

SOUTHERN STATES® LOGO USAGE GUIDELINES





OUR VISION

To be the trusted hometown ag retailer, generating sustained results for our customers and profitability for our cooperative members.

OUR MISSION

To be customer-focused, providing superior products and services with expertise for farms and around the home.

For more than a century, we have consistently provided expert products, services and advice to our members and customers.

As **ONE TEAM** serving the unique needs our customers, we go to market as Southern States.

Southern States represents diverse businesses and a variety of customer interests. Customers naturally define our brand based on their personal interactions with our cooperative and through our marketing messages and imagery, we differentiate the brand to help customers identify Southern States as the brand they trust to meet their specific needs.

We also use taglines as needed to reflect our unique markets and now have three pre-approved tag lines to represent our business:



Our primary brand tag line, “A Farmer Owned Cooperative Since 1923” leverages the company’s ownership (farmers), business model (cooperative) and heritage (since 1923) to give customers permission to believe our promise of quality, knowledge and trust is true. The tagline is unique to Southern States; no other competitor can make the same claim.

Our ag-oriented roots define our cooperative; however, we do recognize in limited markets, we do not serve our primary ag retailer business and have offered an option to differentiate our energy-only and professional turf markets.

To emphasize our **ONE TEAM** approach, the Southern States logo (without any tagline) should be used for uniforms, apparel, hats, promotional items, and multi-use rolling stock. This provides a consistent representation of our brand and our team.

OUR VALUES

ONE TEAM

CUSTOMER
EXPERIENCE

SUSTAINABLE
GROWTH

OPEN
COMMUNICATION

ACCOUNTABILITY

INTEGRITY

SOUTHERN STATES **LOGO**

The design standards provided here have been developed to ensure a consistent presentation of our logo, corporate colors, and high visibility applications. As you prepare to use the Southern States logo, please read and respect these guidelines that have been established to maintain and standardize our brand identity.

The letters have been carefully drawn and spaced to be legible both large and small. No other typeface or font should ever be substituted for the words "Southern States" in our logo. These examples represent the acceptable ways to use the logotype. The red "SS" icon should not be used separately. The logo is a combination on the red "SS" icon and the words "Southern States."

See page 5 for additional approved logo formats.



1. **ALWAYS use the logo in print as it is presented in the .eps or .jpg file. Follow Southern States overall brand and logo usage standards in regards to colors, reversed color and sizes.**
 - Do not attempt to recreate the logo. Please use the original art file as provided.
 - Do not rearrange or break apart logo elements.
 - Do not use parts of the logo separately.
 - Do not change the proportion of the logo elements as they relate to each other. For example, do not make the Southern States type smaller than the established style in proportion to the "SS" emblem or the word "Energy."
 - Do not change logo colorations. (see "Full Color Specifications" above)
2. **NEVER use the logo any smaller than 1 inch wide. Logo elements become unreadable if they are used any smaller.**
3. **ALWAYS allow at least 1/8" "Clear Zone" around the logo (other text and graphic elements) for proper visibility.**
4. **ALWAYS be sure to use the logo on a background that provides good contrast so it can be seen easily.**
5. **Use of a tagline is not required and is not recommended on uniforms, apparel, hats, rolling stock or permanent signage. We also do not recommend embroidering the logo with any tagline.**
6. **Only use the pre-approved taglines that best fits the customers you serve. Today, our approved logo taglines are "A Farmer Owned Cooperative Since 1923," "Energy, " and "Turf for Professionals."**

LOGO COLORS

The full color version of the Southern States logo is made up of the following colors:

	
SSC Blue PANTONE® 281 CMYK: 100C 72M 0Y 38K RBG: 0R 56G 118B Web: 003876	SSC Red PANTONE® 485 CMYK: 0C 100M 91Y 0K RBG: 237R 26G 45B Web: ED1A2D

APPROVED LOGO FORMATS

With Tagline



Without Tagline



CLEAR SPACE

To achieve maximum visibility and impact, a minimum amount of clear space should surround the logo. The space should never be less than specified in these guidelines.

The clear space encompasses an area the height of the S in Southern States, shown in the diagram below. It is not acceptable to place any graphic elements within the clear zone.



LOGO USAGE

Follow these guidelines for the best usage in various color situations. The SS section in the logo should always be transparent (as shown below) and should never be filled with white.



On lighter backgrounds, use the full color logo to provide contrast.



On darker backgrounds, the logo must appear in reverse for legibility.



The above logo can be used as an option to add color contrast on dark backgrounds.

UNACCEPTABLE USAGE

Consistent use of the Southern States logo and brand colors reinforces brand recognition. Here are some examples of unacceptable logo use.



DO NOT use other colors



SOUTHERN STATES®

DO NOT remove elements



DO NOT modify the logo



DO NOT outline the logo



DO NOT stretch or distort



DO NOT use other fonts



*DO NOT separate the "SS" icon
from the Southern States name*



*DO NOT stack Southern States
beside the "SS" icon*

APPAREL AND PROMOTION ITEMS

As **ONE TEAM** serving the unique needs our customers, we go to market as Southern States and use taglines as needed to reflect our unique markets. The Southern States logo (without any tagline) should be used for uniforms, apparel, hats, promotional items, and multi-use rolling stock.

This provides a consistent representation of our brand and our team. The below are acceptable ways to print or embroider the Southern States logo on apparel and promotional items.



DO NOT embroider the tagline or registered mark

DO NOT add thread in the SS section of the logo

SOUTHERN STATES LOGO

HORIZONTAL EMBROIDERY TEMPLATE – ADDING STORE NAME

An occasion to use the Southern States logo with a location name may be appropriate on a limited basis. Request our Illustrator template or use the below example for creating store versions that follow brand usage guidelines.



- Follow the scale for logo size and store name placement
- Store name is in the Arial Black font at 15 pt.
**Can reduce the font size if store name is longer or the logo size is smaller.
- **DO NOT MOVE STORE NAME CLOSER TO SSC LOGO.**
All elements like the store name should maintain a minimum amount of clear space from logo. The clear space encompasses an area the height of the S in Southern States.



- DO NOT embroider the tagline or registered mark
- DO NOT add thread in the SS section of the logo

SOUTHERN STATES LOGO VERTICAL EMBROIDERY TEMPLATE – ADDING STORE NAME

An occasion to use the Southern States logo with a location name may be appropriate on a limited basis. Request our Illustrator template or use the below example for creating store versions that follow brand usage guidelines.



- Follow the scale for logo size and store name placement
- Store name is in the Arial Black font at 15 pt.
**Can reduce the font size if store name is longer or the logo size is smaller.
- **DO NOT MOVE STORE NAME CLOSER TO SSC LOGO.**
All elements like the store name should maintain a minimum amount of clear space from logo. The clear space encompasses an area the height of the S in Southern States.



- DO NOT embroider the tagline or registered mark
- DO NOT add thread in the SS section of the logo

UNACCEPTABLE WAYS TO EMBROIDER THE SOUTHERN STATES LOGO AND STORE NAME

The below examples are incorrect ways to embroider the Southern States logo and store name. Please send proofs of local orders to Marketing for review and approval to ensure proper logo usage.



DO NOT embroider the tag line or shift the "Southern States" lettering up to make room for a location name



DO NOT shift the Southern States lettering up and tuck the store name in below. Store name must go below logo and utilize clear space area as shown on page 10



DO NOT crowd the Southern States logo or use an alternate font for the Southern States name. Allow proper clear space according to guidelines on page 10 and 11

DO NOT add thread in the SS section of the logo

UNIFORM REQUIREMENTS

UNIFORM GUIDANCE:

All employees are expected to dress appropriately for the jobs they are performing, and to maintain good standards of personal neatness to the extent the job duties permit.

- Southern States Branded Shirt in Navy Blue or Oxford Blue
- Jeans/Khakis or Work pants: properly fitted, clean and free of holes
- Closed toe shoe/boot: other stipulations may apply by job requirements

The full Southern States uniform policy is outlined in the Employee Handbook available in ADP.

UNIFORM ORDERING OPTIONS:

Southern States official uniform provider is Maple Avenue. Access to the uniform ordering site is available by accessing <https://ssc.mapleavenue.com/login>.

This site provides a pre-approved selection of cost-conscious branded apparel and is available to order items with credit card (**employees need approval from management prior to purchasing any SSC-funded items**).

***NOTE:** Southern States does not maintain a national agreement with Cintas. Please do not sign any local contracts without having your Regional Manager review and give their approval.*

HOW TO ORDER **EVENT/PROMOTIONAL MATERIALS**

The Marketing Team will continue to provide assistance with selecting and ordering large-volume promotional items as part of specific promotions and events; however, the Marketing Department no longer maintains inventory of Southern States-branded promotional materials in-house.

Please utilize below options for your promotional item needs (company, visitors, field visits, internal recognition, employee or customer meetings, etc.) These items typically take anywhere from 2-4 weeks for printing and shipping so please plan accordingly.

A new Southern States Branded Apparel web site is now available through our partners at **GROWMARK**:

https://sscapparel.martinonesource.com/southern_states/shop/home. This site provides a wide variety of pre-selected SSC branded apparel for special order. Payment for orders is made by credit card at time of purchase. **Any SSC-funded orders from this site must have prior approval from your Regional Manager.**

Additional SSC branded apparel and promotional items are available from the **GROWMARK** Marketing Purchasing Team for special order. Contact marketingpurchasing@growmark.com. **These items should be ordered based on your planned location budgets or with Regional Manager approval.**

If you choose to use an alternate provider for promotional items, it is your responsibility to protect Southern States brand and follow published logo standards. Please review the Logo Usage Guidelines available online before placing an order. We strongly recommend you have the Marketing Team review a proof of your items prior to printing to ensure logo compliance. Please send requests for approval to Eileen Dunn at eileen.dunn@sscoop.com. Approval requests usually take less than 1 business day.

More detailed information on [Branded Apparel & Promotional items](#) is available on Tailgate.

SOUTHERN STATES **TURF FOR PROFESSIONALS**

To differentiate Southern States ability to serve the professional landscaper, golf course and sports turf markets, a version logo with the tagline “Turf For Professionals” is available for use. This tagline is intended to communicate the location or materials are designed for turf professionals – not homeowners and lawn aficionados.

This tagline should be used in print and digital applications, in-store and exterior signage and select promotional items. Due to size and readability, the tagline should not be embroidered on any apparel items.

The Southern States logo without tagline should continue to be used for uniforms, apparel, hats and rolling stock.

The logo and tagline have been carefully designed and spaced to be legible and with a clean design. No other typeface or font should be substituted nor shall the design be altered from the art files provided. These examples represent acceptable ways to use the logo and “Turf for Professionals” tagline.



1. **ALWAYS use the logo in print as it is presented in the .eps or .jpg file. Follow Southern States overall brand and logo usage standards in regards to colors, reversed color and sizes.**
 - *Do not attempt to recreate the logo. Please use the original art file as provided.*
 - *Do not rearrange or break apart logo elements.*
 - *Do not use parts of the logo separately.*
 - *Do not change the proportion of the logo elements as they relate to each other. For example, do not make the Southern States type smaller than the established style in proportion to the “SS” emblem or the word “Energy.”*
 - *Do not change logo colorations. (see “Full Color Specifications” above)*
2. **NEVER use the logo any smaller than 1 inch wide. Logo elements become unreadable if they are used any smaller.**
3. **ALWAYS allow at least 1/8” “Clear Zone” around the logo (other text and graphic elements) for proper visibility.**
4. **ALWAYS be sure to use the logo on a background that provides good contrast so it can be seen easily.**
5. **Use of a tagline is not required and is not recommended on uniforms, apparel, hats, rolling stock or permanent signage. We also do not recommend embroidering the logo with any tagline.**
6. **Only use the pre-approved taglines that best fits the customers you serve. Today, our approved logo taglines are “A Farmer Owned Cooperative Since 1923,” “Energy, ” and “Turf for Professionals.”**

SOUTHERN STATES ENERGY

The Southern States Energy logo was developed to elevate the emphasis on the energy business of the cooperative both internally and externally. The logo was designed to differentiate the energy business, while leveraging existing brand recognition. This logo should be utilized when exclusively representing energy services to our customers. The standard Southern States logo should continue to be used to promote multiple businesses of the cooperative.

Examples of when to use the Southern States Energy logo include:

- Decals on visible Southern States propane or heating oil tanks
- Decals and graphic on Southern States Energy Service Rolling Stock
- Energy focused marketing efforts
- Signage at energy-specific locations



SOUTHERN STATES ENERGY LOGO GUIDELINES

As you promote Southern States Energy, please follow these simple guidelines to consistently and proudly display our brand logos for clear and immediate recognition.

The corporate design standards provided here have been developed to ensure a consistent presentation of the Southern States Energy logo, its colors, and usage applications. As you prepare to use this logo, please read and respect the guidelines that have been established to maintain and standardize our brand identity



SSC Blue
PANTONE® 281
CMYK: 100C 72M 0Y 38K
RBG: 0R 56G 118B
Web: 003876

SSC Red
PANTONE® 485
CMYK: 0C 100M 91Y 0K
RBG: 237R 26G 45B
Web: ED1A2D

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