

# USSEC & USSOY

U.S. SOYBEAN EXPORT COUNCIL

Brand Guidelines | December 2019





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# 1.0 USSEC & USSOY QUICK REFERENCE GUIDE

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QUICK REFERENCE  
GUIDE OVERVIEW

We have created this Quick Reference Guide to be your fast point of reference to ensure that you are communicating the USSEC & USSOY brands in the same way as everyone else around the world.

USSEC and USSOY are brands that are communicated around the globe. There is not an hour of any day the sun is not shining upon someone representing U.S. Soy farmers. We created this Quick Reference Guide to be a fast point of reference for ensuring the USSEC and USSOY brands are represented properly across all communication platforms.

The next few pages address the most common questions about communicating the USSEC and USSOY brands. Subsequent sections of this booklet provide an in-depth explanation of why adherence to the USSEC and USSOY brand guidelines is critical.



USSEC LOGO DO



! Only on white background, not in combination with any other logo

LOGO DON'T



Do not skew mark



Do not alter mark arrangement



Do not use unapproved color combinations



Do not outline mark



Avoid adding to the logo



Avoid placing logo over busy background



Do not use old logo

USSEC TYPEFACE

PREFERRED

Colfax

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

**Bold**, Regular, light

ALTERNATE

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

**Bold**, Regular

COLORS

PRIMARY

<p><b>Pantone</b> 349C</p> <p><b>CMYK</b> 94/11/84/43</p> <p><b>RGB</b> 0/105/60</p> <p><b>HEX</b> #00693c</p>	<p><b>Pantone</b> 143C</p> <p><b>CMYK</b> 0/32/86/0</p> <p><b>RGB</b> 250/168/41</p> <p><b>HEX</b> #faa829</p>	<p><b>Pantone</b> Black 4U</p> <p><b>CMYK</b> 54/66/85/69</p> <p><b>RGB</b> 65/48/0</p> <p><b>HEX</b> #39270b</p>
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SECONDARY

<p><b>Pantone</b> 367C</p> <p><b>CMYK</b> 41/0/68/0</p> <p><b>RGB</b> 155/187/73</p> <p><b>HEX</b> #9bbb49</p>	<p><b>Pantone</b> 300C</p> <p><b>CMYK</b> 99/50/0/0</p> <p><b>RGB</b> 41/104/153</p> <p><b>HEX</b> #296899</p>	<p><b>Pantone</b> 7578C</p> <p><b>CMYK</b> 0/67/100/0</p> <p><b>RGB</b> 220/101/48</p> <p><b>HEX</b> #DC6530</p>	<p><b>Pantone</b> 311C</p> <p><b>CMYK</b> 60/0/13/0</p> <p><b>RGB</b> 92/203/229</p> <p><b>HEX</b> #5ccbe5</p>
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USSOY LOGO DO



**BLACK MARK**

Use the mark in Black when color is not possible. Black is the only single-color version permitted.



**REVERSED MARK**

Use the reverse version of the mark on dark or color backgrounds.

LOGO DON'T



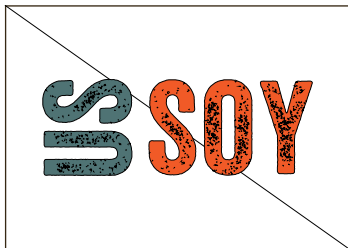
Do not skew mark



Do not alter mark arrangement



Do not use unapproved color combinations



Do not outline mark



Avoid adding to the logo



Avoid placing logo over busy background

USSOY TYPEFACE

PREFERRED

Veneer

ABCDEFGHIJKLMNOPQRSTUVWXYZ

PREFERRED

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Bold, Regular, light

ALTERNATE

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Bold, Regular

COLORS

PRIMARY

<p><b>Pantone</b> 1665</p> <p><b>CMYK</b> 0/80/96/0</p> <p><b>RGB</b> 241/89/34</p> <p><b>HEX</b> #f15922</p>	<p><b>Pantone</b> 5473</p> <p><b>CMYK</b> 72/42/49/14</p> <p><b>RGB</b> 79/115/115</p> <p><b>HEX</b> #4f7373</p>	<p><b>Pantone</b> Cool Gray 5</p> <p><b>CMYK</b> 10/6/7/0</p> <p><b>RGB</b> 218/218/217</p> <p><b>HEX</b> #39270b</p>
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SECONDARY

<p><b>CMYK</b> 65/58/67/50</p> <p><b>RGB</b> 63/63/55</p> <p><b>HEX</b> #3f3f37</p>	<p><b>CMYK</b> 50/45/47/9</p> <p><b>RGB</b> 130/125/121</p> <p><b>HEX</b> #827d79</p>
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SHARED TAGLINE

**U.S. SOY** for a growing world

Our tagline is designed to clearly connect USSEC and USSOY to the United States, and position the organization as a driver of growth, an educator and the resource for knowledge for the soy industry. It is our vision statement. It should function as a reminder to all that U.S. Soy is leading the way through the value chain that USSEC represents.

USSEC & USSOY TONE

- Friendly
- Approachable
- Trusted
- Transparent
- First person — collective “we”

USSEC & USSOY BRAND  
EXPRESSION COMPONENTS

When communicating about the organization or the commodity, we modify our tone and visual cues — including our logos. The following table highlights the differences and similarities of the USSEC and USSOY communication approach.

	USSEC	USSOY
tone	First person, industry expert, not boastful, engaging	First person, industry expert, not boastful, neighborly
logo		
typeface	Colfax, Verdana	veneER, Open Sans
tagline	U.S. SOY for a growing world	U.S. SOY FOR A GROWING WORLD
colors		
photography	See Page 27	See Page 41



BRAND  
CHECKLIST

Use these eight simple questions to check your communication consistency. If you have a unique situation or other questions, please contact Lisa Humphreys (636) 368-6285 or [lhumphreys@ussec.org](mailto:lhumphreys@ussec.org).

- Are you addressing a stakeholder audience or a customer audience?
- Are you communicating about the organization or its people and strategies? Or are you speaking about the commodity?
- Are you allowing ample “white space” around the logo?
- Are you using approved fonts?
- Are you using approved brand colors? Is there adequate contrast to highlight the logo?
- Is your messaging friendly, approachable, trusted, transparent and in the first person?



# 2.0 HOW TO USE OUR BRANDS

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## WHAT IS A BRAND?

A brand starts from within. It is a collective of the efforts of the stakeholders, and is supported by orchestrated visual cues that enable it to be received properly by the intended audience.

Brands are made up of much more than logos, typefaces and colors. Brands exist so that customers and potential customers have one unified view of an organization — and for what that organization stands. Brands start from within. This means that those who represent the brand need to intimately know the brand. When the internal team is clear about the brand, it is then more

likely that the brand will be received properly by those outside.

Logos, colors, tone and other visual cues are used to support the brand through all types of communication elements.

BRAND STANDARDS,  
WHAT ARE THEY?

The standards put forth in this document are meant to align all who are tasked with representing USSEC and USSOY.

With many voices and creators expressing a brand worldwide, a Brand Guideline provides a single repository for the tenets of a brand — a reference for all to ensure alignment in how a brand is communicated.

A Brand Guideline explains why a brand exists, why it is important to the mission of the organization it represents and the graphical elements of the brand that ensure consistency across all communications.

BRAND ARCHITECTURE DIAGRAM







THE DIFFERENCE  
BETWEEN USSEC & USSOY

There are two distinct communication rules depending on the audience you are addressing.

The USSEC tone and visual identity is used when communicating about the organization or the people who make up the organization.

The USSOY tone and visual identity is used when communicating about the commodity.



# 3.0 THE USSEC BRAND

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## ABOUT THE USSEC BRAND

To be successful in promoting our U.S. Soy crops worldwide, it is important that the brand stands for the same thing from country to country and through each person who represents USSEC and the U.S. soybean industry.

Soybeans are the largest U.S. export. Many countries around the world rely heavily on the quality, reliability and sustainability of U.S. Soy.

Our brand is critical to the growth of the U.S Soy industry. To be successful in our efforts to build a preference for U.S. Soy worldwide, it is critical the brand is represented consistently in our communication materials, and the brand values upheld by each person representing the organization and the U.S. Soy industry in every encounter.

The American Soybean Association (ASA) and United Soybean Board (USB) joined together in 2006 to form the United States Soybean Export Council (USSEC) to communicate and build relationships with customers outside the United States. It is USSEC's responsibility to represent and promote the quality, reliability and sustainability of our soybeans — and uphold the reputation of the thousands of dedicated Americans that are part of the U.S. Soy value chain.

## USSEC AS PART OF THE USB BRAND

All three of these organizations serve the same constituent; the U.S. Soybean farmer.



There are direct ties between USSEC and USB. In particular, whenever checkoff funding is used to fund a USSEC program, the USB checkoff logo needs to be shown as an attribution logo.

The USSEC brand is not to be in conflict with the brand of USB and ASA. Instead, USSEC can be seen as a more focused element of these brands. USSEC focuses solely on the needs of the international customer and the USSEC brand should be used to reach this audience effectively.

In addition, the USSEC brand focuses on their customer by aligning their messaging to quality, reliability and sustainability. These pillars strengthen the messaging of the U.S. Soy Advantage, which is primarily communicated using the USSOY brand. The USSOY brand focuses on the commodity itself rather than the organizations.

To learn more about the United Soybean Board brand guidelines, please go to <http://unitedsoybean.org>.



MISSION

Optimize the utilization and value of U.S. Soy in international markets by meeting the needs of our stakeholders and global customers.

USSEC BRAND  
IN CONTEXT

USSEC is an organization that  
has been created to build a  
preference for U.S. Soy.

It is important to understand the difference between the brand of USSEC vs. the commodity itself.

USSEC is an organization that has been created to build a preference for U.S. Soy. So, in effect, USSEC is a communications organization. For USSEC to effectively promote

the U.S. soybean, there needs to be trust in both the commodity (U.S. soybean) as well as the messenger (USSEC). In many ways, these two elements are intrinsically linked. There is no more efficient means for global customers to learn about the advantages of the U.S. soybean.

USSEC TONE

We want people to learn from USSEC, but to also feel comfortable enough to engage with us to discuss and learn more.

The tone of USSEC speaks to the way in which we communicate the brand. The USSEC brand is friendly, approachable, trusted and transparent. Always speak in first person when speaking about the collective “we.” The USSEC brand should be seen as an industry expert, but not be boastful about that responsibility. We want people

to learn from USSEC, but to also feel comfortable enough to engage with us to discuss and learn more. We also learn from others, so it is important that we listen to our customers, our employees, our contractors and industry experts, then pass along their knowledge when appropriate.

WE ARE A DYNAMIC PARTNERSHIP OF KEY  
STAKEHOLDERS REPRESENTING SOYBEAN  
PRODUCERS, COMMODITY SHIPPERS,  
MERCHANDISERS, ALLIED AGRIBUSINESSES  
AND AGRICULTURAL ORGANIZATIONS.

Through a global network of international offices and strong support in the U.S., we help build a preference for U.S. soybeans and soybean products, advocate for the use of soy in feed, aquaculture and human consumption, promote the benefits of soy use through education and connect industry leaders through a robust membership program.

USSEC TYPEFACE

PREFERRED

Colfax

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
.,/; '[]\ = - ( ) \* & ^ % \$ # @  
! ~ ` < > ? : " { } | + - \_

**Bold**, Regular, light

! Colfax is the preferred font when the typeface is available.

**BOLD: Headlines/Subheadlines**

REGULAR: Body Copy

LIGHT: Headlines/Subheadlines

! Headlines are to be in all capitals in white, with a solid color background

HEADLINE



WE ARE A DYNAMIC PARTNERSHIP OF KEY  
STAKEHOLDERS REPRESENTING SOYBEAN  
PRODUCERS, COMMODITY SHIPPERS,  
MERCHANDISERS, ALLIED AGRIBUSINESSES  
AND AGRICULTURAL ORGANIZATIONS.

Through a global network of international offices and strong support in the U.S., we help build a preference for U.S. soybeans and soybean products, advocate for the use of soy in feed, aquaculture and human consumption, promote the benefits of soy use through education and connect industry leaders through a robust membership program.

## USSEC TYPEFACE

ALTERNATE

### Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
.,/; '[ ] \ = - ( ) \* & ^ % \$ # @  
! ~ ` < > ? : " { } | + - \_

### Bold, Regular

- ! Verdana is acceptable when Colfax is not available in the font list.
- Mixing the two fonts is also acceptable, utilizing one for headlines and subheadlines while using the other for body copy.

**BOLD: Headlines/Subheadlines**

REGULAR: Body Copy

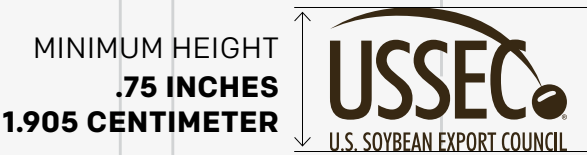
- ! Headlines are to be in all capitals in white, with a solid color background

### HEADLINE



USSEC LOGO

Our logo should always be used with solid colors, eliminating distractions and complexity. The spelled-out name of our organization also needs to accompany the USSEC acronym to clearly identify who we are to anyone who comes in contact with our logo. The exception to the rule is when the logo application does not lend itself to being legible when spelled out — for instance, embroidery on apparel.



The USSEC brand  
is friendly, approachable,  
trusted and transparent.

USSEC TAGLINE

U.S. SOY for a growing world

The purpose of a tagline is to quickly communicate the positioning of the brand to others. Taglines need to quickly communicate why the organization is unique and what its purpose is.

The tagline clearly connects USSEC to the United States as well as positions ourselves as drivers of

growth in the soy industry. It is part of our mission statement and should act as the reminder for all that U.S. Soy is leading the way through the entire value chain that USSEC represents.

This tagline is also used by the USSOY brand.

# USSEC COLOR SYSTEM

PRIMARY

**Pantone**  
349C

**CMYK**  
94/11/84/43

**RGB**  
0/105/60

**HEX**  
#00693c

**Pantone**  
143C

**CMYK**  
0/32/86/0

**RGB**  
250/168/41

**HEX**  
#faa829

**Pantone**  
Black 4U

**CMYK**  
54/66/85/69

**RGB**  
65/48/0

**HEX**  
#39270b

SECONDARY

**Pantone**  
367C

**CMYK**  
44/10/93/0

**RGB**  
155/187/73

**HEX**  
#9bbb49

**Pantone**  
300C

**CMYK**  
88/58/10/2

**RGB**  
41/104/153

**HEX**  
#296899

**Pantone**  
7578C

**CMYK**  
10/73/94/1

**RGB**  
220/101/48

**HEX**  
#DC6530

**Pantone**  
311C

**CMYK**  
56/0/9/0

**RGB**  
92/203/229

**HEX**  
#5ccbe5





# PHOTOGRAPHY

Photography captures the spirit of today's soybean industry — confident, professional people working with modern equipment and in an engaging environment.

Images are shot from heroic angles, showing the subjects as active, not passive or at rest. Scenes are captured in the moment with a feeling that is real and natural. Colors are pure and intense. Lighting is dramatic with high contrast. Shadow framing creates a sense of drama. Growers are most prominently featured.

All soybeans featured — at any point in the season, from seed to harvest — must be ideal in quality and appearance.



ICONS, GRAPHS,  
ILLUSTRATIONS

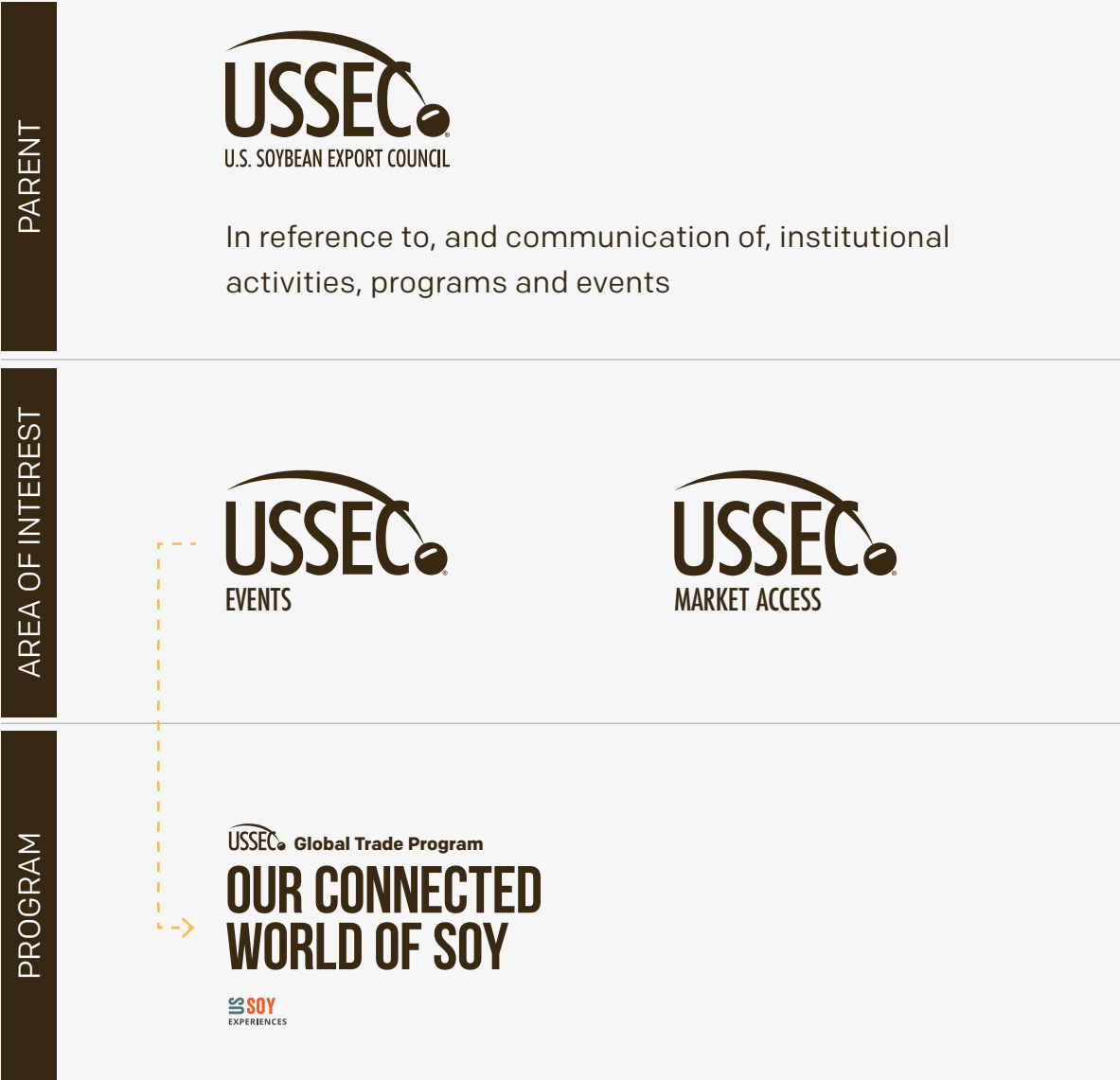
It is important that the brand be communicated professionally at all times. While standardized icons, graphs and illustrations do not exist, we encourage you to work through the USSEC marketing team when you need assistance in representing the brand.

It is unacceptable to use clipart, WordArt or any illustrations that would be considered a “cartoon.”

Creating graphs with the Microsoft PowerPoint tools is acceptable; please be mindful of the color palette.



USSEC BRAND ARCHITECTURE



USSEC LOGO



MINIMUM HEIGHT  
**1.25 INCHES**  
**3.175 CENTIMETER**



It is important to attribute the other brands that are supporting specific initiatives of USSEC. There are a few special rules to follow when adding attribution logos.

The USSEC logo should always be the dominant-sized logo for all USSEC programs and initiatives. In some instances there may be a second logo of equal size/weight to the USSEC logo if the program is shared between the two organizations.

The ASAIM and USB logos are considered

attribution logos to the USSEC logo. These logos should be placed at the bottom or back of any communication to show that resources from these organizations were used through USSEC. The attribution logos should always be the same color and should only be in one color (no multicolor attribution logos). We do this so that it appears as clean as possible when showing multiple logos.

It is acceptable to place the ASAIM and USB logos directly below or to the

right of the USSEC logo. This is not preferred, but acceptable.

When showing the ASAIM logo or the USB logo it is required to show the other logo as well. The logos should always be displayed in alphabetical order.

Other logos that are considered primary should be treated the same way as the ASAIM and USB logos — monochromatic, arranged in alphabetical order, all of similar size/weight on back or bottom of the visual piece.



# 4.0 USSEC EVENT BRAND GUIDELINES

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USSEC EVENT BRAND

A brand is the promise  
of a consistently  
rewarding experience.

USSEC’s brand promise goes far beyond our mission statement — it’s also carried out through the many events we hold throughout the world. With a continued rise in terms of their quality, attendance and media attention, it has become clear that USSEC events are critically important to our ability to create a preference for U.S. Soy. To build on this success and create more consistency in the way we present events, we have created an event naming and brand architecture supported by a new unifying endorsement: *USSOY Experiences*.

The new endorsement name reflects what attendees already know — USSEC events are more

than conferences or meetings, they provide opportunities like no other to learn, share, connect and have experiences not available through any other forum. And, by associating all events under the umbrella of the USSOY brand, we will continue to share our position as part of the unified soy family.

The following pages describe how you and your team, as brand ambassadors, can ensure a *consistently rewarding brand experience* for the USSEC events you create and produce. As always, please contact the USSEC communications team with any questions, challenges or unique situations you face as you employ these brand standards.



USSEC EVENT LOGO



The USSEC Event logo consists of three main elements, the Program Description Name, Event Name and the USSOY Experiences brand endorsement.

The **Program Description Name** gives context about the type of event being held. It consists of variable labels that can be interchanged.

The **Event Name** is specific to the event. Similar to a headline, this name should be short and capture a potential event attendee’s interest.

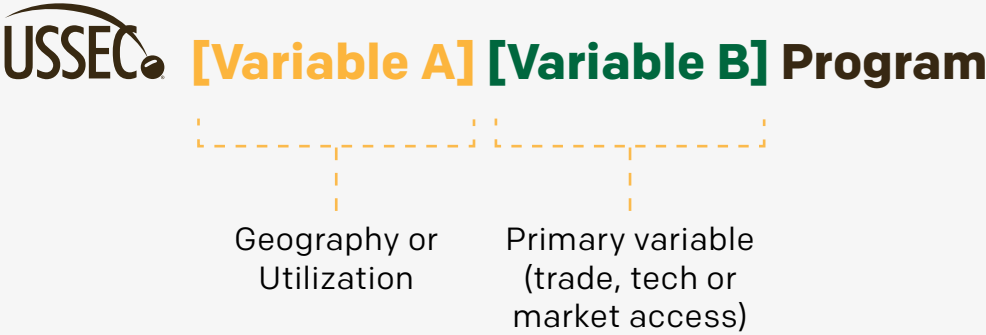
In order to present a consistent, branded experience across many different events, all events will be part of the larger **USSOY Experiences**. This endorsement will always be included with event branding.

PROGRAM DESCRIPTION  
NAME CATEGORIES

As shown here, there are four categories for program names.

USSEC <b>TRADE</b> SERVICES	USSEC <b>TECH</b> SERVICES	USSEC <b>MARKET ACCESS</b>	USSEC <b>STRATEGIC FOCUS</b>
<b>BUYERS</b>  <b>Geography</b> <ul style="list-style-type: none"><li>• Regional</li><li>• Global</li></ul>	<b>FEED FORMULATORS</b>  <b>Utilization</b> <ul style="list-style-type: none"><li>• Crusher</li><li>• Oil</li><li>• Soy foods</li><li>• Poultry</li><li>• Swine</li><li>• Animal</li><li>• Aquaculture</li><li>• Industrial/ new uses</li></ul>	<b>ISGA</b>  No extra designation will be applied to the program header name.	<b>BOARD AND MANAGEMENT TEAM</b>  No extra designation will be applied to the program header name.
<b>USSEC Trade Services Programs are those in which:</b> <ul style="list-style-type: none"><li>• The general subject matter is <b>TRADE</b></li><li>• <b>BUYERS</b> are the primary attendees</li><li>• <b>A REGIONAL</b> or <b>GLOBAL</b> geography designation will be applied to the program header name</li></ul>	<b>USSEC Tech Services Programs are those in which:</b> <ul style="list-style-type: none"><li>• The general subject matter is <b>TECHNOLOGY</b> or innovation</li><li>• <b>FEED FORMULATORS</b> are the primary attendees</li><li>• A <b>UTILIZATION</b> will be applied to the program header name</li></ul>	<b>USSEC Market Access Programs are those in which:</b> <ul style="list-style-type: none"><li>• The general subject matter is <b>MARKET ACCESS</b></li><li>• Members of <b>INTERNATIONAL SOYBEAN GROWERS ALLIANCE (ISGA)</b> are the primary attendees</li></ul>	<b>USSEC Strategic Focus Programs are those in which:</b> <ul style="list-style-type: none"><li>• The general subject matter is <b>STRATEGY</b></li><li>• <b>BOARD MEMBERS AND USSEC MANAGEMENT TEAMS</b> are the primary attendees</li></ul>

CREATING A PROGRAM  
DESCRIPTION NAME



USSEC Global Trade Program

USSEC Aquaculture Tech Program

USSEC Market Access Program

USSEC Strategic Focus Program

The program description name is the very top line of your event brand. This line shows who is hosting the program (USSEC) and what the event is about. It is designed to quickly share only the basics — who and what — thereby giving you more creative latitude when creating the event name, which appears below the program description name.

There are just a few simple variables to consider when creating a program description name:

- If you are creating a **TRADE** program, you will need to determine if it's a **GLOBAL** or **REGIONAL** event.

- If you are creating a **TECH** program, you will need to determine which **UTILIZATION** is appropriate.
- If you are creating a **MARKET ACCESS** or **STRATEGIC FOCUS** program, there are no additional variables to apply to your program name.


**Please Note:** NO additional variables other than the ones listed above should be inserted into the program description name. If you have questions or are unsure how to create a program description name, please contact the USSEC communications team.

Please see page 63 for how to brand co-sponsored events.


PROGRAM DESCRIPTION  
NAME DON'T


Following are a few examples of incorrect usages. Please contact the USSEC communications team for questions.

 **The USSEC Market Access Program**

 Don't add any words before the USSEC logo.


 **USSEC Global Aquaculture Program**

 Don't mix geography and utilization categories.


 **USSEC Market Access Program – Europe**

 Don't add additional descriptive labels after the program name.

 **USSEC Global Tech Program**

 Don't mix variables between categories.

 **USSEC Biotech Program**

 Don't use other labels that are outside of the name categories list.

CREATING AN  
EVENT NAME

The event name is the second line of your event brand. This is the largest graphic element in the event brand because it is the name you will want people to notice, remember and refer to.

You can think of the event title as a headline — it should be as short and engaging as possible in order to inspire interest.

The following page provides tips on creatively naming your event. As always, the USSEC communications team is here to help.





HOW TO NAME  
YOUR EVENT

The USSEC event brand has been designed to liberate your event title from the challenges of having to reference the type of event that is being held. That means, ideally, your title can speak directly to the interests and topics that will be covered during the event.

Naming your event is a creative exercise and will likely take some brainstorming. The goal is to not only share the purpose of the event, but to engage your audiences and generate interest in attendance.

**Following are some tips to consider as you create a compelling name for your event.**

- What is intriguing or unusual about your event? For example, is it the subject matter, the mix of attendees, the location, key speaker(s), or the topics that will be covered? Is there a particular activity you'll be undertaking during the event? Will you be celebrating a milestone or is it the first time this particular event is being held?
- Is there a particularly cohesive theme or subject matter that will be discussed? You will likely need to do additional research

with your speaker panel or with the USSEC communications team in order to learn this.

- Consider the event's purpose: What is the key takeaway you would like your audience to leave with? Is there a point of view you wish to get across? Are you introducing a new system, product or usage? How would you like your audience to be changed by the event?
- What current events are top of mind for your audience? How could you capture their attention by referring to or hinting at issues that are keeping them up at night?

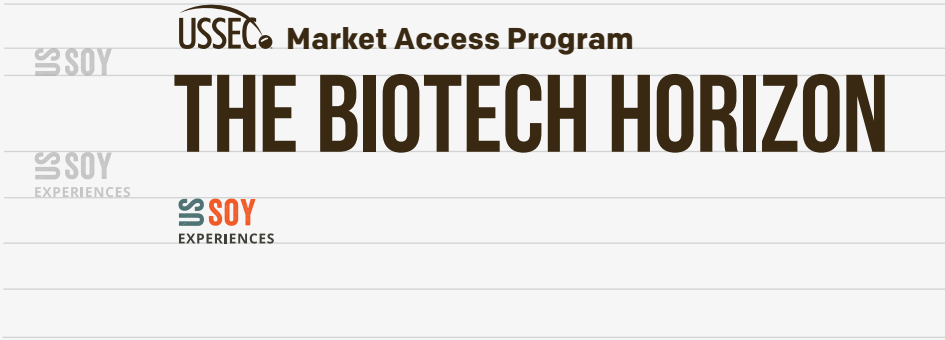
- Consider your event's history and existing brand: For example, are you renaming a popular recurring event that currently has a good deal of brand recognition? For example, is your audience already familiar with the event and refers to it by name or its initials, (i.e. "GTE")? If so, you will need to consult the USSEC communications team to make a strategic decision on whether it makes sense to rebrand a well-known event or perhaps incorporate the old name into a new name.

LOGO DESIGN  
GUIDELINES

The event logo should always use the USSEC primary brown for the Program Description and Event Name. The USSOY Experiences endorsement should always use the USSOY brand orange, green and brown.

When a reversed logo is needed, the entire USSEC event logo including the USSOY endorsement should be reversed to white.

When updating the Event Name, be sure to maintain the designated space between the Program Description, Event Name and Endorsement. Do not alter the spacing of these elements. If an event title has multiple lines, be sure to adjust the spacing of the endorsement accordingly.



Use the height of the USSOY Experiences endorsement as a spacing guide for alignment.

Reversed event branding examples.

EVENT TYPOGRAPHY

In order to maintain consistency across events, always use the designated typefaces for the USSEC event brand logo. Do not change the typefaces for different events.

**Program Description:** Use the USSEC brand font, Colfax Bold in title case.

**Event Name:** Use Bebas Neue Bold in uppercase. Bebas Neue is a free, open-source font available for download on the internet and Adobe Fonts.

**USSOY Experiences Endorsement:** Use Open Sans Bold uppercase with 50pt tracking.



PROGRAM DESCRIPTION

**Colfax Bold**

! Colfax Bold is the only acceptable typeface for the program description.

EVENT TITLE

**BEBAS NEUE BOLD**

! Bebas Neue Bold is the only acceptable typeface for the event title.

USSOY ENDORSEMENT

**Open Sans Bold**

! Open Sans Bold is the only acceptable typeface for the USSOY endorsement.

OTHER LANGUAGES

The Bebas Neue font family supports Latin and Cyrillic alphabets. When an event is held in a country where the Bebas Neue font alphabet is not supported, Noto Sans Bold can be used as a substitute.

The Program Description and the Event Title needs to be translated to the native language.

Noto Sans is a multilingual open source font available for free download at: [www.google.com/get/noto/](http://www.google.com/get/noto/)

USSEC. グローバルトレードプログラム

大豆のつながる世界

USOY EXPERIENCES

USSEC. 글로벌 무역 프로그램

연결된 콩의 세계

USOY EXPERIENCES

USSEC. 全球貿易計劃

大豆互聯世界

USOY EXPERIENCES

USSEC. ആഗോള വ്യാപാര പരിപാടി

സഭായയുമായി ബന്ധിപ്പിച്ച ഞങ്ങളുടെ ലോകം

USOY EXPERIENCES

PROGRAM DESCRIPTION

NOTO SANS BOLD

! Noto Sans Bold is the only acceptable typeface for the event title.

EVENT TITLE

NOTO SANS BOLD

! Noto Sans Bold is the only acceptable typeface for the event title.

USOY ENDORSEMENT

Open Sans Bold

! Open Sans Bold is the only acceptable typeface for the USSOY endorsement.

EVENT LOGO DON'T

Following are a few examples of incorrect usages. Please contact the USSEC communications team for questions.



Don't change the colors of the logo elements.



Don't change the spacing of the logo elements.



Don't change the typefaces of the logo elements.



Don't change the size or position of the logo elements.



Don't use the color version of the logo on photo backgrounds. Always make sure that logo elements are visible on the photo background.



Don't add additional descriptive elements into the logo lock-up.



CO-BRANDING EVENTS

Co-branding and sponsors will be necessary elements to include in many events. In order to maintain a consistent branded experience across various circumstances, the sponsor logos should be placed to the right of the USSOY Experiences Endorsement. The event templates are designed to allow for multiple logos in the bottom white footer section.



↑  
The USSOY endorsement may be placed in the footer of a design or document.

↑  
Event sponsor logos may be placed in the footer to the right of the USSOY endorsement lock-up.

PHOTOGRAPHY

It is recommended that you select a key photo for each event in order to create a unique visual identity for event attendees.

Choose event photography that is relevant to the topic of the event. The best imagery has a clear subject of focus with negative space that allows for the event name and information to be placed over it. Avoid imagery that is very busy or complicated. If needed, a semi-transparent gradient can be used over the image to increase the contrast of the typography.



TEMPLATES &  
EXAMPLES IN USE

The following are templates that may be used to promote a USSEC event. In order to maintain a consistent and recognizable identity for event attendees, USSEC recommends using the same key photo for the digital promotion header in other templates such as emails, nametags, programs, presentations and various signage.

Note, the USSOY Experiences endorsement must always be included on USSEC event materials. However, it may be moved into the footer in event templates where needed for flexibility. The USSOY Experiences endorsement should always be placed first in order from left to right with other sponsor logos.

Template Name	Format	File Type/Platform	Usage
Cvent Landing Page Template	Digital	cvent.com	Event landing page website for registration. See, the USSEC Events Cvent Branding Guide for detailed information on updating the template.
Cvent Nametag 3"x4"	Print	cvent.com	Nametag for smaller events generated from Cvent event attendees list. This template is located in the Cvent platform.
Digital Promotion Header	Digital	Adobe Photoshop	This template contains the event title with the sponsors footer. This template is best used when a single contained graphic is needed for promotion (e.g. partner websites, digital media, etc.)
Event Agenda	Digital/ Print	Microsoft Word	Event agenda template for smaller events that can be updated in Microsoft Word.
Event Sign	Print	Adobe Illustrator	Welcome sign that can be displayed on an easel at the event.
Hubspot Event Email Header	Digital	Adobe Photoshop	USSEC Hubspot email communications for events.
Large Nametag 4"x6"	Print	Adobe InDesign	Nametag for large, multi-day events and conferences.
Pigeonhole Template	Digital	pigeonhole.at	Interactive Q&A platform at events.
PowerPoint Template	Digital	Microsoft PowerPoint	PPT template for presentations given during the event.
Program	Print	Adobe InDesign	Event program for large, multi-day events and conferences.
Survey Gizmo Email Header	Digital	surveygizmo.com	Event header for email communications sent from Survey Gizmo.
WordPress Landing Page	Digital	ussec.org	Event landing page displayed on ussec.org.



PRINTED EVENT  
TEMPLATES

Event sign includes a pocket for an 8.5x11" paper with event logo printed. This poster can be re-used for future events.

Event Sign 22"x28"



Event Agenda Template

USSEC Global Trade Program OUR CONNECTED WORLD OF SOY			Agenda
September 28th, 2019			This is an example of more information that can be placed before the agenda.
Time/Location	Session	Speakers	
3:10 – 4:00 PM White River ABCD First Floor	<b>Food—U.S. Food Grade Soybean Supply Outlook for 2016–2017</b>  A panel of leading specialty food soybean suppliers and exporters will provide an update on the current crop in the fields across the major growing regions of the U.S. They will also share their perspectives on how the U.S. field-to-table food soybean supply chain system is geared to provide dependable high quality.	Ray Loucks Jim Traub Steve Ford Aaron Skyberg Roger Mortenson	
3:10 – 4:00 PM White River EF First Floor	<b>Transportation—Bulk Soy &amp; Grain Freight Trends: How the Inland River Barge and Gulf Export Ship Loading Facilities Help the U.S. to Maintain A Competitive Edge</b>  Patrick Ries, Manager, Commercial, Feed Ingredients Group, Consolidated Grain & Barge Company (CGB Enterprises, Inc.) Mike Steenhoek, Executive Director, Soy Transportation Coalition	Patrick Ries Mike Steenhoek	
3:10 – 4:00 PM White River GHJ First Floor	<b>Feed—Do Pigs Care Where Their Soy is Grown? Should You? Case study: The Effects of Origin of Soybean Meal on Digestibility of Amino Acids</b>  Until now, little data has existed on how the feed digestibility of soybean meal in swine varies with the country of origin. Intiqued by similar studies in broilers conducted at Massey University in New Zealand and the University of Madrid in Spain, Dr. Stein set out to determine if the country of origin would impact the performance of swine. The study concludes in July. For the first time ever, Dr. Stein will explain his methodology and reveal the results of this study at the U.S. Soy Global Trade Exchange.	Hans H. Stein, Ph.D.	
3:10 – 4:00 PM White River ABCD First Floor	<b>Food—U.S. Food Grade Soybean Supply Outlook for 2016–2017</b>  A panel of leading specialty food soybean suppliers and exporters will provide an update on the current crop in the fields across the major growing regions of the U.S. They will also share their perspectives on how the U.S. field-to-table food soybean supply chain system is geared to provide dependable high quality.	Ray Loucks Jim Traub Steve Ford Aaron Skyberg Roger Mortenson	
3:10 – 4:00 PM White River EF First Floor	<b>Transportation—Bulk Soy &amp; Grain Freight Trends: How the Inland River Barge and Gulf Export Ship Loading Facilities Help the U.S. to Maintain A Competitive Edge</b>  Patrick Ries, Manager, Commercial, Feed Ingredients Group, Consolidated Grain & Barge Company (CGB Enterprises, Inc.) Mike Steenhoek, Executive Director, Soy Transportation Coalition	Patrick Ries Mike Steenhoek	
US SOY EXPERIENCES ASA International Marketing UNITED SOYBEAN BOARD			ussec.org   ussoy.org 1

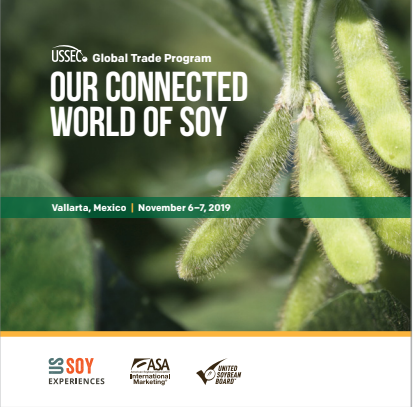
Large Nametag 4"x6"



Cvent Nametag Template  
Avery 5392, 3" x 4", 6 per page



Program



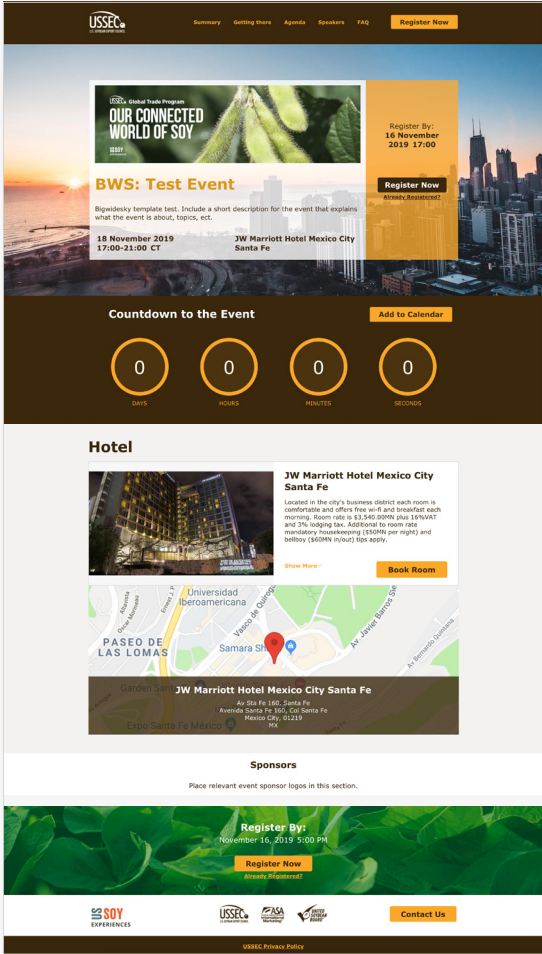


DIGITAL EVENT TEMPLATES

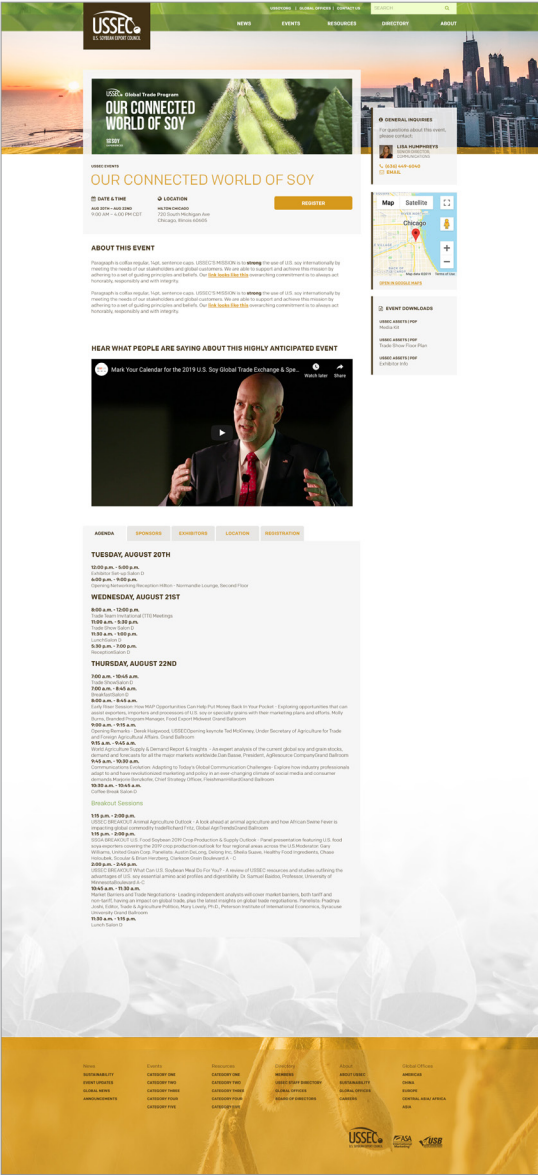
Digital Promotion Header



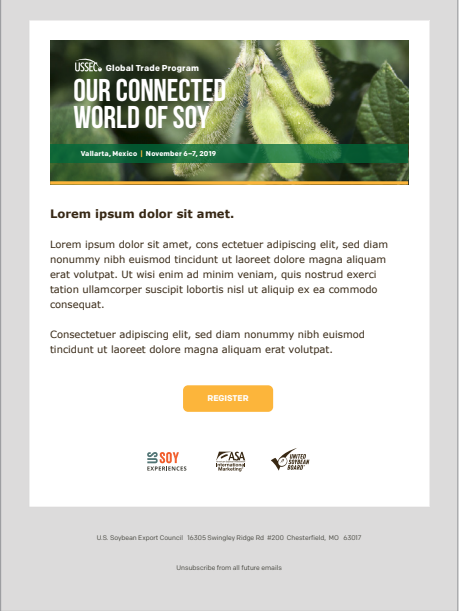
Cvent Landing Page Template



USSEC.org Event Landing Page Template

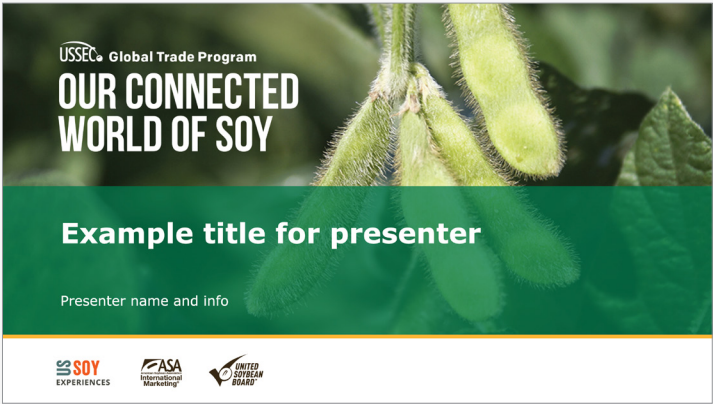


Hubspot Event Email



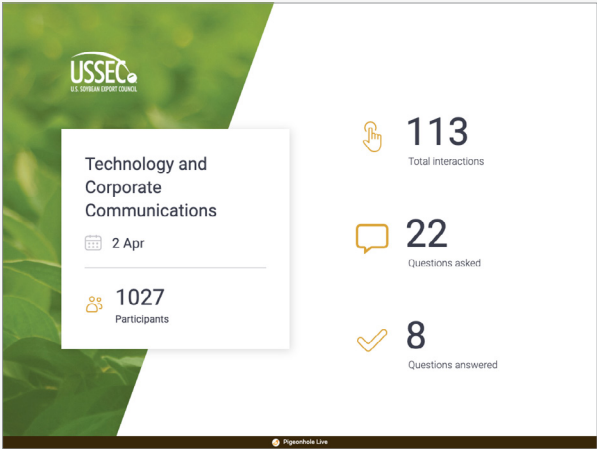
MISCELLANEOUS  
EVENT TEMPLATES

PowerPoint Template



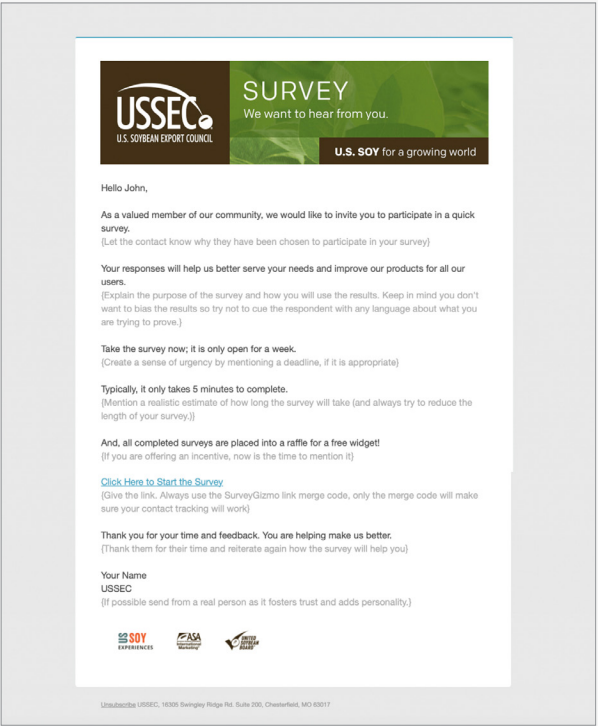
Pigeonhole Template

A universal USSEC brand template exists for all events.



Survey Gizmo Template

A universal USSEC brand template exists for all events.





The background is a solid teal color with a faint, close-up image of a hairy plant stem, possibly a mulberry branch, running diagonally from the top left towards the bottom right.

# 5.0 THE USSOY BRAND

---

USSOY is friendly,  
approachable, real  
and transparent.

ABOUT THE  
USSOY BRAND

The USSOY brand was developed and created by USSEC in 2014 to support USSEC’s mission to optimize the utilization and value of U.S. Soy in international markets by meeting the needs of stakeholders and global customers. It is recognized as the trusted resource for all things soy.

The brand is primarily manifested as USSOY.org, a publishing platform whose mission is to build preference for U.S. Soy around the world. USSOY.org was designed to share

influencer knowledge, connect with new and important audiences, deploy messages of U.S. Soy’s deep value to its constituents around the world, and promote and differentiate the benefits of U.S. Soy from other resources.

It is critical the brand is represented consistently in our communication materials, and the brand values upheld by each person representing the U.S. Soy industry in every encounter.

MISSION

Support and enhance USSEC as the embodiment of the U.S. Soy industry to build preference for U.S. Soy around the world, and be recognized as the trusted resource for all things soy.

USSOY BRAND  
IN CONTEXT

Representing the U.S. Soy industry, its organizations and individuals.

It is important to understand that USSOY is unique as a brand — it represents the U.S. Soy industry and all of the organizations and individuals who are part of the U.S. Soy value chain. As such, it carries the heavy responsibility of being

vigilant in the accuracy and value of its content, and agile in its ability to convey vital information to its audiences.



USSOY TONE

USSOY is friendly,  
approachable, real  
and transparent.

The tone of USSOY speaks to the way in which we communicate the brand to potential and current customers of U.S. Soy. USSOY is friendly, approachable, real and transparent. Always speak in first person when speaking about the collective “we.” USSOY should be seen as an industry expert, but not be boastful

about that responsibility. We want people to trust USSOY like it is their neighbor. We also learn from others, so it is important that we listen to our customers and pass along their knowledge when appropriate.



U.S. SOY FOR A GROWING WORLD

THE U.S. SOY INDUSTRY IS A TRUSTED PARTNER

The foundation of the U.S. Soy Advantage is innovation, which is focused on investment in continuous improvement and meeting customer needs. Today, the U.S. Soy Advantage is anchored by exceptional composition and consistent supply of our soy and soy products, as well as the sustainability practices of U.S. soybean farmers.

Within the next 30 years, the world must feed 9 billion people, and a growing middle class will cause a demand for a higher value protein at an affordable price. U.S. Soy is well poised to accommodate this demand. The international market is already U.S. Soy's largest customer with an average of 60 percent of the soy grown in the U.S. being exported.

USSOY TYPEFACES

PREFERRED

veneer

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789  
.,/;[\=-()\*^%\$#@  
!~ <>?:”{}|+—\_

Regular

- ! Open Sans is acceptable when Colfax is not available in the font list.
- Mixing the two fonts is also acceptable, utilizing one for headlines and subheadlines while using the other for body copy.

BOLD: Headlines/Subheadlines

REGULAR: Body Copy

- ! Headlines are to be in all capitals in white, with a solid color background

HEADLINE



U.S. SOY FOR A GROWING WORLD

THE U.S. SOY INDUSTRY IS A TRUSTED PARTNER

The foundation of the U.S. Soy Advantage is innovation, which is focused on investment in continuous improvement and meeting customer needs. Today, the U.S. Soy Advantage is anchored by exceptional composition and consistent supply of our soy and soy products, as well as the sustainability practices of U.S. soybean farmers.

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USSOY TYPEFACES

PREFERRED

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Bold**, Regular, light

! Open Sans is the preferred font when the typeface is available.

**BOLD: Headlines/Subheadlines**

REGULAR: Body Copy

LIGHT: Headlines/Subheadlines

! Headlines are to be in all capitals.

HEADLINE





U.S. SOY FOR A GROWING WORLD

THE U.S. SOY INDUSTRY IS A TRUSTED PARTNER

The foundation of the U.S. Soy Advantage is innovation, which is focused on investment in continuous improvement and meeting customer needs. Today, the U.S. Soy Advantage is anchored by exceptional composition and consistent supply of our soy and soy products, as well as the sustainability practices of U.S. soybean farmers.

Within the next 30 years, the world must feed 9 billion people, and a growing middle class will cause a demand for a higher value protein at an affordable price. U.S. Soy is well poised to accommodate this demand. The international market is already U.S. Soy’s largest customer with an average of 60 percent of the soy grown in the U.S. being exported.

USSOY TYPEFACES

ALTERNATE

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
.,/;’[ ]\=-()\*&^%\$#@  
!~`<>?:”{ }|+–\_

Bold, Regular

- ! Verdana is acceptable when Open Sans is not available in the font list.
- Mixing the two fonts is also acceptable, utilizing one for headlines and subheadlines while using the other for body copy.

BOLD: Headlines/Subheadlines

REGULAR: Body Copy

- ! Headlines are to be in all capitals.

HEADLINE

USSOY LOGO

The recommended minimum size of the USSOY.org mark is 0.75" wide to maintain legibility. To maintain the correct aspect ratio of the mark do not compress or stretch when resizing. Use the height of the mark as a reference for the minimum white space surrounding it.



MINIMUM HEIGHT  
.75 INCHES  
1.905 CENTIMETER





USSOY uses the same tagline as USSEC with a different visual representation.

USSOY TAGLINE

The purpose of a tagline is to quickly communicate the positioning of the brand to others. Taglines need to quickly communicate why the organization is unique and what its purpose is.



U.S. SOY FOR A GROWING WORLD

When speaking to our customers, our tagline is:

U.S. SOY FOR A GROWING WORLD

It is the same tagline as USSEC, with a different visual representation.

USSOY COLOR SYSTEM

PRIMARY

**Pantone**  
1665

**CMYK**  
0/80/96/0

**RGB**  
241/89/34

**HEX**  
#f15922

**Pantone**  
5473

**CMYK**  
72/42/49/14

**RGB**  
79/115/115

**HEX**  
#4f7373

**Pantone**  
Cool Gray 5

**CMYK**  
10/6/7/0

**RGB**  
218/218/217

**HEX**  
#39270b

SECONDARY

**CMYK**  
65/58/67/50

**RGB**  
63/63/55

**HEX**  
#3f3f37

**CMYK**  
50/45/47/9

**RGB**  
130/125/121

**HEX**  
#827d79



# PHOTOGRAPHY

Photography captures the spirit of today's soybean industry — confident, professional people working with modern equipment and in an engaging environment.

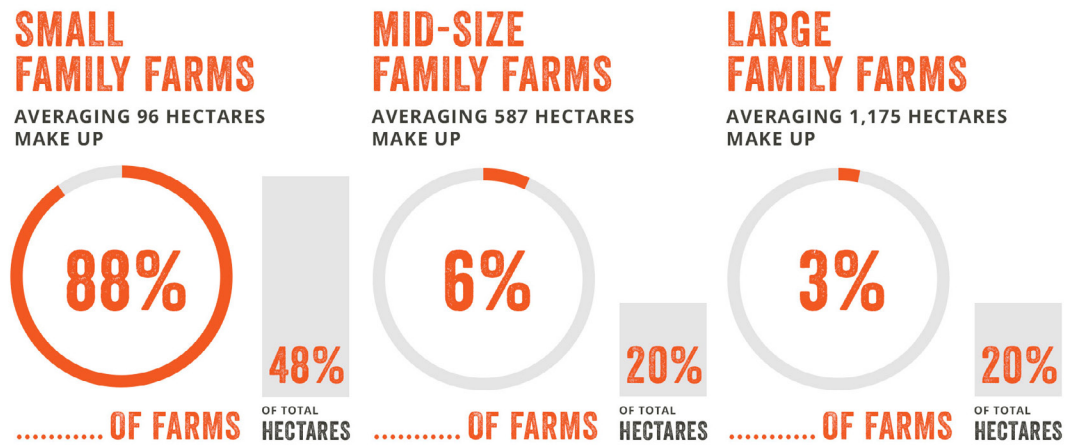
Images are shot from heroic angles, showing the subjects as active, not passive or at rest. Scenes are captured in the moment with a feeling that is real and natural. Colors are pure and intense. Lighting is dramatic with high contrast. Shadow framing creates a sense of drama.

Growers are most prominently featured.

All soybeans featured — at any point in the season, from seed to harvest — must be ideal in quality and appearance.

Avoid unhealthy-looking subject matter.





ACCORDING TO THE LATEST USDA CENSUS OF AGRICULTURE DATA,

**OVER 97% OF FARMS AND 88% OF FARMED HECTARES ARE OWNED BY U.S. FAMILIES**

\* A hectare, by comparison, equates to a little less than a 100-meter international football field.

ICONS, GRAPHS, ILLUSTRATIONS

It is important that the brand be communicated professionally at all times. While standardized icons, graphs and illustrations do not exist, we encourage you to work through the USSEC marketing team when you need assistance in representing the brand.

It is unacceptable to use clipart, WordArt or any illustrations that would be considered a “cartoon.”

Creating graphs with the Microsoft PowerPoint tools is acceptable; please be mindful of the color palette.

USSOY BRAND ARCHITECTURE





USSOY LOGO ATTRIBUTIONS



It is important to attribute the other brands that are supporting specific initiatives of USSOY. There are special rules to follow when adding attribution logos.

to be placed in the footer or on the back of any visual material to show resources from these organizations were used to create the piece. The attribution logos should share

The USSEC, ASAIM and USB logos should always be displayed in alphabetical order.

Any other logos considered primary should be monochromatic and arranged in alphabetical order, all of similar size / weight in the footer or on the back of the piece.

The USSOY logo should always be the dominant logo for all USSOY communications, programs and initiatives. The USSEC, ASAIM and USB logos are considered attribution logos to the USSOY logo in certain situations. These logos are

one color, there are no instances in which multi-color attribution logos will be used. It is preferred the attribution logos are placed directly below the USSOY logo. If that is not possible, the attribution logos may be placed to the right of the USSOY logo.

MINIMUM HEIGHT  
1.25 INCHES  
3.175 CENTIMETER



FINAL WORDS

Representing and upholding  
the values of the U.S. Soy  
industry in all endeavors.

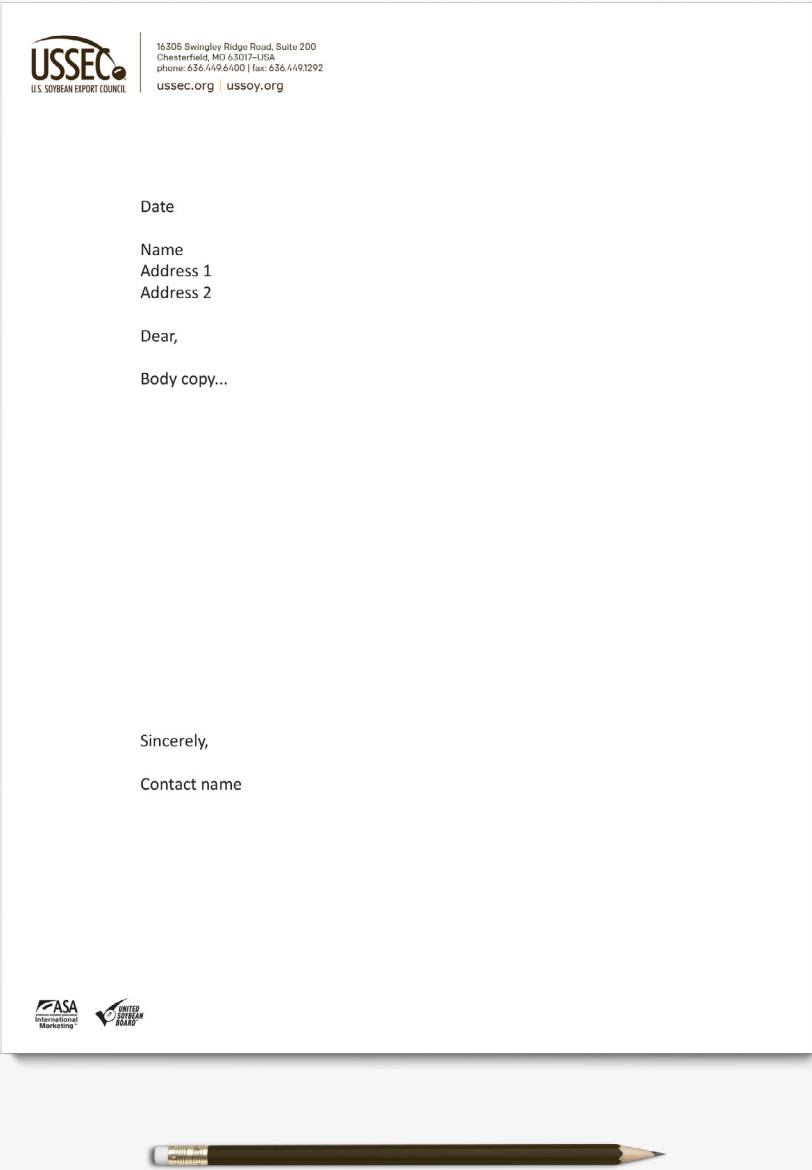
USSEC and USSOY represent the same farmers and value chain as the American Soybean Association and the United Soybean Board. The key difference is the audience to which each organization speaks. USSEC was created to communicate in a unified voice to customers outside the United States. USSEC represents our stakeholder members as the boots on the ground with non-U.S. markets. The USSEC brand

is strategically designed to be recognized above the efforts of other soy producing countries — making adherence to the brand standards critical to our success.

It is our duty to represent and uphold the values of the U.S. Soy industry in all endeavors, and to continually promote the U.S. Soy Advantage.

# 6.0 USSEC & USSOY COMMUNICATION PLATFORM GUIDELINES

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USSEC BRAND

- The purpose of the organization is to build a preference for U.S. Soy.
- The way this is outwardly communicated is via the tagline, “U.S. SOY for a growing world.”
- Our brand is represented by many individuals around the globe. The brand is communicated via personal relationships and long-standing trust. Thus, the brand’s voice is friendly, approachable, trusted and transparent. We always speak in first person when speaking about the collective “we.”
- The USSEC brand is looked to for expert opinions and guidance. This is accomplished via industry

experts, with varied backgrounds, who are dedicated to deliver to high-quality, reliable and sustainable soybeans.

- USSEC also is the global window to the U.S. farmer and to the total supply chain of the U.S. soybean. USSEC showcases real people and highlights the real decisions that they must make to ensure that the product is grown properly for the best output this harvest – as well as protecting the land for harvests for the indefinite future.

E-SIGNATURE



U.S. SOY for a growing world

Lisa Pine  
COMMUNICATION MANAGER

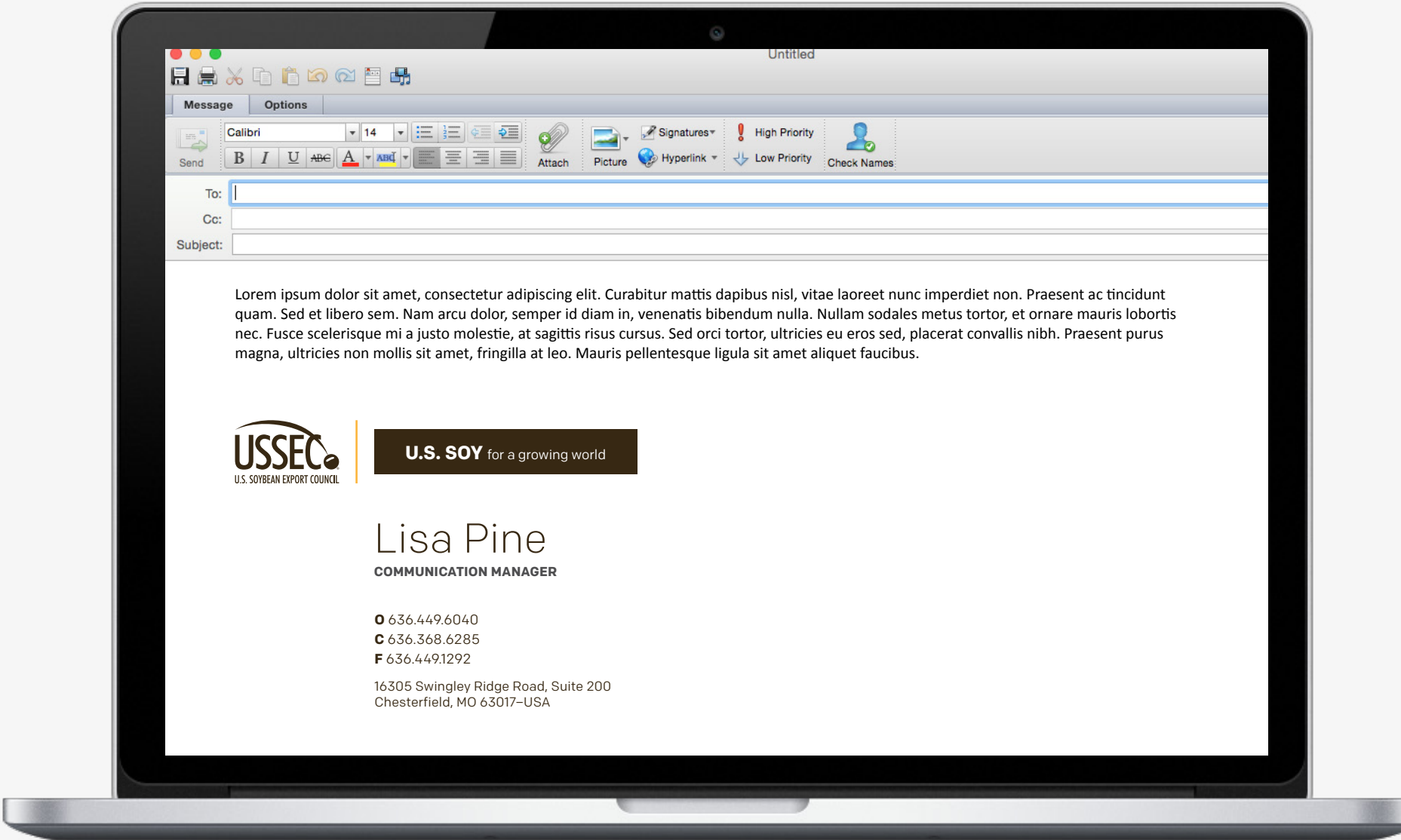
O 636.449.6040  
C 636.368.6285  
F 636.449.1292  
16305 Swingley Ridge Road, Suite 200  
Chesterfield, MO 63017-USA



U.S. SOY for a growing world

Lisa Pine  
COMMUNICATION MANAGER

O 636.449.6040  
C 636.368.6285  
F 636.449.1292  
16305 Swingley Ridge Road, Suite 200  
Chesterfield, MO 63017-USA







This is an example of a single column slide

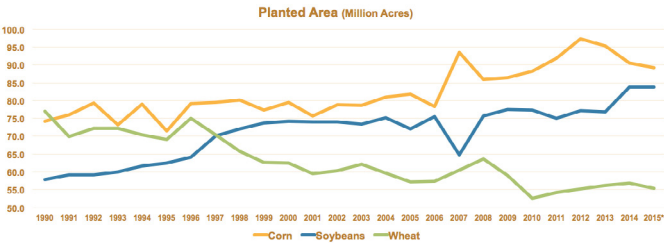
- Add Bullet points below
- Don't overload slides with content
- Be concise
  - Hit Tab to enter second bullets
    - Third Level Tab
      - Fourth Level Tab



Slide with three photos and a text box, you can add your own photos.



Graph Example







US SOY

U.S. SOY FOR A GROWING WORLD

This is an example of a single column slide

- Add bullet points below
- Don't overload slides with content
- Be concise
  - Hit tab to enter second bullets
    - Third Level Tab
      - Fourth Level Tab

USSEC


ASA

USB

USDA

US SOY

U.S. SOY FOR A GROWING WORLD



Slide with three photos and a text box, you can add your own photos.

USSEC

ASA

USB

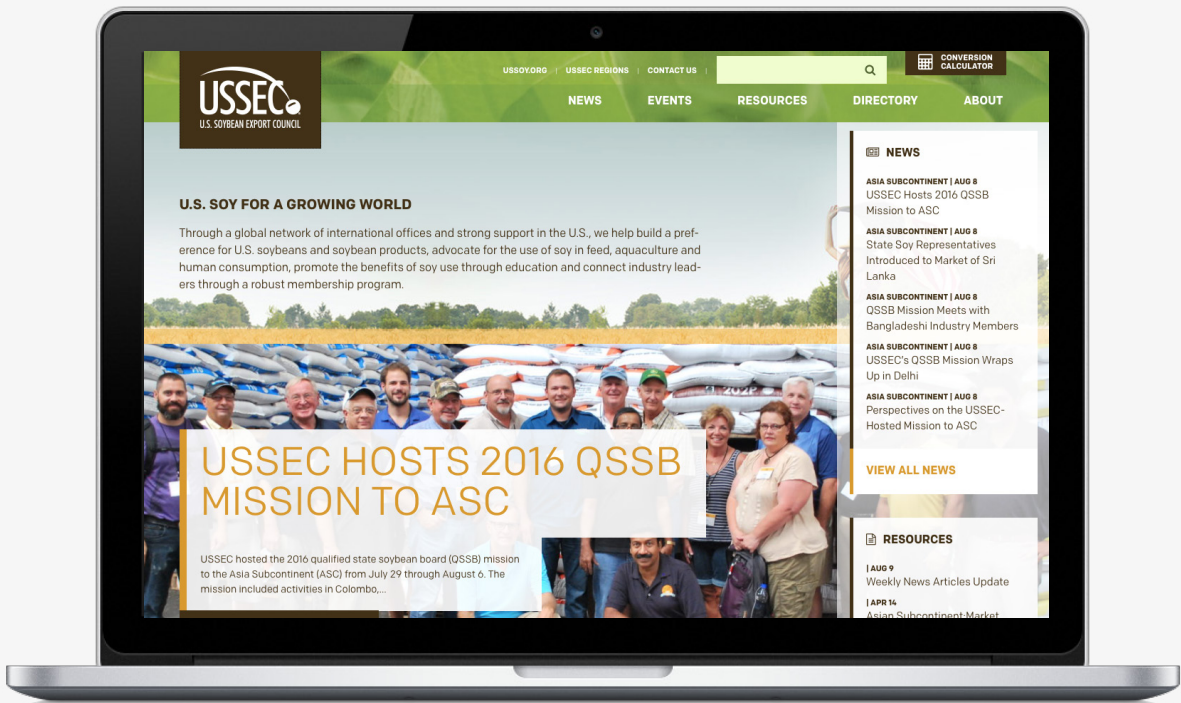
USDA



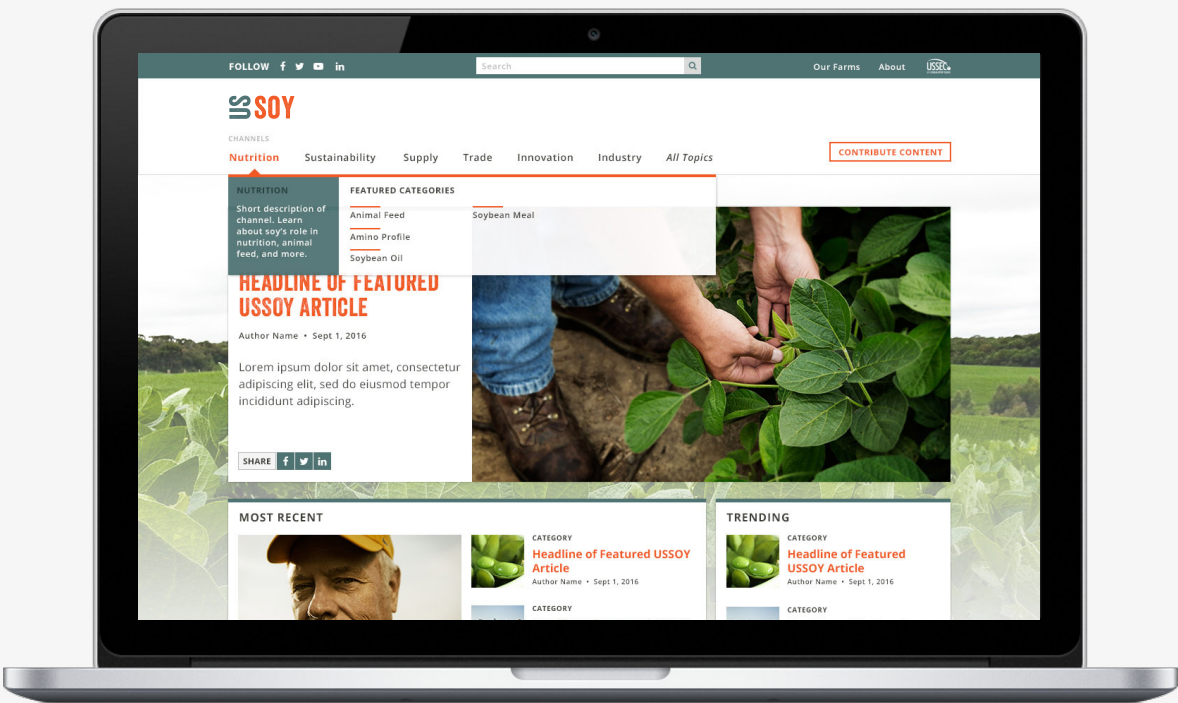
# THE ROLES OF OUR TWO PRIMARY WEBSITES

The two primary websites were conceived of, and created by USSEC with a specific strategic purpose and unique voice. Each website provides a platform for highly-effective communication in service to our respective audiences: USSEC.org, in service to our domestic stakeholders; and

USSOY.org, in service to our international customers as the trusted resource for all things soy. The combined reach and effect of both sites affords a comprehensive approach to engaging and gaining the trust of the global soy customer.



A platform for communicating institutional activities, programs and events to domestic stakeholders.



A platform for communicating and influencing customers outside the United States.





USSEC  
U.S. SOYBEAN EXPORT COUNCIL

USSOY.ORG | USSEC REGIONS | CONTACT US

Q

CONVERSION  
CALCULATOR

NEWS | EVENTS | RESOURCES | DIRECTORY | ABOUT

### U.S. SOY FOR A GROWING WORLD

Through a global network of international offices and strong support in the U.S., we help build a preference for U.S. soybeans and soybean products, advocate for the use of soy in feed, aquaculture and human consumption, promote the benefits of soy use through education and connect industry leaders through a robust membership program.



## USSEC HOSTS 2016 QSSB MISSION TO ASC

USSEC hosted the 2016 qualified state soybean board (QSSB) mission to the Asia Subcontinent (ASC) from July 29 through August 6. The mission included activities in Colombo,...

 SUBSCRIBE

▼

Subscribe to receive news updates, event information and useful content from the U.S. Soybean Export Council.

Email Address

SUBSCRIBE

NEWS

ASIA SUBCONTINENT | AUG 8

USSEC Hosts 2016 QSSB Mission to ASC

ASIA SUBCONTINENT | AUG 8

State Soy Representatives Introduced to Market of Sri Lanka

ASIA SUBCONTINENT | AUG 8

QSSB Mission Meets with Bangladeshi Industry Members

ASIA SUBCONTINENT | AUG 8

USSEC's QSSB Mission Wraps Up in Delhi

ASIA SUBCONTINENT | AUG 8

Perspectives on the USSEC-Hosted Mission to ASC

VIEW ALL NEWS

RESOURCES

AUG 9

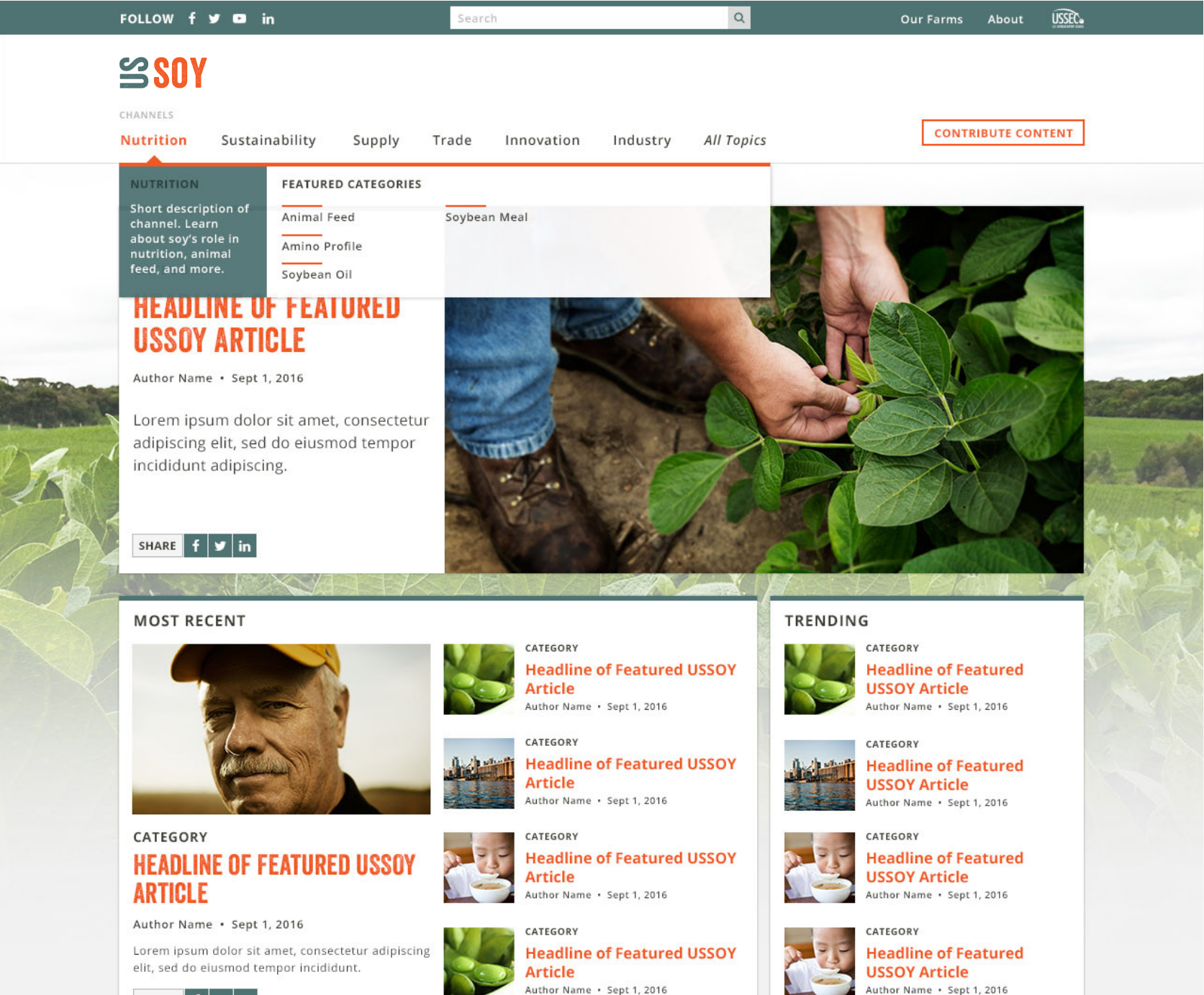
Weekly News Articles Update

APR 14

Asian Subcontinent:Market Analysis and Some Forecasts



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