



# BRAND GUIDELINES





# WHAT'S INSIDE



**MISSION/VISION/PURPOSE**

**COLOR PALETTE**

**CORE VALUES/NAME/TAGLINE**

**TEXT STYLES**

**LOGO USAGE**

**IMAGERY BEST  
PRACTICES**



**PURPOSE**  
**VISION**  
**VALUES**



## PURPOSE

*Our purpose is to promote and elevate agricultural research that improves lives and makes the world more food secure.*

## VISION

*Enhanced human and world well-being through agricultural innovation.*

## CORE VALUES

*Collaborative  
Solution-oriented  
Impactful  
Global  
Innovative  
Science-based*



**agInnovation**  
**LOGO**



## Primary Logo

The agInnovation logo without the tagline should be used as the primary logo, as it is almost always displayed in context with descriptive text. Examples of this include website, letterhead, and social media. As the tagline is long, its use needs to be limited to instances where it can be easily read.



## Logo Variations

### ALL-WHITE



The all-white version of the logo should be used when placed on a bright, solid background, such as the blue box above. However, it **should not be placed on images**, as that will make the logo illegible.



## SQUARE/STACKED LOGO



The agInnovation should be for brand awareness. Instances include a promotional video or back of a business card.



## PLANET ICON



The agInnovation planet icon without text should only be used for very small digital uses (under 200px) such as website favicon or social media profile photos.

## LOGO MISUSE



**DO NOT** rotate the logo.



**DO NOT** distort or warp the logo in any way.



**DO NOT** place logo on low-contrast background.

Consistency is key for achieving the goals of the agInnovation brand. Please keep this in mind when handling the logo or providing to vendors.



# BRAND COLORS



## Color Palette Best Practices

Every communication tool created for agInnovation should feel a part of the brand. The color palette will help ensure that.

- Use the following colors to enhance materials, but with discretion.
- All colors are not required in a single piece and black type is often the best choice for legibility.
- Legibility should guide design. Ensure there is always adequate contrast between text and background (e.g. don't use white-colored text on a yellow background).
- Color contrast checkers, such as [Adobe's color contrast analyzer tool](#), can help guide color choices.

## Primary Color Palette

Here are agInnovation's primary colors. Please note that while orange is one of agInnovation's core colors, it should only be used for non-textual elements such as lines and other decorative components. Use this brand guide as a reference for color styling.

### NIGHT SKY

#0B124B



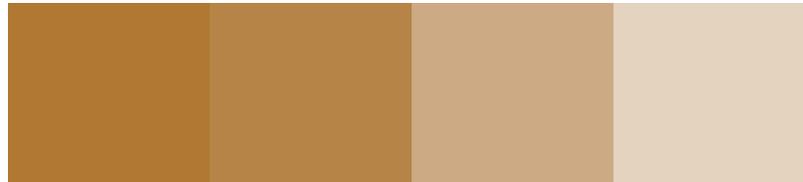
### GRASS

#8DC63F



### EARTH

#A07532



### CLOUD

#FFFFFF





# TEXT STYLES



# Roboto

Roboto is a Google font and can be downloaded onto any computer for free by clicking the link above. Once downloaded, this font can also be opened with Microsoft Word, Excel, Outlook, and more.

The full Roboto font family has 14 weights. agInnovation branding uses three of them:

## Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz

Uniform font use is very important for brand consistency. If unable to use Roboto, please use Arial and contact the ESS Communications Team or PIVOT Creative & Consulting for more assistance.



# Montserrat

Montserrat will be used solely for paragraph text.

Montserrat is a Google font and can be downloaded onto any computer for free by clicking the link above. Once downloaded, this font can also be opened with Microsoft Word, Excel, Outlook, and more.

The full Montserrat font family has 18 weights. agInnovation branding uses two of them:

## Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
XYZ abcdefghijklmnopqr  
stuvwxyz

Uniform font use is very important for brand consistency. If unable to use Montserrat, please use Arial and contact the ESS Communications Team or PIVOT Creative & Consulting for more assistance.

## Styling

The agInnovation brand utilizes these weights in the following ways:

**H1**  
**H2**  
**H3**  
**BODY**

# RUM SIM & NULLATIUM.

## Epero cum quo volupti

### XERUM DOLLAB.

As verum re, vendanim quatias simus, con nons equ istruntur se nisimil illatior aliqui ditam aut labo. Et rem quaeperatem sequae nam, offic tempor si. Ne sum.

**H1** should be used for titles.

**H2** can be used for subheadings, such as short phrases or subtitles.

**H3** can be used for titles for subsections or short bursts of text.

Body text is used for long text sections. This is the section to use Montserrat.

Example





# BRAND IMAGERY



## PLACE-BASED. VIBRANT. HIGH-QUALITY.

Whenever possible, imagery should be authentic to the region, experiment station, or state. Images should always be high-resolution, bright, and optimistic. Ideally, at least blue, bright green or earth tones will be prominent in the images.



Photo: Nolanberg11 | Getty Images

## ✓ DO

When selecting photos, be sure to:

- Use imagery that reflects the story that is being told.
- Credit photographer or event providing photo permission
- Use high-resolution imagery that displays well for the platform



**REGIONAL.  
HIGH-QUALITY.  
CREDITED.**



## **X** DON'T

- Use images from the internet without explicit permission
- Use images that are not clearly related to agriculture or research
- Use generic, non-localized stock photography (if possible to avoid)



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- Not relevant
- Low-quality



# BRAND ICONS

## Icons

agInnovation uses abstract line art for graphics. Use these graphics consistently throughout different materials to identify key community measurables. Use icons at adequate size and with adequate color contrast to ensure legibility.

PIVOT Creative & Consulting uses [www.flaticon.com](http://www.flaticon.com) to access thousands of icons that can be custom colored to meet agInnovation's brand guidelines.





# **SOCIAL MEDIA**

## Goals

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### **GROW SOCIAL MEDIA FOLLOWING FOR BRAND AND COMMUNITY AWARENESS**

» Social KPIs: Impressions, follower growth, reach

### **DRIVE TRAFFIC FROM SOCIAL TO THE WEBSITE**

» Social KPIs: Website traffic, clicks from social

### **TRACK ENGAGEMENT TO DETERMINE CONTENT PRIORITIES**

» Social KPIs: Engagement



## Best Practices

- Adhere to brand guidelines to maintain a consistent feel across platforms.
- Consistently include branded/related hashtags in social content
- Include alt text to accompany all images (can be edited natively)
- Refer to people commenting on agInnovation content by their name
- Tag people when appropriate
- Positively reinforce user-generated content (UGC) by thanking people for their tags, comments, and shares in which agInnovation is tagged.
- When sharing UGC, tag the original creator in both the image and caption or by using a visible tag in stories.
- Post stories of projects and brand details via IG/FB

# Tactics: Content Creation

## POTENTIAL SOURCES

- Impact Reports
- Regional Communicators
- [landgrantimpacts.org](http://landgrantimpacts.org)
- [mrfimpacts.org](http://mrfimpacts.org)
- agInnovation website
- Scholarly articles
- Local news/articles
- TikTok
- Testimonials + partner posts
- More real-life content
- Reels and videos about agInnovation and their goals
- New projects
- Announcements





## Hashtags

Avoid using more than 6 hashtags per post, though feel free to mix and match branded and non-branded hashtags. Relevant hashtags for observances are also encouraged when applicable.

### **BRANDED HASHTAGS:**

#agInnovation #LandGrantResearch #LandGrantUniversities  
#ScienceThatFeedsTheWorld #ExperimentStation #ESCOP  
#NERA #WAAESD #SAAESD #ARD #NCRA  
#BetterLivingThroughScience #ScienceImprovesLives

### **NON-BRANDED HASHTAGS:**

#AgResearch #Agriculture #USDA #AgScience #Innovation

**CONTACT THE agInnovation/ESS  
COMMUNICATIONS TEAM FOR  
QUESTIONS OR CLARIFICATIONS  
OR PIVOT CREATIVE & CONSULTING**

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[erica@pivotcandc.com](mailto:erica@pivotcandc.com)

