Ball

BALL HORTICULTURAL COMPANY

Corporate Identity
Standards 2021

Ball

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.**

Ball

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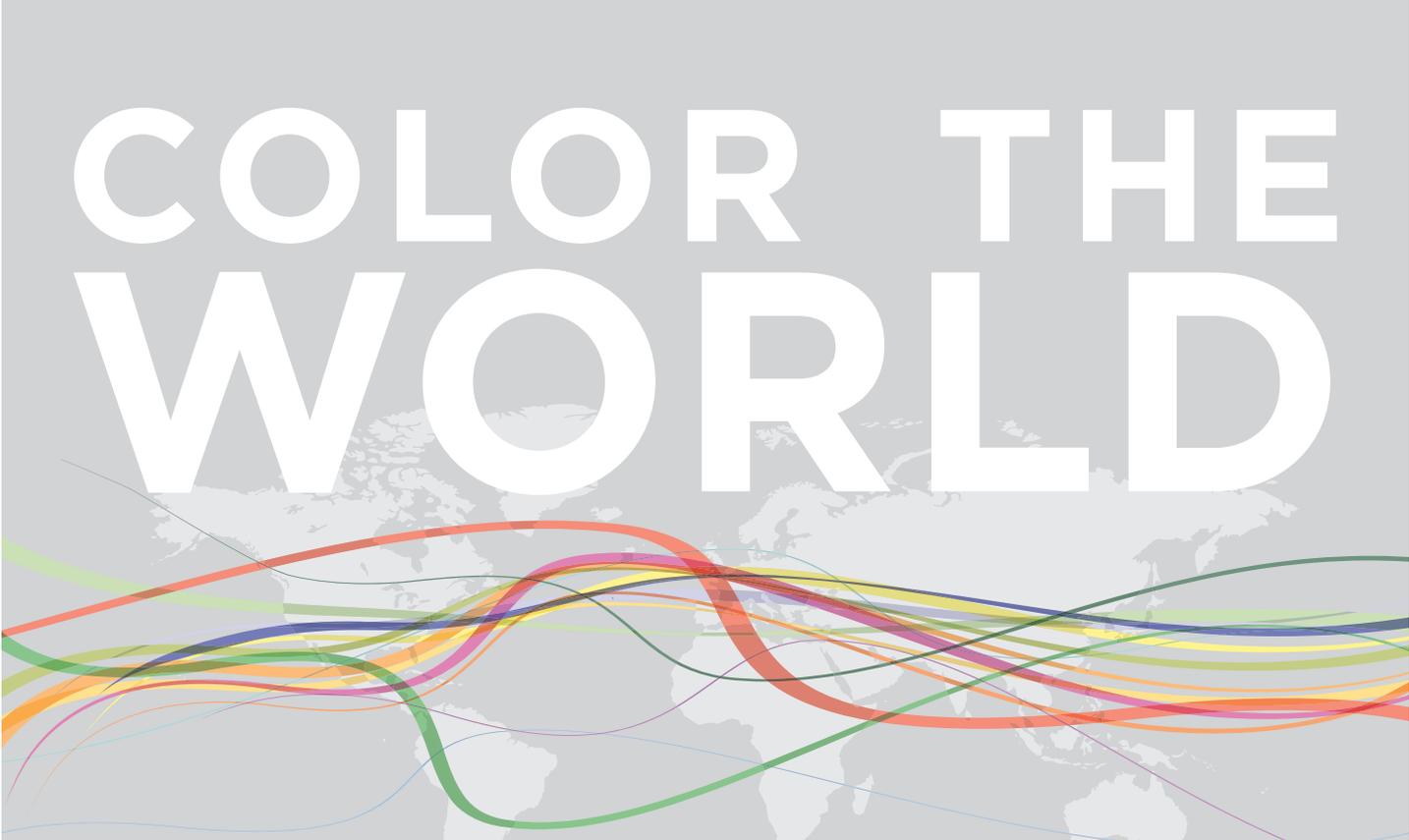
Ball is a global leader in horti-culture. We develop, produce and sell plants around the world. We are proud to create excitement in the world of flowers and be the first choice for service. We deliver all the best and nothing else.

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.

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

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 Straathof logo

1. Choose an acceptable Ball Straathof logo color scheme.
The preferred application of the Ball Straathof logo is black, red, and green 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 Straathof 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:79 K:0
R:239 G:56 B:62
#ef383e

Pantone #355

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

Preferred use of the Ball Straathof logo.

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

White logo on a photo or dark background.

Ball Straathof

Using the Ball Straathof logo

Examples: Correct use of the Ball Straathof logo. The Ball Straathof logo is best displayed black, red, and green 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.

Ball Straathof

Preferred application of the Ball Straathof logo.

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

Ball Straathof

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 Straathof logo

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

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

The logo should not be outlined.

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

Use an acceptable color scheme.

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

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

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

Do not eliminate any part of the logo.

Do not recreate or edit the logo art.

Using the Ball Straathof logo

2. Use proper logo spacing. The Ball Straathof logo design is most effective when placed so that there is adequate clear or white space surrounding the symbol. This space "frames" the logo and makes it stand out even at smaller sizes.

It is better to reduce the logo, if necessary, in order to maintain this space. The logo should never be covered by or touch 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 also serves as a baseline to place an address and contact information.

Ball Straathof
1550 Printech Ave
Laserpark Ext 1, Honeydew
2040

Using the Ball Straathof logo

3. Treat the logo like a picture, not a word. The Ball Straathof 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 taspe quatiorem audi omnistio.

Incorrect placement of the logo art with text:

Agnihicid Ball Straathof 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 taspe quatiorem audi omnistio.

INCORRECT!

Using the Ball Straathof logo

4. Use the Ball Straathof logo as an independent graphic element. The logo should not be used as part of another graphic element or piece of art.

Correct use of the logo with another graphic:

Incorrect use of the logo with another graphic:
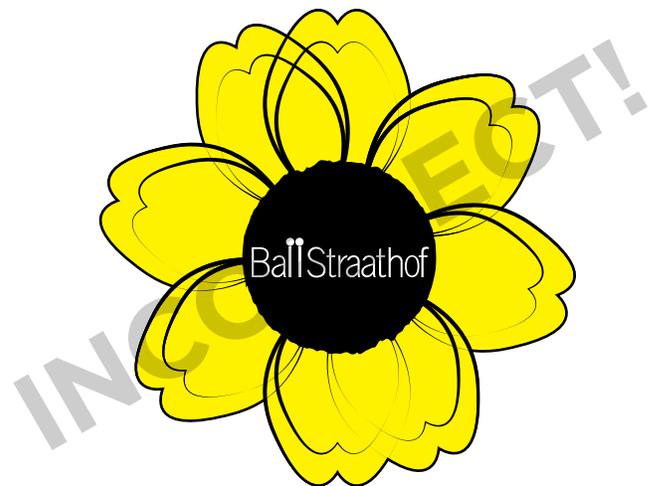
Using the Ball Straathof logo

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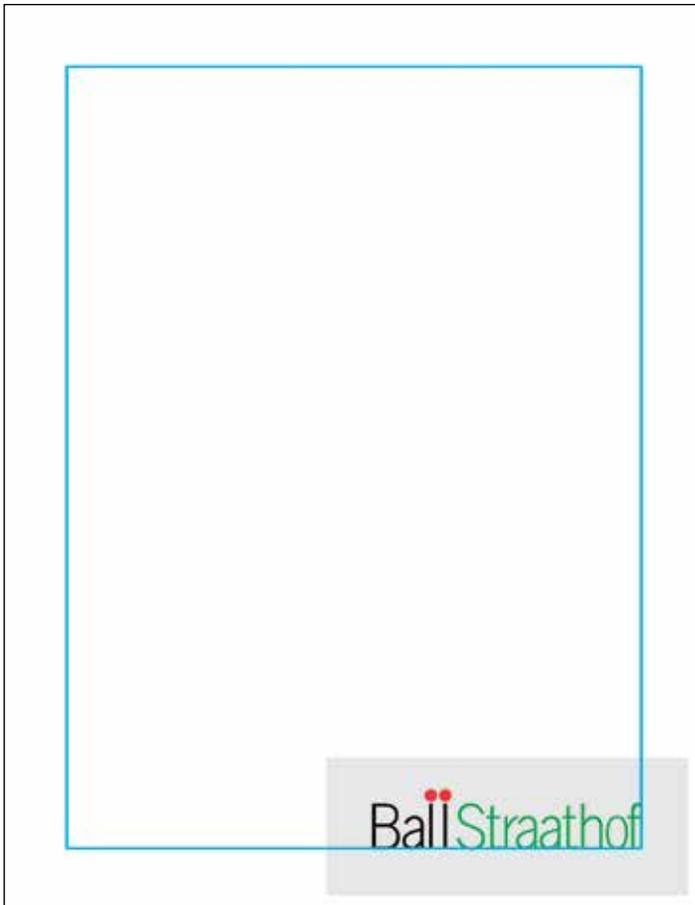
Place the logo first and note the clear space (shown here in gray).

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

Ball Straathof

Using the Ball Straathof 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.

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

Incorrect: Double branding confuses the audience.

Using the Ball Straathof 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 Straathof 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: BallStraathof_email.png. If you need assistance setting up your custom email signature, contact the Ball IT help desk.

Your Name
Your Title
Ball Straathof
Phone Number(s)
BallStraathof.co.za