



**AGROPUR**

**Dairy Cooperative**

March 2018

**Visual Identity Guide**

Short version



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## Introduction

This guide outlines the graphic standards that must be respected when using the Agropur Cooperative visual identity. It was produced by the Institutional Affairs and Communications Department. These standards have been created in order to facilitate quality control of Agropur's brand image among its various users.

This latest revision of the visual identity, dated February 2018, is an accurate reflection of the new corporate positioning: Better dairy. Better world.

As mentioned in the policy on communications (policy #37), any and all use of the Agropur logo and signature must be approved by the Institutional Affairs and Communications Department. All employees, members and external partners must comply with the standards that appear in this visual identity guide.

An electronic version of this logo can be found on the Agronet and on the Agropur website.

01

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# PARENT BRAND

01.1

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# OFFICIAL LOGO



## Official logo

Parent brand

In defining a comprehensive corporate brand identity, we reworked the logo system to emphasize its strength, status and coherence, and to make it easily adaptable to all of Agropur's business contexts and points of contact.

Our logo is the focal point of our corporate identity. It serves as our ambassador in all communications.

The symbol consists of four stylized milk droplets all pointing in the same direction, symbolizing the union of the various sectors of our dairy cooperative.



# AGROPUR

## Dairy Cooperative



## Official logo

### Alignment

Proportions have been adjusted to enhance the impact of the Agropur name and symbol.

The "Dairy Cooperative" descriptor is in Maax medium.



**AGROPUR**

**Dairy Cooperative**



## Official logo

### Proportions

The inside of the droplet and the closed counter of the "O" are equal.







## Official logo

Black and white versions

The black version should only be used when the printing process cannot support a coloured logo, or when the logo appears on a digital platform.

The white version is for use on dark or complex backgrounds.





## Official logo

Symbol, logo  
and descriptor

### 01

The symbol can only be used on its own as an optional decorative element.  
(e.g. as a pin or in the layout of a presentation, in which case the full logo must be visible on the page or elsewhere in the document.)

### 02

Parent logo without descriptor.  
Used in the United States and internationally.

### 03, 04 and 05

Logos used in Canada.

### 03

Parent logo with French descriptor.

### 04

Parent logo with English descriptor.

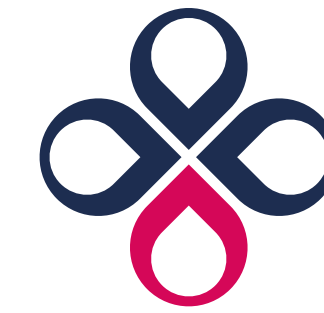
### 05

Parent logo with bilingual descriptor.

01

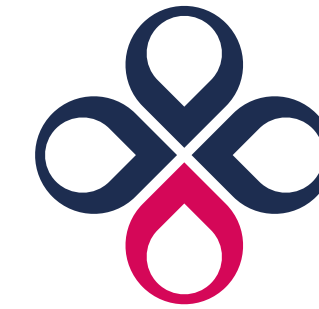


02



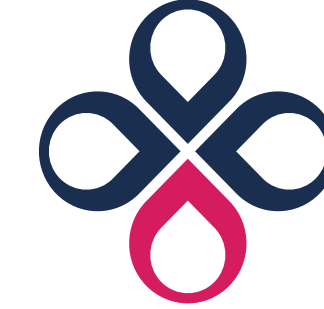
**AGROPUR**

03



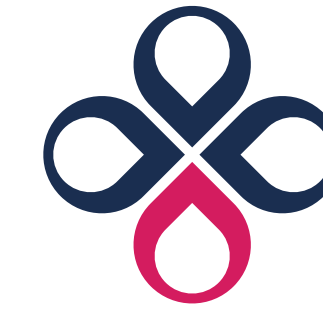
**AGROPUR**  
Coopérative laitière

04



**AGROPUR**  
Dairy Cooperative

05



**AGROPUR**  
Coopérative laitière  
Dairy Cooperative



## Official logo

### Trademark symbols

Usage of the trademark symbols is not mandatory, but recommended.

Trademark symbols should at least be present on anything intended for commercial use, such as product packaging, advertising and websites.

The trademark symbols are adapted based on the language of the descriptor or the context in which the logo is being used. You can refer to the examples on this page for appropriate symbol use.

It has been decided that trademark symbols should not be used with the endorsement logo.





## Official logo

### Protection zone and minimum size

To make the logo stand out and to maximize its impact, sufficient free space must be left all around it. No text, design, image or other element should appear in this space.

The minimum free space that must be left around the logo is equal to the height of a droplet on the bottom and both sides; above the logo, the width of a droplet is sufficient. This minimum free space applies to all logos, both with and without the descriptor.

As for the minimum size, it varies based on the whether the logo is accompanied by a descriptor. In order to remain legible, the width of the logo without descriptor cannot be less than 0.75". For logos with a descriptor, the minimum width is 1".

To avoid losing the distinction between the four droplets, a mini version of the parent logo has also been created. This version must be used when the logo is less than 1" (but not less than 0.5").

Protection zone



Minimum size



1 in



0.75 in

Minimum size (mini version)

X



0.5 in



## Official logo

### Online uses and exceptions

In exceptional cases, the parent brand logo can be used in its horizontal positioning. For example, on the website banner.

Elsewhere, vertical positioning of the logo must always take precedence.

**01**  
French logo

**02**  
English logo

**03**  
U.S. logo

**04**  
Bilingual logo

01



02



03



04





## Official logo

Online uses  
and exceptions –  
protection zone  
and minimum size

For online use or horizontal  
exceptions, the protection zone  
is equal to the width of a droplet  
on all sides, and the minimum size  
is 1.5" wide.

Protection zone



Minimum size



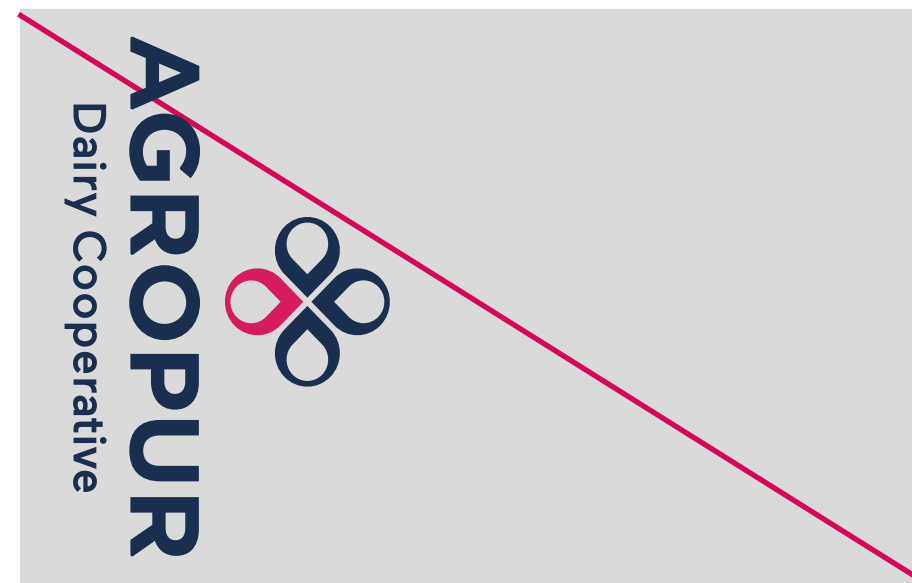


## Official logo

### Incorrect use

General rules for logo use.

01



Do not rotate the logo

02



Do not add an effect to the logo

03



Do not alter the proportions of the logo

04



Do not change the shape of the letters

05



Do not stretch or flatten the logo

06



Do not rearrange components of the logo

07



Do not outline the logo

08



Do not add elements to the logo



## Official logo

### Incorrect and correct use on backgrounds

In most cases, you are required to use the logo in its original colours against the recommended white background.

**01**  
Do not use the colour version of the logo on images that are complex and dark.

**02**  
Do not use the white version of the logo on images that are complex and pale.

**03**  
Do not use the colour version on a dark background. Ensure you have maximum contrast with the background.

**04**  
Do not use the white version on a light background. Ensure you have maximum contrast with the background.

**05**  
Omit the pink droplet on the reversed logo. When the reversed logo is used, it must be completely white.







## Official logo

Proportions of the parent brand vs. sub-brands

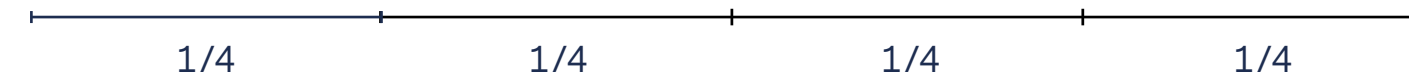
When the parent logo is positioned with its sub-brands, these must only be 1/4 of the length of the parent logo.

The sub-brand logos are used in their original colours, so as to not distort them.



# AGROPUR

## Dairy Cooperative



*Natrel*<sup>®</sup>



1/4

**OKA**<sup>®</sup>



1/4

**iöGO**<sup>™</sup>



1/4

*The Original*  
**biPro**  
INSTANT WHEY PROTEIN ISOLATE SUPPLEMENT



1/4



## Official logo

### Brand colours

This is the colour palette for all applications. Whenever possible, always prioritize the use of PMS colours.

<b>COATED</b> <b>PMS</b> 295 C	<b>COATED</b> <b>PMS</b> Rubine Red C	<b>COATED</b> <b>CMYK</b> 100 68 8 52	<b>COATED</b> <b>CMYK</b> 0 100 18 3
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<b>RGB</b> 0 47 95	<b>RGB</b> 202 0 93
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<b>UNCOATED</b> <b>PMS</b> 295 U	<b>UNCOATED</b> <b>PMS</b> Rubine Red U	<b>UNCOATED</b> <b>CMYK</b> 99 51 8 36	<b>UNCOATED</b> <b>CMYK</b> 2 94 5 0
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<b>WEB</b> 002F5F	<b>WEB</b> CA005D
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## Official logo

### Fonts

Maax is the official font of the Agropur brand and must be used in all company documents and publications.

Arial is available for employee use without a license.

#### Print material | Official font

### Maax

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

Medium Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz***

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz***

Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

#### Digital material and desktop publishing

### Arial

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz***

#### Example using the manifesto

The dawn is a privileged moment for those who wake early.

**Every morning the sun rises on our dairy producers and employees, who each share the same goal: make better milk, with better taste, that's better for the planet. Simply better.**

**Our thirst for perfection continually drives us to innovate, to get the best from our dairy. We do so through responsible farming practices and by treating our animals with respect. It requires a team that dedicates their heart and soul at both the farms and at the processing plants. To change the world, our way. We are made up of 13,000 families united by the same vision:**

**Provide better dairy and a better world for all.**