

# MONSANTO FUND — LOGO GUIDELINES

## PERMISSION

- The Monsanto Logo as described and portrayed herein is a service mark of Monsanto. Except as expressly stated below, the Monsanto Fund Logo may not be used in any way, including advertising or publicity pertaining to the distribution of materials, without prior written permission from Monsanto.
- Any person or organization that has not received permission to use the Monsanto Fund Logo must request and receive written permission prior to such use.
- In general, agencies that are working under contract with Monsanto to produce advertising and promotional materials are granted permission to download and use the Monsanto Fund Logo images as part of that work.
- The Monsanto Fund Logo cannot be used in another company's promotional or marketing materials, regardless of format (e.g., wearables, on-line materials, packaging) if Monsanto is not directly involved; if Monsanto is involved in said promotion or marketing, permission must be requested and will be granted, or not, based on the review.
- In no case shall permission be granted for use of the Monsanto Fund Logo that is meant to misrepresent, defame or in any way harm Monsanto or the Monsanto Fund Logo.

## LOGO USAGE

To ensure consistent use of and to maintain the integrity of the Monsanto Fund brand mark, the following service mark and graphic standards must be followed. Failure to comply with these graphic standards can result in loss of trademark rights and a loss of copyright protection.

## REGISTRATION MARK

We use the registered service mark symbol (SM) next to the vine design to legally protect our logo.

- Always position the SM to the right at the base of the vine design.
- Always use the SM with our logo on all advertising and marketing materials.
- It is not necessary to use the SM on stationery, business cards, wearables or permanent signs.
- Use the SM next to the vine design on all packaging, labeling and related materials.
- If a competitor's service mark is used in print communication, an ownership statement must be added:
- Monsanto Fund and design is a service mark of Monsanto Technology LLC.



## CLEAR SPACE

Keeping a specific amount of clear space around the logo helps it stand out from other type and graphic elements. Include one 'em' (width of the capital 'M' in the logo) of clear space on all four sides of the logo, even when the design considerations make this difficult.



## LOGO COLORS

For print, the 4-color CMYK process using the tint mixes listed below should be used.  
For electronic communication or projections, use the RGB tint mixes below.



### MONSANTO FUND BLACK

4/C process: C 23.0 M 2.0 Y 0.0 K 77.0  
RGB applications: R 69.0 G 85.0 B 96.0

### COLOR ON LIGHT BACKGROUND



### WHITE ON DARK BACKGROUND



Contact [logo.team@monsanto.com](mailto:logo.team@monsanto.com) for permission to use or for other guidance