



BALL HORTICULTURAL COMPANY

Corporate Identity Standards 2021

SEEDS OF SUCCESS

**Never sacrifice the long-term
for the short-term.** Innovate
in everything you do. **Run to
the hard stuff.** Communicate,
communicate, communicate.
Always do the right thing.

COLOR THE WORLD

Ball is a global leader in horticulture. We develop, produce and sell plants around the world. We are proud to create excitement in the world of flowers and be the first choice for service. We deliver all the best and nothing else.



Ball Corporate Identity

Ball corporate identity has evolved over time and across generations into a collection of recognized horticultural brands, including the Ball parent corporation, its subsidiaries, partners and products. Collectively, the logos representing these brands symbolize the reputation of Ball Horticultural Company around the world.

Brands are necessary to navigate our complex world of choices. Ball corporate identity helps our customers find the right people, products and services they need to make their business successful. It is also the cornerstone upon which we build a unified sense of purpose and pride among Ball employees, retirees, partners and vendors.

Repetition and consistency are critical to any successful brand. Through repetition and consistency, each brand logo can become the visual catalyst for thoughts and emotions associated with the brand, and a shortcut to quickly communicate who, what and where we are.

I encourage you to use the Ball logos but need your help in displaying them in a consistent manner. With today's technology, we all have the ability to graphically represent our companies and influence current and future customers through digital and print media. These standards are intended to help you find and effectively use the logo best suited for your current needs and help strengthen the Ball reputation for the future.

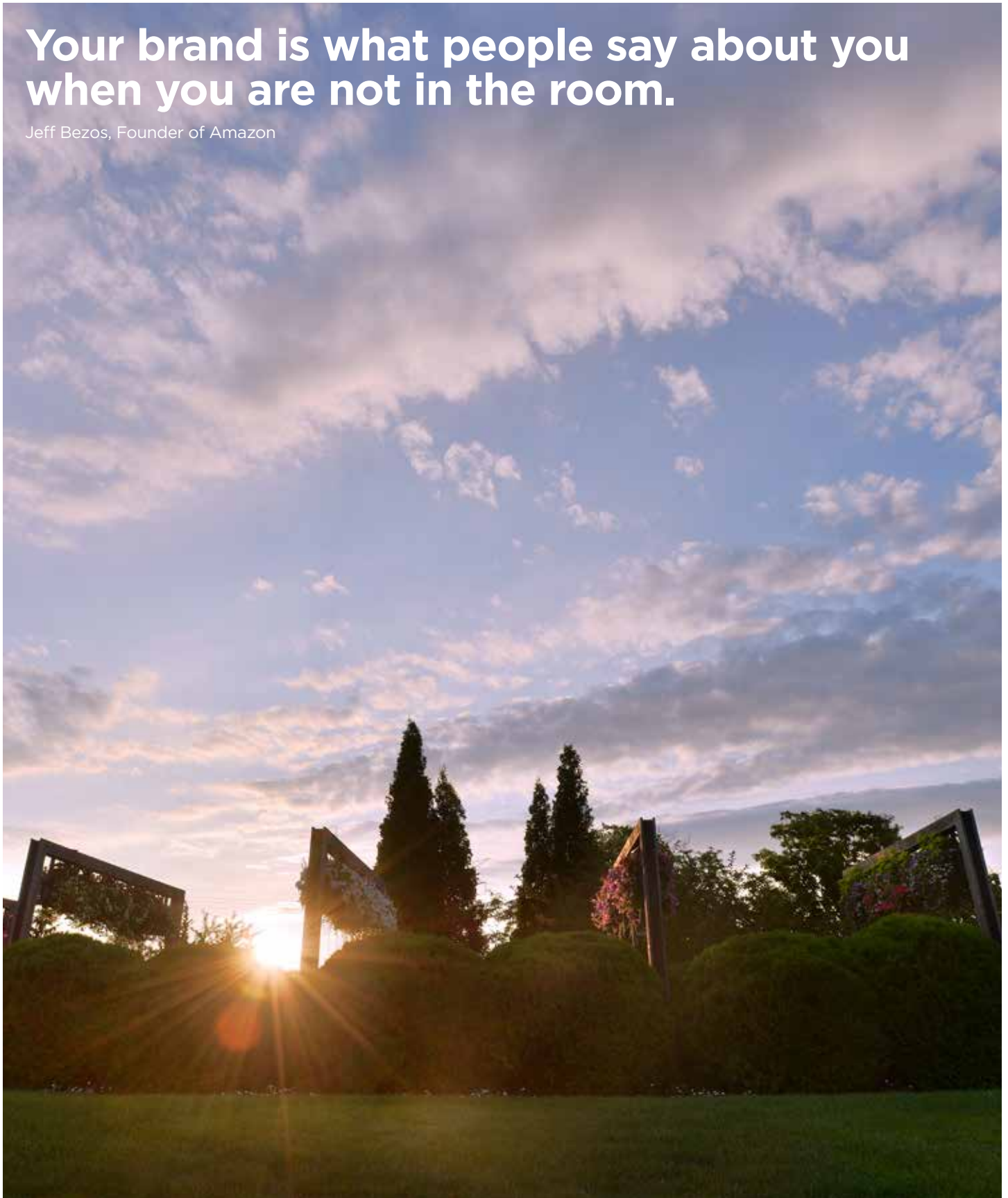
A handwritten signature in black ink that reads "Anna Caroline Ball".

Anna Caroline Ball

CEO & Chairman, Ball Horticultural Company

**Your brand is what people say about you
when you are not in the room.**

Jeff Bezos, Founder of Amazon



Ball

The evolution of Ball logos

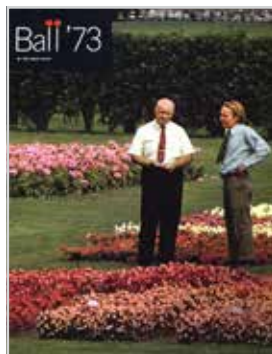
George J. Ball established the company in 1905. The first logo was introduced in the early 1930s, featuring a stylized version of the founder's signature combined with an iconic red disk.

By the 1970s, corporate identity was widely accepted as a powerful asset in promoting company brands and improving corporate culture. G. Carl Ball, son of the founder, recognized this trend and contacted Ivan Chermayeff of Chermayeff and Geismar, a well-known identity design firm, to redesign the company logo. Chermayeff's philosophy was to create a logo that is both visually striking and evocative of the spirit of a company and its products.

In 1972, the new logo officially debuted on printed materials. The design was based on a simple combination of the company name with two disks above the "Ls." Inspiration for the design came from the company's core product: plants. Complementary colors, green and red, also refer visually to plants and flowers.

With a growing number of divisions and companies, Carl Ball re-engaged the services of Ivan Chermayeff in the 1980s to develop a comprehensive corporate identity system that clearly defined and united the emerging family of Ball logos. The resulting corporate identity system was adopted in 1982, and later documented in a published manual in 1986. This manual provided in-use examples and reproduction logo art, and set the course for future Ball corporate identity development.

The system and logos were amended in 1995 under the direction of Anna Caroline Ball, CEO of the

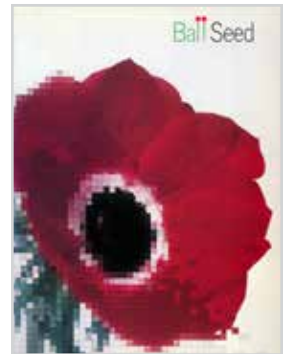


newly-formed Ball Horticultural Company. Honoring the Chermayeff design, the redesign addressed emerging digital needs and new electronic distribution opportunities. New companies had been established and new subsidiaries organized. During the previous decade, the graphics and printing industry was transformed due to the development of PC-driven desktop publishing. Most Ball employees were using personal computers as their primary communications tool, and commercially printed stationery and letterheads gave way to email, texting and other forms of digital communication.

The corporate logo and color scheme was updated to emphasize the Ball name. A bolder letter form and larger x-height improved legibility. More saturated, contemporary hues of red and green were selected and applied. Master digital art files using vector-based digital software ensured design integrity regardless of size or format. All applications of the logos derived from one master file, whether for commercial printing, office printing or digital display.

As the company expanded its scope on a global scale, digital files created using the Chermayeff system proved useful and easily adaptable for new Ball partners around the world. Today, Ball corporate identity is in use on 6 continents, and on display to customers everywhere in print, social media and the internet.

After more than a century of exposure, expansion and development, the Ball logos have become memorable and meaningful symbols of the Ball Horticultural Company's ongoing commitment to growth in the global horticultural industry.

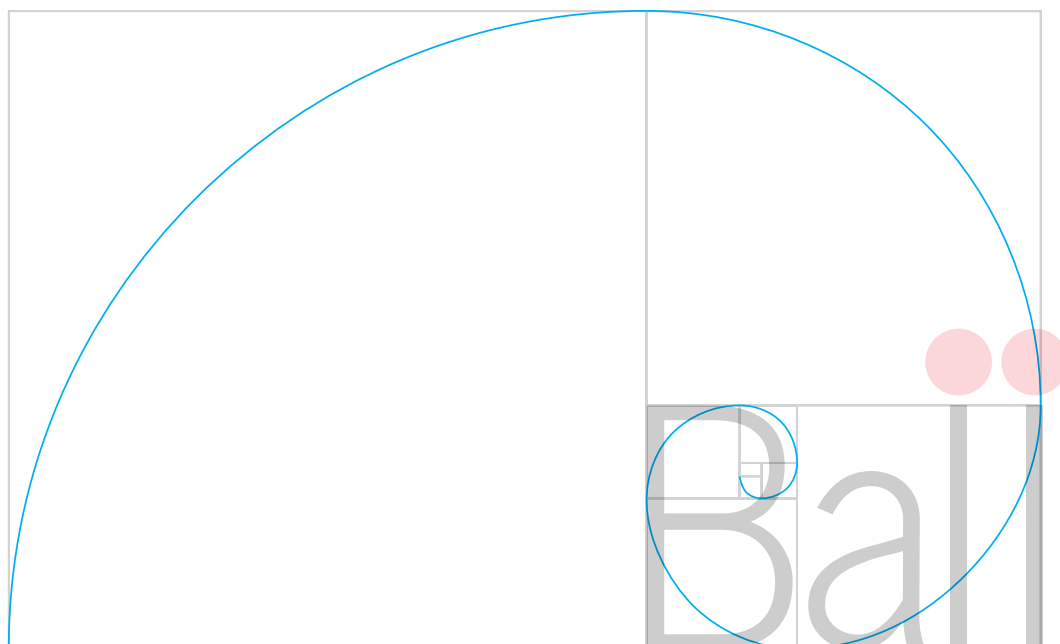




The Ball logo design

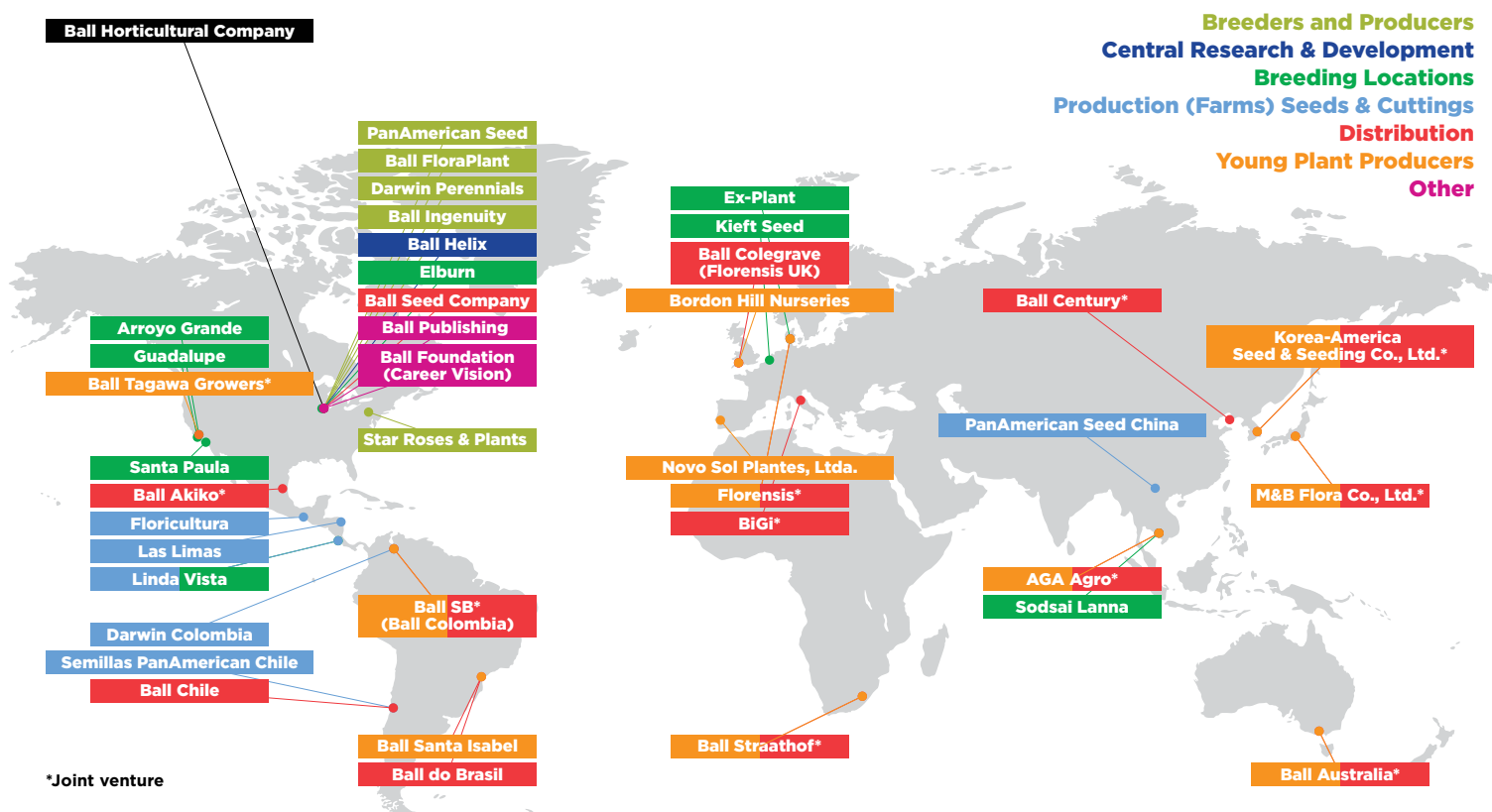
The Ball Horticultural Company logo design is elegant in its simplicity. A key component of the design is not the logo itself but the space that surrounds it.

Inspiration for the design is borrowed from nature. The two signature red disks represent the company's core product: flowers. The logotype proportions conform to the "golden ratio," a pleasing mathematical relationship found in nature.



Ball locations

Ball facilitates the sale of seeds and young plants through a network of breeding, production and distribution sites on six continents throughout the world.





Ball logos

This Ball corporate identity standards document includes guidelines for the logos shown below. These logos were created following the Chermayeff corporate identity design model.

Corporate



Africa



Asia



Australia



Europe



International



Mexico



North America



South America



Research and Development





Ball logos

As the company grows, more logos are developed or adopted to represent new divisions, subsidiaries, partners, products and services. Some of these logos are represented below. Please contact Ball Marketing Communications for more information regarding standards of use for these and other Ball logos.

Division



Subsidiary



Partner



Product



Service





Ball colors

Ball Horticultural Company corporate colors are red (#185) and black. The primary corporate subsidiary color is green (#355).

A spectrum of other colors make up the Ball corporate palette and are derived from colors associated with Ball subsidiaries, products and services.

BallMums

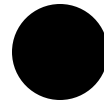
PanAmericanSeed

DarwinPerennials

KieftSeed



Corporate



Pantone Black

C:0 M:0 Y:0 K:100
R:0 G:0 B:0
#000000



Pantone #185

C:0 M:93 Y:75 K:0
R:239 G:56 B:62
#ef383e

Subsidiaries



Pantone #355

C:91 M:0 Y:100 K:0
R:0 G:171 B:78
#00ab4e

Other Subsidiaries, Products, Services



Pantone #383

C:29 M:1 Y:100 K:18
R:162 G:180 B:39
#a2b427



Pantone #577

C:35 M:2 Y:58 K:0
R:173 G:209 B:140
#add18c



Pantone #342

C:93 M:10 Y:75 K:43
R:0 G:104 B:72
#006848



Pantone #319

C:59 M:0 Y:22 K:0
R:91 G:198 B:204
#5bc6cc



Pantone #659

C:59 M:27 Y:70 K:0
R:103 G:159 B:213
#679fd5



Pantone Reflex Blue

C:100 M:89 Y:0 K:0
R:32 G:65 B:154
#20419a



Pantone #272

C:61 M:56 Y:0 K:0
R:113 G:171 B:183
#7175b7



Pantone Purple

C:40 M:90 Y:0 K:0
R:162 G:63 B:151
#a23197



Pantone #233

C:12 M:100 Y:0 K:0
R:212 G:14 B:140
#d40e8c



Pantone #165

C:0 M:70 Y:100 K:0
R:243 G:111 B:33
#f36f21



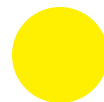
Pantone #144

C:0 M:51 Y:100 K:0
R:247 G:146 B:30
#f7921e



Pantone #123

C:0 M:31 Y:98 K:0
R:253 G:183 B:26
#fdb71a



Pantone Yellow

C:0 M:1 Y:100 K:0
R:255 G:238 B:0
#ffee00



Logo artwork

Logo artwork is available for you to download and use at the Ball Horticultural Company website:

[Download Ball Horticultural Company logos](#)

These files were generated from a single, master digital rendering of the logos to ensure design integrity and optimum display quality. Please download and use these files only to place a logo in a document or provide logo art to a print vendor. Do not recreate the logo, alter or reformat the files with picture editing software.

Select the best file and format.

The files are available in two formats, depending on your specific needs:

Portable network graphics (png) files are the best choice for Microsoft® Office applications, as well as digital and video display. A png file is a compressed, cross-platform, pixel-based format that supports transparent backgrounds. Because these files are pixel-based, they are only scalable within a range of 80-120%.

Encapsulated postscript (eps) files are the best choice for any commercial printing or graphics application. An eps file provides high resolution, vector information and sophisticated color options in a compact format that is infinitely scalable and supports transparent backgrounds.

If you require a specific format or size, please request a custom file from the Ball Marketing Communications team.



Ball Horticultural Company trademark use

Trademark Symbols:

™ - Used to identify U.S. common law rights. As explained below, Ball uses this symbol internationally based on a U.S. or European Union registration.

® - Typically accepted to identify a regional trademark registration. Note that North America is not a trademark region.

Symbols should be used at the end of the word or logo either in the upper right or lower left corner.

Trademark Use:

Only use a trademark symbol if use is in commerce. Noncommercial use includes building signage, apparel, vehicle identification or sponsorship advertisement.

For use in commerce, such as product packaging, POP signage, or a catalog, reference the trademark status report to confirm the goods you want to label are registered in the region of interest:

[Trademark Status Report](#)

For most registered marks, a hyperlink associated with the mark leads to the document identifying the goods and services associated with the mark. For example, PanAmerican Seed is registered in the U.S. for live horticultural plants and seeds for horticultural purposes. Use of the registered symbol on the PanAmerican Seed name with any other goods is not permitted. If a hyperlink isn't available, please consult with the trademark manager.

If the intended goods or services are covered under the trademark in the region of interest, then confirm if the mark is a Logo or Word. If the mark is a Logo, then obtain the logo artwork from the Ball Marketing Communications Department. Note that for some registered Word marks, such as PanAmerican Seed, Ball requires use of a standardized corporate logo format.

If the mark is not protected in the region of interest, confirm if the mark is registered in either the U.S. or European Union with the intended goods or services of use. If the mark is registered in either the U.S. or European Union, then a ™ symbol can be used. This is considered a safe symbol, because it bears no meaning outside the U.S. If the mark is not registered in either the U.S. or European Union, no symbol should be used with the mark.

Trademark Attributions:

When using a trademark symbol, proper attribution should be included to identify the region of registration and ownership of the mark.

For U.S. trademark Word registration having Ball ownership:

[INSERT MARK] is a U.S. registered trademark of Ball Horticultural Company. If space permits add "It may also be registered in other countries."

For U.S. trademark Logo registration having Ball ownership:

The [INSERT NAME OF LOGO] logo is a U.S. registered trademark of Ball Horticultural Company. If space permits add "It may also be registered in other countries."

For U.S. common law mark having Ball ownership:

[INSERT MARK] is a U.S. trademark of Ball Horticultural Company. If space permits add "It may be registered in other countries."

For pieces containing multiple marks having Ball ownership:

™ denotes a trademark of and ® denotes a registered trademark of Ball Horticultural Company in the U.S. unless otherwise noted. If space permits add "They may also be registered in other countries."



Using the Ball Horticultural Company logo

1. Choose an acceptable Ball Horticultural Company logo color scheme. The preferred application of the Ball Horticultural Company logo is black and red on a white background. Acceptable alternatives include all black on a white or light background, and all white on a black or dark background, depending on specific printing or design requirements.

Ball Horticultural Company logo colors



**Pantone
Black**

C:0 M:0 Y:0 K:100
R:0 G:0 B:0
#000000



**Pantone
#185**

C:0 M:93 Y:75 K:0
R:239 G:56 B:62
#ef383e



Preferred use of the Ball Horticultural Company logo.



Black or single-color logo on a white or light background.



White logo on a photo or dark background.



Using the Ball Horticultural Company logo

Examples: Correct use of the Ball Horticultural Company logo. The Ball Horticultural Company logo is best displayed black and red on white. For applications where this is not possible, select an acceptable alternative.



This is the correct use of the logo placed over an image.



Preferred application of the Ball Horticultural Company logo.



This is the correct use of the logo on a contrasting (light gray) background.



This is the correct use of the logo if only one color (black) is available.



This is the correct use of the logo on a contrasting (yellow) background.



This is the correct use of the logo on a solid (black) background.



This is the correct use of the logo on a solid (green) background.



Using the Ball Horticultural Company logo

Examples: Incorrect use of the Ball Horticultural Company logo. Use an acceptable color scheme that contrasts with the background. Do not distort, edit or recreate the logo.



The logo should not be outlined.



Use an acceptable color scheme.



Constrain proportions (x and y scale) when reducing or enlarging the logo to avoid distortion.



Do not eliminate any part of the logo.



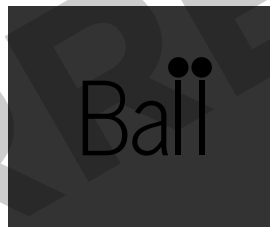
Do not recreate or edit the logo art.



The entire logo should be white when reversed out of a photo.



The entire logo should be white when used on a dark background.



The logo should be displayed in a color that contrasts with the background.



The logo should be displayed in a color that contrasts with the background.



Using the Ball Horticultural Company logo

2. Use proper logo spacing. The Ball Horticultural Company logo design is effective when placed so that there is adequate clear or white space surrounding the logo. This space “frames” the logo and makes it stand out even at small sizes.

If necessary, it is better to reduce the size of the logo in order to maintain this space. The logo should never be touching or covered by other content.

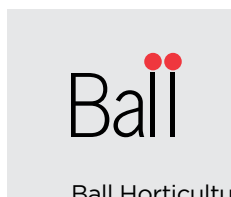


The logo clear space (shown above in gray) is defined as an equal distance from the logotype on all sides and is determined by the height of the letter “B.” This definition maintains proportional spacing regardless of scale.



The clear space (shown above in gray) is included in each logo art file specified as a transparent background. This ensures that the clear space is part of the logo art and is a visual reference in any application, regardless of size.

The bottom edge of the logo clear space (shown below in gray) may be used as the baseline to place an address and/or contact information.



Ball Horticultural Company
622 Town Road, West Chicago, IL
60185-2698 USA



Using the Ball Horticultural Company logo


3. Treat the logo like a picture, not a word. The Ball Horticultural Company logo was created as an independent art element. It should be placed as art, not a word embedded in a sentence or copy block.

Correct placement of the logo art with text:

Agnihicid eos sum volup taspe voluptati aut as aritatur,
est es audi ipsam, ne ommo optatem ariae
quatiorem aut as rehendi psus essime inum
quia ariae iumquib usaesto audi omnistio.



Incorrect placement of the logo art with text:

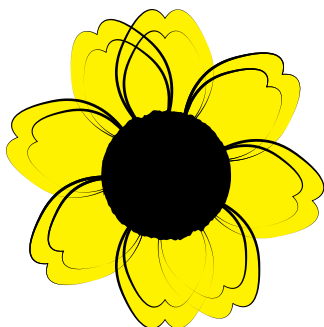
Agnihicid  eos sum volup taspe voluptati aut
as aritatur, est es audi ipsam, ne ommo optatem ariae
quatiorem aut as rehendi psus essime inum quia ariae
iumquib usaesto audi omnistio.



Using the Ball Horticultural Company logo

4. The Ball Horticultural Company logo is an independent graphic element. The logo should not be used as part of any other graphic element.

Correct use of the logo with another graphic:



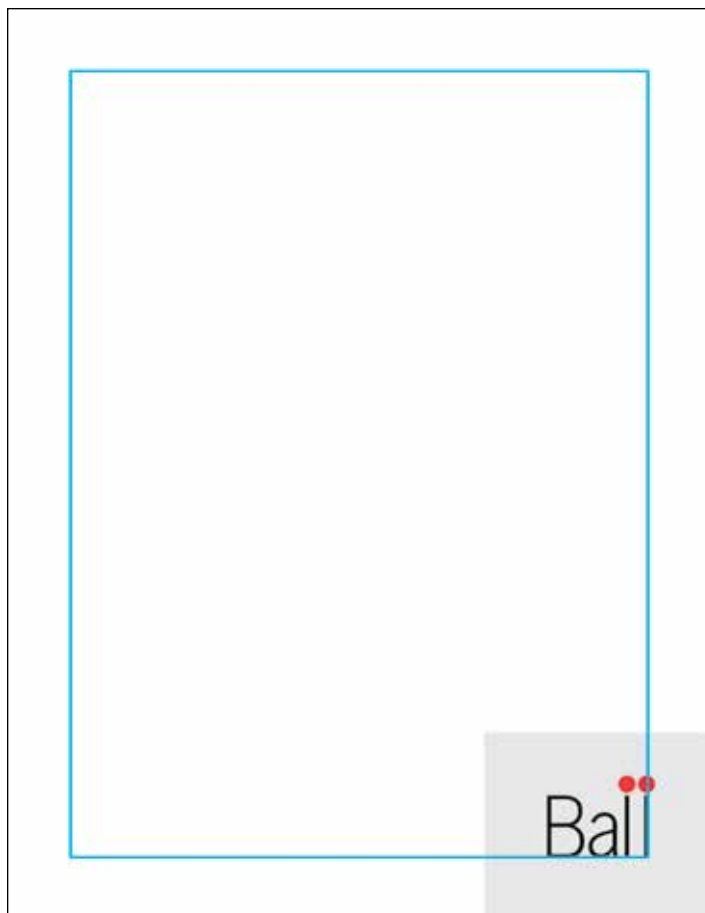
Incorrect use of the logo with another graphic:





Using the Ball Horticultural Company logo

5. Begin with the logo, then build the message. Place the logo on the page or pages and allow for proper spacing first, then add text and images. If necessary, adjust the scale of the logo to accommodate other elements once all other content is in place.



Place the logo first and note the clear space (shown here in gray).



Add imagery and text so that it doesn't enter the logo clear space.



Using the Ball Horticultural Company logo

6. Select and use only one logo. Brand messages should come from a single brand, whether it is an advertisement, a catalog or an email. Each Ball logo was intentionally created to represent product lines that appeal to a specific target audience. The logo you select and use should be chosen based on that criteria.

The logo defines the source of the message and who to contact. Graphic and writing styles are determined based on the intended audience. Using more than one logo (double branding) confuses the audience and weakens the brands.



Offi cimi suscipit

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Correct: Select the brand that best represents the product and appeals to the target audience.

Incorrect: Double branding confuses the audience.



Using the Ball Horticultural Company logo

7. Trademark use

[Please refer to page 15 of this document for details regarding trademark symbol usage if applicable.](#)



Example: Digital (email signature)

Add the Ball Horticultural Company logo to your custom email signature. You can set up a custom email signature to include the logo, your contact information and a link to the company website. The custom email signature appears at the bottom of all outgoing emails from your company email account.

An optimized logo file has been prepared from the master logo art and is available for you to use with your email signature. Do not resize this file or try to recreate your own logo art. The file must be used in a flush-left format as shown in the example below. Download and use the image, filename: Ball_email.png. If you need assistance setting up your custom email signature, contact the Ball IT help desk.



Your Name

Your Title

Ball Horticultural Company

Phone Number(s)

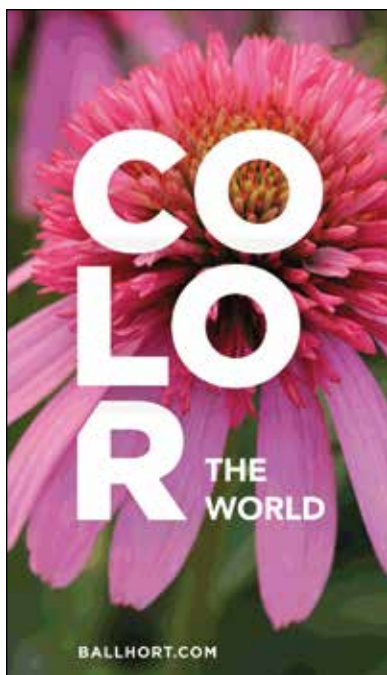
BallHort.com



Example: Print (business cards)

Order your Ball Horticultural Company business cards.

The link to the business card ordering system can be found on the Ball Community page in BSC Sales Resources in the Business Forms library.



Front: You can choose one of three optional product images for the front of your business cards.



Back: Confirm your title with your supervisor then check spelling and phone numbers of your contact information before submitting a business card order.



Example: Digital (website)



Ball

Example: Environmental





Example: Apparel





Example: Vehicle

