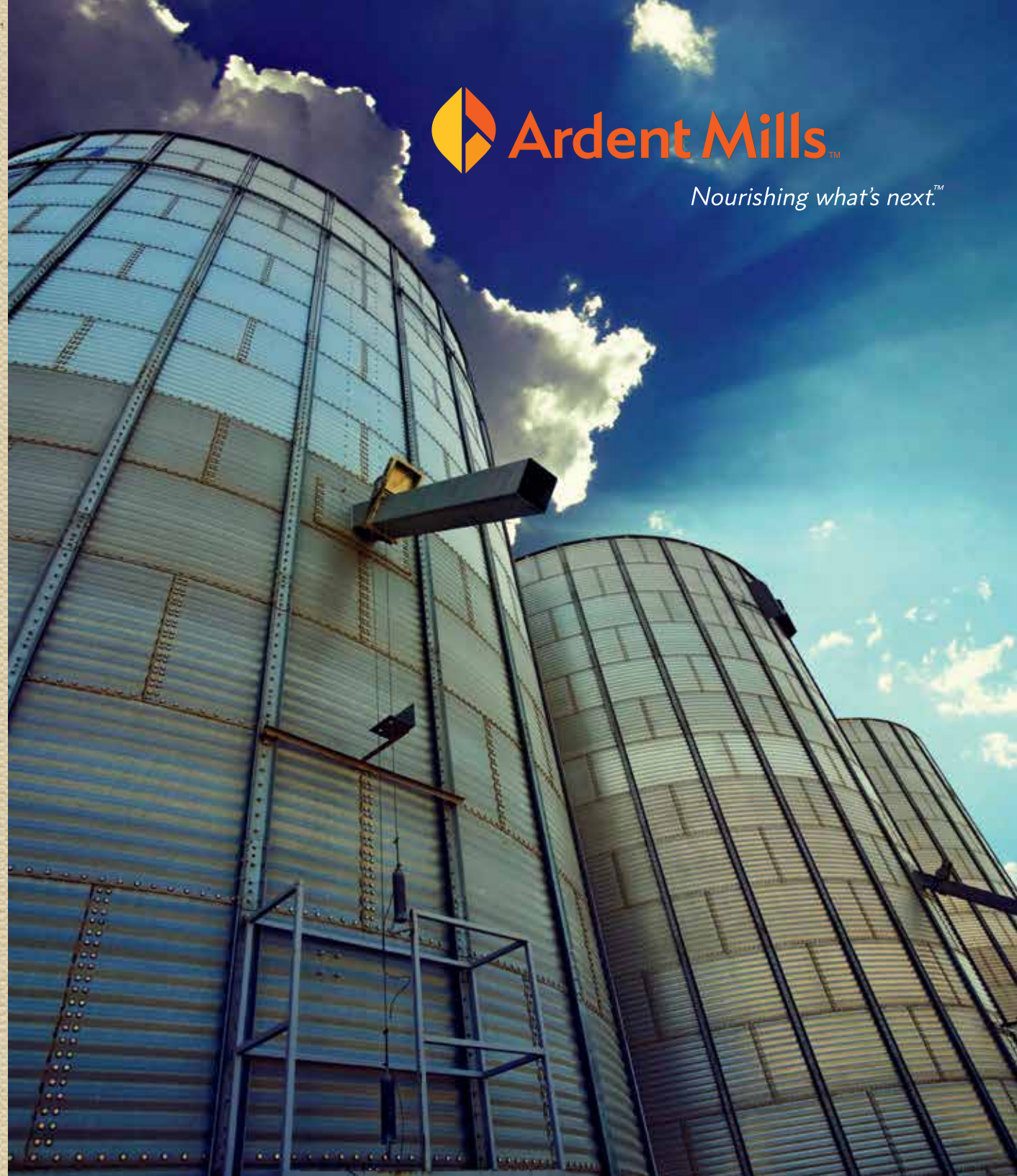


# BRAND IDENTITY GUIDE



*Nourishing what's next.™*



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# UNDERSTANDING THE BRAND



Together, we are  
Ardent Mills.

For any company, the challenge of expressing its identity in a way that's clear, compelling and memorable is all-important. For a new company, it's even more essential. That's why we've put together this Brand Identity Guide. It's a handy reference to the visual and verbal guidelines that will put us—and all of our communications partners—on the same page. The more we all understand our brand, the easier it will be to define our identity and positioning in the industry. The information on the pages that follow will help ensure that our many voices join together to express a singular vision and a clear, consistent identity for Ardent Mills.



## Company Overview

A new company. A great new era for grain.

Welcome to Ardent Mills,<sup>™</sup> our new company, born from three industry pioneers: ConAgra Mills,<sup>®</sup> Horizon Milling<sup>®</sup> and CHS, Incorporated. We are a company dedicated to helping our customers grow in a challenging marketplace. A company that offers the industry's broadest range of flours, mixes, blends and specialty products, customized to meet the industry's needs and backed by unrivaled technical support, customer service and the supply assurance of a coast-to-coast network of 40 community mills, bakery-mix centers and a specialty bakery.



## Vision

Our vision is to be the trusted partner in nurturing our customers, consumers and communities through innovative and nutritious grain-based solutions.

## Values

Our values set out the principles and expectations of the Ardent Mills Way. We will make a positive impact upon our employees, customers, communities, and partners by:

- Working to earn trust every day, always operating with reliability and integrity.
- Serving others with understanding, respect, and care.
- Operating with simplicity, clarity and transparency, removing barriers and letting people do what they do best.
- Ensuring the safety of our products and people; doing what's best to create the safest environment now and for the future.

# The Ardent Mills Name

We chose the name Ardent Mills because the word “ardent” communicates passion and intense devotion—attributes at the very heart of our new company. “Ardent” clearly expressed our passion for providing innovative, new products, services and solutions and our unwavering commitment to helping customers grow their businesses.

The basic shape of the Ardent Mills logo was inspired by the silhouette of a kernel of wheat. A vertical “arrow” was incorporated in the center to represent the progressiveness of our new company. The design features three “pieces” that represent our three companies coming together to form a cohesive unit. We used warm colors because, like the company’s name, they are passionate, energetic, inviting, earthy and natural, tying back to the products produced at our community mills.

# Brand Essence: Nourishing What’s Next

Our tagline—Nourishing What’s Next—expresses the “heart and soul” of the Ardent Mills brand. We are committed to nourishing innovation, from field to mill to healthy grain-based products that consumers’ demand. We’re the “can do” grain people who will help you succeed with our game-changing innovation, unmatched expertise and the largest network of community mills in North America.



# VISUAL IDENTITY



Communicating the Ardent Mills brand effectively builds trust in the company and drives customer loyalty and enthusiasm. Visual cohesion and consistency helps promote a strong, well-planned brand identity. These positive attributes are extended to the company as a whole. Every time Ardent Mills delivers a compelling message that is consistent, it earns trust.

The  
Ardent Mills  
Logo





## Logo Iconography

All internal and external communications from Ardent Mills business groups should include the following master logo mark (i.e. logo icon + wordmark).



## Logo Orientation

When space allows, it is preferable to use the horizontal orientation of the Ardent Mills logo. The logo icon can be used on its own *only* when a logo with the accompanying wordmark appears somewhere in the same piece of communication or within the same environment.

In special circumstances, such as signage or packaging, it may be preferable to use a logo with larger icon to increase recognizability. This orientation should be used sparingly.



HORIZONTAL



VERTICAL



ICON



EXTRA LARGE ICON

## Registration Mark

Ardent Mills is in the process of applying for a trademark registration. During the application process, a “TM” (or ™) must be used in the lower right position, adjacent to the wordmark every time it is used, rather than “R” (®). Once the trademark application has been accepted and placed on file, the “R” can be used. You will be notified when the trademark application is approved.



## Color Variations

### Spot Color

The spot-color logo is the truest version of the Ardent Mills mark. Use it when economically feasible.



### Single Color (Spot Orange)

When multicolor printing is not available, the logo may be reproduced in PMS 179 orange only.



### Process Color (CMYK)

Use this version for four-color process printing when extra spot colors are not available.



### Single Color (Black)

When multicolor printing is not available, it is preferable to reproduce the logo in black.



### No Drop-Shadow

This version should be used when reproduction capabilities are unable to render the drop-shadow—such as in small embroidery. In applications where the logo is reproduced with dimension—raised-letter signage, for example—the logo should be used without its drop shadow.



### Reversed

Reversed versions of the logo are to be used only to create enough contrast on a background.



## Minimum Size

Please refer to these guidelines when sizing the logo. Always consult with vendors to ensure quality reproduction.



Minimum size:  
1" wide



Minimum size for embroidery:  
1.5" wide



If the logo must appear in very small sizes, consider using the version with no drop-shadow.

## Logo Misuse

It is important to maintain the look, feel and legibility of the Ardent Mills logo. To ensure proper usage, please adhere to the guidelines outlined in this reference. These examples illustrate treatments that should never be applied to the logo.



Never replace the typography



Never combine or replace colors



Never compress or distort



Never add elements



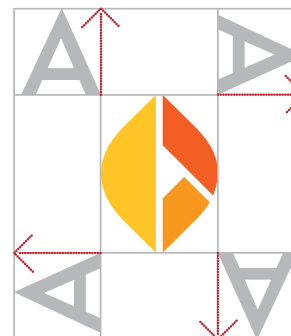
Never use unapproved colors



Never alter proportions of the elements

## Area of Noninterference

At all times, an area of noninterference should be maintained around the Ardent Mills logo. This area is equivalent to the height of the letter "A" in the wordmark.

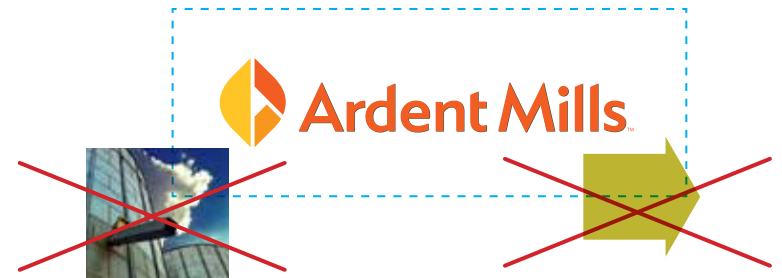


## Noninterference Area Misuse

As the term implies, the noninterference area is intended to establish a visual buffer zone around the logo in order to maintain its primary importance in the aesthetic hierarchy of all Ardent Mills communications.



Never place text within the noninterference area



Keep all photos and graphics outside of the noninterference area

## Uncluttered Backgrounds

The noninterference area does not mean that the Ardent Mills logo must always be seen against a white background.

The logo may indeed be used in conjunction with photographic or illustrated backgrounds, as long as those backgrounds are visually uncluttered and provide good tonal contrast, allowing the logo to always remain easily legible and immediately recognizable



YES:  
A background free of distracting clutter which also provides excellent contrast



YES:  
A simple background that allows the logo to be seen clearly



YES:  
This graphic's uncomplicated background insures good legibility



NO:  
Although the contrast is adequate, the background is far too complicated



NO:  
Extreme background clutter makes the logo nearly unreadable



NO:  
This graphic's intrusive clutter and low contrast make it a poor background choice

## The Noninterference Area in Practice

To achieve visual consistency across a wide variety of applications, the non-interference area should always be used to create a *minimum* of clear space around the Ardent Mills logo.

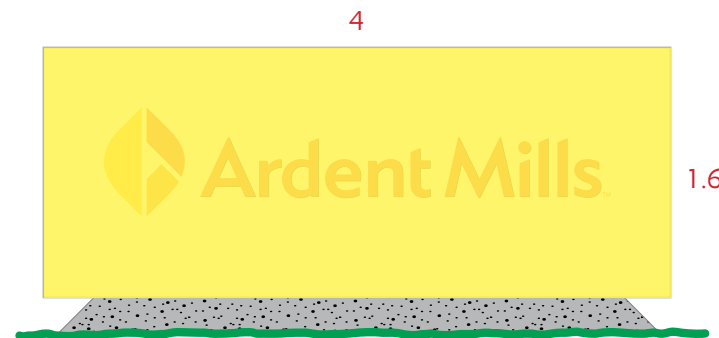
In practice however, a more visually pleasing look is usually achieved when additional clear space is added beneath the logo.



The area of non-interference dictates the minimum clear space required around the logo



In practice, additional space beneath the logo will create a stronger visual foundation



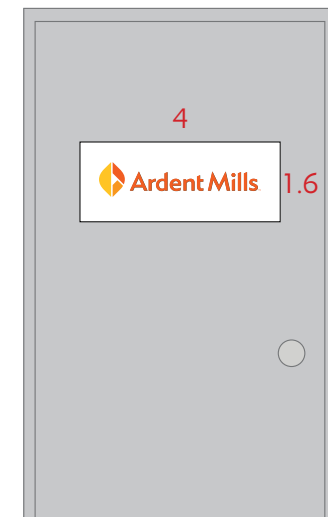
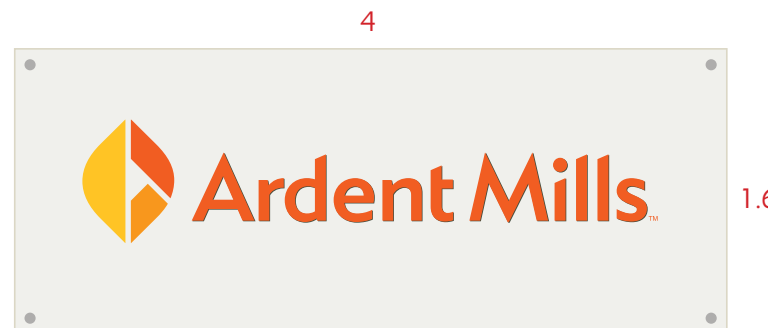
## The 4 : 1.6 Proportion

When the additional space is incorporated at the bottom of the non-interference area the results are a horizontal rectangle with an approximate proportion of 4 to 1.6.

Accordingly, a sign four feet wide will have a height of approximately 1ft. 7in.

## One Proportion; Many Applications

Apply the 4 : 1.6 proportions in all situations where it's possible to dictate the dimensions of new signage and materials that use solely the Ardent Mills logo, with no extra text or visual elements.



## The Logo & Tagline Lock-up

The approved tagline is “Nourishing what’s next.” The alignment, proportions and position of the tagline, relative to the logo, have been carefully considered and together are known as the “lock-up.” Use only approved versions of the lock-up as provided by an authorized Ardent Mills brand manager. Never alter the lock-up.



*Nourishing what's next.™*

## Misuse of The Lock-up

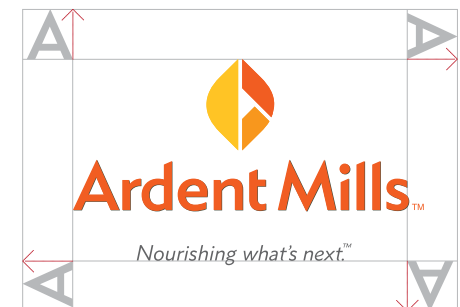
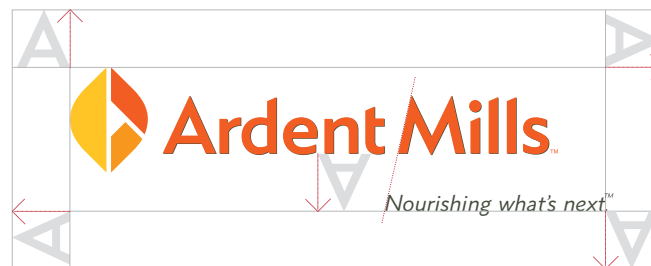
It is important to maintain the look, feel and legibility of the Ardent Mills lock-up. To ensure proper usage, please adhere to the guidelines outlined in this reference.

The examples provided illustrate treatments that should never be applied to the lock-up.



## The Lock-up's Area of Noninterference

The area of noninterference should be adjusted as shown when the logo/tagline lock-up is used.



## Approved Lock-up Variations

Having a visually consistent brand identity reflects well upon Ardent Mills as a whole, fostering a sense of foresight and stability among customers and employees alike. Thus, only authorized versions of the Ardent Mills logo/tagline lock-up should be used. Consult with an Ardent Mills brand identity manager for a complete library of lock-up variations.

### Regular Size Lock-up

*Use this lock-up in nearly all cases.*



### Extra-Large Logo Lock-up

*In cases where the Ardent Mills logo is displayed at very large sizes—such as in signage or environmental graphics—this lock-up can be used to keep more visual emphasis on the logo itself.*



### Small Logo Lock-up

*To keep the tagline legible when the logo must be used at smaller sizes, this version is recommended.*



## Color and Typography

Metro Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

*Metro Nova Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890!@#\$%^&\*()*

Metro Nova Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

*Metro Nova Medium Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890!@#\$%^&\*()*



## Color Palette

---

These are the approved colors for the Ardent Mills brand.

## Primary Brand Colors

---

**PMS 123**  
CMYK 0 24 94 0  
RGB 255 196 37  
WEB FFC425

**PMS 179**  
CMYK 0 79 100 0  
RGB 241 93 34  
WEB F15D22

**PMS 144**  
CMYK 0 48 100 0  
RGB 248 151 29  
WEB F8971D

## Primary Accent Colors

---

**PMS 447**  
CMYK 16 0 31 82  
RGB 68 77 62  
WEB 444D3E

**BLACK**

**WHITE**

## Secondary Colors

---

**PMS 7765**  
CMYK 30 21 100 0  
RGB 187 178 30  
WEB BBB21E

**PMS 5415**  
CMYK 42 8 0 40  
RGB 93 134 160  
WEB 5D86A0

## Secondary Accent Color (sparingly, for text, line art, etc.)

---

**PMS 704**  
CMYK 0 90 72 29  
RGB 179 45 51  
WEB B32D33

## Color Palette

These are the approved supporting colors for the Ardent Mills brand. They are primarily selected for use in the marketing and advertising of individual Ardent Mills products.

## Supporting Colors for Marketing and Advertising of Ardent Mills products



CMYK - 20C | 95M | 100Y | 10K  
RGB - R183 | G47 | B38



CMYK - 29C | 18M | 30Y | 40K  
RGB - R122 | G128 | B120



CMYK - 44C | 8M | 18Y | 0K  
RGB - R142 | G193 | B202



CMYK - 20C | 16M | 70Y | 0K  
RGB - R209 | G197 | B109



CMYK - 66C | 31M | 25Y | 0K  
RGB - R95 | G149 | B172



CMYK - 34C | 22M | 75Y | 0K  
RGB - R178 | G177 | B100



CMYK - 66C | 31M | 25Y | 20K  
RGB - R79 | G125 | B144



CMYK - 42C | 26M | 90Y | 15K  
RGB - R141 | G145 | B62



CMYK - 61C | 55M | 27Y | 6K  
RGB - R112 | G112 | B142



CMYK - 36C | 6M | 90Y | 0K  
RGB - R175 | G199 | B74

## Primary Font Usage

The approved typeface for Ardent Mills communications is Metro Nova. Type builds character. Type creates hierarchy. The Metro Nova font family is clean, readable and approachable.

*Metro Nova Thin*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%^&\*()

*Metro Nova Thin Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%^&\*()

*Metro Nova Light*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%^&\*()

*Metro Nova Light Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%^&\*()

*Metro Nova Regular*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%^&\*()

*Metro Nova Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%^&\*()

*Metro Nova Medium*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%^&\*()

*Metro Nova Medium Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%^&\*()

*Metro Nova Bold*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%^&\*()

*Metro Nova Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%^&\*()

*Metro Nova Extra Black*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%^&\*()

*Metro Nova Extra Black Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%^&\*()

## Secondary Font Usage

When Metro Nova is not available, Gill Sans is the approved secondary font.

Gills Sans is widely distributed and should be available for use in presentation applications such as PowerPoint or Keynote.

Gill Sans Light  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#\$\$%^&\*()

*Gill Sans Light Italic*  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#\$\$%^&\*()

Gill Sans Regular  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#\$\$%^&\*()

*Gill Sans Regular Italic*  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#\$\$%^&\*()

**Gill Sans Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$\$%^&\*()**

***Gill Sans Bold Italic***  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$\$%^&\*()**

Signage



**Exterior Signs**

These examples of permanent outdoor signs are intentionally kept straightforward and unembellished to communicate as sense of lasting reliability.



**Typical Site Sign**  
*The 4 : 1.6 proportions apply in this case.*  
 (See page 13 of this Guide for more discussion of the 4 : 1.6 proportion.)



**Logo & Text Site Sign**  
*In this example the sign's background area is increased at the bottom to keep the added text outside of the logo's area of noninterference.*



**Typical Site Sign-Vertical**  
*The horizontal logo orientation is strongly preferred. In cases where existing materials or other factors will not allow a horizontal format, the vertical version should be used.*



**Directional Signs**  
*Legibility is the primary concern with outdoor signage due to ever-changing lighting conditions. Create maximum contrast and readability with large, capital letters in white against an uncluttered background of PMS 447 dark gray.*



..... PMS 447



### Railcar

Note how two different orientations of the Ardent Mills logo are used, depending on the available space and design objectives.



## Mobile Innovation Center

The Ardent Mills Mobile Innovation Center is equipped with a state-of-the-art test kitchen and bakery, and fosters on-site culinary creativity, hands-on education and interactive R&D support for our customers.





## Environmental Graphics

Large-scale graphics have the ability to encompass the viewer in a powerful brand statement. To ensure brand consistency throughout our many locations and facilities, be sure to collaborate with Ardent Mills Marketing in all stages of planning and production.



CONFERENCE ROOMS



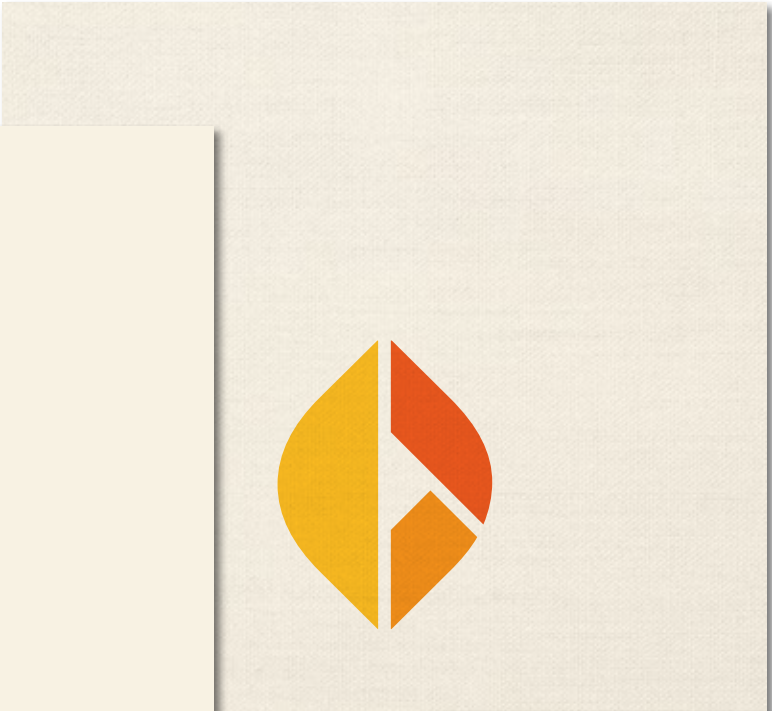
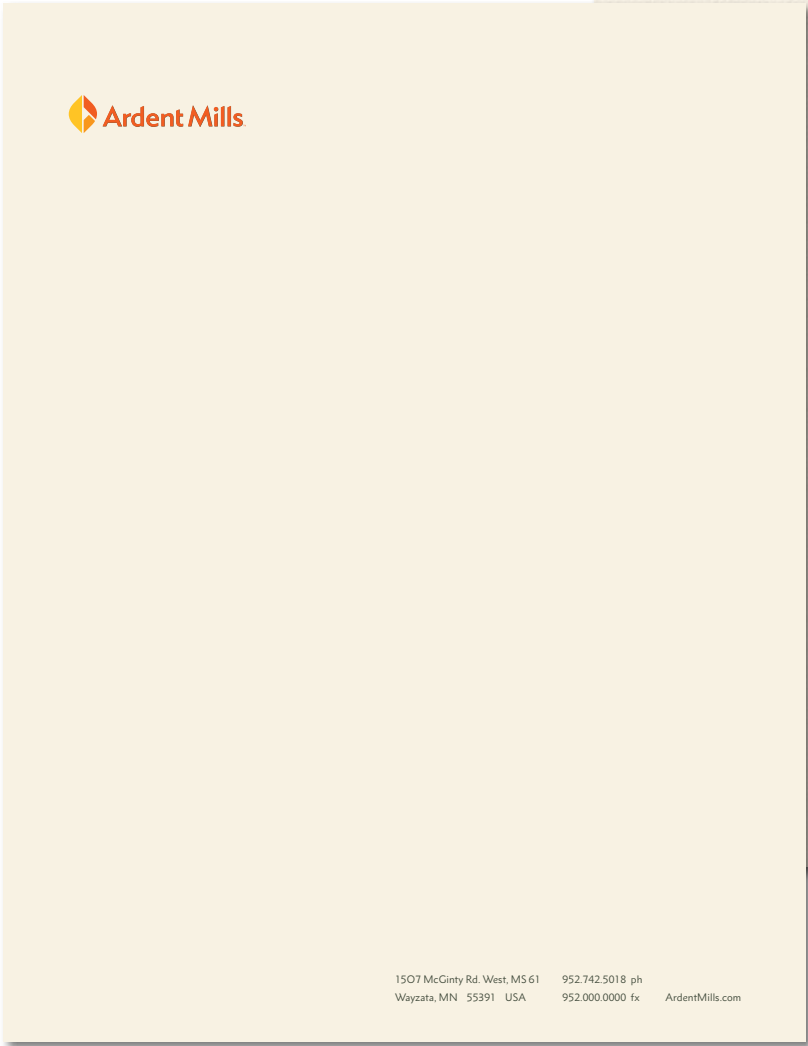
WINDOWSCREENS

Design  
Applications



**Business Papers**

Designed within the framework of the Ardent Mills brand identity, the stationery package facilitates clear, businesslike communications.



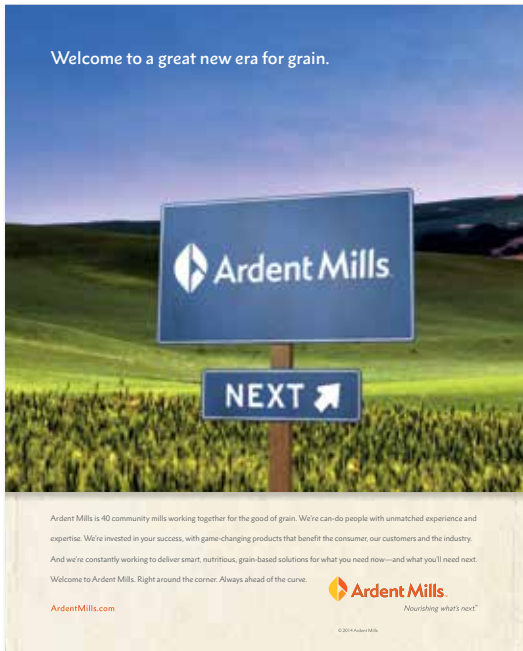
## Photography

The Ardent Mills photography style is best described as “real moments in the sun.” Whether it be people, people interacting with Ardent Mills products, Ardent Mills products in an environment, or Ardent Mills products by themselves, authenticity is key. People, places, and products should never be overly styled to the point that they become fake or unbelievable. People should always appear to be real—not models—and environments should be places where the products would naturally appear.

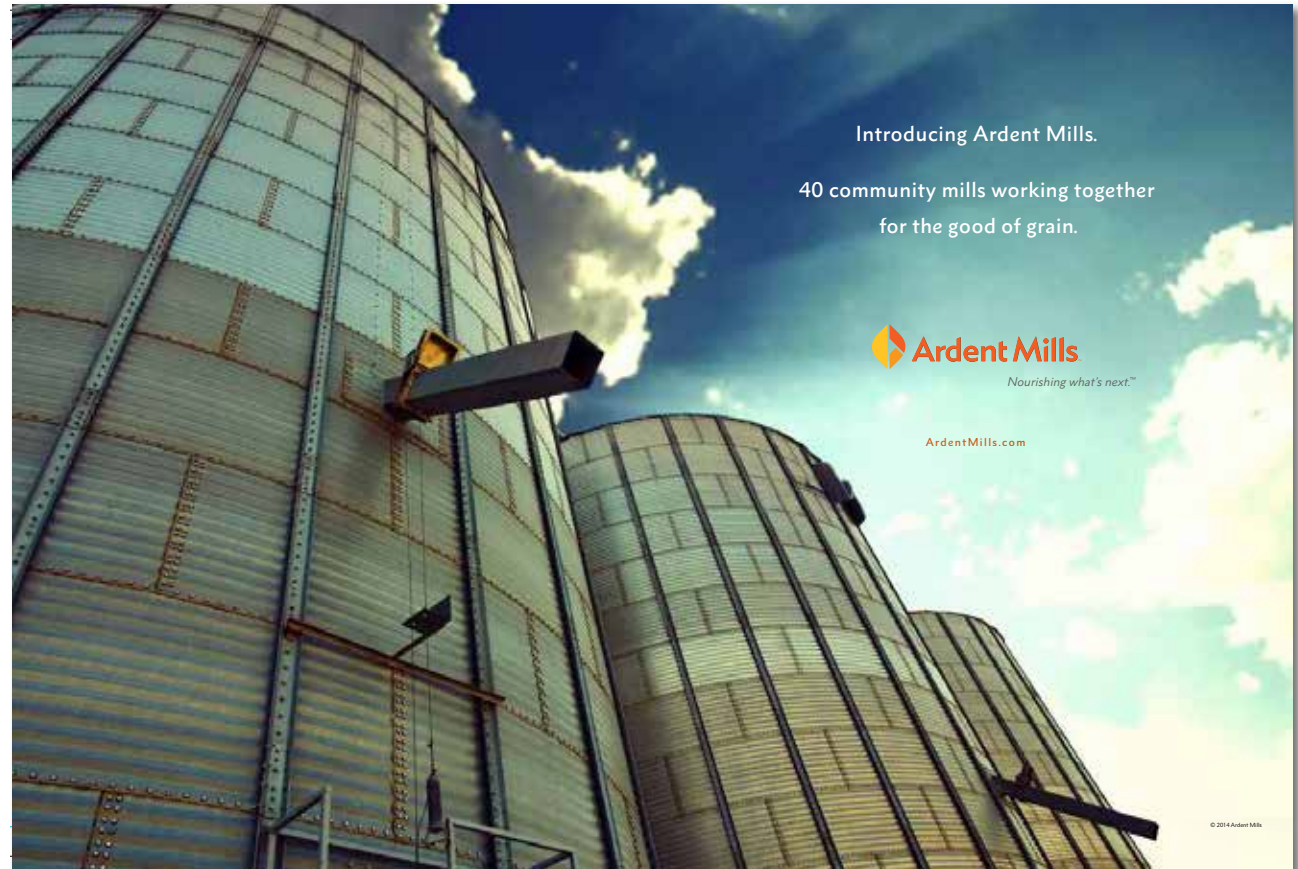


## Advertising

These examples of external advertising were used to launch the new Ardent Mills company.

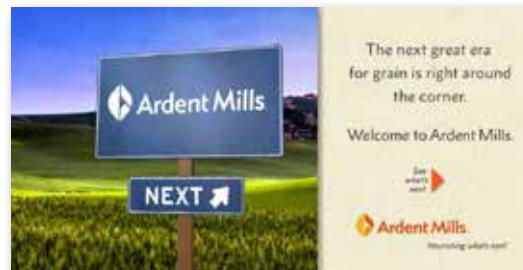


SINGLE-PAGE PRINT AD



TWO-PAGE PRINT AD

DIGITAL BANNER ADS



Corporate Brochure

Below are representative pages from an Ardent Mills corporate brochure.





For questions regarding  
the brand identity, contact:

---

Jaime Emanuel  
Ardent Mills  
[Jaime.emanuel@ardentmills.com](mailto:Jaime.emanuel@ardentmills.com)