brand represents a company with a value system based on open honesty, integrity, trust and respect. The brand identity of **CANTERRA SEEDS** is built on a foundation of these values combined with corporate accountability and responsibility. **CANTERRA SEEDS** believes it is

through the empowerment of the individuals and their families that it contributes to the growth of the farming industry and the building of strong communities.

**CANTERRA SEEDS** brand evokes a sense of pride:

- shareholders take pride in ownership;
- seed growers take pride in growing superior genetics;
- and farmers take pride in producing a strong, high yielding crop grown from top quality, certified seed

For all involved in **CANTERRA SEEDS** there is the feeling of pride in being a part of a growing Canadian company, providing the highest Canadian quality, standards and results.

**CANTERRA SEEDS’** employees and management honour the importance of their position within the company; and their commitment to the seed industry is an emotional one as well as a business one.

## THE BRAND NAME

When used as part of the logo, only the name **CANTERRA** is bold. When used in text copy both **CANTERRA** and **SEEDS** are in bold.

### **CORRECT usage of CANTERRA SEEDS within the logo:**

## CANTERRA SEEDS

The logo should always be accompanied by the capitalized "**CANTERRA SEEDS**", as illustrated above.

**CANTERRA SEEDS** should always be written with all letters capitalized and in plural with an 's' at the end of seed.

### **INCORRECT usage of the brand identity of CANTERRA SEEDS within the logo:**

Canterra

Canterra seeds

**CANTERRA** [without SEEDS]

**CANTERRA SEEDS**

### **CORRECT usage of CANTERRA SEEDS within text only:**

## CANTERRA SEEDS

**CANTERRA** should always be accompanied by the word **SEEDS** **except** when a seed variety number replaces the word **SEEDS**. [Please refer to the Variety Numbering System for further definition]

CANTERRA 1812 RR

CANTERRA 1841 RR Hybrid Canola

\* The Logo cannot be used alongside a variety numbering system name. [For Logo usage please refer to THE LOGO pages.]



## THE LOGO

### Usage

All logos must comply with the standards specified in this manual. Explicit details for construction and reproduction of the logo are included; no departure from these guidelines is permitted.

The **CANTERRA SEEDS** logo represents the company's products, services and people. It must be used in accordance with the standards below and cannot be altered in any way.

Logo sheets are available at **CANTERRA SEEDS** head office:

#### **CANTERRA SEEDS**

201-1475 Chevrier Boulevard  
Winnipeg, MB R3T 1Y7

Phone: (204) 988-9750 • Fax: (204) 487-7682

The relationship of the logo to other graphic elements is extremely important. The logo should not compete with other elements, but should stand out from secondary graphics.



# THE COLOUR SCHEME

The official colours for the **CANTERRA SEEDS** logo are as follows:



**Brown**  
Pantone  
463 CVC



**Green**  
Pantone  
370 CVC



**Gold**  
Pantone  
124 CVC

When producing materials, colour variation will occur, depending on the paper stock used, the process employed or the materials the logo is being adhered to. Uncoated paper stock will make the colours appear darker than on coated paper. Silk screen reproduction will give a slightly different look than lithography. Care should be taken to review colour proofs whenever possible to ensure the colours match the official standards as closely as possible.

## Use of Logo on Different Coloured Backgrounds

There will be situations that arise where the **CANTERRA SEEDS** logo is placed on a different coloured background\* due to lack of background colour options on items such as golf shirts, travel mugs, jackets, etc.

The following options are the **ONLY** options that will be approved\* for use:

White on white or light background



Black on white or light background



White on black or dark background



Black on black or dark background



Three colour on light background



\* On occasion, the **CANTERRA SEEDS** logo may be placed colour on colour. Please contact **CANTERRA SEEDS** marketing department for signed authorization.

The colour scheme for the **CANTERRA SEEDS** brand identity must be adhered to for consistency and continuity. Under no circumstances are the colours to be varied or reproduced in such a way as to depart from the standard.

Colours must always be specified on all materials to be produced.

## One Colour Printing

The only single colour reproduction of the logo will be black. In this usage, the logo will be 100% black (unless the background colour the logo is positioned on is dark, the logo should then be in white).



## Three Colour Printing

In the three spot colour version, Pantone 463 CVC, Pantone 370 CVC and Pantone 124 CVC must be used.



## Four Colour Printing

When printed in four-colour process (when the use of colour photographs is required, as an example), rather than printing the four process colours plus the special Pantone colours of the **CANTERRA SEEDS** logo, the logo may be constructed out of the four process colours.

The correct formulation for building Pantone 463 CVC brown out of process colours is:

**C: 30 M: 56 Y: 100 K: 37**

The correct formulation for building Pantone 370 CVC green out of process colours is:

**C: 56 M: 0 Y: 100 K: 27**

The correct formulation for building Pantone 124 CVC (yellow) out of process colours is:

**C: 0 M: 28 Y: 100 K: 6**

Provide your supplier with the Pantone colours you wish to match for this formula and they will be able to convert this Pantone colour to process colour screens.



## TYPOGRAPHY

As part of the **CANTERRA SEEDS** brand identity program, you will note that all of the type on the letterhead, logo, business cards and other materials is rendered in a typeface and font size that is consistent in keeping with the brand image and appearance.

The typeface that has been selected for the **CANTERRA SEEDS** name, variety names, numbering and image is Conduit.

The typeface selected for the “**THE WAY TO GROW**” qualifying line is Conduit.

Conduit Light	ABCDEFGH abcdefg 1234
<i>Conduit Light Italic</i>	<i>ABCGEHG abcdefg 1234</i>
Conduit Medium	ABCDEFGH abcdefg 1234
<i>Conduit Medium Italic</i>	<i>ABCGEHG abcdefg 1234</i>
Conduit Bold	<b>ABCDEFGH abcdefg 1234</b>
<i>Conduit Bold Italic</i>	<i><b>ABCGEHG abcdefg 1234</b></i>

# THE WAY TO GROW



## THE VARIETY NUMBERING SYSTEM

CORRECT usage of **CANTERRA SEEDS** variety numbering system

### **CANTERRA 1841RR Hybrid**

**CANTERRA SEEDS** should always be written with all letters capitalized and in plural with an 's' at the end of seed. The only exception to this rule is when a variety number replaces the word 'SEEDS', followed by an 'RR' for Roundup Ready® products or a 'CL' for CLEARFIELD® products, and Hybrid as applicable.

INCORRECT usage of the brand identity of **CANTERRA SEEDS** with the Numbering system:

**1841**

**Canterra 1841**

**Canterra seeds 1841**

**CANTERRA 1841** without **RR**  
(if it is a Roundup Ready variety)

**CANTERRA** without **1841** or **SEEDS**

**CANTERRA 1841RR** (without a space between the number and RR or CL)

**CANTERRA SEEDS 1841 RR** without **Hybrid**  
(if a hybrid variety)

## ITEMS NOT COVERED IN THIS GUIDE

There will be situations that arise that may not be covered in this style guide. In such cases, it is imperative that the spirit of the original design and style be adopted and that these situations be brought to the attention of **CANTERRA SEEDS** for approval and inclusion in revised editions of this manual.

Slate Communications – agency of record for **CANTERRA SEEDS** – marketing personnel are available at all times to assist in the production of artwork or reproduction of any and all materials, including the rolling out of the brand identity. When ordering design and artwork, film, printing, signage, advertising and related materials, original logos and artwork should be provided to your suppliers. This original art is available from **CANTERRA SEEDS** or Slate Communications.

In addition, suppliers must be made aware that any departure from the program's disciplines, or lack of adherence to standards as published in this guide, is unacceptable. For more information contact:

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THE WAY TO GROW



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