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The 2018 TFI brand refresh yielded a streamlined adaptation of the TFI logo, which is recognized across the industry. The approach of the rework emphasizes the intersection of agriculture and technology.

This logo (or mark) is to be used at every touchpoint of the TFI brand. This guidebook explains the basic use of the brand, please use it as a reference for all communications materials and wherever the brand is applied.
**LOGO**

**Primary**
The horizontal, full-color logo is the main brand logo and should be used whenever possible.

**Icon**
The icon can be used without the text as a decorative element, or for rare instances when the brand needs to fit in a small space (like a social profile image).

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**Clearspace**
The logo should have space around it to “breathe,” which helps with overall legibility and recognition. The minimum amount of clearspace on all sides is equal to the height of the F in “Fertilizer.” This area should be kept free of other graphics, including text, shapes, or lines.

**Minimum size**
The TFI logo should never be smaller than .5" tall on printed pieces. For instances smaller that .5" tall consider using just the icon.
**LOGO**

**Full color, white text**
A full-color logo with white text can be used on dark backgrounds.

**White**
Alternately, a solid white version of the logo can also be used for dark backgrounds.

**Black**
A black version of the logo is available only when one-color printing is required.
LOGO USAGE DON’TS

DO NOT change the logo color.

DO NOT distort or rotate the logo.

DO NOT place the logo over a background that lacks sufficient contrast for all the logo elements.

DO NOT use the logo over images that lack sufficient contrast for all the logo elements.

DO NOT crop the logo.

DO NOT use artistic filters on the logo, such as embossing, gradients, or strokes.

DO NOT use the text separately from the icon.

DO NOT change the font in the wordmark.
AREA DESCRIPTORS

Area descriptors are categories of outreach initiatives targeted toward member-based specific audiences. To help strengthen the TFI brand the existing areas have been given a dedicated look and feel. This will help bring structure to outreach and general communication. As new areas develop, use this layout as a template to create new areas.

Area descriptors may be only be used in communication applications and touchpoints, and should never be included on business cards, letterheads, memos. The areas listed here are typically used in email campaigns.
COLOR PALETTE

The updated color palette provides an expanded use of color based on the palette defined for the 2016 website redesign. The branding relies on bright color contrast accompanied by subtle 2-toned color use when needed. The colors chosen have been calibrated for legibility.

The darker accent colors should be reserved for text, to provide good color contrast.

Even though it is not defined in the color scheme consider including white space within color use.
**TYPOGRAPHY**

**Display**
Yrsa is the main display typeface. It should be used for large headlines, not for body text.

**Yrsa**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Yrsa Light
Yrsa Regular
Yrsa Medium
Yrsa SemiBold
Yrsa Bold

**Display Default**
If Yrsa is not available, default to widely web-accessible font Georgia.

**Body Text**
Roboto is the main typeface for body text. It works well at small and large sizes, so it can also be used in captions, subheads, etc.

**Roboto**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Roboto Light
*Roboto Light Italic*
Roboto Regular
*Roboto Regular Italic*
Roboto Medium
*Roboto Medium Italic*
Roboto Bold
*Roboto Bold Italic*
Roboto Black
*Roboto Black Italic*

**Body Text**
If Roboto is not available, default to Open Sans, Helvetica, then Arial.

**Secondary**
Roboto Condensed is a secondary typeface that can be used in callouts to emphasize certain text. It should be used sparingly and in large sizes as a complement to Roboto.

**Roboto Condensed**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Roboto Condensed Light
*Roboto Condensed Light Italic*
Roboto Condensed Regular
*Roboto Condensed Regular Italic*
Roboto Condensed Bold
*Roboto Condensed Bold Italic*

**Secondary**
If Roboto Condensed is not available, default to Open Sans, Helvetica, then Arial.
**IMAGERY**

**Photography**

Photography can help TFI tell a balanced story. When choosing images, consider all parts of the fertilizer industry—from the farmer and the manufacturer to agribusiness and transportation. The photos chosen can be a mix of bright, clean and industrial as well as pastoral.

**Illustrations**

The TFI brand imagery relies primarily on photo use. Illustration work is typically reserved for campaigns and programs within the brand. Should the use of illustration work be necessary, use even-weighted line work with solid filled areas to create a clean, flat and refined depiction.
BRAND IN ACTION—STATIONERY

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Sincerely,

Mr. John Smith
Title Name
For questions about brand application:

Jennifer Martin  
Director, Public Relations & Marketing  
The Fertilizer Institute  
jmartin@tfi.org