



GROWING TOGETHER.

BRAND CONTINUITY GUIDE

VOLUME 2

SEPT 2013

GRAIN ETHANOL PLANT NUTRIENT

RAIL TURF & SPECIALTY RETAIL





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ROOTS RUN DEEP.

As CEO of The Andersons, Inc., I've had many people ask me, "So what exactly does The Andersons do?" Good question. The truth is, we do a lot of different things that are all related. We're a big corporation made up of six different groups. And while each Group is varied in what it does, every aspect of our company is under The Andersons umbrella and can trace its roots back to the first elevator.

With such a diverse range of products and services, it's crucial that every point of contact we have with our customers and the general public tells our story clearly. Packaging, correspondence, advertising – even truck and railcar graphics must explain who we are and why we are the best at what we do.

For that reason, we developed this Brand Continuity Guide. Inside you'll find information on The Andersons brand and how to ensure that we all are telling our brand's story in the same way. Following the Brand Continuity Guide will keep us from getting bogged down with questions about what should go where and why. It also allows us to concentrate on building and maintaining solid customer relationships. Because at the end of the day, that's where our true roots lie.

Sincerely,

Mike Anderson

CHAIRMAN & CEO

FROM THE GROUND UP.

When Harold and Margaret Anderson started The Andersons Truck Terminal in 1947, they never dreamed it would grow into such a large, diverse agribusiness. But steady growth from the ground up has always been part of The Andersons story, along with industry leadership and a willingness to expand into new areas.

Every decade has been marked by advancements and growth. In the 1950s we made national headlines with a grain terminal so large it was dubbed “The Big Pour.” We also added services including fertilizer blending and corn cob milling.

In the 1960s, we opened an innovative deep-water grain loading facility, built the first grain elevator capable of loading 100-car train units, and developed North America’s largest steel tank grain storage installation. Our product line continued to grow, too, with the introduction of lawn products.

During the next 20 years, The Andersons kept growing. Grain receipts more than tripled. Facilities were added and expanded. Plus, liquid fertilizers and retail stores further diversified the products and services we offered.

The 1990s introduced yet another facet to The Andersons. New opportunities and the need for reliable transportation prompted the construction of a railcar repair facility and the addition of railcar leasing services. Annual sales reached \$1 billion for the first time.

Today, expansion and leadership continue to drive growth at The Andersons, Inc. Demand for ethanol opened the door to a new industry. We’ve responded with four new ethanol plants built or purchased since 2006. Our railcar fleet continues to multiply and we’re expanding our grain services to new regions. The growth and success of The Andersons is a testament to what is possible when we all focus on working as a team. Because together, we’ll continue to grow...from the ground up.

STATEMENT OF PRINCIPLES

Our Statement of Principles expresses beliefs and philosophies held by the founders of The Andersons, forming the basis for our mission and beliefs. While we don't intend for everyone to accept identical beliefs or personal philosophies, we do expect knowledge of and compliance with established operating principles, policies, and guidelines.

OUR BELIEFS

This Company is founded on the belief that all of us are subject to a higher and divine authority, and that we should aspire to goodness, integrity, fairness, respect, and those virtues which we think are consistent with divine will. We believe that possession of these qualities develops self-esteem, merits the approval of others, and enhances both private and public welfare.

We believe in the traditions of freedom and liberty that exist in the United States. We believe in the free enterprise system, fair competition, compliance with law, the incentives of profit and personal gain, and the importance of capital accumulation. We also believe that profit or personal gain must never come at the expense of personal integrity or the public welfare, and that a balance must be struck between the inequalities which come with freedom on the one hand and aspirations for equality on the other.

We recognize that our competitive economic system makes it essential that we place constant and primary focus on satisfying the needs of our customers, without whom there is no corporate purpose. We also understand that our business will not survive if it does not meet the legitimate needs and aspirations of our employees and shareholders.

Our challenge is to provide the leadership that will inspire all who work with the Company to exert the uncommon effort that is essential to achieving excellence and success. We all should recognize that in these efforts we should not lose sight of our fundamental responsibilities to our families, to our communities, and to our society as a whole.

OUR MISSION

We firmly believe that our Company is a powerful vehicle through which we channel our time, talent, and energy in pursuit of the fundamental goal of serving God by serving others. Through our collective action, we greatly magnify the impact of our individual efforts to:

- **Provide extraordinary service to our customers**
- **Help each other improve**
- **Support our communities**
- **Increase the value of our Company**



WHY BRANDING IS IMPORTANT.



DEFINING THE ANDERSONS.

The following statements are declarations of what we believe, who we are, and what we do. Together they help define our brand and how we want both the general public and those within our organization to view The Andersons.

CORE VALUES STATEMENT

Definition:

A core values statement is a declaration of how a company wants to conduct business. It identifies the values a company puts into practice and serves as a guide internally to how the company operates on a daily basis.

The Andersons Core Values Statement:

The Andersons combines enduring relationships with market expertise and ingenuity to serve as a passionately committed partner in the success of our customers.

CORPORATE IDENTITY STATEMENT

Definition:

Our corporate identity statement describes our brand and who the company is. It is a customer-focused statement that's used externally.

The Andersons Corporate Identity Statement:

The Andersons grows enduring relationships through extraordinary service, a deep knowledge of the market, and a knack for finding new ways to add value as we have done for more than 60 years.

COMPANY DESCRIPTION

Definition:

A company description is a comprehensive way to describe to our external audiences what we do. Primarily for investors and media, it's also referred to a boiler plate and is placed at the end of press releases.

The Andersons Company Description:

The Andersons, Inc. is a diversified company rooted in agriculture. Founded in Maumee, Ohio, in 1947, the company conducts business across North America in the grain, ethanol, and plant nutrient sectors, railcar leasing, turf and cob products, and consumer retailing.



WHAT IS A BRAND?

The Andersons defines a brand as the experience and emotional connection created by the consistent delivery of a company’s promise.

BRANDED HOUSE VS. HOUSE OF BRANDS.

These are two branding models which can often be confused for one another. In the **branded house** model, one flagship brand serves as an umbrella for all products and services. This is how the six business groups operate under The Andersons, Inc. In the **house of brands** model, there is a main, master brand with freestanding brands underneath, with subtle links between them. At The Andersons, this model is used for products under the business groups, such as AgVantage®, Farm2MarketSM, etc.

DEFINING OUR BRAND.

The illustration below exemplifies The Andersons brand core values.




PROTECT THE BRAND.

Every person has a unique look and personality, an identity all their own. The same is true for businesses. Each has an identity, or brand. If that brand is constantly changing its appearance or personality, people can start to mistrust the business, or forget about it all together.

That’s why we need to protect our brand. And that is precisely what this Brand Continuity Guide is designed to do. It helps ensure that our corporate identity stays comfortably familiar and that every point of contact with the public tells the same story. By carefully managing logo usage, type direction, color reproductions, etc., we ensure that our brand maintains the highest level of trust and recognition.



ATTRIBUTES:	OUR POSITION:
<p>VISUAL IMAGE: Physical image/appearance</p>	
<p>CORE VALUE STATEMENT: How we want to conduct business</p>	<p>The Andersons combines enduring relationships with market expertise and ingenuity to serve as a passionately committed partner in the success of our customers.</p>
<p>The Andersons IS: Characteristics that describe us</p>	<p>Enduring Relationships, Service, Ingenuity, Expertise</p>
<p>The Andersons IS NOT: Characteristics that do not describe us</p>	<p>Price Driven, Internally Focused, Boastful, Hubris</p>
<p>MISSION STATEMENT: What drives all decisions?</p>	<p>We firmly believe that our Company is a powerful vehicle through which we channel our time, talent, and energy in pursuit of the fundamental goal of serving God by serving others. Through our collective action, we greatly magnify the impact of our individual efforts to:</p> <ul style="list-style-type: none"> • Provide extraordinary service to our customers • Help each other improve • Support our communities • Increase the value of our Company
<p>BRAND POWER: The “power” behind the brand</p>	<p>Trust. It comes from providing extraordinary service backed by knowledge and integrity.</p>
<p>TAGLINE: Benefit-driven, descriptive</p>	<p><i>Tagline potentially created in the future.</i></p>
<p>POSITIONING: Role(s) within the market</p>	<p>Recognized industry leader in customer relationships, knowledge, and innovation.</p>
<p>PASSIONS: The things you are passionate about</p>	<p>Customers, Service, Partnerships, Honesty, Solutions</p>



USING THIS GUIDE.

The Andersons communicates with the world in hundreds of different ways. In order to keep our brand strong, all of these communications should match the criteria in this Guide. To make it easier, all communications at The Andersons can be broken down into two categories: inward facing and outward facing.

INWARD FACING COMMUNICATIONS

Inward facing communication includes all the things that go on behind the scenes. Interoffice e-mails, memos, notepads, and internal signage are all included. Basically, if it will more than likely never be seen outside The Andersons office, then it's inward facing.

OUTWARD FACING COMMUNICATIONS

Outward facing communication carries greater responsibility. It represents The Andersons out in the public. Product packaging and labeling, web sites, all advertisements, signage...the list goes on and on. It's important that everyone – vendors, sellers, customers, and competitors – is presented with a clear picture of our brand.

REVIEWING PROJECTS USING THE GUIDE

Keep this Guide close. It's the easiest way to make sure your project presents a clear, concise picture of The Andersons brand. It's vital that every project is proofread, whether inward or outward facing. Have someone who has not seen your project review it for spelling, grammar, phone numbers, etc.

Everything you need for reviewing your project can be found in this Brand Continuity Guide. Use it to confirm fonts, colors, logo usage, and more. There are guidelines for logos and the naming of new products and services as well as acquired companies or facilities, along with an appeals process, on pages 34 through 36. So, before you ask a marketing manager, look through the Guide and see if you can find the answer to your question here. If, after a thorough review, you can't find the answer you need in the Guide, then ask your group's marketing manager, group president or Corporate Communications for further guidance.



WHERE IS THE BRAND CONTINUITY GUIDE HOUSED?

The Brand Continuity Guide is available in printed and electronic form in two locations. If you want a printed copy, please contact Corporate Communications. Or, you can locate it on AndeConnect; click on the Services link in the bottom navigation, click on the Corporate Communications page. The Brand Continuity Guide is the link at the top left. Or, you can access it from the I://drive, click on the Corp Common folder then the ANDE promotional materials folder.



BRAND CONTINUITY CONTACTS

Representing the company in a consistent manner is everyone's responsibility. The marketing managers in each business group and the group presidents, however, are charged with ensuring the brand is represented consistently throughout the company. If you can't find the answer you need in the Brand Continuity Guide, ask your group's marketing manager or Corporate Communications.

Grain Group

David Stover	Director, Marketing	david_stover@andersonsinc.com	419-891-2791
Paulette Cousino	Manager, Marketing Communications	paulette_cousino@andersonsinc.com	419-891-4472

Ethanol Group

John DiMartini	Manager, Marketing	john_dimartini@andersonsinc.com	419-891-6491
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Plant Nutrient Group

Mel Hahn	VP, Marketing	mel_hahn@andersonsinc.com	419-891-6502
Vicki Grimshaw	Market Analyst & Communications Coordinator	vicki_grimshaw@andersonsinc.com	419-891-2973

Rail Group

Matt Keck	Sales Representative	matt_keck@andersonsinc.com	419-891-6693
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Turf & Specialty Group

Tasha Hussain Black	Manager, Marketing Development	tasha_hussainblack@andersonsinc.com	419-897-3697
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Retail Group

John Hoover	Director, Marketing and New Business Development	jhoover@andersonsstore.com	419-891-6428
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Corporate Communications

Debbie Crow	Manager, Corporate Communications	debra_crow@andersonsinc.com	419-891-6483
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FREQUENTLY ASKED QUESTIONS.

Q: May I use the logo in my PowerPoint presentation?

A: Yes. Just be sure to follow the limitations and guidelines outlined in this Brand Continuity Guide.

Q: Do I need approval every time I use the logo?

A: No. Hopefully this Guide will answer all your questions on how to use the logo. Although, feel free to call your group's marketing manager if you do have a question.

Q: May I change the color of The Andersons logo?

A: No. The logo must remain in The Andersons corporate colors outlined on page 17.

Q: Does The Andersons logo have to appear in all product packaging?

A: The following must appear on all packaging: "A product of The Andersons, Inc." OR "A service of The Andersons, Inc." OR The Andersons logo.

Q: May I use a script font for "fancier" applications, such as invitations or awards?

A: Yes. Please refer to the corporate fonts listed on page 27.

Q: When do I use the business group version of the logo?

A: The business group and market specialty/division logos are used on marketing materials and products that are specific to that branded house to help provide clarity to consumers and protect The Andersons brand.

Q: May I use the Wheat in my layout as a separate graphic?

A: Yes. A complete set of guidelines for using the Wheat is outlined on pages 22-23.



LOGO GUIDELINES



PRIMARY LOGO

The Andersons, Inc. official corporate logo is the workhorse of The Andersons brand. Created in 1972, its main focal point is the “agri-symbol” which we now refer to as the Wheat. Today, the simple, straight-forward design with its bold black and gold colors symbolizes a strong, growing company. The primary logo can be spotted by the four elements - the typographic element in Perpetua Bold in white; Wheat in gold Pantone® 130; black control field; and registered trademark. When appearing on a color background or photo, the logo must have a difference in value of at least 50%. The lettering and Wheat should never appear as the color of the background. This version of our logo should be your first choice when selecting a logo, no matter what project you’re working on. Alternate versions of the logo are available and can be used when design or production issues make it difficult to reproduce the primary logo clearly. The primary logo is the only acceptable logo to use in all corporate identity and international applications.





GRAPHIC PROPORTIONS

In order to maintain brand consistency, the logo must never be altered from its original graphic proportions. It is only to be used in proportion with text, control field, and Wheat as indicated below. The logo should never be cropped. Refer to page 21 of this Guide for a list of restrictions.

The outside edge of the logo should always appear as indicated to the right, and never be cropped off. The distance between the edge of the box and the edge of lettering and Wheat is equal to the thickest part of the "A".



The registered trademark never moves. It stays anchored to the serif of the "s". It is centered between the serif of the "s" and the edge of the box.

LOGO SAFE AREA

Keeping other elements a comfortable distance away from the logo will give it the prominence it requires in any design. Other elements, except business group and market/specialty division names shown on page 20 of this Guide, should always maintain a space equal to a minimum of double the thickest part of the "A" around all sides of the logo art.



MINIMUM SIZE AND PLACEMENT

In order to maintain readability and avoid print production limitations, the logo should never appear smaller than 1" on all traditionally printed marketing materials. While the logo can be located in many different places within a design, it should never be placed less than .5" away from the trim edge. (Please note that the logo may be required to appear smaller and closer to the trim edge on some specialty marketing materials and labels due to production restrictions.)





PRIMARY ALTERNATE LOGOS

These alternate logos may be used when production or design issues make it difficult to reproduce the primary logo. When appearing on a color background or photo the logo must have a difference in value of at least 50%. When the difference in value is less than 50%, an outlined version of the logo must be used. The lettering and Wheat should never appear as the color of the background.



2-COLOR | BLACK CONTROL FIELD | OUTLINE

This version is shown on a dark photo in which the difference in value from the background is less than 50%. A white outline equal to the thickness of space between the wheat is placed around the outside edge of the control field.



1-COLOR | BLACK CONTROL FIELD

This version is shown in the traditional black control field with white Wheat. This version is used when the production process makes it impossible to reproduce the gold color.

INFORMAL ALTERNATE LOGOS

These informal alternate logos may be used on inward and outward facing materials, apparel applications, specialty advertising materials such as mugs and mouse pads, and promotional campaigns.



2-COLOR | INFORMAL

This version is shown with black lettering and the traditional gold Pantone® 130 Wheat.



1-COLOR | INFORMAL

This version is shown with black lettering and black Wheat. It is used when the production process makes it impossible to reproduce the gold color.



2-COLOR | INFORMAL | REVERSED

This version is shown on a dark photo with no control field, white lettering, and traditional gold Pantone® 130 Wheat. Photography shown here is an illustrated example of a background only and not a control field around the logo.



1-COLOR | INFORMAL | REVERSED

This version is shown on a dark photo with no control field, white lettering, and white Wheat. Photography shown here is an illustrated example of a background only and not a control field around the logo.



ALTERNATE LOGOS

BUSINESS GROUPS & MARKET SPECIALTY/DIVISIONS

When The Andersons' individual business groups, market specialty/divisions, and facility locations produce marketing materials specific to that branded house, they should follow the examples below in order to help provide clarity to consumers and protect The Andersons brand. The gold bar contains the business group name, and the market specialty/division name appears below the business group name. Some instances in which the group name is unfamiliar to the audience, such as a retail setting or a specific location is displayed, an alternate group logo is used in which the group name is removed. Complete guidelines for graphic proportions of the business group and market specialty/division logos are on page 33 of this Continuity Guide.



COMPANY SIGNATURE IN WRITTEN FORM

"The Andersons, Inc." is the company signature and should be treated as a proper name, capitalized whenever it appears in print. The "T" in the "The" is always capitalized and always precedes the word "Andersons". There is always a comma between "Andersons" and "Inc". There is always a period after "Inc". This includes brochures, internal/external correspondence, Internet applications, press releases, legal documents, and advertisements. Always use the full name of the corporation the first time it appears. Subsequent references within the same project can appear as "The Andersons" without the "Inc".

The Andersons is one singular company, and the verb tense should never be plural. The company name should always be written as "The Andersons is" or "The Andersons has". There is never an apostrophe before the "s" and an "s" apostrophe (s') is only used to show possession such as "The Andersons' stock price". An apostrophe is not used when The Andersons is used as a descriptor such as "The Andersons employees" or "The Andersons facilities".

FIRST APPEARANCE: The Andersons, Inc.

ADDITIONAL APPEARANCES: The Andersons (The Andersons "is" "has")

POSSESSIVE APPEARANCES: The Andersons'

USE OF "ANDE"

"ANDE" is The Andersons symbol on the NASDAQ. It has become an internal nickname used to refer to anything associated with the Company. This is an informal reference for internal use ONLY. Internally, it can be written as "Ande". It should never be used externally except in writing when referring to The Andersons stock exchange symbol itself, and should appear as "ANDE" in all caps.

LOGO RESTRICTIONS

The Andersons logo must always remain easily recognizable. No part of the logo may be altered in any way and must be reproduced only from approved artwork. Below are examples of unacceptable versions of The Andersons logo. These restrictions are here to maintain brand consistency and apply to the primary and alternate logos.



Never change the color of the Wheat.



Never change the color of the control field.



Never change the color of the lettering or allow the background to show through the Wheat or lettering.



Never stretch the logo horizontally or vertically.



Never change the typographic element.



Never round the corners of the logo.



Never remove the Wheat or registered trademark.



Never put a thick outline or frame around the logo.



Never skew or rotate the logo.



Never crop the logo.



Never alter or rearrange the elements of the logo.



Never add to or crop off the control field edge changing the proportion of the logo.



THE WHEAT

Our informal graphic for The Andersons logo is the Wheat. It gives any design instant recognition and a powerful presence in the marketplace. The Wheat can be used as a separate art graphic as long as the entire logo appears somewhere on the marketing piece. The preferred version of the Wheat is shown below to the left in the traditional gold Pantone® 130.



VERTICAL

Depending on the composition of the layout, any approved variation of the Wheat can be used in this vertical format.

WHEAT VARIATIONS

The Wheat can appear in a wide range of options, depending on the circumstances. The Wheat can be enlarged to massive proportions, reduced to a pea-sized mark, or customized to be integrated into a special campaign or promotion. It can be reproduced in almost any application, as long as a correct option is chosen and approved by a group's marketing manager and group president.



1-COLOR | BLACK

This version is shown in 100% black.



SCREENED BACK

This version is to be used behind type and other design elements in any approved corporate color as a supporting graphic or watermark. All type and other elements must be readable and recognizable.



WHITE

This version is to be reversed out of photographs and color backgrounds.

CAMPAIGN INTEGRATION

The Wheat can be dressed up for campaign promotions. Additional elements or alternate treatments of the Wheat fill are permitted, provided they are reviewed and approved by a group's marketing manager and group president. Below are some examples.



TONE-ON-TONE WITH A DROP SHADOW



1 CONTINUOUS HORIZONTAL PHOTOGRAPH PASTED INTO THE WHEAT

Do not use multiple images.



WORDS PASTED INTO THE WHEAT WITH ALTERNATE CORPORATE COLOR FILL



HOLLOW WITH A THIN OUTLINE



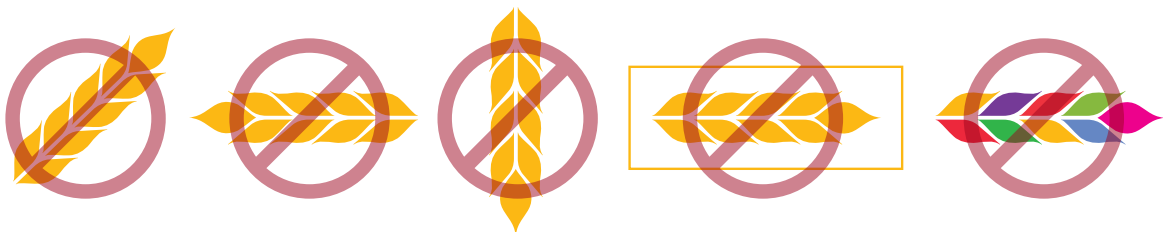
WHEAT CROPPING

A versatile application of the Wheat is to crop it off the edge of a layout. The Wheat can be cropped in many ways, provided it is reviewed and approved by a group’s marketing manager and group president. It must always remain recognizable by showing no less than 30% of the Wheat, the divide in the Wheat must always be visible, and the tip of the Wheat should always remain visible. Below are some examples of how the Wheat may be cropped in any of its variations.



WHEAT RESTRICTIONS

The Wheat must always remain easily recognizable. It may appear in many variations, but must be reproduced only from approved artwork in one of The Andersons corporate primary colors shown on page 24 in this Continuity Guide, or a reversed white application. Below are examples of unacceptable versions of the Wheat. These restrictions are here to maintain brand consistency.



Never rotate the Wheat at an angle.

Never point the Wheat to the left.

Never point the Wheat downward.

Never put a frame around the Wheat.

If an image is not pasted into the Wheat, it should remain 1-color.



PRIMARY COLOR USAGE

Color reproduction is vital to proper usage of The Andersons logo and all marketing materials. Acceptable color options are shown below. Care must be taken when reproducing colors on any communications. Materials and reproduction methods affect color and must be taken into account. In certain applications in which the gold color appears too orange Pantone® 123 may be substituted.

PRIMARY

These are our primary colors. Strong and easily identifiable, these colors should be the first choice when representing The Andersons.

GOLD

Pantone® 130 is one of two corporate colors used in The Andersons primary logo and for all corporate communications. It may be used in the spot color or the CMYK coordinates.

Pantone® 130 C

CMYK 0/30/100/0

RGB 240/171/0

HTML FOAB00

BLACK

Black is one of two corporate colors used in The Andersons primary logo and for all corporate communications. All percentages of black may be used to create shades of gray.

Pantone® Black C

CMYK 30/30/30/100

RGB 0/0/0

HTML 000000

SUPPORTIVE

These options are used to complement and support the primary colors. These supportive colors should be among your first color choices used in communications and marketing materials, after the primary colors.

OCHRE

Pantone® 1395 is acceptable as a supportive color, but never as a primary color. It may be used in the spot color or the CMYK coordinates.

Pantone® 1395 C

CMYK 10/50/100/35

RGB 156/97/20

HTML 9C6114

GRAY

Pantone® 424 is acceptable as a supportive color, but never as a primary color. It may be used in the spot color or the CMYK coordinates. All percentages of black may also be used to create shades of gray.

Pantone® 424 C

CMYK 30/20/20/55

RGB 108/111/112

HTML 6C6F70



SECONDARY COLOR USAGE

The five colors shown here are to be used as supplemental support colors to the primary colors. These colors lend flexibility to our products and services. When used in any digital media or print collateral, these colors may only be used when a primary color is present somewhere on the piece. Screened versions of all secondary colors are acceptable in increments of 10%.

SECONDARY

These five colors are the best choice for use after the primary colors, which must always be represented on printed pieces before any other colors can be used.

<p>HARVEST</p>	<p>Pantone® 7510 C CMYK 5/35/70/10 RGB 200/143/66 HTML C88F42</p>	
<p>EARTH</p>	<p>Pantone® 463 C CMYK 15/50/85/60 RGB 108/77/35 HTML 6C4D23</p>	
<p>SUNSET</p>	<p>Pantone® 1815 C CMYK 10/100/80/50 RGB 120/35/39 HTML 782327</p>	
<p>GROWTH</p>	<p>Pantone® 7496 C CMYK 44/4/100/40 RGB 106/127/16 HTML 6A7F10</p>	
<p>SKY</p>	<p>Pantone® 659 C CMYK 60/29/0/0 RGB 111/154/211 HTML 6F9AD3</p>	



ACCENT COLOR USAGE

Just as their name suggests, these colors should be used only for accents – subtle use in color bars, lines, etc. Again, the primary colors should be used first in all communications and marketing materials. Screened versions of these colors are acceptable choices in increments of 10%.

LIMITED USE

<p>Pantone® 467 C CMYK 3/12/34/10 RGB 210/194/149 HTML D2C295</p>	<p>Pantone® 132 C CMYK 8/36/100/31 RGB 161/119/0 HTML A17700</p>	<p>Pantone® 732 C CMYK 16/68/100/70 RGB 95/51/22 HTML 5F3316</p>
<p>Pantone® 144 C CMYK 0/52/100/0 RGB 233/131/0 HTML E98300</p>	<p>Pantone® 471 C CMYK 5/70/97/20 RGB 178/84/26 HTML B2541A</p>	<p>Pantone® 7526 C CMYK 10/78/100/46 RGB 141/60/30 HTML 8D3C1E</p>
<p>Pantone® 187 C CMYK 5/100/71/22 RGB 167/25/48 HTML A71930</p>	<p>Pantone® 5135 C CMYK 37/61/9/26 RGB 134/95/127 HTML 865F7F</p>	<p>Pantone® 242 C CMYK 31/100/9/44 RGB 119/32/89 HTML 772059</p>
<p>Pantone® 390 C CMYK 24/0/98/8 RGB 182/191/0 HTML B6BF00</p>	<p>Pantone® 368 C CMYK 63/0/97/0 RGB 105/190/40 HTML 69BE28</p>	<p>Pantone® 349 C CMYK 94/11/84/43 RGB 0/105/60 HTML 00693C</p>
<p>Pantone® 305 C CMYK 57/0/7/0 RGB 101/207/233 HTML 65CFE9</p>	<p>Pantone® 653 C CMYK 96/59/4/17 RGB 33/87/138 HTML 21578A</p>	<p>Pantone® 655 C CMYK 100/80/12/63 RGB 0/32/78 HTML 00204E</p>



FONT USAGE

Our corporate fonts are the graphic “voice” of The Andersons brand. Our audiences expect to see a certain “look” from our products and marketing materials. To build brand recognition and eliminate confusion in the marketplace, use the fonts listed on pages 27 and 28 of this Guide to represent The Andersons. The entire font family including italicized and bold versions of each may be used.

ADVERTISING TYPEFACES

These typefaces are the preferred fonts to be used with printed, outward facing marketing materials. The Gotham family is the preferred font recommended for headlines and body copy. Minister is the secondary font recommended for use in body copy, and Universe Condensed is a supportive font recommended for headlines and titles. The entire family of each font including bold and italicized versions may be used.

PRIMARY FONT | SANS-SERIF Gotham

AbCd

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

SECONDARY FONT | SERIF Minister

AbCd

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

SUPPORTIVE FONT | SANS-SERIF Universe Condensed

AbCd

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

CAMPAIGN GRAPHIC ELEMENTS

These typeface styles may only be used as primary visual graphics for promotions and campaigns, and should never be used as body copy.

SCRIPT

Graphic

CONDENSED SANS

GRAPHIC

SQUARE SERIF

GRAPHIC

HANDWRITTEN

Graphic

PLEASE NOTE: Advertising typefaces and campaign graphic elements can be used for electronic and Web related materials as larger headlines, titles, or primary visual graphics, **BUT** must be converted to paths and used as an image, and should never be used for body copy.



MS OFFICE | ELECTRONIC MEDIA | ALTERNATE PRINT USE

Century Gothic and Georgia are common on most operating systems. These typefaces are the preferred alternatives when using MS Office products to produce documents and PowerPoint presentations. The entire family of each font including bold and italicized versions may be used. Due to the limitations in functionality of most Web browsers, alternate Web safe fonts are listed below in the “WEBSITES | WEB SAFE ALTERNATE FONTS” section.

PRIMARY FONT | SANS-SERIF Century Gothic

A b C d

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

SECONDARY FONT | SERIF Georgia

A b C d

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

WEBSITES | WEB SAFE ALTERNATE FONTS

One aspect of designing for the Web is the consideration of fonts that are safe to use so that any website produced for The Andersons is viewed correctly by the Web user. Maintaining our brand integrity on the Web is done through the use of font stacks. Font stacks are prioritized lists of fonts that a user’s Web browser will cycle through until it finds a font that is installed on that user’s system when Century Gothic and Georgia are not available. When producing a website for The Andersons, all designers must define these font stacks shown below in the CSS font-family attribute.

	IDEAL	ALTERNATIVE	COMMON	GENERIC
PRIMARY SANS-SERIF	Century Gothic	Apple Gothic	Arial	sans-serif
SECONDARY SERIF	Georgia	Times	Times New Roman	serif



GRAPHIC TREATMENT

These graphic styles help make The Andersons marketing materials easily recognizable while providing continuity throughout all business groups.

PHOTOGRAPHY STYLES



LIFESTYLE

Shot at non-traditional angles with over-saturated colors.



PRODUCT CLOSEUPS

Easily recognizable objects work well as supporting graphics.



BACKGROUND

Usually given a duotone or sepia effect in any corporate color.



EQUIPMENT

Typically shot at a low angle to give a monumental scale.



LANDSCAPE

Horizon line and vignette around edge provides great composition. Typically leave a clean area for copy.



AERIAL

Shooting facilities at a ¾ angle helps show scale, elevation, and dimension. A vignette around the edge helps provide a focal point.



RETAIL PRODUCT

Shot low with a wide angle on a clean white background. Turned at a ¾ angle when possible.

GRAPHIC STYLES



DISTRESSED TYPE

Headlines with all caps can be distressed and grungy with a tone-on-tone drop shadow. While there are many different distress treatments, the headline must always remain easily readable and recognizable.



VECTOR GRAPHICS

Vector graphics like the Wheat and script headlines can be overlapped with drop shadows in order to create layered tones.



TRANSPARENCY

Some graphics can be given transparency allowing the background to show through, giving more depth to the layout.



PRINT APPLICATIONS

Collateral material and print advertising can come in any size and format imaginable. From direct mail and brochures to full-page trade advertisements, consistent use of the brand allows for dynamic design and a look that is easily recognizable as The Andersons.



COLLATERAL

DIRECT MAIL

PRINT ADVERTISING



TRADE SHOW



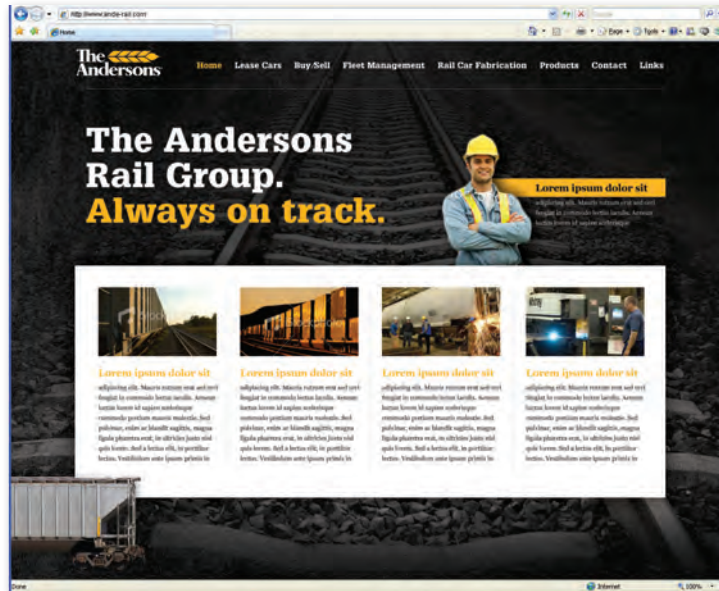
OUTDOOR



WEB & ELECTRONIC APPLICATIONS

Even in website and e-mail applications, the brand can be executed in a way that allows maximum impact and recognition. Fonts, colors, and graphics work together to clearly represent The Andersons.

WEBSITE



E-MARKETING





THE ANDERSONS NAME USAGE

REGISTERED TRADEMARK USAGE

The Andersons corporate logo is a registered trademark of The Andersons, Inc. A super-scripted ® is always anchored to the “s” in every appearance. Refer to page 18 for the correct placement of the ® and graphic proportions of the corporate logo.

USE OF THE ANDERSONS NAME BY VENDORS

Vendors may not use The Andersons name without prior consent of Corporate Communications. The Andersons employee working with the vendor must submit the request for usage to Corporate Communications.

- Vendors may not list the Company’s name or represent the Company with a logo in any medium including a customer list, website, or news release.
- The Company reserves the right to withhold the use of its name.
- Name and logo usage should not be a part of negotiating a contract without prior consent of Corporate Communications.

Under no circumstances can a vendor conjoin its logo with The Andersons. Using the Company’s logo in conjunction with another is reserved for co-branding products.

USE OF GROUP LOGOS

The term “Group” can only be used in reference to the six individual publicly reported entities of The Andersons, Inc. These include:



GRAIN GROUP



ETHANOL GROUP



PLANT NUTRIENT



RAIL GROUP



TURF & SPECIALTY



RETAIL GROUP

Please note: The word “GROUP” can be left off when the group title is too long to fit on one line. If the “GROUP” title is used on long group names, the title size should be made smaller to fit within the gold bar. The gold bar never changes in size.



BRAND HIERARCHY

The Andersons brand is divided into two levels: Branded House and Qualified House of Brands. New or updated names and logos apply only to the Qualified House of Brands. This is where new names/logos can help provide clarity for consumers and protect The Andersons brand. Criteria and guidelines for new names and logos are on pages 34 and 35 of this Guide.



TYPE-DRIVEN PRODUCT AND SERVICE DESCRIPTIONS

When products or services such as DDGS or Railcar Repair Shops are not assigned a logo mark, they should still have a specific appearance. The acronym or nickname appears in Gotham Book in the traditional gold color, and the full name or description should appear directly below the acronym or nickname flush left in Gotham Book in 70% black. The type size of the description or full name should be no smaller than 30% of the gold acronym or nickname. Below are two examples.

DDGS

Distiller's Dried Grains with Solubles

Railcar Repair Shops



CORPORATE NAMING STRUCTURE

BRANDED HOUSE HIERARCHY STRUCTURE:

All areas of the corporate structure, starting at the divisional/market specialty level and continuing through to the top, should utilize the branded house structure and proportions shown here.



PRODUCT/SERVICE BRAND HIERARCHY RECOMMENDED STRUCTURE:

FAMILY NAME	MODIFIED	DESCRIPTOR (if necessary)
*John Deere	*John Deere Gator	*HPX 4x4
*iPod	*iPod Touch	*iPod Touch with iMessage
DG	Contec DG	Contec DG with Magnesium
Freedom Pricing Tools	Freedom Trader	

*John Deere and iPod are shown here as naming examples only.
Copyright © 2012 Deere & Company and/or its suppliers. All Rights Reserved.
iPod is a product of Apple Inc. Copyright © 2012 Apple Inc. All rights reserved.



NEW NAMES AND LOGOS

When choosing a new name and/or logo for a product or service, certain criteria should be considered. Here are the rules for developing new names and logos.

NEW NAME EVALUATION CRITERIA

- ✓ All products/services should have a family name and modifier as laid out in the preferred structure.
- ✓ If the product/service is a commodity with no distinguishable advantages, the common name of the product should be used. (ex. Potash)

NEW NAME DEVELOPMENT GUIDELINES

1. Start with a clear idea of what the name is meant to accomplish.
2. Product naming must be consistent with preferred structure: family name, product modifier and description, if necessary.
3. Unless a modifier is used, a name can not be both a product and a product family.
4. The product name must be consistent with the other products in its family and complementary to supporting products.
5. Product names should be connected to the family name either by an explanation of product (ex. NutriDG or Horti-Gro Boost) or an extension of existing name (ex. Over Pass CF and Season Pass).
6. Descriptors should be used when necessary to identify a small differentiation in a product. (ex. Contec DG with Magnesium, John Deere Gator HPX)
7. Type of Name: a descriptor for a benefit of the product, or alternatively, a descriptor of what they do.
 - a. Name should be able to connect emotionally with customer in that market.
 - b. Name should be memorable.
 - c. Name should be pronounceable.
 - d. Name should have a good sound symbolism: Does it sound right?
 - e. Name should be consistent with the corporate brand and its promise.
8. Name must meet trademark considerations on page 38 of this Guide.
9. New names must directly tie back to the corporate brand, providing a bridge from that product to The Andersons. Somewhere on packaging or in usage, one of these phrases should appear:
“A product of The Andersons, Inc.” or “A service of The Andersons, Inc.”
10. Exceptions can be granted based on certain circumstances. These names should be submitted through the appeals process.



NEW LOGO EVALUATION CRITERIA

- If the product/service will be part of an existing family, it should use the same look and type as that family.
- If the product is new in the marketplace and does not belong to an existing family, a new logo may be developed.

NEW LOGO DEVELOPMENT GUIDELINES

1. Product/service family logos should be primarily type-driven, with a supporting visual if needed.
 - a. Utilize the same philosophy as displayed in The Andersons logo, which has an agri-symbol (wheat shaft) that supports, but does not overshadow, the company name.
 - b. Individual products/services should use only the visuals established in the product family name.
2. The fonts must be one of the approved fonts within the Brand Continuity Guide.
3. The colors must be selected from the approved color palette within the Brand Continuity Guide. Colors should be limited to one or two per logo.
4. If any imagery is used, it must be consistent with the styles identified in the Brand Continuity Guide.
5. A new logo or graphic cannot be added on top of the corporate logo. See logo guidelines beginning on page 16 in the Brands Standard Guide.
6. Name must meet trademark considerations on page 38 of this Guide.



ACQUISITION NAMING STRUCTURE

When companies or facilities are purchased, the name should be transitioned over to The Andersons within the initial integration period. Exceptions are based on these factors:

1. Brand awareness of acquired company
2. Brand awareness of The Andersons
3. Competitive landscape

The name transition should fit within the established hierarchy of the corporation.

New locations / facilities should utilize the alternate divisional logo. Example:



New divisions or market specialties approved by corporate would utilize the market specialties/divisional logo. Example:



APPEALS PROCESS

While the intent of the Brand Continuity Guide is to establish consistent parameters in which names and marks representing the Company are developed, there is a process for exemption consideration.

Any name or mark that does not fall within the Brand Continuity Guide should be submitted to the corporate communications manager in Corporate Communications during the formation/discussion phase of the project to allow ample time for discussion, review, and final decision. Corporate Communications will obtain feedback and recommendations regarding the exception from the marketing managers from the respective groups.

If a consensus on a recommendation is not reached with the marketing manager, Corporate Communications will convene a review committee comprised of the following individuals:

- President, Turf & Specialty Group
- Vice President, Corporate Relations & Business Analysis
- Three of the six Marketing Managers, rotating annually three at a time
- Corporate Communications Manager
- Financial Reporting Manager

PRIVATE LABEL APPLICATIONS

The continuity guidelines in this Brand Continuity Guide do not apply to private label applications. All guidelines for private labels are left up to the discretion of each group's marketing manager.



FACILITY SIGNAGE

To ensure consistency for all facilities company wide, permanent signage will follow the same naming convention. All uses of the logo for signage purposes must follow proportionality standards as noted on page **. All signs must be approved by the Marketing Manager in the respective group prior to final artwork approval and installation.

The sign contains either the:

- Corporate Logo only **OR**
- Corporate Logo with Gold Box underneath containing one of the following options in black, sans serif font:
 - Name of city only
 - Name of city and business activity descriptor

Example:



Kansas City



Kansas City Rail

Exceptions: The naming convention for the Ethanol LLCs will prevail for signage. Additionally, Retail uses the More for Your Home logo for signage.

URL NAMES

The naming convention for URLs of group-level operations should include the name of The Andersons followed by a descriptor:

Example

- ***andersonsrail.com, andersonspro.com***

** The use of the stock symbol ANDE is not permitted to shorten the name of the company for the purposes of a URL.

The naming convention for URLs at the product level, can be the name of the product:

- ***humicdg.com, agvantage.com***

OR

it can be a descriptor of the product:

- ***commodityriskmanager.com***

URLS ON PRINTED MATERIAL

Preferred placement for URLs on printed materials is centered, directly below the logo, appearing in a font and color in accordance with the standards. Alternately, it can appear in proximity to a phone number, so that all contact information is positioned together.



TRADEMARK CONSIDERATIONS

A **trademark** is a word, phrase, symbol, and/or design that identifies and distinguishes the source of the goods of one party from others. A **service mark** is a word, phrase, symbol, and/or design that identifies and distinguishes the source of a service rather than goods.

When creating a name or mark for a product or service, it is important to take into account whether or not you will want to federally register the mark or name.

All marks do not need to be registered, but federal registration provides several advantages such as a notice to the public of the registrant's claim of ownership of the mark, a legal presumption of ownership nationwide, and the exclusive right to use the mark on or in connection with the goods or services set forth in the registration.

Names/marks that describe a characteristic of the product/service or are a commodity cannot be registered. The strongest trademarks are made-up words with their only meaning being associated with the product/service (such as iPod).

Consider the following when developing a name/mark that you will want to register:

- Are you registering a name or a design or both? (these are separate registrations with associated fees).
- Will the design and spelling be consistently applied during the 10-year registration timeframe? A change in either one will result in a new registration.
- Does a similar name/mark already exist? Are we just changing the spelling?
- What results come up in a Google search? What will customers also see when the name/mark is Googled?

All marks/names are registered via The Andersons Legal Department. The procedure to register is:

- The Legal Department requests a trademark search to see if name is available.
- If it is, outside counsel prepares a trademark application. Sale of the goods or provision of the services is needed to complete the application.

Be sure the name/mark will be used within six months prior to submitting it for registration. There is a cost associated with the trade mark search and registration

Before starting the application process, be clear on the mark/word(s) you want to register, the goods or services that are connected to the mark, whether you are registering a mark currently in use or one that will be used in the near future (ie. within the next six months) and whether the mark has been sold across state lines (interstate commerce).

Registration is not automatic once a name/mark has been submitted. The most common reasons registration applications are denied are:

- Likely to cause confusion with a name/mark already in place
- Descriptive of the product/service
- Geographic term
- A surname

An affidavit of use needs to be filed every 10 years in order to maintain the registration.

GRAIN ETHANOL PLANT NUTRIENT

RAIL TURF & SPECIALTY RETAIL





ANDERSONSINC.COM





WELCOME

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- 7** Historical Overview
- 8** Statement of Principles

STATEMENT OF RATIONALE

- 10** Core Values, Corporate Identity & Company Description
- 11** Defining & Protecting Our Brand
- 12** Branding Matrix
- 13** Using this Guide
- 14** Accessing Resources
- 15** FAQs

THE FACE OF THE ANDERSONS

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- 24** Color Usage
- 27** Font Usage
- 29** Graphic Styles
- 30** Identity Application Examples
- 32** Name Usage & Business Groups
- 33** Brand Hierarchy
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- 35** New Naming Convention
- 36** New Logo Convention
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- 38** Trademark Considerations





ROOTS RUN DEEP.

As CEO of The Andersons, Inc., I've had many people ask me, "So what exactly does The Andersons do?" Good question. The truth is, we do a lot of different things that are all related. We're a big corporation made up of six different groups. And while each Group is varied in what it does, every aspect of our company is under The Andersons umbrella and can trace its roots back to the first elevator.

With such a diverse range of products and services, it's crucial that every point of contact we have with our customers and the general public tells our story clearly. Packaging, correspondence, advertising – even truck and railcar graphics must explain who we are and why we are the best at what we do.

For that reason, we developed this Brand Continuity Guide. Inside you'll find information on The Andersons brand and how to ensure that we all are telling our brand's story in the same way. Following the Brand Continuity Guide will keep us from getting bogged down with questions about what should go where and why. It also allows us to concentrate on building and maintaining solid customer relationships. Because at the end of the day, that's where our true roots lie.

Sincerely,
Mike Anderson
CHAIRMAN & CEO



FROM THE GROUND UP.

When Harold and Margaret Anderson started The Andersons Truck Terminal in 1947, they never dreamed it would grow into such a large, diverse agribusiness. But steady growth from the ground up has always been part of The Andersons story, along with industry leadership and a willingness to expand into new areas.

Every decade has been marked by advancements and growth. In the 1950s we made national headlines with a grain terminal so large it was dubbed “The Big Pour.” We also added services including fertilizer blending and corn cob milling.

In the 1960s, we opened an innovative deep-water grain loading facility, built the first grain elevator capable of loading 100-car train units, and developed North America’s largest steel tank grain storage installation. Our product line continued to grow, too, with the introduction of lawn products.

During the next 20 years, The Andersons kept growing. Grain receipts more than tripled. Facilities were added and expanded. Plus, liquid fertilizers and retail stores further diversified the products and services we offered.

The 1990s introduced yet another facet to The Andersons. New opportunities and the need for reliable transportation prompted the construction of a railcar repair facility and the addition of railcar leasing services. Annual sales reached \$1 billion for the first time.

Today, expansion and leadership continue to drive growth at The Andersons, Inc. Demand for ethanol opened the door to a new industry. We’ve responded with four new ethanol plants built or purchased since 2006. Our railcar fleet continues to multiply and we’re expanding our grain services to new regions. The growth and success of The Andersons is a testament to what is possible when we all focus on working as a team. Because together, we’ll continue to grow...from the ground up.



STATEMENT OF PRINCIPLES

Our Statement of Principles expresses beliefs and philosophies held by the founders of The Andersons, forming the basis for our mission and beliefs. While we don't intend for everyone to accept identical beliefs or personal philosophies, we do expect knowledge of and compliance with established operating principles, policies, and guidelines.

OUR BELIEFS

This Company is founded on the belief that all of us are subject to a higher and divine authority, and that we should aspire to goodness, integrity, fairness, respect, and those virtues which we think are consistent with divine will. We believe that possession of these qualities develops self-esteem, merits the approval of others, and enhances both private and public welfare.

We believe in the traditions of freedom and liberty that exist in the United States. We believe in the free enterprise system, fair competition, compliance with law, the incentives of profit and personal gain, and the importance of capital accumulation. We also believe that profit or personal gain must never come at the expense of personal integrity or the public welfare, and that a balance must be struck between the inequalities which come with freedom on the one hand and aspirations for equality on the other.

We recognize that our competitive economic system makes it essential that we place constant and primary focus on satisfying the needs of our customers, without whom there is no corporate purpose. We also understand that our business will not survive if it does not meet the legitimate needs and aspirations of our employees and shareholders.

Our challenge is to provide the leadership that will inspire all who work with the Company to exert the uncommon effort that is essential to achieving excellence and success. We all should recognize that in these efforts we should not lose sight of our fundamental responsibilities to our families, to our communities, and to our society as a whole.

OUR MISSION

We firmly believe that our Company is a powerful vehicle through which we channel our time, talent, and energy in pursuit of the fundamental goal of serving God by serving others. Through our collective action, we greatly magnify the impact of our individual efforts to:

- **Provide extraordinary service to our customers**
- **Help each other improve**
- **Support our communities**
- **Increase the value of our Company**



WHY BRANDING IS IMPORTANT.

DEFINING THE ANDERSONS.

The following statements are declarations of what we believe, who we are, and what we do. Together they help define our brand and how we want both the general public and those within our organization to view The Andersons.

CORE VALUES STATEMENT

Definition:

A core values statement is a declaration of how a company wants to conduct business. It identifies the values a company puts into practice and serves as a guide internally to how the company operates on a daily basis.

The Andersons Core Values Statement:

The Andersons combines enduring relationships with market expertise and ingenuity to serve as a passionately committed partner in the success of our customers.

CORPORATE IDENTITY STATEMENT

Definition:

Our corporate identity statement describes our brand and who the company is. It is a customer-focused statement that's used externally.

The Andersons Corporate Identity Statement:

The Andersons grows enduring relationships through extraordinary service, a deep knowledge of the market, and a knack for finding new ways to add value as we have done for more than 60 years.

COMPANY DESCRIPTION

Definition:

A company description is a comprehensive way to describe to our external audiences what we do. Primarily for investors and media, it's also referred to a boiler plate and is placed at the end of press releases.

The Andersons Company Description:

The Andersons, Inc. is a diversified company rooted in agriculture. Founded in Maumee, Ohio, in 1947, the company conducts business across North America in the grain, ethanol, and plant nutrient sectors, railcar leasing, turf and cob products, and consumer retailing.



WHAT IS A BRAND?

The Andersons defines a brand as the experience and emotional connection created by the consistent delivery of a company’s promise.

BRANDED HOUSE VS. HOUSE OF BRANDS.

These are two branding models which can often be confused for one another. In the **branded house** model, one flagship brand serves as an umbrella for all products and services. This is how the six business groups operate under The Andersons, Inc. In the **house of brands** model, there is a main, master brand with freestanding brands underneath, with subtle links between them. At The Andersons, this model is used for products under the business groups, such as AgVantage®, Farm2MarketSM, etc.

DEFINING OUR BRAND.

The illustration below exemplifies The Andersons brand core values.



PROTECT THE BRAND.

Every person has a unique look and personality, an identity all their own. The same is true for businesses. Each has an identity, or brand. If that brand is constantly changing its appearance or personality, people can start to mistrust the business, or forget about it all together.

That’s why we need to protect our brand. And that is precisely what this Brand Continuity Guide is designed to do. It helps ensure that our corporate identity stays comfortably familiar and that every point of contact with the public tells the same story. By carefully managing logo usage, type direction, color reproductions, etc., we ensure that our brand maintains the highest level of trust and recognition.

**ATTRIBUTES:****OUR POSITION:**

VISUAL IMAGE: Physical image/appearance



CORE VALUE STATEMENT: How we want to conduct business

The Andersons combines enduring relationships with market expertise and ingenuity to serve as a passionately committed partner in the success of our customers.

The Andersons IS: Characteristics that describe us

Enduring Relationships, Service, Ingenuity, Expertise

The Andersons IS NOT: Characteristics that do not describe us

Price Driven, Internally Focused, Boastful, Hubris

MISSION STATEMENT: What drives all decisions?

We firmly believe that our Company is a powerful vehicle through which we channel our time, talent, and energy in pursuit of the fundamental goal of serving God by serving others. Through our collective action, we greatly magnify the impact of our individual efforts to:

- Provide extraordinary service to our customers
- Help each other improve
- Support our communities
- Increase the value of our Company

BRAND POWER: The "power" behind the brand

Trust. It comes from providing extraordinary service backed by knowledge and integrity.

TAGLINE: Benefit-driven, descriptive

Tagline potentially created in the future.

POSITIONING: Role(s) within the market

Recognized industry leader in customer relationships, knowledge, and innovation.

PASSIONS: The things you are passionate about

Customers, Service, Partnerships, Honesty, Solutions



USING THIS GUIDE.

The Andersons communicates with the world in hundreds of different ways. In order to keep our brand strong, all of these communications should match the criteria in this Guide. To make it easier, all communications at The Andersons can be broken down into two categories: inward facing and outward facing.

INWARD FACING COMMUNICATIONS

Inward facing communication includes all the things that go on behind the scenes. Interoffice e-mails, memos, notepads, and internal signage are all included. Basically, if it will more than likely never be seen outside The Andersons office, then it's inward facing.

OUTWARD FACING COMMUNICATIONS

Outward facing communication carries greater responsibility. It represents The Andersons out in the public. Product packaging and labeling, web sites, all advertisements, signage...the list goes on and on. It's important that everyone – vendors, sellers, customers, and competitors – is presented with a clear picture of our brand.

REVIEWING PROJECTS USING THE GUIDE

Keep this Guide close. It's the easiest way to make sure your project presents a clear, concise picture of The Andersons brand. It's vital that every project is proofread, whether inward or outward facing. Have someone who has not seen your project review it for spelling, grammar, phone numbers, etc.

Everything you need for reviewing your project can be found in this Brand Continuity Guide. Use it to confirm fonts, colors, logo usage, and more. There are guidelines for logos and the naming of new products and services as well as acquired companies or facilities, along with an appeals process, on pages 34 through 36. So, before you ask a marketing manager, look through the Guide and see if you can find the answer to your question here. If, after a thorough review, you can't find the answer you need in the Guide, then ask your group's marketing manager, group president or Corporate Communications for further guidance.



WHERE IS THE BRAND CONTINUITY GUIDE HOUSED?

The Brand Continuity Guide is available in printed and electronic form in two locations. If you want a printed copy, please contact Corporate Communications. Or, you can locate it on AndeConnect; click on the Services link in the bottom navigation, click on the Corporate Communications page. The Brand Continuity Guide is the link at the top left. Or, you can access it from the I://drive, click on the Corp Common folder then the ANDE promotional materials folder.



BRAND CONTINUITY CONTACTS

Representing the company in a consistent manner is everyone's responsibility. The marketing managers in each business group and the group presidents, however, are charged with ensuring the brand is represented consistently throughout the company. If you can't find the answer you need in the Brand Continuity Guide, ask your group's marketing manager or Corporate Communications.

Grain Group

David Stover	Director, Marketing	david_stover@andersonsinc.com	419-891-2791
Paulette Cousino	Manager, Marketing Communications	paulette_cousino@andersonsinc.com	419-891-4472

Ethanol Group

John DiMartini	Manager, Marketing	john_dimartini@andersonsinc.com	419-891-6491
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Plant Nutrient Group

Mel Hahn	VP, Marketing	mel_hahn@andersonsinc.com	419-891-6502
Vicki Grimshaw	Market Analyst & Communications Coordinator	vicki_grimshaw@andersonsinc.com	419-891-2973

Rail Group

Matt Keck	Sales Representative	matt_keck@andersonsinc.com	419-891-6693
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Turf & Specialty Group

Tasha Hussain Black	Manager, Marketing Development	tasha_hussainblack@andersonsinc.com	419-897-3697
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Retail Group

John Hoover	Director, Marketing and New Business Development	jhoover@andersonsstore.com	419-891-6428
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Corporate Communications

Debbie Crow	Manager, Corporate Communications	debra_crow@andersonsinc.com	419-891-6483
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FREQUENTLY ASKED QUESTIONS.

Q: May I use the logo in my PowerPoint presentation?

A: Yes. Just be sure to follow the limitations and guidelines outlined in this Brand Continuity Guide.

Q: Do I need approval every time I use the logo?

A: No. Hopefully this Guide will answer all your questions on how to use the logo. Although, feel free to call your group's marketing manager if you do have a question.

Q: May I change the color of The Andersons logo?

A: No. The logo must remain in The Andersons corporate colors outlined on page 17.

Q: Does The Andersons logo have to appear in all product packaging?

A: The following must appear on all packaging: "A product of The Andersons, Inc." OR "A service of The Andersons, Inc." OR The Andersons logo.

Q: May I use a script font for "fancier" applications, such as invitations or awards?

A: Yes. Please refer to the corporate fonts listed on page 27.

Q: When do I use the business group version of the logo?

A: The business group and market specialty/division logos are used on marketing materials and products that are specific to that branded house to help provide clarity to consumers and protect The Andersons brand.

Q: May I use the Wheat in my layout as a separate graphic?

A: Yes. A complete set of guidelines for using the Wheat is outlined on pages 22-23.



LOGO GUIDELINES



PRIMARY LOGO

The Andersons, Inc. official corporate logo is the workhorse of The Andersons brand. Created in 1972, its main focal point is the “agri-symbol” which we now refer to as the Wheat. Today, the simple, straight-forward design with its bold black and gold colors symbolizes a strong, growing company. The primary logo can be spotted by the four elements - the typographic element in Perpetua Bold in white; Wheat in gold Pantone® 130; black control field; and registered trademark. When appearing on a color background or photo, the logo must have a difference in value of at least 50%. The lettering and Wheat should never appear as the color of the background. This version of our logo should be your first choice when selecting a logo, no matter what project you’re working on. Alternate versions of the logo are available and can be used when design or production issues make it difficult to reproduce the primary logo clearly. The primary logo is the only acceptable logo to use in all corporate identity and international applications.





GRAPHIC PROPORTIONS

In order to maintain brand consistency, the logo must never be altered from its original graphic proportions. It is only to be used in proportion with text, control field, and Wheat as indicated below. The logo should never be cropped. Refer to page 21 of this Guide for a list of restrictions.

The outside edge of the logo should always appear as indicated to the right, and never be cropped off. The distance between the edge of the box and the edge of lettering and Wheat is equal to the thickest part of the "A".



The registered trademark never moves. It stays anchored to the serif of the "s". It is centered between the serif of the "s" and the edge of the box.

LOGO SAFE AREA

Keeping other elements a comfortable distance away from the logo will give it the prominence it requires in any design. Other elements, except business group and market/specialty division names shown on page 20 of this Guide, should always maintain a space equal to a minimum of double the thickest part of the "A" around all sides of the logo art.



MINIMUM SIZE AND PLACEMENT

In order to maintain readability and avoid print production limitations, the logo should never appear smaller than 1" on all traditionally printed marketing materials. While the logo can be located in many different places within a design, it should never be placed less than .5" away from the trim edge. (Please note that the logo may be required to appear smaller and closer to the trim edge on some specialty marketing materials and labels due to production restrictions.)





PRIMARY ALTERNATE LOGOS

These alternate logos may be used when production or design issues make it difficult to reproduce the primary logo. When appearing on a color background or photo the logo must have a difference in value of at least 50%. When the difference in value is less than 50%, an outlined version of the logo must be used. The lettering and Wheat should never appear as the color of the background.



2-COLOR | BLACK CONTROL FIELD | OUTLINE

This version is shown on a dark photo in which the difference in value from the background is less than 50%. A white outline equal to the thickness of space between the wheat is placed around the outside edge of the control field.



1-COLOR | BLACK CONTROL FIELD

This version is shown in the traditional black control field with white Wheat. This version is used when the production process makes it impossible to reproduce the gold color.

INFORMAL ALTERNATE LOGOS

These informal alternate logos may be used on inward and outward facing materials, apparel applications, specialty advertising materials such as mugs and mouse pads, and promotional campaigns.



2-COLOR | INFORMAL

This version is shown with black lettering and the traditional gold Pantone® 130 Wheat.



1-COLOR | INFORMAL

This version is shown with black lettering and black Wheat. It is used when the production process makes it impossible to reproduce the gold color.



2-COLOR | INFORMAL | REVERSED

This version is shown on a dark photo with no control field, white lettering, and traditional gold Pantone® 130 Wheat. Photography shown here is an illustrated example of a background only and not a control field around the logo.



1-COLOR | INFORMAL | REVERSED

This version is shown on a dark photo with no control field, white lettering, and white Wheat. Photography shown here is an illustrated example of a background only and not a control field around the logo.



ALTERNATE LOGOS

BUSINESS GROUPS & MARKET SPECIALTY/DIVISIONS

When The Andersons' individual business groups, market specialty/divisions, and facility locations produce marketing materials specific to that branded house, they should follow the examples below in order to help provide clarity to consumers and protect The Andersons brand. The gold bar contains the business group name, and the market specialty/division name appears below the business group name. Some instances in which the group name is unfamiliar to the audience, such as a retail setting or a specific location is displayed, an alternate group logo is used in which the group name is removed. Complete guidelines for graphic proportions of the business group and market specialty/division logos are on page 33 of this Continuity Guide.



COMPANY SIGNATURE IN WRITTEN FORM

"The Andersons, Inc." is the company signature and should be treated as a proper name, capitalized whenever it appears in print. The "T" in the "The" is always capitalized and always precedes the word "Andersons". There is always a comma between "Andersons" and "Inc". There is always a period after "Inc". This includes brochures, internal/external correspondence, Internet applications, press releases, legal documents, and advertisements. Always use the full name of the corporation the first time it appears. Subsequent references within the same project can appear as "The Andersons" without the "Inc".

The Andersons is one singular company, and the verb tense should never be plural. The company name should always be written as "The Andersons is" or "The Andersons has". There is never an apostrophe before the "s" and an "s" apostrophe (s') is only used to show possession such as "The Andersons' stock price". An apostrophe is not used when The Andersons is used as a descriptor such as "The Andersons employees" or "The Andersons facilities".

FIRST APPEARANCE: The Andersons, Inc.
ADDITIONAL APPEARANCES: The Andersons (The Andersons "is" "has")
POSSESSIVE APPEARANCES: The Andersons'

USE OF "ANDE"

"ANDE" is The Andersons symbol on the NASDAQ. It has become an internal nickname used to refer to anything associated with the Company. This is an informal reference for internal use ONLY. Internally, it can be written as "Ande". It should never be used externally except in writing when referring to The Andersons stock exchange symbol itself, and should appear as "ANDE" in all caps.

LOGO RESTRICTIONS

The Andersons logo must always remain easily recognizable. No part of the logo may be altered in any way and must be reproduced only from approved artwork. Below are examples of unacceptable versions of The Andersons logo. These restrictions are here to maintain brand consistency and apply to the primary and alternate logos.



Never change the color of the Wheat.



Never change the color of the control field.



Never change the color of the lettering or allow the background to show through the Wheat or lettering.



Never stretch the logo horizontally or vertically.



Never change the typographic element.



Never round the corners of the logo.



Never remove the Wheat or registered trademark.



Never put a thick outline or frame around the logo.



Never skew or rotate the logo.



Never crop the logo.



Never alter or rearrange the elements of the logo.



Never add to or crop off the control field edge changing the proportion of the logo.



THE WHEAT

Our informal graphic for The Andersons logo is the Wheat. It gives any design instant recognition and a powerful presence in the marketplace. The Wheat can be used as a separate art graphic as long as the entire logo appears somewhere on the marketing piece. The preferred version of the Wheat is shown below to the left in the traditional gold Pantone® 130.



VERTICAL

Depending on the composition of the layout, any approved variation of the Wheat can be used in this vertical format.

WHEAT VARIATIONS

The Wheat can appear in a wide range of options, depending on the circumstances. The Wheat can be enlarged to massive proportions, reduced to a pea-sized mark, or customized to be integrated into a special campaign or promotion. It can be reproduced in almost any application, as long as a correct option is chosen and approved by a group's marketing manager and group president.



1-COLOR | BLACK

This version is shown in 100% black.



SCREENED BACK

This version is to be used behind type and other design elements in any approved corporate color as a supporting graphic or watermark. All type and other elements must be readable and recognizable.



WHITE

This version is to be reversed out of photographs and color backgrounds.

CAMPAIGN INTEGRATION

The Wheat can be dressed up for campaign promotions. Additional elements or alternate treatments of the Wheat fill are permitted, provided they are reviewed and approved by a group's marketing manager and group president. Below are some examples.



TONE-ON-TONE WITH A DROP SHADOW



1 CONTINUOUS HORIZONTAL PHOTOGRAPH PASTED INTO THE WHEAT

Do not use multiple images.



WORDS PASTED INTO THE WHEAT WITH ALTERNATE CORPORATE COLOR FILL



HOLLOW WITH A THIN OUTLINE



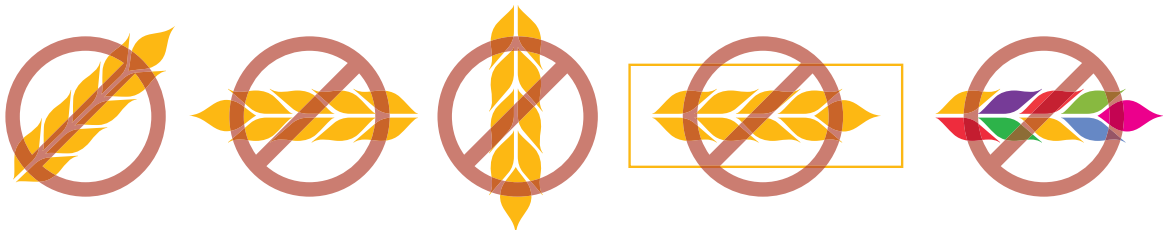
WHEAT CROPPING

A versatile application of the Wheat is to crop it off the edge of a layout. The Wheat can be cropped in many ways, provided it is reviewed and approved by a group’s marketing manager and group president. It must always remain recognizable by showing no less than 30% of the Wheat, the divide in the Wheat must always be visible, and the tip of the Wheat should always remain visible. Below are some examples of how the Wheat may be cropped in any of its variations.



WHEAT RESTRICTIONS

The Wheat must always remain easily recognizable. It may appear in many variations, but must be reproduced only from approved artwork in one of The Andersons corporate primary colors shown on page 24 in this Continuity Guide, or a reversed white application. Below are examples of unacceptable versions of the Wheat. These restrictions are here to maintain brand consistency.



Never rotate the Wheat at an angle.

Never point the Wheat to the left.

Never point the Wheat downward.

Never put a frame around the Wheat.

If an image is not pasted into the Wheat, it should remain 1-color.



PRIMARY COLOR USAGE

Color reproduction is vital to proper usage of The Andersons logo and all marketing materials. Acceptable color options are shown below. Care must be taken when reproducing colors on any communications. Materials and reproduction methods affect color and must be taken into account. In certain applications in which the gold color appears too orange Pantone® 123 may be substituted.

PRIMARY

These are our primary colors. Strong and easily identifiable, these colors should be the first choice when representing The Andersons.

GOLD

Pantone® 130 is one of two corporate colors used in The Andersons primary logo and for all corporate communications. It may be used in the spot color or the CMYK coordinates.

Pantone® 130 C

CMYK 0/30/100/0

RGB 240/171/0

HTML FOAB00

BLACK

Black is one of two corporate colors used in The Andersons primary logo and for all corporate communications. All percentages of black may be used to create shades of gray.

Pantone® Black C

CMYK 30/30/30/100

RGB 0/0/0

HTML 000000

SUPPORTIVE

These options are used to complement and support the primary colors. These supportive colors should be among your first color choices used in communications and marketing materials, after the primary colors.

OCHRE

Pantone® 1395 is acceptable as a supportive color, but never as a primary color. It may be used in the spot color or the CMYK coordinates.

Pantone® 1395 C

CMYK 10/50/100/35

RGB 156/97/20

HTML 9C6114

GRAY

Pantone® 424 is acceptable as a supportive color, but never as a primary color. It may be used in the spot color or the CMYK coordinates. All percentages of black may also be used to create shades of gray.

Pantone® 424 C

CMYK 30/20/20/55

RGB 108/111/112

HTML 6C6F70



SECONDARY COLOR USAGE

The five colors shown here are to be used as supplemental support colors to the primary colors. These colors lend flexibility to our products and services. When used in any digital media or print collateral, these colors may only be used when a primary color is present somewhere on the piece. Screened versions of all secondary colors are acceptable in increments of 10%.

SECONDARY

These five colors are the best choice for use after the primary colors, which must always be represented on printed pieces before any other colors can be used.

<p>HARVEST</p>	<p>Pantone® 7510 C CMYK 5/35/70/10 RGB 200/143/66 HTML C88F42</p>	
<p>EARTH</p>	<p>Pantone® 463 C CMYK 15/50/85/60 RGB 108/77/35 HTML 6C4D23</p>	
<p>SUNSET</p>	<p>Pantone® 1815 C CMYK 10/100/80/50 RGB 120/35/39 HTML 782327</p>	
<p>GROWTH</p>	<p>Pantone® 7496 C CMYK 44/4/100/40 RGB 106/127/16 HTML 6A7F10</p>	
<p>SKY</p>	<p>Pantone® 659 C CMYK 60/29/0/0 RGB 111/154/211 HTML 6F9AD3</p>	



ACCENT COLOR USAGE

Just as their name suggests, these colors should be used only for accents – subtle use in color bars, lines, etc. Again, the primary colors should be used first in all communications and marketing materials. Screened versions of these colors are acceptable choices in increments of 10%.

LIMITED USE

<p>Pantone® 467 C CMYK 3/12/34/10 RGB 210/194/149 HTML D2C295</p>	<p>Pantone® 132 C CMYK 8/36/100/31 RGB 161/119/0 HTML A17700</p>	<p>Pantone® 732 C CMYK 16/68/100/70 RGB 95/51/22 HTML 5F3316</p>
<p>Pantone® 144 C CMYK 0/52/100/0 RGB 233/131/0 HTML E98300</p>	<p>Pantone® 471 C CMYK 5/70/97/20 RGB 178/84/26 HTML B2541A</p>	<p>Pantone® 7526 C CMYK 10/78/100/46 RGB 141/60/30 HTML 8D3C1E</p>
<p>Pantone® 187 C CMYK 5/100/71/22 RGB 167/25/48 HTML A71930</p>	<p>Pantone® 5135 C CMYK 37/61/9/26 RGB 134/95/127 HTML 865F7F</p>	<p>Pantone® 242 C CMYK 31/100/9/44 RGB 119/32/89 HTML 772059</p>
<p>Pantone® 390 C CMYK 24/0/98/8 RGB 182/191/0 HTML B6BF00</p>	<p>Pantone® 368 C CMYK 63/0/97/0 RGB 105/190/40 HTML 69BE28</p>	<p>Pantone® 349 C CMYK 94/11/84/43 RGB 0/105/60 HTML 00693C</p>
<p>Pantone® 305 C CMYK 57/0/7/0 RGB 101/207/233 HTML 65CFE9</p>	<p>Pantone® 653 C CMYK 96/59/4/17 RGB 33/87/138 HTML 21578A</p>	<p>Pantone® 655 C CMYK 100/80/12/63 RGB 0/32/78 HTML 00204E</p>



FONT USAGE

Our corporate fonts are the graphic “voice” of The Andersons brand. Our audiences expect to see a certain “look” from our products and marketing materials. To build brand recognition and eliminate confusion in the marketplace, use the fonts listed on pages 27 and 28 of this Guide to represent The Andersons. The entire font family including italicized and bold versions of each may be used.

ADVERTISING TYPEFACES

These typefaces are the preferred fonts to be used with printed, outward facing marketing materials. The Gotham family is the preferred font recommended for headlines and body copy. Minister is the secondary font recommended for use in body copy, and Universe Condensed is a supportive font recommended for headlines and titles. The entire family of each font including bold and italicized versions may be used.

PRIMARY FONT | SANS-SERIF Gotham

AbCd

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

SECONDARY FONT | SERIF Minister

AbCd

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

SUPPORTIVE FONT | SANS-SERIF Universe Condensed

AbCd

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

CAMPAIGN GRAPHIC ELEMENTS

These typeface styles may only be used as primary visual graphics for promotions and campaigns, and should never be used as body copy.

SCRIPT

Graphic

CONDENSED SANS

GRAPHIC

SQUARE SERIF

GRAPHIC

HANDWRITTEN

Graphic

PLEASE NOTE: Advertising typefaces and campaign graphic elements can be used for electronic and Web related materials as larger headlines, titles, or primary visual graphics, **BUT** must be converted to paths and used as an image, and should never be used for body copy.



MS OFFICE | ELECTRONIC MEDIA | ALTERNATE PRINT USE

Century Gothic and Georgia are common on most operating systems. These typefaces are the preferred alternatives when using MS Office products to produce documents and PowerPoint presentations. The entire family of each font including bold and italicized versions may be used. Due to the limitations in functionality of most Web browsers, alternate Web safe fonts are listed below in the “WEBSITES | WEB SAFE ALTERNATE FONTS” section.

PRIMARY FONT | SANS-SERIF Century Gothic

A b C d

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

SECONDARY FONT | SERIF Georgia

A b C d

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

WEBSITES | WEB SAFE ALTERNATE FONTS

One aspect of designing for the Web is the consideration of fonts that are safe to use so that any website produced for The Andersons is viewed correctly by the Web user. Maintaining our brand integrity on the Web is done through the use of font stacks. Font stacks are prioritized lists of fonts that a user’s Web browser will cycle through until it finds a font that is installed on that user’s system when Century Gothic and Georgia are not available. When producing a website for The Andersons, all designers must define these font stacks shown below in the CSS font-family attribute.

	IDEAL	ALTERNATIVE	COMMON	GENERIC
PRIMARY SANS-SERIF	Century Gothic	Apple Gothic	Arial	sans-serif
SECONDARY SERIF	Georgia	Times	Times New Roman	serif



GRAPHIC TREATMENT

These graphic styles help make The Andersons marketing materials easily recognizable while providing continuity throughout all business groups.

PHOTOGRAPHY STYLES



LIFESTYLE

Shot at non-traditional angles with over-saturated colors.



PRODUCT CLOSEUPS

Easily recognizable objects work well as supporting graphics.



BACKGROUND

Usually given a duotone or sepia effect in any corporate color.



EQUIPMENT

Typically shot at a low angle to give a monumental scale.



LANDSCAPE

Horizon line and vignette around edge provides great composition. Typically leave a clean area for copy.



AERIAL

Shooting facilities at a ¾ angle helps show scale, elevation, and dimension. A vignette around the edge helps provide a focal point.



RETAIL PRODUCT

Shot low with a wide angle on a clean white background. Turned at a ¾ angle when possible.

GRAPHIC STYLES



DISTRESSED TYPE

Headlines with all caps can be distressed and grungy with a tone-on-tone drop shadow. While there are many different distress treatments, the headline must always remain easily readable and recognizable.



VECTOR GRAPHICS

Vector graphics like the Wheat and script headlines can be overlapped with drop shadows in order to create layered tones.



TRANSPARENCY

Some graphics can be given transparency allowing the background to show through, giving more depth to the layout.



PRINT APPLICATIONS

Collateral material and print advertising can come in any size and format imaginable. From direct mail and brochures to full-page trade advertisements, consistent use of the brand allows for dynamic design and a look that is easily recognizable as The Andersons.



COLLATERAL

DIRECT MAIL

PRINT ADVERTISING



TRADE SHOW



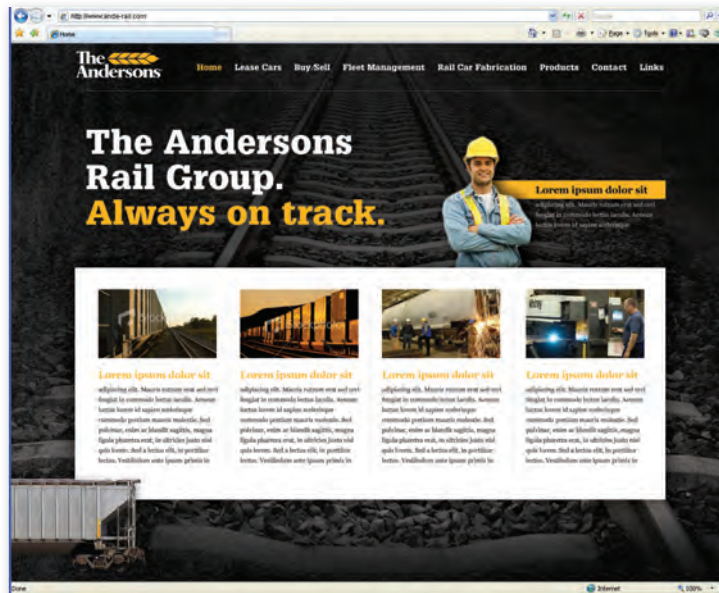
OUTDOOR



WEB & ELECTRONIC APPLICATIONS

Even in website and e-mail applications, the brand can be executed in a way that allows maximum impact and recognition. Fonts, colors, and graphics work together to clearly represent The Andersons.

WEBSITE



E-MARKETING





THE ANDERSONS NAME USAGE

REGISTERED TRADEMARK USAGE

The Andersons corporate logo is a registered trademark of The Andersons, Inc. A super-scripted ® is always anchored to the “s” in every appearance. Refer to page 18 for the correct placement of the ® and graphic proportions of the corporate logo.

USE OF THE ANDERSONS NAME BY VENDORS

Vendors may not use The Andersons name without prior consent of Corporate Communications. The Andersons employee working with the vendor must submit the request for usage to Corporate Communications.

- Vendors may not list the Company’s name or represent the Company with a logo in any medium including a customer list, website, or news release.
- The Company reserves the right to withhold the use of its name.
- Name and logo usage should not be a part of negotiating a contract without prior consent of Corporate Communications.

Under no circumstances can a vendor conjoin its logo with The Andersons. Using the Company’s logo in conjunction with another is reserved for co-branding products.

USE OF GROUP LOGOS

The term “Group” can only be used in reference to the six individual publicly reported entities of The Andersons, Inc. These include:



GRAIN GROUP



ETHANOL GROUP



PLANT NUTRIENT



RAIL GROUP



TURF & SPECIALTY



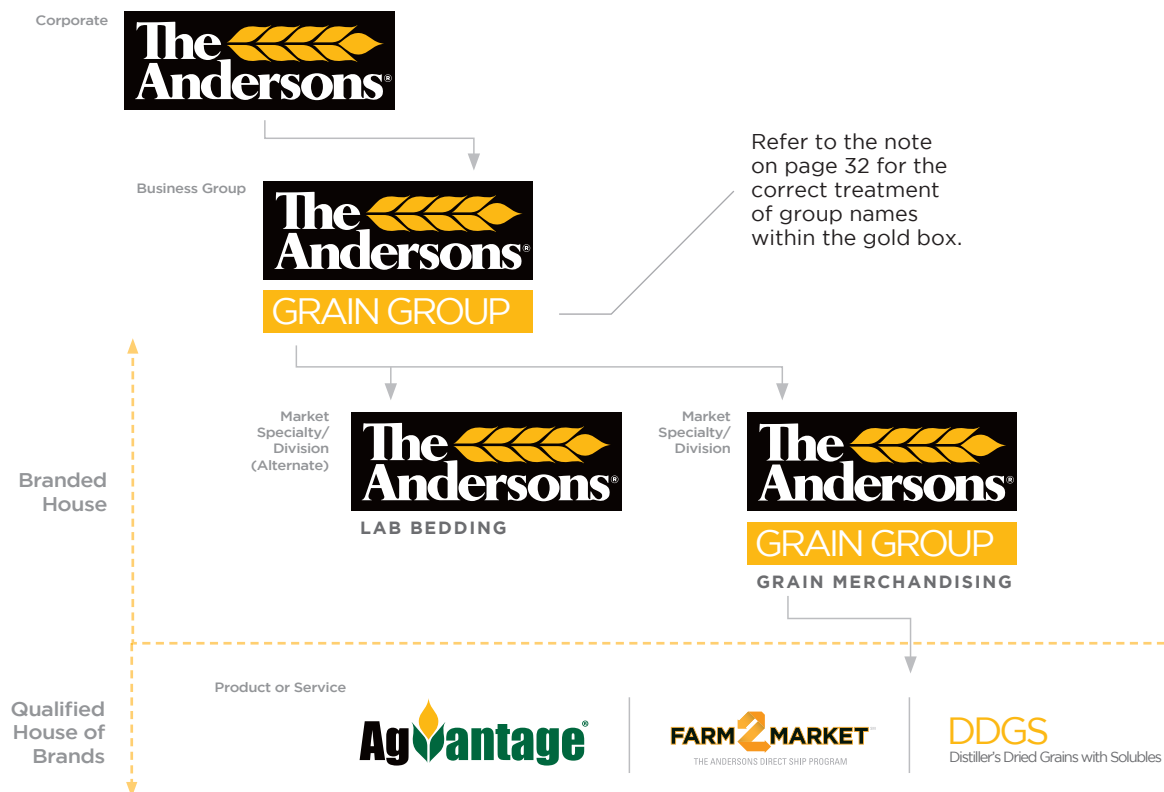
RETAIL GROUP

Please note: The word “GROUP” can be left off when the group title is too long to fit on one line. If the “GROUP” title is used on long group names, the title size should be made smaller to fit within the gold bar. The gold bar never changes in size.



BRAND HIERARCHY

The Andersons brand is divided into two levels: Branded House and Qualified House of Brands. New or updated names and logos apply only to the Qualified House of Brands. This is where new names/logos can help provide clarity for consumers and protect The Andersons brand. Criteria and guidelines for new names and logos are on pages 34 and 35 of this Guide.



TYPE-DRIVEN PRODUCT AND SERVICE DESCRIPTIONS

When products or services such as DDGS or Railcar Repair Shops are not assigned a logo mark, they should still have a specific appearance. The acronym or nickname appears in Gotham Book in the traditional gold color, and the full name or description should appear directly below the acronym or nickname flush left in Gotham Book in 70% black. The type size of the description or full name should be no smaller than 30% of the gold acronym or nickname. Below are two examples.

DDGS

Distiller's Dried Grains with Solubles

Railcar Repair Shops



CORPORATE NAMING STRUCTURE

BRANDED HOUSE HIERARCHY STRUCTURE:

All areas of the corporate structure, starting at the divisional/market specialty level and continuing through to the top, should utilize the branded house structure and proportions shown here.



PRODUCT/SERVICE BRAND HIERARCHY RECOMMENDED STRUCTURE:

FAMILY NAME	MODIFIED	DESCRIPTOR (if necessary)
*John Deere	*John Deere Gator	*HPX 4x4
*iPod	*iPod Touch	*iPod Touch with iMessage
DG	Contec DG	Contec DG with Magnesium
Freedom Pricing Tools	Freedom Trader	

*John Deere and iPod are shown here as naming examples only.
Copyright © 2012 Deere & Company and/or its suppliers. All Rights Reserved.
iPod is a product of Apple Inc. Copyright © 2012 Apple Inc. All rights reserved.



NEW NAMES AND LOGOS

When choosing a new name and/or logo for a product or service, certain criteria should be considered. Here are the rules for developing new names and logos.

NEW NAME EVALUATION CRITERIA

- ✓ All products/services should have a family name and modifier as laid out in the preferred structure.
- ✓ If the product/service is a commodity with no distinguishable advantages, the common name of the product should be used. (ex. Potash)

NEW NAME DEVELOPMENT GUIDELINES

1. Start with a clear idea of what the name is meant to accomplish.
2. Product naming must be consistent with preferred structure: family name, product modifier and description, if necessary.
3. Unless a modifier is used, a name can not be both a product and a product family.
4. The product name must be consistent with the other products in its family and complementary to supporting products.
5. Product names should be connected to the family name either by an explanation of product (ex. NutriDG or Horti-Gro Boost) or an extension of existing name (ex. Over Pass CF and Season Pass).
6. Descriptors should be used when necessary to identify a small differentiation in a product. (ex. Contec DG with Magnesium, John Deere Gator HPX)
7. Type of Name: a descriptor for a benefit of the product, or alternatively, a descriptor of what they do.
 - a. Name should be able to connect emotionally with customer in that market.
 - b. Name should be memorable.
 - c. Name should be pronounceable.
 - d. Name should have a good sound symbolism: Does it sound right?
 - e. Name should be consistent with the corporate brand and its promise.
8. Name must meet trademark considerations on page 38 of this Guide.
9. New names must directly tie back to the corporate brand, providing a bridge from that product to The Andersons. Somewhere on packaging or in usage, one of these phrases should appear:
“A product of The Andersons, Inc.” or “A service of The Andersons, Inc.”
10. Exceptions can be granted based on certain circumstances. These names should be submitted through the appeals process.



NEW LOGO EVALUATION CRITERIA

- If the product/service will be part of an existing family, it should use the same look and type as that family.
- If the product is new in the marketplace and does not belong to an existing family, a new logo may be developed.

NEW LOGO DEVELOPMENT GUIDELINES

1. Product/service family logos should be primarily type-driven, with a supporting visual if needed.
 - a. Utilize the same philosophy as displayed in The Andersons logo, which has an agri-symbol (wheat shaft) that supports, but does not overshadow, the company name.
 - b. Individual products/services should use only the visuals established in the product family name.
2. The fonts must be one of the approved fonts within the Brand Continuity Guide.
3. The colors must be selected from the approved color palette within the Brand Continuity Guide. Colors should be limited to one or two per logo.
4. If any imagery is used, it must be consistent with the styles identified in the Brand Continuity Guide.
5. A new logo or graphic cannot be added on top of the corporate logo. See logo guidelines beginning on page 16 in the Brands Standard Guide.
6. Name must meet trademark considerations on page 38 of this Guide.



ACQUISITION NAMING STRUCTURE

When companies or facilities are purchased, the name should be transitioned over to The Andersons within the initial integration period. Exceptions are based on these factors:

1. Brand awareness of acquired company
2. Brand awareness of The Andersons
3. Competitive landscape

The name transition should fit within the established hierarchy of the corporation.

New locations / facilities should utilize the alternate divisional logo. Example:



New divisions or market specialties approved by corporate would utilize the market specialties/divisional logo. Example:



APPEALS PROCESS

While the intent of the Brand Continuity Guide is to establish consistent parameters in which names and marks representing the Company are developed, there is a process for exemption consideration.

Any name or mark that does not fall within the Brand Continuity Guide should be submitted to the corporate communications manager in Corporate Communications during the formation/discussion phase of the project to allow ample time for discussion, review, and final decision. Corporate Communications will obtain feedback and recommendations regarding the exception from the marketing managers from the respective groups.

If a consensus on a recommendation is not reached with the marketing manager, Corporate Communications will convene a review committee comprised of the following individuals:

- President, Turf & Specialty Group
- Vice President, Corporate Relations & Business Analysis
- Three of the six Marketing Managers, rotating annually three at a time
- Corporate Communications Manager
- Financial Reporting Manager

PRIVATE LABEL APPLICATIONS

The continuity guidelines in this Brand Continuity Guide do not apply to private label applications. All guidelines for private labels are left up to the discretion of each group's marketing manager.



FACILITY SIGNAGE

To ensure consistency for all facilities company wide, permanent signage will follow the same naming convention. All uses of the logo for signage purposes must follow proportionality standards as noted on page **. All signs must be approved by the Marketing Manager in the respective group prior to final artwork approval and installation.

The sign contains either the:

- Corporate Logo only **OR**
- Corporate Logo with Gold Box underneath containing one of the following options in black, sans serif font:
 - Name of city only
 - Name of city and business activity descriptor

Example:



Exceptions: The naming convention for the Ethanol LLCs will prevail for signage. Additionally, Retail uses the More for Your Home logo for signage.

URL NAMES

The naming convention for URLs of group-level operations should include the name of The Andersons followed by a descriptor:

Example

- ***andersonsrail.com, andersonspro.com***

** The use of the stock symbol ANDE is not permitted to shorten the name of the company for the purposes of a URL.

The naming convention for URLs at the product level, can be the name of the product:

- ***humicdg.com, agvantage.com***

OR

it can be a descriptor of the product:

- ***commodityriskmanager.com***

URLS ON PRINTED MATERIAL

Preferred placement for URLs on printed materials is centered, directly below the logo, appearing in a font and color in accordance with the standards. Alternately, it can appear in proximity to a phone number, so that all contact information is positioned together.



TRADEMARK CONSIDERATIONS

A **trademark** is a word, phrase, symbol, and/or design that identifies and distinguishes the source of the goods of one party from others. A **service mark** is a word, phrase, symbol, and/or design that identifies and distinguishes the source of a service rather than goods.

When creating a name or mark for a product or service, it is important to take into account whether or not you will want to federally register the mark or name.

All marks do not need to be registered, but federal registration provides several advantages such as a notice to the public of the registrant's claim of ownership of the mark, a legal presumption of ownership nationwide, and the exclusive right to use the mark on or in connection with the goods or services set forth in the registration.

Names/marks that describe a characteristic of the product/service or are a commodity cannot be registered. The strongest trademarks are made-up words with their only meaning being associated with the product/service (such as iPod).

Consider the following when developing a name/mark that you will want to register:

- Are you registering a name or a design or both? (these are separate registrations with associated fees).
- Will the design and spelling be consistently applied during the 10-year registration timeframe? A change in either one will result in a new registration.
- Does a similar name/mark already exist? Are we just changing the spelling?
- What results come up in a Google search? What will customers also see when the name/mark is Googled?

All marks/names are registered via The Andersons Legal Department. The procedure to register is:

- The Legal Department requests a trademark search to see if name is available.
- If it is, outside counsel prepares a trademark application. Sale of the goods or provision of the services is needed to complete the application.

Be sure the name/mark will be used within six months prior to submitting it for registration. There is a cost associated with the trade mark search and registration

Before starting the application process, be clear on the mark/word(s) you want to register, the goods or services that are connected to the mark, whether you are registering a mark currently in use or one that will be used in the near future (ie. within the next six months) and whether the mark has been sold across state lines (interstate commerce).

Registration is not automatic once a name/mark has been submitted. The most common reasons registration applications are denied are:

- Likely to cause confusion with a name/mark already in place
- Descriptive of the product/service
- Geographic term
- A surname

An affidavit of use needs to be filed every 10 years in order to maintain the registration.

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