



Nutrien™

BRAND GUIDELINES

UPDATED APR. 2020



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Brand Promise

We serve a big world with growing needs. We see the big picture; a world with over seven-and-a-half billion people today, and nearly 10 billion by 2050, needs to grow more food, and to grow food more efficiently. Where crops are growing, Nutrien is growing too.

The Nutrien logo and tagline, “Feeding the Future,” defines the vital role our company plays in providing nourishment for our world’s growing population. The Nutrien brand promises innovation, inclusion, performance, community, and a steadfast commitment to help all growers get the most out of their land.

Brand Essence

In the big picture, we’re working together to grow our world from the ground up. We believe that meeting the needs of today’s world, without compromising the well-being of future generations, should inform every decision we make. We believe that continuous investment in the future of crop nutrition and crop inputs is the best way to achieve and sustain our success.

Core Values

Safety – Home safe, every day

Integrity – Say what we do, do what we say

Engagement Principles

Inclusion – Involve, respect, embrace

Performance – Deliver on commitments

Community – Cultivate care and collaborate

Innovation – Search for a better way

Brand Attributes

Optimistic, empathetic, confident, bold and passionate. Nutrien aspires to be the leading globally-integrated ag solutions provider.

2.0

MESSAGING & GUIDELINES



OUR BRAND / **MESSAGING & GUIDELINES** / BRAND ELEMENTS / APPLICATIONS / MARKETING MATERIALS / CONTACT

- 2.1 Purpose
- 2.2 Purpose: Proper Usage
- 2.3 Purpose: Co-Branding



What is Purpose?

Purpose is why we exist – beyond our profits, defining the positive impact we seek to make for our customers, shareholders, community, and each other. Purpose is rooted in our DNA, authentic to who we are at our best, and defines our aspirations for the future.

We're proud to live our Purpose, Values and Culture every day – with each other, our growers, and our customers. As the world's largest provider of crop inputs and services, our Purpose will push us to lead by example, making an even greater impact in the world.

When to use Purpose?

"Grow Our World From The Ground Up" is infused internally throughout our organization. Part of growing our world means growing each other – whether it's championing new ideas or looking after each other's safety. You are encouraged to find your own purpose, your own story, and how that weaves into the fabric of Nutrien's Purpose.

We use the graphical treatments of "Grow Our World From The Ground Up" internally throughout our organization. Externally, we'll use Purpose messaging, logos, and graphics on recruitment initiatives, on Nutrien.com to highlight our Core Values and Engagement Principles, and for specific sustainability initiatives.

How to use Purpose?

"Grow Our World From The Ground Up" is not a tagline. It does not replace "Feeding the Future." Our Purpose is why we do what we do. It should be ingrained into how we all handle and portray ourselves in our everyday lives – when dealing with suppliers, customers, potential employees, or other stakeholders. We do not want to confuse the public with our Purpose and company's slogan/tagline. They work well together, but have separate and distinct usages.





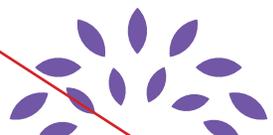
**Grow Our World
From The Ground Up™**

Do not distort the Purpose logo or any other Nutrien visual brand element.



**Growing Our World
From The Ground Up™**

Do not alter the Purpose statement or any other Nutrien visual brand element.



**Grow Our World
From The Ground Up™**

Do not change the color of any part of the logo.



**Growing Our World
From The Ground Up™
Potash**

Do not add business unit, facility location or department to the Purpose statement.

- Do not make changes to the Purpose statement – ie: Growing Our World...
- Applying the Purpose logo: The Nutrien logo with tagline should be used alongside the Purpose logo, whenever possible.
- The logo should always include the “TM” whenever possible. Exceptions for when the “TM” can be removed from the logo – company apparel, promo items if too small. When the Purpose statement is written in text, it does not need the “TM.”
- Anything employee-related and internal can use the Purpose statement logo – health events, for employee swag, training posters etc...
- Externally – for customers, community partners etc... – we’ll use the company tagline “Feeding the Future.”
- When writing the Purpose statement in text, make sure that the statement isn’t bolded, italicized, or put in quotations.
- The statement can be used in many different ways, but ensure the core of the text is intact. Eg: “That is why, we grow our world from the ground up.”
- Grow Our World From The Ground Up – note, the first letter of every word should be capitalized when it’s used as the statement. But when used in a bigger sentence, should be lower case, eg: “Employees at Nutrien come to work every day and grow our world from the ground up.”
- When using Core Values or Engagement Principles – capitalize “Core Value” and “Engagement Principles,” but lower case the actual values and principles – ie: “safety,” “integrity,” “performance,” “innovation,” “inclusion,” and “community.”

Contact Corporate Relations for questions about Purpose branding and application, and Human Resources for any general questions about Nutrien’s Purpose program.

CO-BRANDED PURPOSE POSTER



CO-BRANDED INTERNAL EMPLOYEE COMMUNICATION



When the Nutrien logo appears with our Purpose logo on a co-branded poster, the following rules apply:

- The Nutrien logo and Purpose logo should appear at the bottom of the piece and should be separated by a thin vertical line.
- The Nutrien logo must be locked with tagline.
- The Nutrien Tab should be extended to accommodate the Purpose logo. The Purpose logo should appear within the Nutrien Tab.
- All logos should be approximately the same size (equal in height).

When the Nutrien logo appears with our Purpose logo on an internal employee communication, the following rules apply:

- The Nutrien logo and Purpose logo should appear at the top of the communication and should be separated by a thin vertical line.
- All logos should be approximately the same size (equal in height).
- The Nutrien logo must be locked with tagline.

2.3

PURPOSE: CO-BRANDING

OUR BRAND / MESSAGING & GUIDELINES / BRAND ELEMENTS / APPLICATIONS / MARKETING MATERIALS / CONTACT

CO-BRANDED PURPOSE SHIRT



FRONT



BACK

CO-BRANDED PURPOSE PROMO ITEMS



SIDE 1



SIDE 2



When the Nutrien logo appears with our Purpose logo on shirts, the following rules apply:

- Purpose logo should appear on back of shirt, along with the Nutrien logo on front top-right area of shirt.
- Do not alter the logos or distort them in any way.
- In certain cases, it is acceptable to remove the "TM" due to size or embroidery limitations on apparel.

When the Nutrien logo appears with our Purpose logo on promo items, the following rules apply:

- Both logos should be approximately the same size (equal in height).
- Do not alter the logos or distort them in any way.

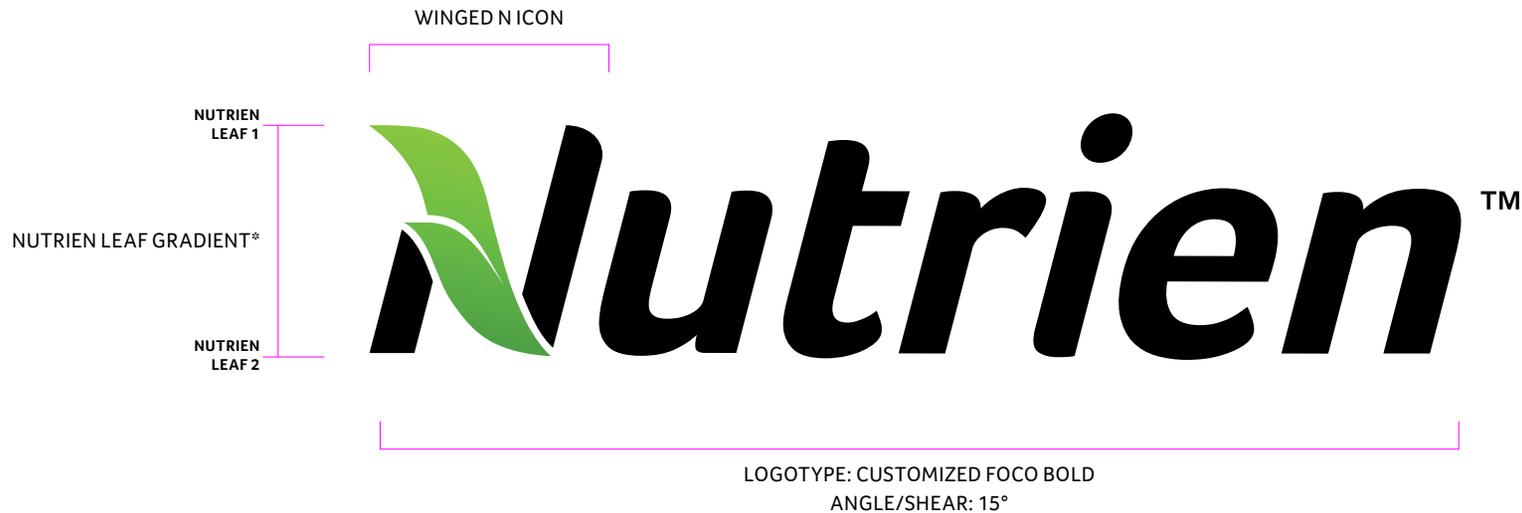
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3.12	Primary Font Family: Foco		



Our brand is supported by several foundational brand elements:

- Logo
- Graphic Elements
- Color System
- Typography
- Imagery

Each of these elements has been designed to create a unique and memorable visual identity for Nutrien. By using these elements properly and consistently, we can all help ensure that our audience will understand who we are and what our brand stands for.



* See Color System, 3.4

The Nutrien logo is the most recognizable representation of our brand. Its sans serif font is clean and modern, with the use of italics suggesting a progressive, forward-looking company.

The primarily lower case lettering with rounded-off corners on the letterforms speaks to our humble, friendly approach to business.

The upper case "N", with its two stems connected by a distinctive "winged leaf" element, is a direct reference to the category we're in – and to the two companies who joined to form us.

The Nutrien logo without the tagline can be used on exterior signage, clothing/uniforms, delivery vehicles and small promotional items.



The Nutrien tagline, "**Feeding the Future**," defines the vital role our company plays in providing nourishment for the world's growing population. It also speaks to our ongoing, long-term commitment to innovation.

The Nutrien Logo with the tagline should be used in all communications, such as advertising, brochures, letterheads, and business cards.

3.4

COLOR SYSTEM

OUR BRAND / MESSAGING & GUIDELINES / **BRAND ELEMENTS** / APPLICATIONS / MARKETING MATERIALS / CONTACT

LOGO COLORS		SUPPORT COLORS					
Black	Nutrien Leaf Gradient	Nutrien Twilight R 34 G 99 B 152 C 90 M 61 Y 17 K 3 HEX 226398 PANTONE 2151 C	Nutrien Barn R 149 G 27 B 30 C 26 M 100 Y 100 K 26 HEX 8C1D23 PANTONE 491 C	Nutrien Harvest R 212 G 112 B 36 C 10 M 65 Y 100 K 5 HEX D47024 PANTONE 7583 C			
	Nutrien Leaf 1 R 134 G 213 B 0 C 40 M 0 Y 100 K 0 HEX 88D600 PANTONE 375 C	Nutrien Leaf 2 R 76 G 158 B 0 C 75 M 20 Y 100 K 0 HEX 4C9E00 PANTONE 362 C	Nutrien Sky R 184 G 237 B 226 C 26 M 0 Y 15 K 0 HEX B8EDE2 PANTONE 2204 C	Nutrien Denim R 70 G 95 B 112 C 76 M 55 Y 42 K 18 HEX 465F70 PANTONE 7545 C	Nutrien Flaxen R 225 G 189 B 95 C 9 M 21 Y 73 K 3 HEX E1BD5F PANTONE 459 C	Nutrien Earth R 72 G 43 B 23 C 48 M 72 Y 76 K 62 HEX 482B17 PANTONE 476 C	
		Nutrien Gray 1 R 190 G 190 B 190 C 0 M 1 Y 1 K 29 HEX BEBEBE PANTONE Cool Gray 4 C	Nutrien Gray 2 R 130 G 133 B 135 C 0 M 0 Y 0 K 60 HEX 828587 PANTONE Cool Gray 8 C	Nutrien Light Gray 1 R 241 G 240 B 242 C 0 M 0 Y 0 K 5 HEX F1F0F2 PANTONE 663 C	Nutrien Light Gray 2 R 220 G 221 B 223 C 0 M 0 Y 0 K 15 HEX DCDDDF PANTONE Cool Gray 1 C		
		Nutrien Gray Gradient		Nutrien Light Gray Gradient			

The core **Nutrien Color System** is black, which anchors the brand, and two shades of green combined in a gradient providing the leaf color for the Winged N, signifying growth and the aspirations of our promise, essence, and values.

Our support colors expand on the organic quality of the core greens without overpowering them. The range of grays provides some variety in the application of typography and other graphic elements in our system.

3.5

LOGO & TAGLINE COLORS: POSITIVE

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PREFERRED: BLACK & NUTRIEN LEAF GRADIENT



ALTERNATE: BLACK & NUTRIEN GRAY 2



ALTERNATE: BLACK & NUTRIEN LEAF 2



ALTERNATE: ALL BLACK



The preferred version of our logo displays the winged leaf element in the Nutrien Leaf Gradient. When a gradient effect is not possible, the winged leaf is displayed in the darker Nutrien Leaf 2 when against white or gray, and in the brighter Nutrien Leaf 1 when reversed against darker colors (see 3.6).

For one-color applications, the winged leaf may be displayed in Nutrien Gray 2, or alternatively the logo may appear in solid black.

3.6

LOGO & TAGLINE COLORS: REVERSE, ALL WHITE

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PREFERRED: WHITE ON NUTRIEN LEAF GRADIENT



ALTERNATE: WHITE ON NUTRIEN GRAY 2



ALTERNATE: WHITE ON NUTRIEN LEAF 1



ALTERNATE: WHITE ON BLACK



When applied against a dark/solid background, the logo must appear in white to achieve the proper contrast for legibility and impact.

3.6

LOGO & TAGLINE COLORS: REVERSE, WHITE & GREEN

OUR BRAND / MESSAGING & GUIDELINES / **BRAND ELEMENTS** / APPLICATIONS / MARKETING MATERIALS / CONTACT

NUTRIEN LEAF 1 REVERSE ON NUTRIEN DENIM



NUTRIEN LEAF 1 REVERSE ON NUTRIEN GRAY 2



NUTRIEN LEAF 1 REVERSE ON NUTRIEN EARTH



NUTRIEN LEAF GRADIENT REVERSE ON BLACK



When applying the logo against the darker colors in the palette, the leaf element in the Winged N may appear in solid Nutrien Leaf 1 or the Nutrien Leaf Gradient.

Achieving a proper contrast between the Nutrien logo against a dark background is essential.



The minimum clear space provides a buffer between the logo/tagline configuration and any other elements in its vicinity such as headlines, text, imagery or the outside trim of printed materials.

The clear space is equal to the logo's x-height. Whenever possible, allow more than this amount of clear space.



The Nutrien Tab is a useful graphic device in our system. It provides a staging ground for the logo and tagline in our more robust communications, such as marketing and advertising materials.

The angle or shear of the tab, along with the distinct rounded corner, echo the design of the logo.



Color: The Nutrien Tab may be white, Nutrien Light Gray Gradient or Nutrien Leaf Gradient. See Color System, 3.4 for process values.

Depth: The smaller version of the tab is based on the aspect ratio of the clear space. A larger tab may be used to accommodate additional content such as our URL.

3.10 / LOGO & TAGLINE: SCALING & MINIMUM SIZE

OUR BRAND / MESSAGING & GUIDELINES / **BRAND ELEMENTS** / APPLICATIONS / MARKETING MATERIALS / CONTACT



SCALING: MAINTAIN A CONSISTENT ASPECT RATIO



SCALING: MAINTAIN A CONSISTENT ASPECT RATIO



MINIMUM SIZE



MINIMUM SIZE

In reproducing the Nutrien logo and tagline, be conscious of size and legibility. A tagline that is too small will have little to no impact.

Scaling: EPS logo files may be scaled to any size necessary as long as the minimum size requirements are met. Do not scale the logo or tagline separately.

Minimum size refers to the smallest allowable logo and logo tagline size. The logo may be as small as 0.5 inches, and the logo with tagline may be as small as 0.75 inches.

3.11 / NUTRIEN WINGED N ICON

OUR BRAND / MESSAGING & GUIDELINES / **BRAND ELEMENTS** / APPLICATIONS / MARKETING MATERIALS / CONTACT



.25"
MINIMUM SIZE 

The Nutrien Winged N is a secondary brand identity device which may be used in special applications as a shorthand for the Nutrien brand identity, such as premium items, merchandise, or company apparel. In print collateral it may appear as a small visual accent, such as with the page numbers of this document or on our PowerPoint presentation format (see 4.4).

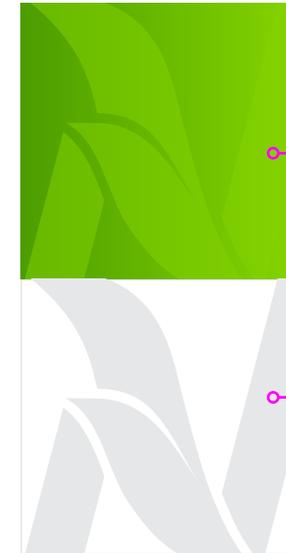
In most applications, a small "TM" should appear immediately behind, and on the baseline of, the Winged N icon. However, there will be instances when the N icon is so small, the "TM" becomes unreadable – such as company apparel and promotional merchandise. In these instances, the "TM" can be removed.

It may also be applied as a supergraphic for livery or as a cropped watermark for use in collateral backgrounds, as demonstrated on this page.

Minimum size: The Winged N should appear no smaller than 0.25 inches high.

FULL COLOR
(LEAF GRADIENT)FULL COLOR
(SOLID LEAF 1)

WHITE

SUPERGRAPHIC
WATERMARK
(TINTS)

50% NUTRIEN LEAF 1

5% BLACK

Color applications for the Winged N follow the same principles as color applications for the full Nutrien logo. The Nutrien Leaf Gradient is used against white and black, the solid Leaf 1 is used against dark backgrounds, and the Winged N appears completely in white against greens and lighter backgrounds.

When the Winged N is used as a supergraphic watermark, it may only appear as a 5% tint of black against white, or as a 50% tint of Nutrien Leaf 1 against the Nutrien Leaf Gradient.

3.12 / NUTRIEN LEAF

OUR BRAND / MESSAGING & GUIDELINES / **BRAND ELEMENTS** / APPLICATIONS / MARKETING MATERIALS / CONTACT



In most applications, a small “TM” should appear immediately behind, and on the baseline of the Nutrien Leaf. However, there will be instances when the Nutrien Leaf is so small, the “TM” becomes unreadable. In these instances, the “TM” can be removed.

The Nutrien Leaf is a unique design element that can be used for a variety of creative applications within the Nutrien brand system.



Nutrien Leaf

Ignimenim sunt quae ommodit aspitem latust id eum quodit quam acipsus cipsae. Dolorro renditat velique volum eum quo eumqui abora sequame vendita tibus.



THE NUTRIEN LEAF

- The Nutrien Leaf graphic should always be right side up and not angled differently than how it's positioned in the "N"
- Maintain aspect ratio when sizing
- Don't distort the Nutrien Leaf
- .25" Minimum size

The Nutrien Leaf can stand alone as a design element within templates and other forms of marketing communications.

PLEASE NOTE: The Nutrien logo in its entirety needs to be visually present in relation to the Nutrien Leaf graphic element.

3.13 / WINDOW APPLICATION

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WINDOW APPLICATION:

- Maintain aspect ratio when sizing
- Don't distort the Nutrien Leaf

Examples such as:

- Print advertisements
- Report covers
- Billboards

With the Window Application the Nutrien Leaf acts as a frame to allow an image to peak through.

3.14 / ZOOMED-IN APPLICATION

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THE ZOOMED-IN APPLICATION

- The Nutrien leaf can appear in its entirety or zoomed-in allowing for creative and unique applications.

Examples such as:

- Large-format murals
- Desktop wallpapers
- Pop-up banners

3.15 / NUTRIEN LEAF: INCORRECT USAGE

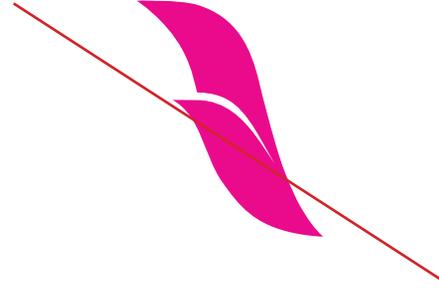
OUR BRAND / MESSAGING & GUIDELINES / **BRAND ELEMENTS** / APPLICATIONS / MARKETING MATERIALS / CONTACT



The Nutrien Leaf should not be altered from its original form.



The Nutrien Leaf should not be incorporated into text to create a stylized logo.



Do not change the color of the Nutrien Leaf graphic.



Do not use the Nutrien Leaf redundantly or in close proximity to the full logo.

FOCO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789-!@#\$%^&*()_+

FOCO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789-!@#\$%^&*()_+

FOCO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789-!@#\$%^&*()_+

The Foco font family is the preferred typeface for headlines, **to be used in all high-level branding communications material**. A distinctive sans serif font with a broad range of weights and styles, Foco fits the progressive personality of the Nutrien brand.

Recommended Usage:

Headlines / Callouts

Signage / Display

Stationery

3.17 / SECONDARY FONT FAMILY: MUSEO

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MUSEO 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789-!@#\$%^&*()_+

MUSEO 300 ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789-!@#\$%^&*()_+*

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio.

MUSEO 500

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789-!@#\$%^&*()_+**

MUSEO 500 ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789-!@#\$%^&*()_+***

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita

The Museo font family is the preferred typeface for body copy, **to be used in all high-level branding communications material**. A clean and easy-to-read slab serif font, it pairs well with our headline font, Foco.

Recommended Usage:

- Body copy
- Support copy / Captions
- Quotations

3.18

ALTERNATE PRIMARY FONT FAMILY: ARIAL

OUR BRAND / MESSAGING & GUIDELINES / **BRAND ELEMENTS** / APPLICATIONS / MARKETING MATERIALS / CONTACT

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789-!@#\$%^&*()_+

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789-!@#\$%^&*()_+

When Foco is not available, the Arial font family is the alternative headline typeface.

Recommended Usage:

Internal communications

Headlines / Callouts

PowerPoint presentations

CAMBRIA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 0123456789-!@#\$%^&*()_+

CAMBRIA ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789-!@#\$%^&()_+*

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, *similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio.*

CAMBRIA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789-!@#\$%^&*()_+

CAMBRIA BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789-!@#\$%^&*()_+

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint *occaecat*i cupiditate non provident, *similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.*

The Cambria font family is the alternative typeface for body copy. It pairs well with Arial, our alternate headline font.

Recommended Usage:

Body copy

Support copy / Captions

Quotations

3.20 / USING THE WINGED N ICON WITH INTERNAL PROGRAMS

OUR BRAND / MESSAGING & GUIDELINES / BRAND ELEMENTS / APPLICATIONS / MARKETING MATERIALS / CONTACT

Additional Identities

We endeavor to limit the amount of additional identities created for Nutrien, and instead encourage the usage of our core Nutrien branding. When an internal identity is required, however, this is the template that will be followed.



Horizontal Lockup



Vertical Lockup

Using the Winged N icon with Internal Programs or Initiatives

Locked up type treatments help establish an identity that is consistent with the Nutrien brand.

These are the only options.

Examples of Type Treatments

Visit the Communications and Branding page on *The Feed* or contact the Creative & Strategy team at design@nutrien.com to request a type treatment for your internal program or initiative.



Safety, Health & Environment



Safety, Health
& Environment



Young Professionals
Network (YPN)



Young Professionals
Network (YPN)

3.21 / NUTRIEN LOGO: INCORRECT USAGE

OUR BRAND / MESSAGING & GUIDELINES / BRAND ELEMENTS / APPLICATIONS / MARKETING MATERIALS / CONTACT



Do not distort the Nutrien logo or any other Nutrien visual brand element.



Do not redraw or substitute any part of the logo.



Do not lock up any content with the logo in place of the approved tagline.



Do not use the Winged N icon redundantly or in close proximity to the full logo.



Do not change the color of any part of the logo or tagline.



Do not use colors outside of the Nutrien color system palette.



Do not apply the Nutrien Leaf Gradient against a Nutrien Leaf background.



Do not add business unit, facility location or department in place of the approved tagline.

All strategic business units, facilities and departments must use the Nutrien brand solely. **No new (or existing) logos, visual identities or brands** pertaining to strategic business units, facilities, departments, initiatives or programs shall be developed.

3.21 / NUTRIEN LOGO: INCORRECT USAGE

OUR BRAND / MESSAGING & GUIDELINES / **BRAND ELEMENTS** / APPLICATIONS / MARKETING MATERIALS / CONTACT



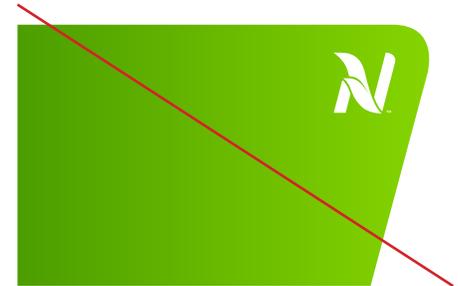
Do not apply the Nutrien logo against a complex background.



Do not use the Winged N as a primary brand identifier on communications.



Do not lock up the Winged N with the tagline.



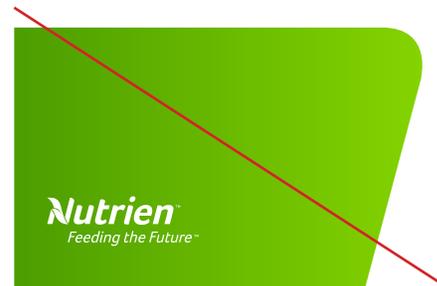
Do not use the Winged N on its own inside the tab holding shape.



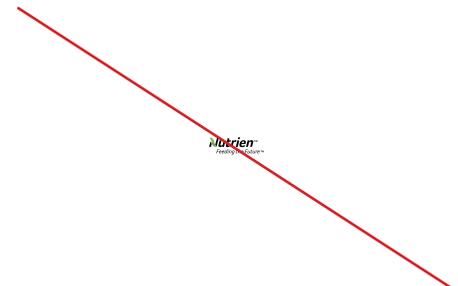
Do not use other holding shapes aside from the tab.



Do not use the tab as a holding shape for imagery or textures.



Do not position the logo randomly within the tab.



Do not reproduce the logo smaller than minimum size.

3.22 / IMAGERY STYLE: PEOPLE / PORTRAITS

OUR BRAND / MESSAGING & GUIDELINES / **BRAND ELEMENTS** / APPLICATIONS / MARKETING MATERIALS / CONTACT

People / Portraits

Our customers, our employees, and the world we serve are at the very core of what we do. We want to honor our stakeholders by portraying them in the best possible light. They should be brightly lit and stand out from their backgrounds for a crisp, progressive look.

We understand that not all photography can adhere to these standards. Whenever possible, please choose stock photography and imagery that meet these criteria or utilize processing to match the general look.

Focus on interactions between people and the bonds they form. Nutrien prides itself on developing and maintaining long-standing relationships with its customers and employees.



3.22 / IMAGERY STYLE: PEOPLE / PORTRAITS

OUR BRAND / MESSAGING & GUIDELINES / **BRAND ELEMENTS** / APPLICATIONS / MARKETING MATERIALS / CONTACT



3.23 / IMAGERY STYLE: ENVIRONMENT / PRODUCT

OUR BRAND / MESSAGING & GUIDELINES / **BRAND ELEMENTS** / APPLICATIONS / MARKETING MATERIALS / CONTACT

Environment / Product

Like portrait photography, environmental imagery should be equally sharp with colors that are processed to highlight a focal point without looking unnatural.

An overall feeling of warmth and friendliness should also pervade. This can be achieved by capturing imagery during dawn or dusk hours, when the light is softest and not as harsh as midday. Image processing can also aid in achieving this look. Colors should be vibrant and healthy-looking.

Concepts of plenty and abundance are also desirable.

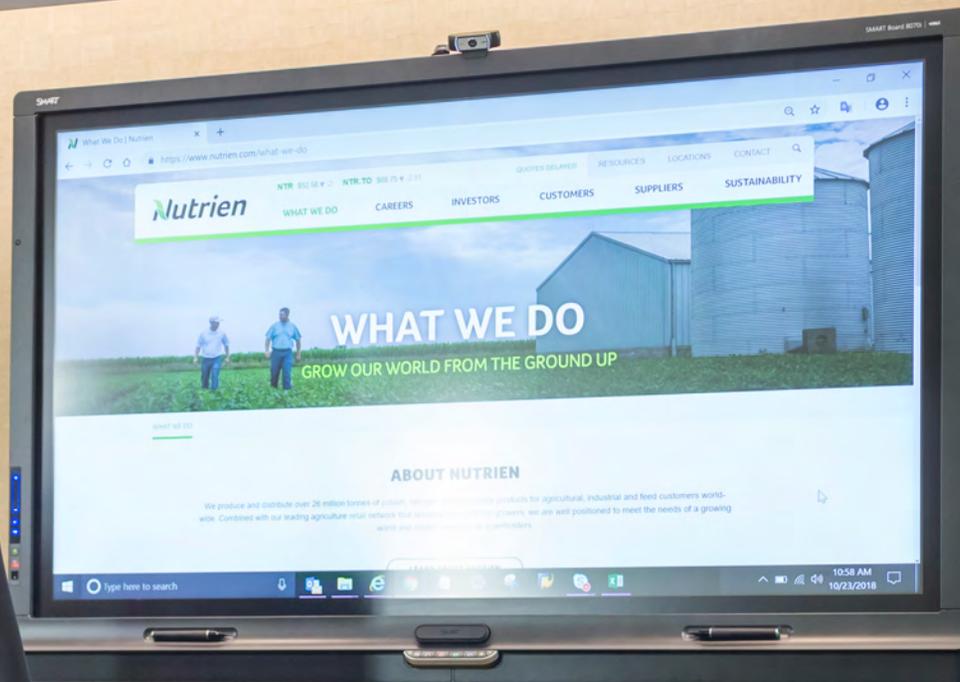


3.23 / IMAGERY STYLE: ENVIRONMENT / PRODUCT

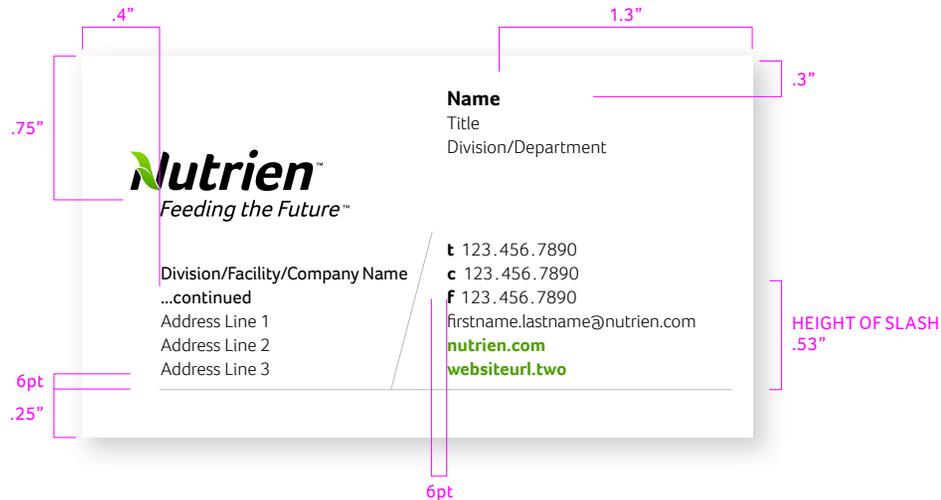
OUR BRAND / MESSAGING & GUIDELINES / **BRAND ELEMENTS** / APPLICATIONS / MARKETING MATERIALS / CONTACT



- 4.1 Stationery: Standard Business Card
- 4.2 Stationery: Standard Letterhead
- 4.3 Email Signature
- 4.4 PowerPoint
- 4.5 Apparel



4-LINE CARD



FORMAT

3.5" x 2"

TYPOGRAPHY

Division/Facility/Company name:
7/9 pt Foco Regular
Address: 7/9 pt Foco Light
Employee name: 8/9 pt Foco Bold
Title: 7/9 pt Foco Light
Telephone and email: 7/9 pt Foco Light
"t", "c" Initials: 7/9 pt Foco Bold
Rule weight: .25 pt

Set all text upper and lower case, flush left, ragged right, normal tracking.

COLOR

(see Color System, 3.4 for process values)

Winged N leaf: Nutrien Leaf Gradient

Website URL: Nutrien Leaf 2

All other text: Black

Rule: Nutrien Gray 2

PRINTING METHOD

Offset

PAPER

Bright White 100lb Cover

(Cougar Brand recommended)

5-LINE CARD



**FORMAT**

8.5" x 11"

TYPOGRAPHY

Address, telephone and email:

7 pt Foco Light

"t", "c" Initials: 7 pt Foco Bold

Rule weight: .25 pt

Body copy (user generated): 11 pt

Cambria, 15 pt leading preferred

Set all text upper and lower case, flush left, ragged right, normal tracking.

COLOR

(see Color System, 3.4 for process values)

Winged N leaf: Nutrien Leaf Gradient

Website URL: Nutrien Leaf 2

All other text: Black

Rule: Nutrien Gray 2

PRINTING METHOD

Offset

PAPER

60lb Offset Text

(Cougar Brand recommended)

Name
Title
Division/Department

123 Street Address, City Prov/State
Country POS C0D
t 123-456-7890 c 123-456-7890
First.Lastname@nutrien.com

www.nutrien.com

The Nutrien logo consists of a stylized green leaf icon to the left of the word "Nutrien" in a bold, black, sans-serif font.

In email signatures, each employee's name, title and division/department should appear in 8/9 point Arial Regular.

Their contact information, including company address, phone number and Email, should appear in 7/9 point Arial Light.

The website URL should appear below contact information in 7/9 Arial Bold.

All email signature text should be black and flush left.

The full color Nutrien logo should appear below signature information, without the tagline.



TYPOGRAPHY

Cover headline: 47/50 pt Arial Regular
 Cover subhead: 24 pt Arial Regular
 Cover date: 12 pt Arial Regular
 Page header: 30 pt Arial Regular
 Page number: 11 pt Arial Regular
 Interior body text: Cambria Regular with Cambria Bold for emphasis, range of 18 pt to 24 pt recommended
 Footer copyright: 6 pt all caps Arial Regular
 Footer title, date: 10 pt all caps Arial Regular
 Divider page header: 36 pt Arial Regular
 Rule weight: .25 pt

COLOR

(see Color System, 3.4 for process values)
 All headlines on white: Nutrien Leaf 2
 Cover date: Nutrien Leaf 2
 Headlines/rules on image background: Black or white, depending on background value (always achieve maximum contrast)
 Rules on white: Nutrien Gray 2
 Headlines/rules on Nutrien support color background: white
 Footer text: Nutrien Gray 2
 All other text: black
 Images are full-color, except on divider pages, where they are filtered through a Nutrien Leaf Gradient effect
 Charts: use support colors (see 3.4); supplement with Nutrien Leaf 1 & 2 as needed for depth of data

GOLF SHIRT



CAP (FULL LOGO AND WINGED N OPTIONS)

**NUTRIEN STORE**

For all Nutrien and Nutrien Ag Solutions branded promo items visit our Nutrien store at: <http://nutrienstore.com>

MATERIAL/ APPLICATION

For applying the Nutrien logo on premium apparel, embroidery is preferred.

COLOR

Apparel: white

Nutrien logo, Winged N: full-color versions (match leaf to Nutrien Leaf 2 when gradient cannot be reproduced)

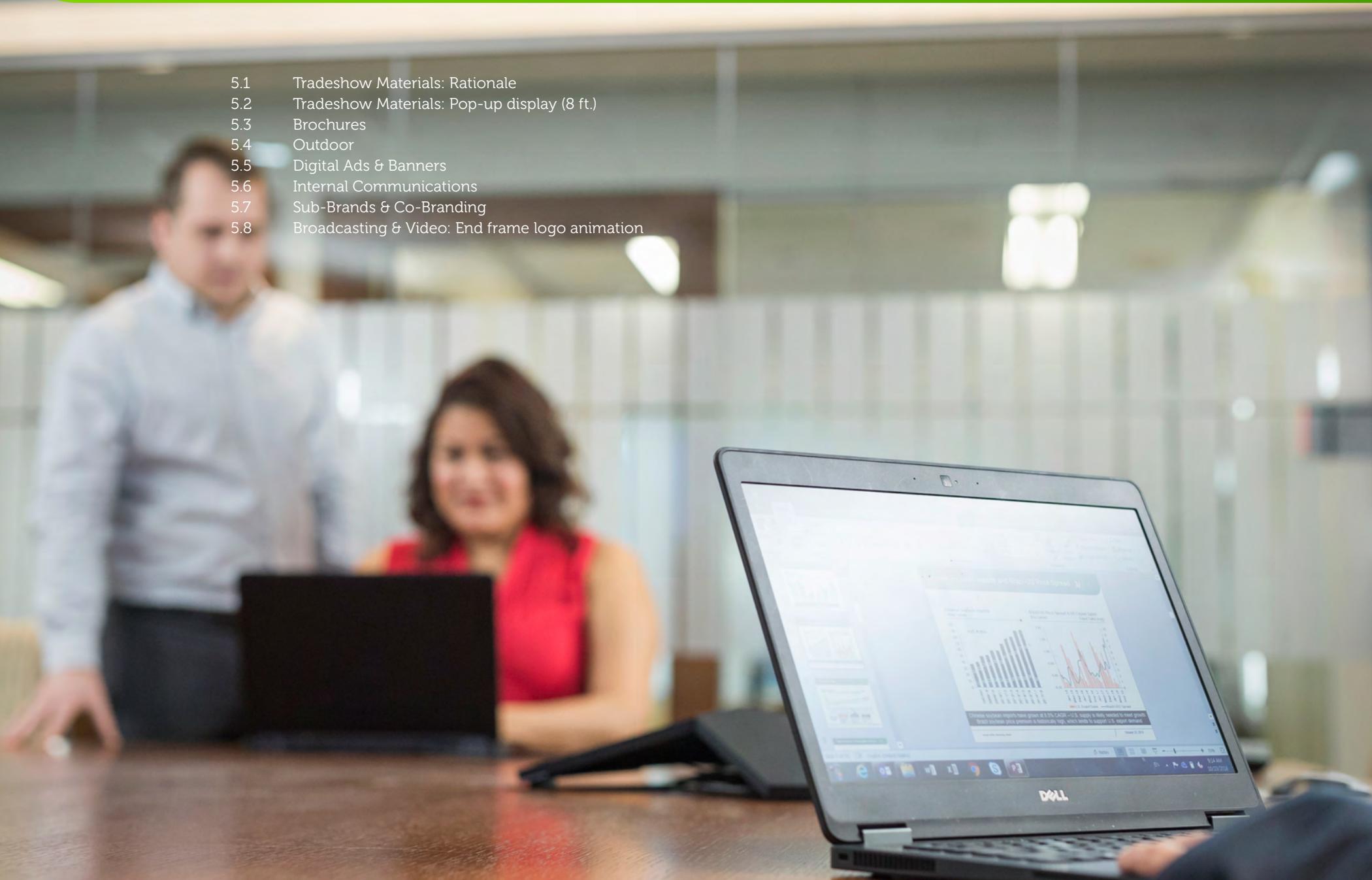
Where applicable on promotional items, facilities can add their name (in plain font) to the promotional material, but the name must be separated from the logo to respect the clear space surrounding the brand (see 3.6).

5.0

MARKETING MATERIALS:

OUR BRAND / MESSAGING & GUIDELINES / BRAND ELEMENTS / APPLICATIONS / **MARKETING MATERIALS** / CONTACT

- 5.1 Tradeshow Materials: Rationale
- 5.2 Tradeshow Materials: Pop-up display (8 ft.)
- 5.3 Brochures
- 5.4 Outdoor
- 5.5 Digital Ads & Banners
- 5.6 Internal Communications
- 5.7 Sub-Brands & Co-Branding
- 5.8 Broadcasting & Video: End frame logo animation



5.1

TRADESHOW MATERIALS: RATIONALE

OUR BRAND / MESSAGING & GUIDELINES / BRAND ELEMENTS / APPLICATIONS / **MARKETING MATERIALS** / CONTACT**GENERAL RULES**

At all tradeshows and exhibitions, our basic corporate design elements are used. The tradeshow booth should always be a Nutrien booth. The Nutrien logo should be the most prominent element in the booth. Product or divisional messaging should not overshadow the corporate brand. Strong graphics, concise language and a simplified message are required. All designs must closely tie to our core values while reflecting our partnership with our stakeholders. Communication is straightforward and engages in intimate dialogue with stakeholders. Approved images and type fonts are to be used.

5.2

TRADESHOW MATERIALS: POP-UP DISPLAY (8 FT.)

OUR BRAND / MESSAGING & GUIDELINES / BRAND ELEMENTS / APPLICATIONS / **MARKETING MATERIALS** / CONTACT

POP-UP DISPLAY



POP-UP DISPLAYS SHOULD CONSIST OF

- Prominent logo
- Approved fonts
- Nutrien color palette
- Concise language
- Brand approved photos
- Simple/bold imagery
- URL

SAMPLE

FRONT

Grow Your Career with Nutrien!

Nutrien is the world's largest provider of crop nutrients as well as agricultural services and solutions, playing a critical role in helping growers around the globe increase food production in a sustainable manner.

We look for people with integrity who always put safety first. From entry-level to director-level positions, we have interesting and challenging career opportunities working in our production facilities, at our corporate offices and in our retail centers worldwide.

- 28 Production Facilities
- >23,000 Employees Worldwide
- Global Operations in 14 Countries
- >1,900 Retail Centers Worldwide

[linkedin.com/company/nutrien](https://www.linkedin.com/company/nutrien) | [facebook.com/nutrientd](https://www.facebook.com/nutrientd)
[youtube.com/nutrien](https://www.youtube.com/nutrien) | twitter.com/nutrientd
[instagram.com/nutrientd](https://www.instagram.com/nutrientd)

Nutrien
Feeding the Future™
nutrien.com/careers

BACK

Why work at Nutrien?

We invest in our people through education, training, mentorship and career development planning.

Nutrien offers terrific roles, competitive salaries, comprehensive benefits and retirement programs to support the health and wellbeing of our employees.

- Global Employment Opportunities
- Health & Wellness Plans
- Safety-First Work Environment
- Competitive Total Rewards
- Integrity-Based Culture
- Tuition Assistance Program
- Diversity & Inclusive Growth
- Retirement & Savings Program
- Military Friendly

nutrien.com/careers

Grow Our World From The Ground Up!™

Nutrien
Feeding the Future™

INTERIOR PAGES

Grow your career with us!

Corporate

- We offer terrific roles, competitive pay, great benefits, an inclusive workplace and performance-based incentives
- 4 corporate offices in Saskatoon, SK; Calgary, AB; Loveland, CO and Northbrook, IL

Retail

- World's largest direct-to-grower provider of products, services and solutions
- >1,900 facilities across North America, Australia and South America
- Line of higher-margin proprietary crop protection and seed products, as well as innovative services for growers

Potash

- Potassium (K) increases disease resistance of plants
- We are the largest global potash producer
- 0 potash mines in Saskatchewan

Nitrogen

- Nitrogen (N) speeds the growth of plants and is critical to crop yield
- We are the third-largest global nitrogen producer
- 15 facilities in Canada and the U.S.

Phosphate

- Phosphorus (P) helps stimulate early root and plant growth
- We are the second-largest North American phosphate producer
- 2 large phosphate facilities in the U.S. with integrated mining, in addition to 4 smaller upgrading facilities

Opportunities

- Corporate**
 - Human Resources
 - Accounting & Finance
 - IT
 - Operations
 - Legal
 - Communications
 - Leadership
- Retail**
 - Crop Consultant (Sales)
 - Administration
 - Operations
 - Precision Ag
 - Digital/IT
 - Accounting/Finance
- Potash**
 - Mine Engineering
 - Electrical Engineering
 - Chemical Engineering
 - Mechanical Engineering
 - Mill/Mine Operations
 - Trades
- Nitrogen**
 - Process Engineering
 - Mechanical/Reliability Engineering
 - Plant Operations
- Phosphate**
 - Mine Engineering
 - Process Engineering
 - Instrumentation/Control

BROCHURES SHOULD CONSIST OF:

- Prominent logo
- Brand approved photos
- Approved fonts
- Simple/bold imagery
- Nutrien color palette
- URL/Social Media accounts
- Concise language

SAMPLE

**OUTDOOR APPLICATIONS:**

- In outdoor applications, the Nutrien logo should always appear locked up with our tagline, "Feeding the Future."
- For optimal impact and readability, the logo lockup should always appear within the Nutrien Tab. The larger Nutrien Tab with the URL should be the default.
- The Nutrien Tab should always appear in the bottom right corner.
- Any of the specified Nutrien Tab colors (white, gray, green) may be used for outdoor applications.

5.5 / DIGITAL ADS & BANNERS

OUR BRAND / MESSAGING & GUIDELINES / BRAND ELEMENTS / APPLICATIONS / **MARKETING MATERIALS** / CONTACT

SAMPLE



Nutrien |  **Together We Grow**

Nutrien values the relationships we've developed with our Aboriginal partners. Our commitment to diversity and inclusion expands opportunities in business, employment and education. Diversity cultivates the innovation that we need to feed the future – together.



DIGITAL ADS & BANNERS SHOULD CONSIST OF:

- Prominent logo
- Approved fonts
- Nutrien color palette
- Concise language
- Brand approved photos
- Simple/bold imagery

SAMPLE

**Internal communications: posters**

- Prominent logo
- Approved fonts
- Nutrien color palette
- Concise language
- Brand approved photos
- Simple/bold imagery
- Logo and tagline lockup
- Logo lockup must appear within the Nutrien Tab
- Any of the specified tab colors (white, gray, green) may be used

SAMPLE

Summer Co-op/ Internship Opportunities



Do you know a student who will be looking for a summer co-op/internship position in 2020?

Openings for these roles will be posted beginning January.

Interested students should:

- Visit: nutrien.com/careers (Search Category: Students and New Grads)
- When asked "How did you hear about us?" Select "Employee Referral" and enter the full name of the Nutrien employee who will act as your referral in the "Please specify" field.
- Upload a resume including contact information (email & phone number)

Note: Summer co-op / internship positions are **open to family members of Nutrien employees and the general public.**

All applicants will go through the **standard Nutrien recruitment process.**

To view upcoming campus recruitment events visit:
www.nutrien.com/what-we-do/stories/campus-recruitment-events




BOOKING BUSINESS TRAVEL can be this comfortable.



Nutrien has a new travel services provider, **Carlson Wagonlit Travel**. Use the CWT web portal, smartphone app and phone service to book your business travel.

For more information, visit:
thefeed.nutrien.com > **Workplace Services > Travel**




When the Nutrien logo appears with one or more of our sub-brands, the following rules apply:

- All logos should appear at the bottom of the piece.
- Logo and tagline lockup
- The Nutrien Tab should be extended to accommodate all sub-brand logos. All sub-brand logos should appear within the Nutrien Tab.
- All logos should be approximately the same size (equal in height).
- All logos should be the same color (full color, all black, or all white).
- All sub-brand logos should be separated by a thin vertical line. The distance of the vertical line from each logo should be equal to its x height.
- The Nutrien logo should always appear furthest to the right in any series of two or more logos.



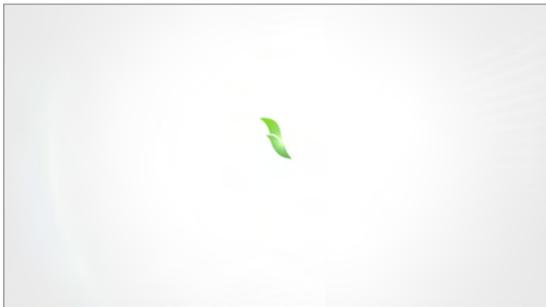
Ending frames of video conclude



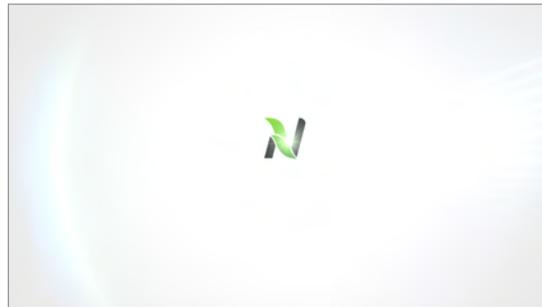
Nutrien "Winged Leaf" icon quickly zooms into frame, masking out end frames of video



Icon zooms toward center, revealing white background



Icon settles in



Nutrien "N" appears



Remaining letters of Nutrien logotype grow outward from "N"



Nutrien logotype fully revealed



"Feeding" quickly fades in, moving forward



"the Future" fades in as tagline settles in to final position

The Nutrien Brand Guidelines are essential in communicating our message and brand consistently and effectively.

These guidelines can be found on our internal Communications and Branding SharePoint page, accessible directly from *The Feed*. This SharePoint has a collection of material and visual guidance for your use, including logos, stationery templates, email signature guidelines and image library.

We appreciate your assistance in helping to use and communicate the Nutrien brand consistently on all marketing collateral.

For more info, please contact: design@nutrien.com