

2018 VERSION

 ***Nutrien***™

BRAND GUIDELINES

VERSION 01.18

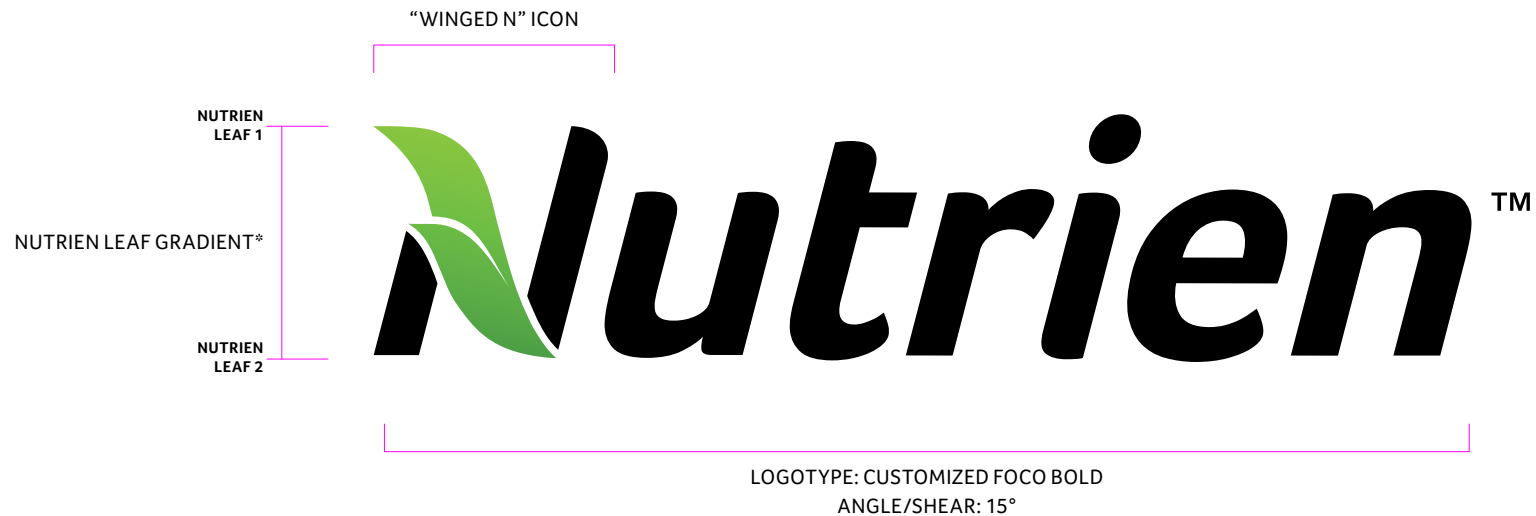
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Our brand is supported by several foundational brand elements,

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. 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, 3.4

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.

The Nutrien logo without the tagline should only be used on exterior signage, clothing/uniforms, delivery vehicles and small promotional items.



The Nutrien tagline, **"Feeding the Future,"** defines the vital role our company plays in providing nourishment for the world's growing population. It also speaks to our ongoing, long-term commitment to innovation.

The Nutrien Logo with the tagline should be used in all communications, including advertising, brochures, letterheads, and business cards.

3.4

COLOR SYSTEM

OUR BRAND / MESSAGING & GUIDELINES / **BRAND ELEMENTS** / APPLICATIONS / MARKETING MATERIALS

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 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.

3.5

LOGO & TAGLINE COLORS: POSITIVE

OUR BRAND / MESSAGING & GUIDELINES / **BRAND ELEMENTS** / APPLICATIONS / MARKETING MATERIALS

PREFERRED: BLACK & NUTRIEN LEAF GRADIENT



ALTERNATE: BLACK & NUTRIEN GRAY 2



ALTERNATE: BLACK & NUTRIEN LEAF 2



ALTERNATE: ALL BLACK



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 3.5).

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

3.6

LOGO & TAGLINE COLORS: REVERSE, ALL WHITE

OUR BRAND / MESSAGING & GUIDELINES / BRAND ELEMENTS / APPLICATIONS / MARKETING MATERIALS

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.

3.6

LOGO & TAGLINE COLORS: REVERSE, WHITE & GREEN

OUR BRAND / MESSAGING & GUIDELINES / **BRAND ELEMENTS** / APPLICATIONS / MARKETING MATERIALS

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/tagline 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.



The Nutrien Tab is a useful graphic device in our system. It provides a staging ground for the logo and tagline in our more robust communications, such as marketing and advertising materials.

The angle or shear of the tab, along with the distinct rounded corner, echo the design of the logo.



Nutrien[™]
Feeding the Future[™]



Nutrien[™]
Feeding the Future[™]

www.nutrien.ca



Nutrien[™]
Feeding the Future[™]



Nutrien[™]
Feeding the Future[™]

www.nutrien.com

Color: The Nutrien Tab may be white or in any of the background options indicated in 3.5.

Depth: The smaller version of the tab is based on the aspect ratio of the clear space. A larger tab may be used to accommodate additional content such as our URL.

3.10 / LOGO & TAGLINE: SCALING & MINIMUM SIZE

OUR BRAND / MESSAGING & GUIDELINES / **BRAND ELEMENTS** / APPLICATIONS / MARKETING MATERIALS



SCALING: MAINTAIN A CONSISTENT ASPECT RATIO



SCALING: MAINTAIN A CONSISTENT ASPECT RATIO



MINIMUM SIZE



MINIMUM SIZE

In reproducing the Nutrien logo and tagline, be conscious of size and legibility. A tagline 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 0.5 inches, and the logo with tagline may be as small as .75 inches.

3.11 / NUTRIEN “WINGED N” ICON

OUR BRAND / MESSAGING & GUIDELINES / BRAND ELEMENTS / APPLICATIONS / MARKETING MATERIALS



.25"
MINIMUM SIZE



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 (see 4.3). It may also be

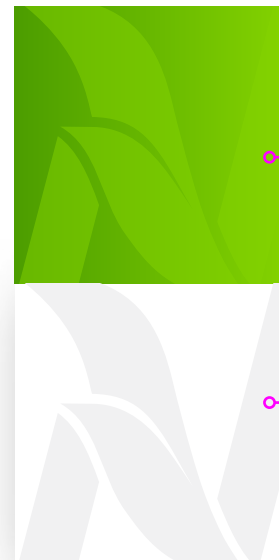
In most applications, a small “TM” should appear immediately behind, and on the baseline of, the N icon. However, there will be instances when the N icon is so small, the “TM” becomes unreadable—especially on company apparel and other promotional merchandise. In these instances, the “TM” can be removed.

applied as a supergraphic for livery or environments (see 4.7, Transportation) or as a cropped watermark for use in collateral backgrounds, as demonstrated on this page. Exceptions for when the TM doesn’t appear with the N icon – company apparel, swag if too small.

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

FULL COLOR
(LEAF GRADIENT)FULL COLOR
(SOLID LEAF 1)

WHITE

SUPERGRAPHIC
WATERMARK
(TINTS)

50% NUTRIEN LEAF 1

5% BLACK

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.

Exceptions for when the TM doesn't appear with the N icon – company apparel, swag if too small.

3.12

PRIMARY FONT FAMILY: FOCO

OUR BRAND / MESSAGING & GUIDELINES / BRAND ELEMENTS / APPLICATIONS / MARKETING MATERIALS

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)

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

3.14

ALTERNATE PRIMARY FONT FAMILY: ARIAL

OUR BRAND / MESSAGING & GUIDELINES / BRAND ELEMENTS / APPLICATIONS / MARKETING MATERIALS

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 *occaecat cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.*

3.16 / INCORRECT APPLICATIONS

OUR BRAND / MESSAGING & GUIDELINES / BRAND ELEMENTS / APPLICATIONS / MARKETING MATERIALS



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



Do not redraw or substitute any part of the logo.



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



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



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



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



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



Do not add business unit, facility location or department in place of the approved tagline.

All strategic business units, facilities and departments must use the Nutrien 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

3.16 / INCORRECT APPLICATIONS

OUR BRAND / MESSAGING & GUIDELINES / BRAND ELEMENTS / APPLICATIONS / MARKETING MATERIALS



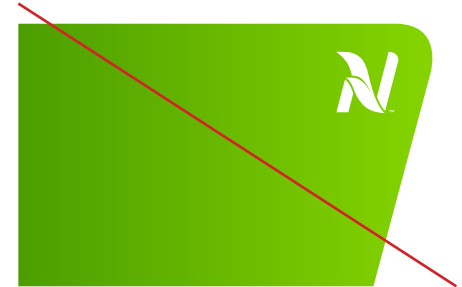
Do not apply the Nutrien logo against a complex background.



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.



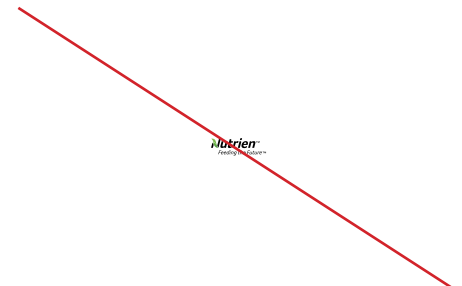
Do not use other holding shapes aside from the tab.



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.

3.17 / IMAGERY STYLE: PEOPLE / PORTRAITS

OUR BRAND / MESSAGING & GUIDELINES / BRAND ELEMENTS / APPLICATIONS / MARKETING MATERIALS

People / Portraits

Our customers, our employees, and the world we serve are at the very core of what we do. We want to honor these folks by portraying them in the best possible light. They should be brightly lit and stand out from their backgrounds for a crisp, progressive look.

We understand that not all photography can adhere to these standards for various reasons. When possible, please choose stock photography and legacy imagery that meet these criteria or utilize processing to match the general look.

Also when possible, focus on interactions between people and the bonds they form. Nutrien prides itself on developing and maintaining long-standing relationships with its customers and employees.



3.17 / IMAGERY STYLE: PEOPLE / PORTRAITS

OUR BRAND / MESSAGING & GUIDELINES / **BRAND ELEMENTS** / APPLICATIONS / MARKETING MATERIALS

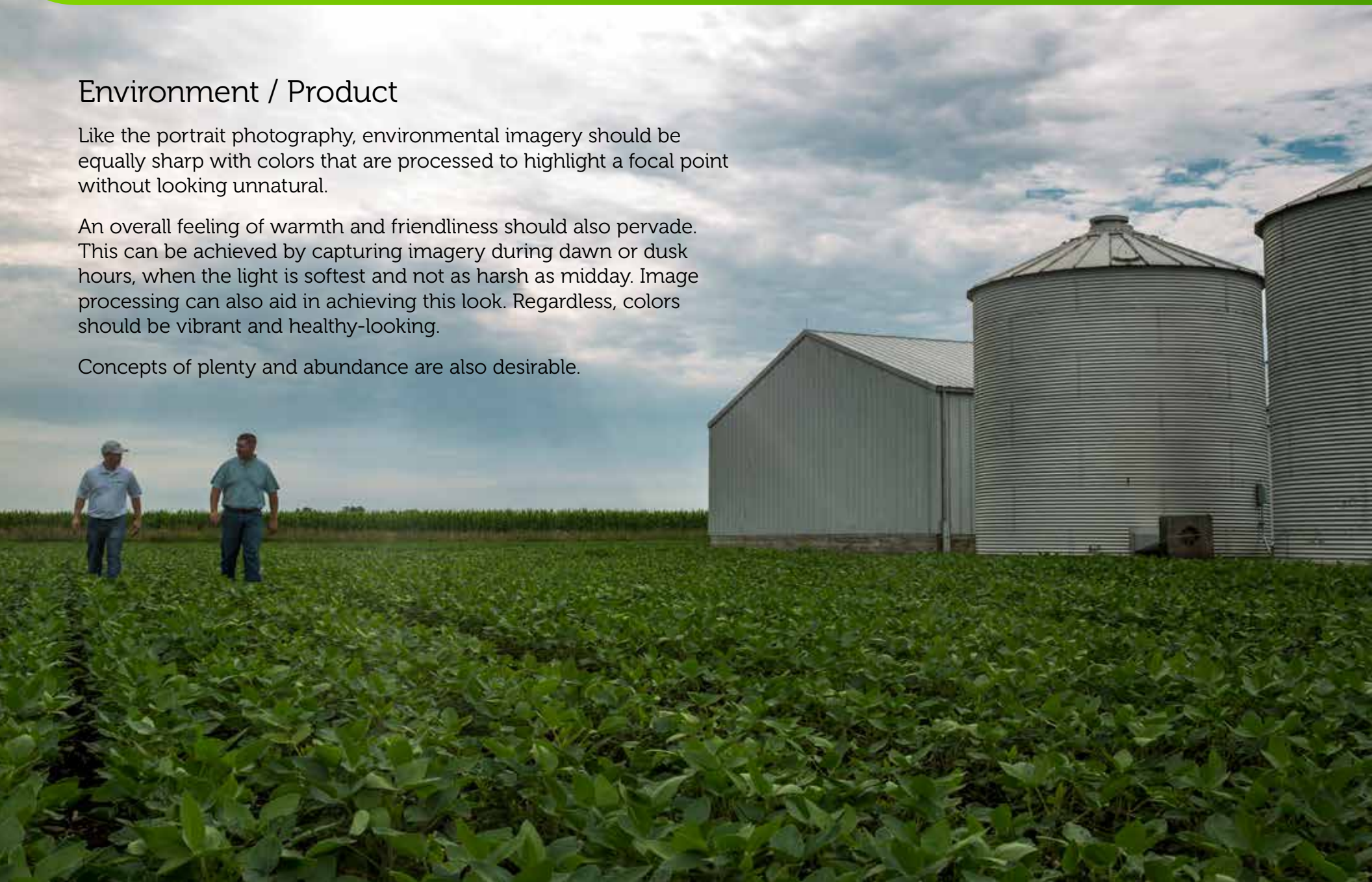


Environment / Product

Like the portrait photography, environmental imagery should be equally sharp with colors that are processed to highlight a focal point without looking unnatural.

An overall feeling of warmth and friendliness should also pervade. This can be achieved by capturing imagery during dawn or dusk hours, when the light is softest and not as harsh as midday. Image processing can also aid in achieving this look. Regardless, colors should be vibrant and healthy-looking.

Concepts of plenty and abundance are also desirable.



3.18 / IMAGERY STYLE: ENVIRONMENT / PRODUCT

OUR BRAND / MESSAGING & GUIDELINES / **BRAND ELEMENTS** / APPLICATIONS / MARKETING MATERIALS

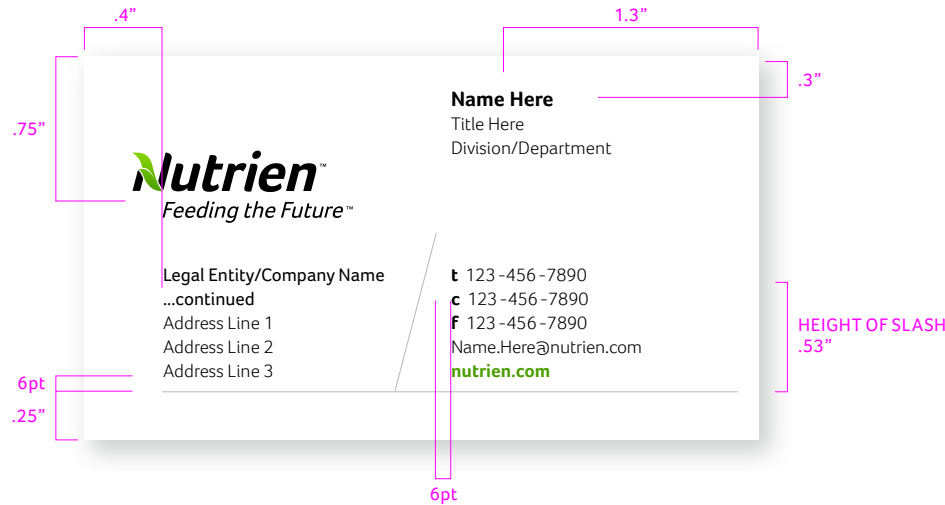


4.1

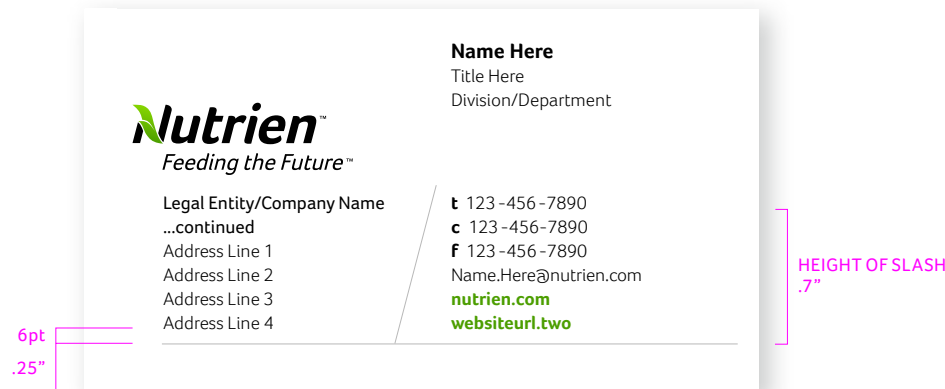
STATIONERY: STANDARD BUSINESS CARD

OUR BRAND / MESSAGING & GUIDELINES / BRAND ELEMENTS / APPLICATIONS / MARKETING MATERIALS

4-LINE CARD



5-LINE CARD



FORMAT

3.5" x 2"

TYPOGRAPHY

Legal entity/company name:

7/9 pt Foco Regular

Address: 7/9 pt Foco Light

Employee name: 8/9 pt Foco Bold

Title: 7/9 pt Foco Light

Telephone and email: 7/9 pt Foco Light

"t", "c" Initials: 7/9 pt Foco Bold

Rule weight: .25 pt

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

COLOR

(see Color System, 3.4 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

Bright White 100lb

(Cougar Brand recommended)

**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, 3.4 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)

4.3

EMAIL SIGNATURE

OUR BRAND / MESSAGING & GUIDELINES / BRAND ELEMENTS / APPLICATIONS / MARKETING MATERIALS

Name
Title
Division/Department

123 Street Address, City Prov/State
Country P0S C0D
t 123-456-7890 c 123-456-7890
First.Lastname@nutrien.com
www.nutrien.com

The Nutrien logo consists of a stylized green leaf icon to the left of the word "Nutrien" in a bold, black, sans-serif font, followed by a trademark symbol (™).

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.

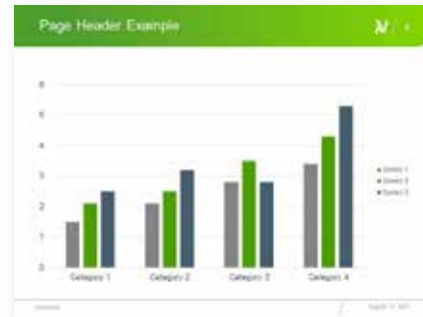
All email signature text should be black and flush left.

The full color Nutrien logo should appear below signature information, without the tagline.

COVER



INTERIOR PAGE, DISPLAYING LARGE CHART



DIVIDER PAGE W/BACKGROUND IMAGE



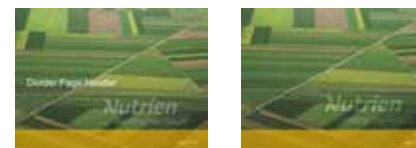
INTERIOR PAGE, BULLETED CONTENT



INTERIOR PAGE W/MULTIPLE CHARTS



ALTERNATE DIVIDER PAGES



TYPOGRAPHY

Cover headline: 47/50 pt Arial Regular
 Cover subhead: 24 pt Arial Regular
 Cover date: 12 pt Arial Regular
 Page header: 30 pt Arial Regular
 Page number: 11 pt Arial Regular
 Interior body text: Cambria Regular with
 Cambria Bold for emphasis, range of 18 pt to
 24 pt recommended
 Footer copyright: 6 pt all caps Arial Regular
 Footer title, date: 10 pt all caps Arial Regular
 Divider page header: 36 pt Arial Regular
 Rule weight: .25 pt

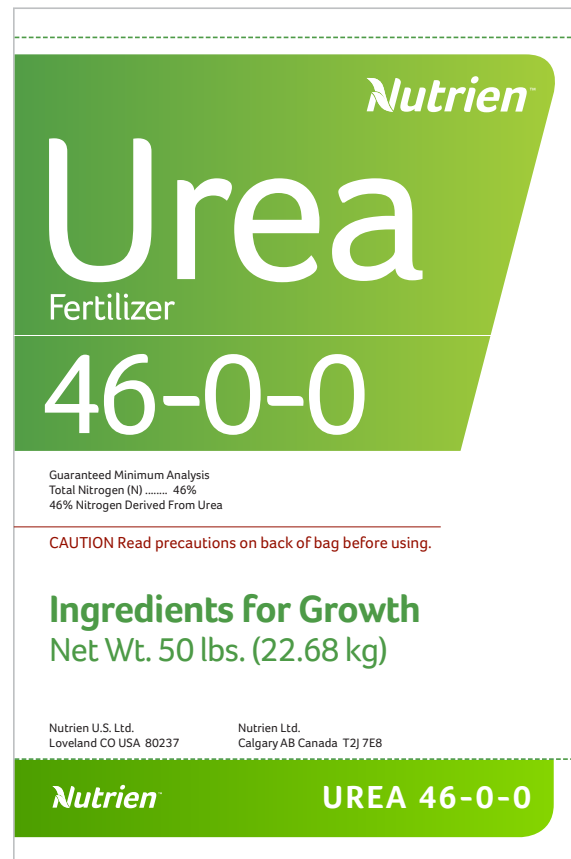
COLOR

(see Color System, 3.4 for process values)
 All headlines on white: Nutrien Leaf 2
 Cover date: Nutrien Leaf 2
 Headlines/rules on image background: Black
 or white, depending on background value
 (always achieve maximum contrast)
 Rules on white: Nutrien Gray 2
 Headlines/rules on Nutrien support color
 background: white
 Footer text: Nutrien Gray 2
 All other text: black
 Images are full-color, except on divider
 pages, where they are filtered through a
 Nutrien Leaf Gradient effect
 Charts: use support colors (see 3.4);
 supplement with Nutrien Leaf 1 & 2 as
 needed for depth of data

OPTION 1



OPTION 2



TYPOGRAPHY

All text: u/lc Foco Regular, with Foco Bold for emphasis

Rule weight: No lighter than 1 pt; rule weight should not exceed the stroke weight of text in closest proximity.

All caps may be used for smaller applications where quick reading/scanability is a concern, i.e. aisle-facing end of packaging.






COLOR

(see Color System, 3.4 for process values)

Text on white: default color is black, with options of Nutrien Gray 2 or Nutrien Leaf 2 for emphasis
Nutrien tab background: Nutrien Light Gray Gradient with option of Nutrien Leaf Gradient

Text on Light Gray Gradient: black
Text on Leaf Gradient: white
Special case color application:

cautionary content may appear in Nutrien Rust, which provided for this purpose

	Nutrien Light Gray Gradient
	Nutrien Leaf Gradient
	Nutrien Gray 2
	Nutrien Leaf 2
	Nutrien Rust R 148 G 26 B 29 C 26 M 100 Y 100 K 26

GOLF SHIRT



CAP (FULL LOGO AND WINGED N OPTIONS)

**MATERIAL/ APPLICATION**

For applying the Nutrien logo on premium apparel, embroidery is preferred.

COLOR

Apparel: white

Nutrien logo, Winged N: full-color versions (match leaf to Nutrien Leaf 2 when gradient cannot be reproduced)

Where applicable on promotional items, facilities can add their name (in plain font) to the promotional material, but the name must be separated from the logo to respect the clear space surrounding the brand (see Section 3.6 Clear Space)

4.7

TRANSPORTATION: RAILCAR

OUR BRAND / MESSAGING & GUIDELINES / BRAND ELEMENTS / **APPLICATIONS** / MARKETING MATERIALS





Nutrien[™]
Feeding the Future[™]

Nutrien railcars are painted with weather-resistant enamel matching Nutrien Leaf 2 (see Color System, 3.4).

Nutrien brand elements are applied in bright white electronically cut graphic film.

5.1

TRADESHOW MATERIALS: RATIONALE

OUR BRAND / MESSAGING & GUIDELINES / BRAND ELEMENTS / APPLICATIONS / **MARKETING MATERIALS****GENERAL RULES**

At all tradeshows and exhibitions, our basic corporate design elements are used. Tradeshow booth should always be a Nutrien booth. Nutrien logo should be most prominent element in booth. Product or divisional messaging should not overshadow the corporate brand. Strong graphics, concise language and a simplified message are required. All designs must closely tie to our core values while reflecting our partnership with our customers. Communication is concise, straightforward and engages in intimate dialogue with stakeholders. Approved images and type fonts are to be used. Use of tagline is important.

POP-UP DISPLAY - OPTION 1



Headline:
Foco Regular, large pt. size

Subhead:
Foco Bold, maximum pt. size half the headline

Body/Bulleted Copy:
Foco Regular, maximum size half the headline

URL:
Foco Regular

**PANEL EXECUTION CAN CONSIST OF**

- Brand image
- White logo and tagline
- Headline and subhead
- Bullet points
- Body copy
- URL

BRAND IMAGE

Always use an approved image and allow space for the headline.

THE GREEN BLOCK

The angled block element (colored with Nutrien Green Leaf Gradient) should always appear on the right side of the display. This area is meant to hold the logo and tagline, subhead, body copy, bullet points, and URL.

COPY

Headline is left-aligned and appears on the brand image.

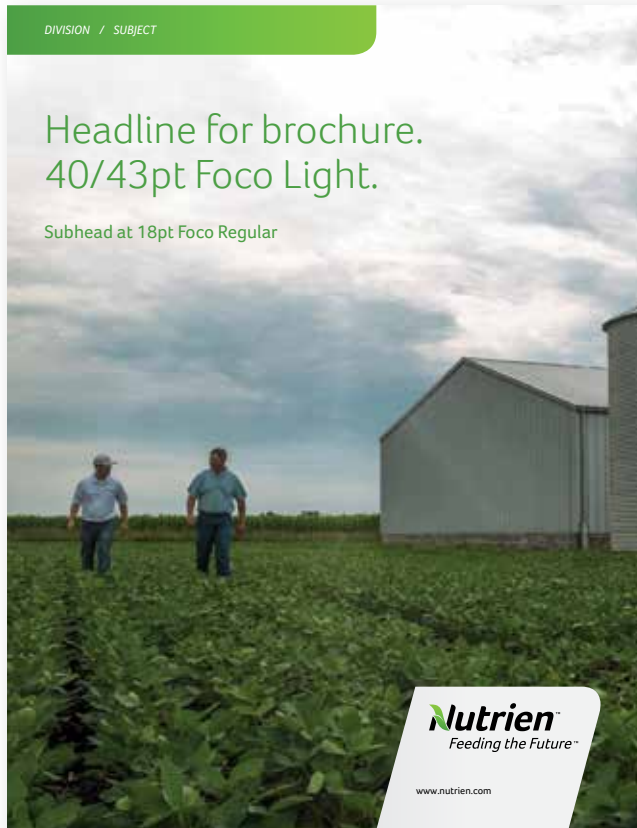
The logo and tagline should be placed at the top in the green block.

5.3

BROCHURES

OUR BRAND / MESSAGING & GUIDELINES / BRAND ELEMENTS / APPLICATIONS / **MARKETING MATERIALS**

COVER



BACK COVER



BROCHURES CONSIST OF:

- Standard 8.5"x11" size
- Brand image
- Brochure title
- Headline
- CMYK logo
- Divisional lock-up
- Legal line
- Bottom right corner block

5.4

OUTDOOR

OUR BRAND / MESSAGING & GUIDELINES / BRAND ELEMENTS / APPLICATIONS / MARKETING MATERIALS

SAMPLE



- In outdoor applications, the Nutrien logo should always appear locked up with our tagline, "Feeding the Future."
- For optimal impact and readability, the logo lock-up should always appear within the Nutrien Tab. The larger Nutrien Tab with the URL should be the default.
- The Nutrien Tab should always appear in the bottom right corner.
- Any of the specified Nutrien Tab colors (white, gray, green) may be used for outdoor applications.

SAMPLE

**The following logo usage rules apply to static digital banners:**

- Logo must be locked with tagline.
- Lock-up must appear within the Nutrien Tab.
- The smaller Nutrien Tab without the URL should be used for banners.
- The Nutrien Tab must appear in the lower right corner.
- Any of the specified tab colors (white, gray, green) may be used.
- The call-to-action should always appear within a pill-shaped button underneath or to the right of the headline.

5.6 / ANIMATED DIGITAL BANNERS

OUR BRAND / MESSAGING & GUIDELINES / BRAND ELEMENTS / APPLICATIONS / MARKETING MATERIALS

SAMPLE



The logo usage rules for animated digital banners are the same as those for static digital banners:

- Logo must be locked with tagline.
- Lock-up must appear within the Nutrien Tab.
- The smaller Nutrien Tab without the URL should be used for banners.
- The Nutrien Tab must appear in the lower right corner.
- Any of the specified tab colors (white, gray, green) may be used.
- The call-to-action should always appear within a pill-shaped button underneath or to the right of the headline.

POSTER SAMPLE



For internal communications, such as posters, all outdoor logo usage rules apply:

- Logo must be locked with tagline.
- Lock-up must appear within the Nutrien Tab.
- The larger Nutrien Tab size with the URL should be the default.
- The Nutrien Tab must appear in the lower right corner.
- Any of the specified tab colors (white, gray, green) may be used.

POSTER SAMPLE



When the Nutrien logo appears with one or more of our sub-brands, the following rules apply:

- All logos should appear at the bottom of the piece.
- The Nutrien logo must be locked with tagline.
- The Nutrien Tab should be extended to accommodate all sub-brand logos. All sub-brand logos should appear within the Nutrien Tab.
- All logos should be approximately the same size (equal in height).
- All logos should be the same color (full color, all black, or all white).
- All sub-brand logos should be separated by a thin vertical line. The distance of the vertical line from each logo should be equal to its x height.
- The Nutrien logo should always appear furthest to the right in any series of two or more logos.



Ending frames of video conclude



Nutrien "Winged Leaf" icon quickly zooms into frame, masking out end frames of video



Icon zooms toward center, revealing white background



Icon settles in



Nutrien "N" appears



Remaining letters of Nutrien logotype grow outward from "N"



Nutrien logotype fully revealed



"Feeding" quickly fades in, moving forward



"the Future" fades in as tagline settles in to final position