

SOUTHERN STATES® LOGO USAGE GUIDELINES



SOUTHERN STATES IS THE PLACE FOR THOSE WHO DO.

For almost a century, we have consistently provided expert products, services and advice to people who aren't afraid of getting their hands dirty.

Today, our mission is to be the best at giving you the tools you need to get the job done right - whether you're running a large commercial farm, tending a backyard garden or just trying to keep your yard looking green and lush. We fulfill this mission by providing a full range of services and growing solutions for farms and around the home.

By creating lifelong relationships with those who share a mutual love of the land, we can ensure the success of our customers through the level of service and solutions we provide them.

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



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.

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.**

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. This is especially important when the logo is boxed.



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



DO NOT remove elements



DO NOT modify the logo



DO NOT outline the logo



DO NOT stretch or distort



DO NOT use other fonts

APPAREL AND PROMOTION ITEMS

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

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 16 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

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 16 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



DO NOT place store name in the tag line area of the logo. Store name must go below logo and utilize clear space area



DO NOT crowd the Southern States logo but 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:

- Southern States Branded Shirt in Navy Blue or Oxford Blue
- Jeans/Khakis or Work pants: properly fitted, clean & free of holes
- Closed toe shoe/boot: other stipulations may apply by job requirements
- Local Stores may include a Uniform Rental Program; See District General Manager for details and availability

UNIFORM ORDERING OPTIONS:

- Information to come....

NOTE: *Our national agreement with Cintas ends June 2022. Please do not sign any local contracts without having your district GM review and give their approval.*

HOW TO ORDER **EVENT/PROMOTIONAL MATERIALS**

As we continue to streamline our organization, Southern States has significantly reduced the number of large customer events in which we participate. As such, the Marketing Department will no longer maintain inventory of Southern States-branded promotional materials in-house.

The Marketing Team will continue to provide assistance with selecting and ordering large-volume promotional items as part of specific promotions and events; however, we ask you utilize our long-time supplier Halo for your promotional items needs (company visitors, field visits, internal recognition, employee or customer meetings, etc.). Contact Chris.Bartlett@halo.com for more information and use your Wells Fargo purchasing card for payment. Plan ahead! Standard processing times of 2-3 weeks will apply (Additional delays may be experienced due to industry-wide supply and shipping challenges).

ORDERING INSTRUCTIONS:

- Place your order at <https://shop.halo.com> using your Wells Fargo card
- For additional information, contact Chris.Bartlett@halo.com

Standard processing times of 2-3 weeks will apply.

SOUTHERN STATES ENERGY LOGO

The Southern States Energy logo has been 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
- Logos on clothing and apparel for energy-specific employees
- Energy focused marketing efforts
- Signage at energy-specific locations

The Southern States Energy logo should be implemented on new installations or refurbished projects, but we will not incur the cost to replace existing Southern States logos in good condition.



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
RGB: 0R 56G 118B
Web: 003876

SSC Red

PANTONE® 485
CMYK: 0C 100M 91Y 0K
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