

The Fertilizer Institute Brand Guide

Updated June 1, 2018



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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).



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 than .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



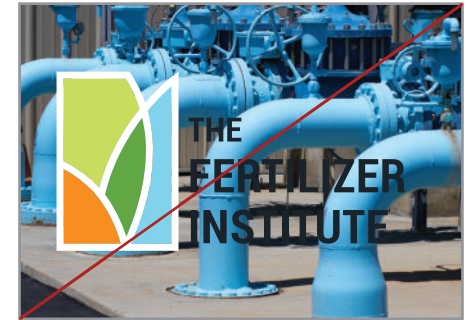
DO NOT change the logo color.



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 touch-points, and should never be included on business cards, letterheads, memos. The areas listed here are typically used in email campaigns.



Conferences
THE FERTILIZER INSTITUTE



Members Only
THE FERTILIZER INSTITUTE



Report to Members
THE FERTILIZER INSTITUTE



Board Update
THE FERTILIZER INSTITUTE



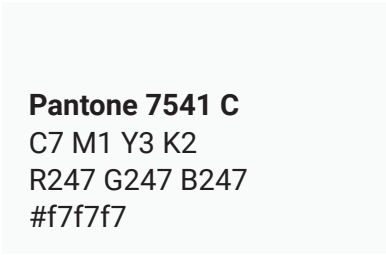
Action Alert
THE FERTILIZER INSTITUTE

COLOR PALETTE

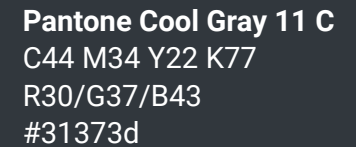
The updated color palette provides an expanded use of color based on the palette defined for the 2016 website redesign. The branding relies on bright color contrast accompanied by subtle 2-toned color use when needed. The colors chosen have been calibrated for legibility.

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.



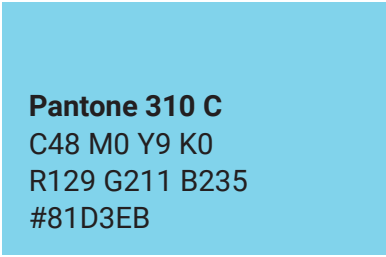
Pantone 7541 C
C7 M1 Y3 K2
R247 G247 B247
#f7f7f7



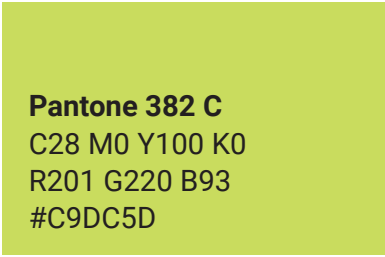
Pantone Cool Gray 11 C
C44 M34 Y22 K77
R30/G37/B43
#31373d



Pantone 7406 C
C0 M20 Y100 K2
R255 G203 B5
#FFCB05



Pantone 310 C
C48 M0 Y9 K0
R129 G211 B235
#81D3EB




Pantone 382 C
C28 M0 Y100 K0
R201 G220 B93
#C9DC5D



Pantone 715 C
C0 M54 Y87 K0
R255 G144 B18
#FF9012



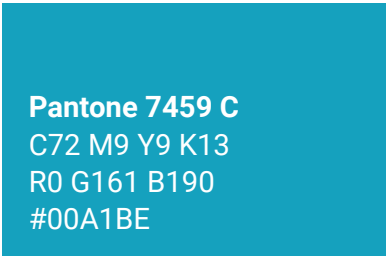
Pantone 631 C
C74 M0 Y13 K0
R0 G191 B223
#00BFDF



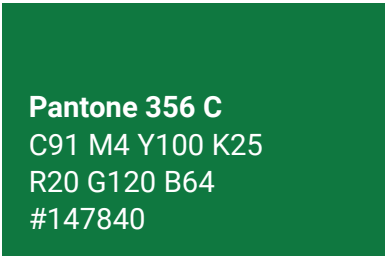
Pantone 2424 C
C69 M0 Y98 K7
R99 G167 B10
#63A70A



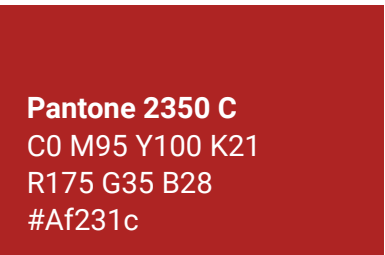
Pantone 717 C
C0 M68 Y100 K0
R255 G108 B12
#FF6C0C



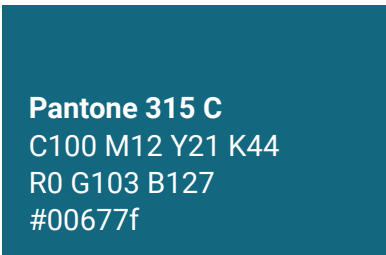
Pantone 7459 C
C72 M9 Y9 K13
R0 G161 B190
#00A1BE



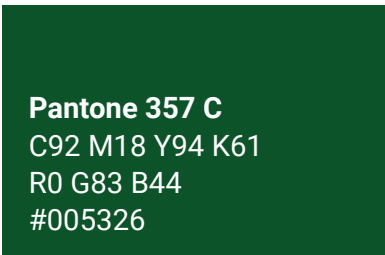
Pantone 356 C
C91 M4 Y100 K25
R20 G120 B64
#147840



Pantone 2350 C
C0 M95 Y100 K21
R175 G35 B28
#Af231c



Pantone 315 C
C100 M12 Y21 K44
R0 G103 B127
#00677f



Pantone 357 C
C92 M18 Y94 K61
R0 G83 B44
#005326

TYPOGRAPHY

Display

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

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.

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.

Yrsa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Yrsa Light
Yrsa Regular
Yrsa Medium
Yrsa SemiBold
Yrsa Bold

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

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

Display Default

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

Body Text

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

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.





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Mr. John Smith
Title Name
555 First Street, S.W.
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Ciuntibus rerissinctes apitiis preprerferum recus andignati adi vollabor ma cus siti conet es doluptin commis disquam quia se nissima ionseque volecea tectati onsequias unt eum sinctatquaes maio. Neque nume nimus quas simus, quid eici tem haritatis nos nos res sima que perumet, ullis estisim airect otaspiduscia conet et que conse in experupta commimped quia sum viti reheni nulla quiam quo volorem imus ut quam quasperferum aut elendis nempore ctatiatm aditatem doluptaqui int venissi tectibusam qui officaborit harcica voluptur maio. Arum fugiassi dis conseria qui ut alitate mposam eaqueate mpedit imusam debitec tiberit atibus is aute nonsequi si res erereru mquaepr erspior volorum ut modicati aut hillabor as dolectu remolup tatatur?

Sincerely,


Mr. John Smith
Title Name





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