

## THE H.J. BAKER & BRO., INC. FEED PRODUCTS GROUP LOGOS

*The graphic style of the Feed Products Group logos is created using H. J. Baker & Bro.'s colors and the type style Aggie. The Registration Mark ® should also be a component that appears in a locked relationship with the other elements. These elements are locked together and should never be separated. Several formats have been created to accommodate various needs. No other formats should be created. The graphic style components should never be rearranged or altered in any way. Always use approved electronic logo artwork which can be found on the website.*



## H.J. BAKER & BRO., INC. LOGO WHITE SPACE

*When applying the logo, it is important to leave a measured amount of clear space around the logo to maintain optimum legibility. Always maintain a minimum of white space around the logo. Keep this area clear of other elements such as text, rule lines, page edges, etc. More space is always preferred. The white space should be proportional, relative to the size of the logo by the height of the symbol. This clear area standard applies to all the logo formats.*

YES



NO



## H.J. BAKER & BRO., INC. LOGO SIZING AND RESIZING

*To help achieve consistency in high-visibility print applications, the logo sizes provided via electronic medium are specified as standard sizes for their respective applications. The logo may be resized as needed in proportion only to the original size. Resizing which is not in proportion results in logos which have an unprofessional look and feel and may not be used.*

YES

Preferred Proportions  
Acceptable for any use

NO

Incorrect Proportions  
Too Wide  
Not allowed for any use

NO

Incorrect Proportions  
Too Tall  
Not allowed for any use

H.J. Baker's  
**PROPLUS**<sup>®</sup>  
ANIMAL PROTEIN CONCENTRATE

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## H.J. BAKER & BRO., INC. LOGO COLOR

*Shown here are specifications for reproducing the logo colors. To establish the H.J. Baker colors as a recognizable brand identity element, these colors should appear the same whether they are created for ink, vinyl film, paint; fabric or thread, video monitor screen, etc. The preferred logo is used in two-color.*

		CMYK	RGB	Websafe
<b>HJ Baker Blue</b>	PANTONE	Cyan 95%	Red 4	003366
	Process 541	Magenta 68%	Green 43	
	PANTONE	Yellow 27%	Blue 97	
	Process 541U	Black 15%		
<b>HJ Baker Orange</b>	PANTONE	Cyan 3%	Red 252	FF9900
	Orange 138	Magenta 42%	Green 146	
	PANTONE	Yellow 93%	Blue 0	
	Orange 138U	Black 0%		

## H.J. BAKER & BRO., INC. TYPOGRAPHY

*Berthold Akzidenz Grotesk and Belizio are recommended for use as support typography for advertising and marketing publications, signage, etc. They have been chosen for their compatibility with all the H.J. Baker & Bro., Inc. logos. All weights, (regular, bold) and styles (condensed, expanded, italic) may be used. The consistent use of these recommended fonts helps establish typography as a recognizable brand identity element while reinforcing a unified family appearance among communication material. In the event that these are unavailable, Franklin Gothic may be used.*

### Support type for design layout

The typeface used for support type is Berthold Akzidenz Grotesk. It is the typeface which should be used for the print material. It will not be used for the website because a default typeface (Arial) for use with html.

The typeface Belizio should be used for print and web. It is the bolder font used for the title on the secondary pages.

Calibri, Candara, Franklin Gothic and Arial may be used when necessary.

**Berhold Akzidenz Grotesk**

Belizio

Calibri

Candara

Franklin Gothic

Ariel

## H.J. BAKER & BRO., INC. SUMMARY

### *Summary*

The H.J. Baker look is both simple and classic. It should convey a simple understanding that quality is not about being flashy or slick, but rather clean, clear and crisp. H.J. Baker products are high-quality products but more than that ... H.J. Baker is a high-quality company with the knowledge and expertise to help its clients understand and navigate the marketplace successfully. The graphic standards which have been developed are only one part of conveying this message, but they are an important part.

Everything you need to apply these standards is available wither through the graphics portal on the website or by contacting Mary Deegan at the corporate office at [medeegan@bakerbro.com](mailto:medeegan@bakerbro.com). We will be quick and responsive in getting you what you need.