

BHN Brand Style Guide

1.22.2013



Table of Contents

Communicating the BHN Brand	3
The BHN Brands & Strategy	4
Logo Sizing	5
Brand Color Palette	7
Label Color Palette	8
Wave Graphic	9
Typefaces	10
Trademark Protection	11
Company Codes	12
Product Doc Format	13
OMRI Symbol Use	15
Brand Slogans	

Communicating the Bio Huma Netics, Inc. (BHN) Brand

The BHN core brand message and attributes are carried through all mediums of communications with the intelligent use of color, typography, and other branding elements. Proper usage is important to ensure a professional image and the quality of the experience to every BHN customer and potential customer.

Definition

BIO HUMA NETICS signifies the study of scientific principles pertaining to the relationship (Netics) between the earth (Huma) and living organisms (Bio).

Vision

Bio Huma Netics, Inc. (BHN) to be a global leader in providing sustainable solutions to the world's environmental challenges for agriculture, horticulture, turf & ornamentals, water & wastewater, and associated engineered technologies through its constantly improving Micro Carbon Technology™.

Mission Statement

BHN provides technologically-advanced and ecologically sustainable quality products and services that replenish the earth by restoring water quality, reviving soil fertility, renewing food and fiber value, and refocusing engineered technologies while minimizing human environmental impact and thereby enhancing the worldwide quality of life.

Operating Values

BHN treasures **quality relationships** by honoring and valuing each person's contributions toward success.

BHN asserts that **honesty and integrity** are the foundation for successful business and communications.

BHN focuses on "**win-win**" **outcomes** that foster a culture of synergy and mutual success.

BHN believes in an **abundance mentality** - when resources are properly managed everyone can share in the fruits of the harvest.

The BHN Brands & Strategy

BIO HUMA NETICS Inc. is positioned to provide high quality products and services and to expand its current World wide network of independent Dealers and Distributors for its products.

BIO HUMA NETICS Inc. also produces and distributes products under private label, production, and packaging contracts. The company continually seeks new market opportunities for its complete line of products.

HUMA GRO® is a full line of liquid soil amendments, macro and micro nutrients, plant growth managers, organic pesticides and organic acid fertilizer additives for all types of agricultural foliar and soil applications.

HUMA GRO® TURF is a full line of liquid turf and ornamental treatment products.

PROBIOTIC SOLUTIONS® is an environmental product line which provides solutions for biological wastewater treatment, natural waterway remediation, and soil bioremediation.

LOGO SLOGANS & SIZING

Logos with accompanied slogans are utilized in mailers, brochures, folders, banners and other marketing materials where the logo and slogan need to be unified elements.

Logo may appear without slogan.

In some cases the slogan and logo will be separate elements, for example on boxes where "Harvesting Nature's Science" is the heading of the box and the logo is placed at the bottom.

Logos must be scaled to exact width proportion of other logos if they appear together.



Incorporated

Harnessing Nature's Science™



Harvesting Nature's Science™



Experiencing Nature's Science™



Enhancing Nature's Science™





MICRO CARBON TECHNOLOGY™ LOGO

The Micro Carbon Technology™ may be presented as symbol form without logotype. Where needed logotype can be shown with “Delivered by Ultra-efficient” before in order to explain the role of MCT as a delivery system. This can be shown under the symbol or slightly above for a more prominent appearance. There is a second color logo for darker backgrounds.



Brand Logo Color Palette















The brand color palette consists of two main colors - green for Huma Gro and blue for Probiotic Solutions, the same green and blue are used in the BHN logo. Only the standard green and blue are to be utilized within the logos, and only shades of those colors used across the brand.

	CMYK Profile	RGB Profile	
	C 85 M 0 Y 100 K 10	R 0 G 159 B 71	This green is the color of the Huma Gro logo, and the outside ring of the BHN logo. PMS Color: 355 M
	C 100 M 40 Y 0 K 0	R 0 G 125 B 197	This blue is the base color of the Probiotic logo, and the inside ring of the BHN logo. PMS Color: 285 M
	C 0 M 0 Y 0 K 85	R 77 G 77 B 79	This gray is the color of the “Incorporated” in the BHN logo and the color of the benzene ring in the Micro Carbon Technology™ logo.
	C 0 M 0 Y 0 K 100	R 0 G 0 B 0	This black is the color of the large lettering in the BHN logos, the Huma Gro lettering, and the top “Probiotic” lettering.

Label Color Palette

The label colors include the main logo brand colors, including the Huma Gro green, Probiotic blue, plus five additional colors: yellow, orange, purple, brown and grey.

The second shade of its color for usage is created by 75% color reduction in CMYK.

	CMYK Profile	RGB Profile	2nd Color (75% CMYK Reduction)	CMYK Profile	RGB Profile
	C 85 M 0 Y 100 K 10	R 0 G 159 B 71		C 21 M 0 Y 25 K 3	R 195 G 222 B 196
	C 100 M 40 Y 0 K 0	R 0 G 125 B 197		C 25 M 10 Y 0 K 0	R 186 G 210 B 237
	C 0 M 30 Y 90 K 0	R 253 G 185 B 51		C 0 M 7 Y 23 K 0	R 255 G 235 B 200
	C 0 M 85 Y 95 K 0	R 240 G 78 B 39		C 0 M 21 Y 24 K 0	R 252 G 208 B 185
	C 60 M 90 Y 0 K 10	R 116 G 56 B 139		C 14 M 23 Y 0 K 3	R 206 G 189 B 197
	C 0 M 60 Y 95 K 80	R 85 G 37 B 0		C 0 M 14 Y 24 K 20	R 209 G 184 B 161
	C 0 M 0 Y 0 K 85	R 77 G 77 B 79		C 0 M 0 Y 0 K 20	R 209 G 211 B 212

Wave Graphic

The wave graphic is a branded element that must be used only in the shape, proportion and colors seen here.

Bio Huma Netics Wave



Huma Gro Wave



Probiotic Solutions Wave



Waves

Main



Thinner



Thicker



Typefaces

Friz Quadrata is used in all the main logos except Probiotic Solutions.

It should be noted that Gotham Bold is used within the Probiotic logo, but nowhere else within the brand.

Friz Quadrata Medium Friz Quadrata Bold	Logos/labels/headlines/body copy
Helvetica Medium Helvetica Bold <i>Helvetica Bold Oblique</i>	Label body copy revising/headlines/body copy
Helvetica Narrow <i>Helvetica Narrow Oblique</i> Helvetica Bold Narrow <i>Helvetica Bold Narrow Oblique</i>	Slogans/ headlines/body copy optional
Arial Regular <i>Arial Italic</i> Arial Bold <i>Arial Bold Italic</i> Arial Black	Substitute when Helvetica is not available.
Times New Roman <i>Times New Roman</i> Times New Roman <i>Times New Roman</i>	Official documents/letters
Oswald Regular Oswald Bold	Headlines (testing phase)

* Other fonts may occasionally be used as long as approved by the Marketing Director.

Trademark Protection

A trademark is a word, phrase, logo, symbol or design, or a combination of these elements, used to identify or distinguish the goods and services of one company or individual from others. Using the trademark properly is necessary in order to demonstrate that a mark is used in commerce, which is a fundamental requirement for trademark ownership in the United States.

All of the names below have a registered trademark “®”, all other BHN names use the trademark “™” unless the product name is the same as an element name, such as “Sulfur”- in that case don’t use a trademark symbol. For other country specific products, contact the BHN legal department.

Current Bio Huma Netics Registered Trademarks

38 SPECIAL®
44-MAG®
ACTIVOL®
BEST-BALE®
BIO DREDGE®
BIO ENERGIZER®
BIO GENESIS®
BIO HUMA NETICS®
BREAKOUT®
CROP-GARD®
D-FEND®
FERTIL GOLD®
FERTIL HUMUS®
HUMA GRO®
JACKPOT®
LIQUIDATOR®
MAX PAK®
MICATROL®
NUTRIPLEX®
PROBIOTIC SOLUTIONS®
PROUD 3®
VITOL®
X-TEND®
ZAP®
Z-MAX®

General Trademark Use Guidelines

At Bio Huma Netics, Inc. (BHN), trademarks may be used as nouns. Registered and unregistered trademarks must be followed by the appropriate symbol (® or ™) in every case. Even if a BHN trademark has already been mentioned once on a visual surface and the trademark symbol has been properly displayed, it must be used again each time the trademark is mentioned without fail.

Intellectual Property Ownership Statement

The following statement should appear in at least one location per marketing document:

©2013, Trademarks and registered trademarks are property of Bio Huma Netics, Inc.

When Not to Use Trademark

When the company name is written out -- Bio Huma Netics, Inc. -- no trademark symbol is necessary.

Company Codes

Used in Price Sheets, Tech Sheets, Labels, C of A's, and Internal Documents

COUNTRY CODES

USA	US
CHINA	CN
ECUADOR	EC
GENERIC SPANISH	GS
GREECE	GR
GUATEMALA	GT
HONDURAS	HN
KOREA	KR
MEXICO	MX
MOROCCO	MA
NICURAGUA	NI
PERU	PE
TAIWAN	TW
TURKEY	TR
Bio Huma Netics, Inc.	BHN

US INT'L

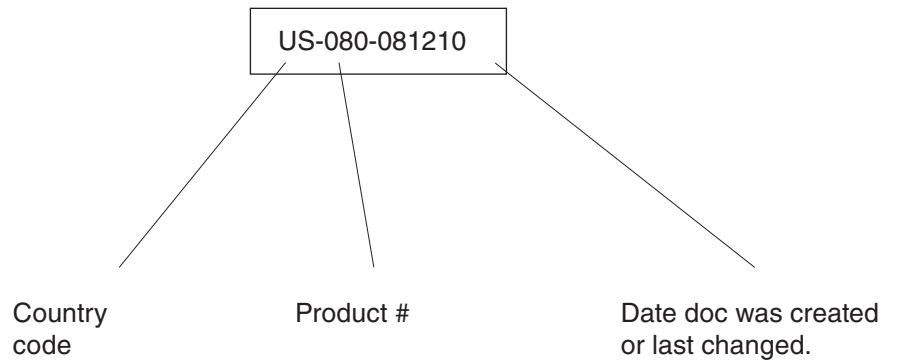
AG	HG	HGI
TURF & ORNAMENT	TO	TOI
PROBIOTIC	PS	PSI

Language Codes

ENG	English
SPN	Spanish
CHN	Chinese
TKH	Turkish

The company code consists of: Country - product # - date doc was created or changed.

Company Code Example



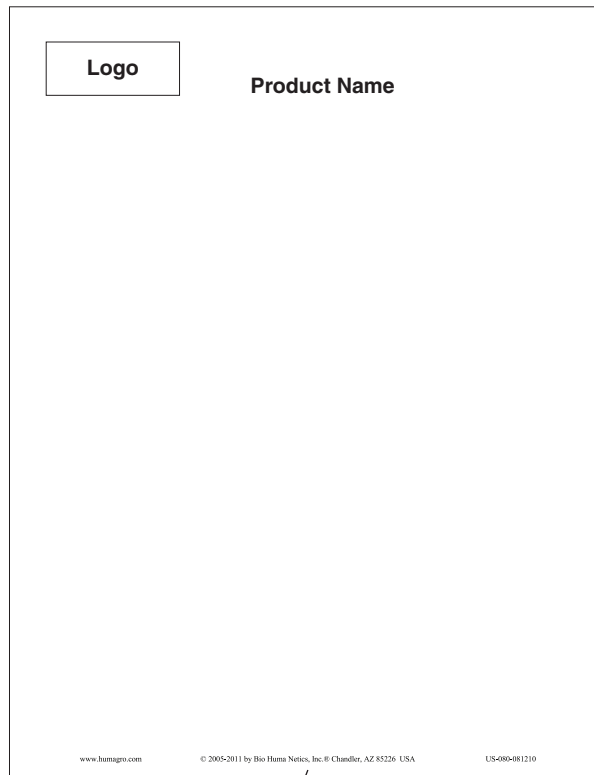
Product Doc Format

Used in Certificate of Analysis and Technical Bulletins

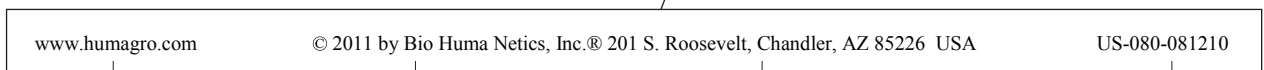
All official product documents must contain a footer at the bottom with specific order of information.

Website - Copyright - Company name -
Address - Company code.

See example below.



Footer Example



Website

Copyright

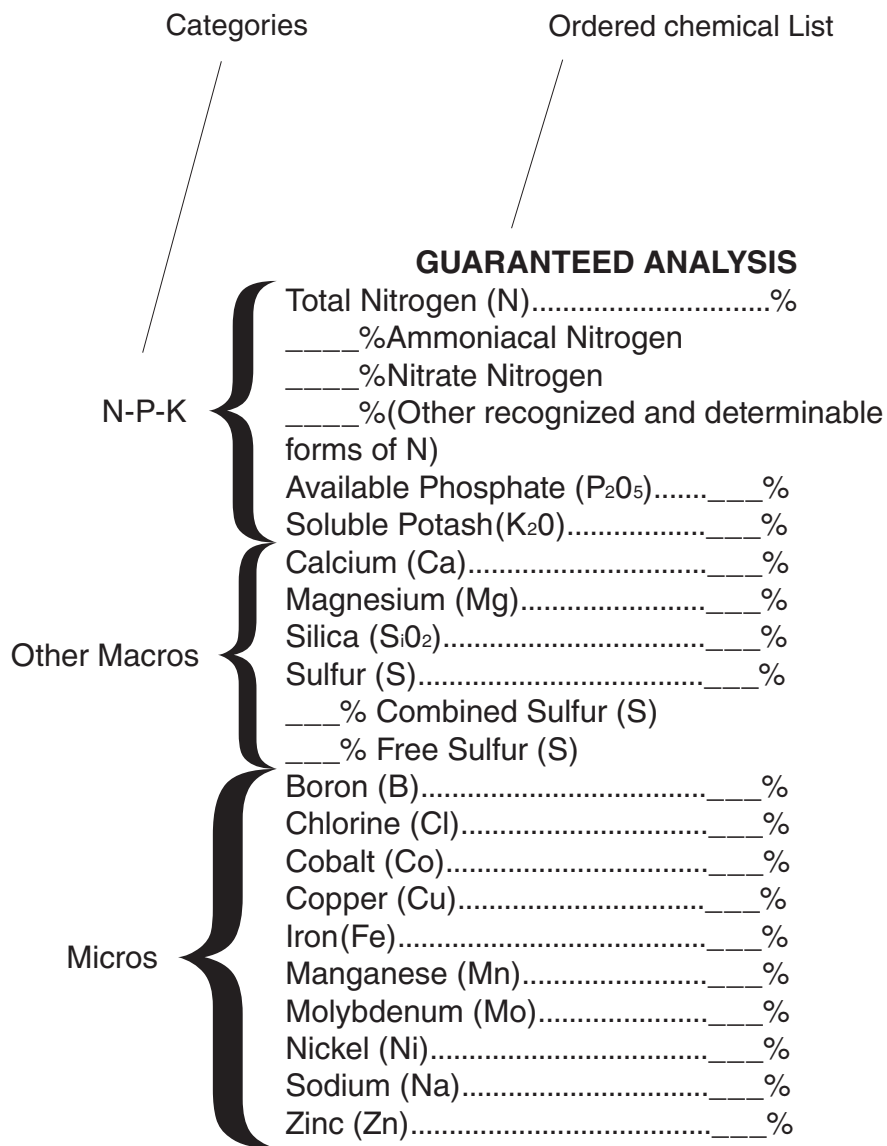
Address

Company code

Guaranteed Analysis Order and Format

Used in Certificate of Analysis and labels

The Guaranteed Analysis states the manufacturers guarantee for the claimed nutrients, this is the standard order in which the chemical listings are to appear. The list is ordered within the categories N-P-K, other macronutrients and micronutrients. The lists are alphabetical within each category, N-P-K is alphabetical within its N-P-K components.



Guarantees or claims for the above listed plant nutrients are the only ones which will be accepted and they must be in the order listed except when a nutrient is broken down into chemical forms, such as for N, then the breakdown forms may be in any order. If a nutrient is claimed; then it must be listed in the Guaranteed Analysis. Zero guarantees are not allowed except in the chemical form breakdown where they may be used if needed for clarity. Sources of nutrients, when shown on the label, shall be listed below the completed Guaranteed Analysis Statement.

OMRI Listed® Seal Use

The OMRI Listed Seal is a registered trademark of OMRI. Variation in or changes to the Seal are in violation of policy.

Ensure that the seal is used only in direct connection with specific products that are currently on the OMRI Products List.

Use the OMRI Listed Seal:

On your product label or packaging

In your product catalog, next to an OMRI Listed Product

In advertising of a specific OMRI Listed Product

Or in any other media that reference the company names or product names that appear in the OMRI products list



Use the OMRI Products Available Logo:

On a company brochure

In distributor advertising

On your website

On your tradeshow booth

Or in any other media that is not specifically related to OMRI Listed products only, and that does not specifically reference company names or product names that appear in the OMRI products list

