

MKC *Shared growth. Shared success.*



MKC BRAND GUIDE

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MKC BRAND GUIDE

TABLE OF CONTENTS

- 04** Introduction
- 06** Color Palette
- 12** Logos and Usage
- 20** Typography
- 24** Formal Communication
- 25** PowerPoints
- 26** Design Elements
- 28** Apparel
- 30** Email Signatures
- 32** Photography
- 34** Style Guide



INTRODUCTION

MKC BRAND GUIDE

WHO WE ARE

MKC (Mid Kansas Cooperative) is a full-service farm cooperative offering a complete line of products, programs and services for both farm and urban customers throughout Kansas. With a current membership of nearly 10,000 members, MKC specializes in grain, agronomy, energy, feed and risk management.

More than 560 employees play an important role in the growth and success of the cooperative. Since its' founding in 1965, MKC has expanded its footprint through mergers and acquisitions to meet the needs of the producer. MKC's mission is to create customer, employee and partner success to provide a safe and sustainable food supply. Learn more about MKC at mkcoop.com and follow the MKC story on Facebook, Twitter and Instagram.

COMPANY MISSION

To create customer, employee and partner success to provide a safe and sustainable food supply.

VISION STATEMENT

To partner with customers to successfully navigate the complexity of modern agriculture and industry.

CORE VALUES

The success of our business will be determined by our ability to focus on safety, courtesy, image and innovation.

OUR AUDIENCE

10,000 + cooperative member-owners
8,000 + Mid West Fertilizer customers

COLOR PALETTE

MKC BRAND GUIDE

COLOR PALETTE

Color is a crucial part of brand identity. When a color is used consistently, it allows for cohesiveness and psychological purpose in expressing a certain feeling to your audience.

PRIMARY COLOR PALETTE

Primary colors help consumers to quickly identify a brand as they are the main, consistent colors used in all graphics, publications, signage, etc. These are the core colors of the MKC brand:

MKC GOLD	HEX	#D9AC27
	RGB	217, 172, 39
	CMYK	16, 31, 100, 1
	PANTONE	110 C

MKC BLACK

HEX #000000
RGB 0, 0, 0
CMYK 0, 0, 0, 0
PANTONE 6 C

MKC DARK GREY

HEX #333333
RGB 51, 51, 51
CMYK 69, 63, 62, 58
PANTONE 447 C

MKC LIGHT GREY

HEX #F9F9FB
RGB 249, 250, 251
CMYK 1, 0, 0, 2
PANTONE Cool Gray 1 C

MKC WHITE

HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0
PANTONE 000 C

SECONDARY COLOR PALETTE

This palette is to be used for accenting and act as a complementary color palette to the MKC Primary Color Palette. The secondary brand colors can be used throughout MKC marketing materials and app development but should not consist of more than 30% of the overall design. Additional accent colors may be used if approved by the Communications and Brand Manager Nichole Gouldie, ngouldie@mkcoop.com.

HEX #DA5225
RGB 218, 82, 37
CMYK 10, 82, 100, 1
PANTONE 7579 C

HEX #003F63
RGB 0, 63, 99
CMYK 100, 76, 38, 25
PANTONE 2188 C

HEX #90CBFB
RGB 144, 203, 251
CMYK 38, 9, 0, 0
PANTONE 291 C

HEX #A6BF4B
RGB 166, 191, 75
CMYK 40, 9, 90, 0
PANTONE 2300 C

COLOR PALETTE

MID-WEST FERTILIZER BRAND GUIDE

PRIMARY COLOR PALETTE

These are the core colors of the Mid-West Fertilizer brand:

MWF GREEN	HEX	#02724C
	RGB	2, 114, 76
	CMYK	89, 31, 83, 20
	PANTONE	3415 C

MWF YELLOW	HEX	#FDD20E
	RGB	253, 210, 14
	CMYK	2, 15, 98, 2
	PANTONE	109 C

COLOR PALETTE

PRODUCER AG BRAND GUIDE

PRIMARY COLOR PALETTE

These are the core colors of the Producer Ag brand:

PRODUCER AG BLUE

HEX #0054a5
RGB 0, 84, 165
CMYK 97, 74, 1, 0

PRODUCER AG BLACK

HEX #000000
RGB 0, 0, 0
CMYK 75, 68, 67, 90

PRODUCER AG GREY

HEX #808285
RGB 128, 130, 133
CMYK 52, 43, 41, 6



LOGOS & USAGE

MKC BRAND GUIDE

LOGOS & USAGE

A logo is the foundation for a brand's visual identity usually consisting of the brand colors and typography. In general, it is a strategic brand tool with the most power to be recognizable for the public.

MKC has three primary visual marks varying in color:

- **MKC horizontal logotype**
- **MKC stacked logotype**
- **MKC logomark**

The following pages contain examples of the MKC logotypes and logomark. The full version of the logotype will consistently have the top bar over MKC and "Shared Growth. Shared Success." as shown below. The full version of the logomark contains "MKC" with a top bar.

MKC HORIZONTAL LOGOTYPE



MKC STACKED LOGOTYPE



MKC LOGOMARK



LOGOS & USAGE

MID-WEST FERTILIZER BRAND GUIDE

LOGOS & USAGE

Mid-West Fertilizer has three primary visual marks varying in color:

- **MWF horizontal logotype**
- **MWF stacked logotype**
- **MWF logomark**

The following pages contain examples of the MWF logotypes and logomark. The full version of the logotype will consistently have the sun rising over a plant and “Mid-West Fertilizer” separated by a thin line. The full version of the logomark contains the sun rising over a plant design.

MWF HORIZONTAL LOGOTYPE



MWF STACKED LOGOTYPE



MWF LOGOMARK



LOGOS & USAGE

PRODUCER AG BRAND GUIDE

LOGOS & USAGE

Producer Ag has one primary visual mark varying in color:

- **Producer Ag horizontal logotype**

The following pages contain examples of the Producer Ag logotypes. The full version of the logotype will consistently have “Producer Ag” with bars above and below the lettering.

PRODUCER AG HORIZONTAL LOGOTYPE



SPACE AROUND THE LOGO

Sufficient space should be allowed around the various MKC logos to ensure clarity and visual impact. Below are approved and unapproved examples of ample space for both variations of the MKC logo.

This design allows for ample room and space between the MKC logo and the edge of the template.



This design barely provides space for the MKC logotype to stand on its own and is cut off in places due to template size when exported.



LOGO SIZE

Our logo must always be at legible at any size. Using our full logo without ample spacing is prohibited. Do not stretch or distort.

UNACCEPTED LOGO USAGE



Warped by stretching



Cropped MKC logotype



Unverified logotype color

TYPOGRAPHY

MKC BRAND GUIDE

MKC BRAND TYPOGRAPHY

Typography when used correctly demands the readers attention, provokes emotions and promotes brand voice. This section of the MKC brand guide will reveal why typography is crucial to our brand identity and should always be utilized correctly.

PRIMARY BRAND FONT: Myriad Pro

MKC selected a type bundle that allows for a classic, clean and sustainable voice. Myriad Pro is a humanist sans-serif typeface that should be recognizable and frequently used throughout MKC print and promotional material. This type family of 40 allows for and maintains an approachable, clear-cut and timeless feel throughout all MKC materials.

PRIMARY FONTS USED WITHIN Myriad Pro

Regular

MKC is a full-service farm cooperative.

Condensed

MKC is a full-service farm cooperative.

Italic

MKC is a full-service farm cooperative.

- Tag line: Shared Growth. Shared Success.

Bold

MKC is a full-service farm cooperative.

TYPOGRAPHY

MID-WEST FERTILIZER BRAND GUIDE

MID-WEST FERTILIZER BRAND FONT: Franklin Gothic

Regular

Mid-West Fertilizer is a full-service agricultural retailer.

Medium

Mid-West Fertilizer is a full-service agricultural retailer.

Light

Mid-West Fertilizer is a full-service agricultural retailer.

Thin

Mid-West Fertilizer is a full-service agricultural retailer.

TYPOGRAPHY

PRODUCER AG BRAND GUIDE

PRODUCER AG BRAND FONT: Nudista

Medium (Body)

Producer Ag is the grain division for MKC.

SemiBold (Bold)

Producer Ag is the grain division for MKC.

Bold (Title)

Producer Ag is the grain division for MKC.

FORMAL COMMUNICATION

MKC BRAND GUIDE

MKC, MWF & Producer Ag FONT: Tahoma

MKC selected Tahoma as the primary formal communication font. This font should be used for things such as powerpoints, letters, and in email signitures. While each company has their own primary font, Tahoma is usable across various platforms and computer brands.

Regular

MKC is a full-service farm cooperative.

Bold

MKC is a full-service farm cooperative.

POWERPOINTS

MKC BRAND GUIDE

POWERPOINT STYLE

MKC utilizes a PowerPoint template that allows for consistency across all documents and presentations. This helps retain and enhance brand identity with consumers while maintaining universal standards on all social media platforms.

[Click here to access the official MKC brand PowerPoint](#)

POWERPOINT STYLE

[Click here to access the Producer Ag brand PowerPoint](#)

DESIGN ELEMENTS

MKC BRAND GUIDE

FLAT ICONS

Flat icons allowed at a corporate level include those on the website to describe MKC core businesses.

Grain



Agromony



Energy



Feed



Mission



Vision



Values



Risk Management



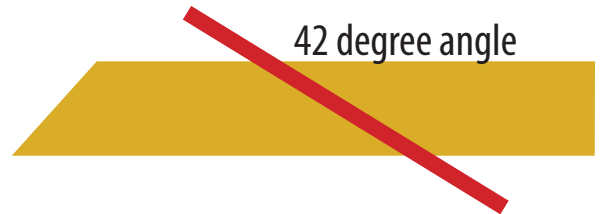
SLANTED BOXES

These slanted boxes are often utilized in mail marketing and print items such as MKC brand notepads. The inside facing side should be slanted and the outside facing portion a flat straight side. Length and width of the box should be appropriate to the space utilized in. The brand shear x angle slant is approved under MKC brand guidelines at 12 percent. Approved and unapproved examples located below.

12 degree angle



42 degree angle



APPAREL

MKC BRAND GUIDE

LOGO SIZE & THREAD COLORS

LOGO SIZE

MKC shirts:

- Size: 2.05 in. wide x .94 in. tall

MWF shirts:

- Size: 3 in wide x .75 in. tall

Producer Ag shirts:

- Size: 3.09 in. wide x 1.32 in. tall



MKC hats:

- Size: 3 in wide x 1.4 in. tall

MWF hats:

- Size: 3.75 in wide x .75 in. tall



THREAD COLORS

- **Light Tan:** Madiera 1128
- **Black:** Black 14
- **White**
- **Gray:** Coats alcazar 967



EMAIL SIGNATURES

MKC BRAND GUIDE

EMAIL SIGNATURE

A standard and clean email signature presents a professional appearance for our organization. The signature is designed to maximize contact information while promote the company to those who receive emails.

Ensure your email signature is updated. Keep font choice and color the same as used in the standard MKC email signatures below. Don't forget to create an email signature for your mobile device. Be sure to keep it simple.

For example:

Jill Smith | MKC Communications Specialist
Sent using my mobile device.

Refrain from the use of quotes at the bottom of signature lines and remove all backgrounds from the body of your email. Use a simple, black 12-point standard font that is easy to read for the body of your email. (i.e. Calibri, Tahoma, Aerial, Times New Roman)

Email signature option with logotype

Jill Smith

MKC Communications Specialist

307 W. Cole St. | Moundridge, KS 67107
Office 123-333-5555 | Cell 123-333-5555
jill.smith@mkcoop.com

Visit us at www.mkcoop.com. Follow us on [Facebook](#) | [Twitter](#) | [Instagram](#)



Email signature option without logotype

Jill Smith

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PHOTOGRAPHY

MKC BRAND GUIDE

COMPANY IMAGES

A picture is worth a thousand words and in the fast pace world we live in, that is no exception. As society continues to prefer visual elements over other option, photography has become crucial in helping brands tell their story, a phrase often stated in agricultural industry.

This section of the MKC Brand Guide contains guidelines in terms of how photos or images published by the brand must look and feel. This includes not only the type of photos used but also the style. To avoid any color distortion in your photos, set your images' color mode to CMYK for print pieces. For web, set all images' color mode to RGB.

Images tied to MKC for marketing and advertising purposes should:

- Contain real people
- Clutter free
- Natural lighting
- Single subject focus
- Attention to detail

TIPS & TRICKS

- Ensure your image has a high enough resolution before scaling, to avoid pixelated imagery.

Print resolution of 300 pixels

Web resolution of 72 pixels

- Photos can be horizontal or vertical
- Take multiple shots
- Avoid using the zoom if possible
- Make sure lighting is not overexposed or underexposed
- Avoid blurry photos
- Use the rule of thirds:

A type of composition where an image is divided evenly into thirds, both horizontally and vertically, and the subject of the image is placed at the intersection of those dividing lines, or along one of the lines itself. Example below.



STYLE GUIDE

MKC BRAND GUIDE

This portion of the brand guide, titled style guide, breaks down certain words and phrases used often throughout the company and the reasoning behind it.

Co-op vs Coop

MKC vs Mid Kansas Co-op

Reference locations instead of towns

Sumner County vs Milan

Rice County vs Sterling

Member owner vs Customer

Canton Terminal

