

**UNITED**

United Ag & Turf  
United Construction & Forestry  
Logo



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# Brand Guidelines

These brand guidelines design are designed to show how to implement the FY 24 design system.



# Welcome

Welcome to the FY 24 Branding Guide. This brand book should inspire creativity while explaining the reasoning behind each design choice to create a unique experience for each United customer.

The initial inspiration for this guide was “Driving Dreams Forward.” Visual elements of this message can be found throughout this guide. With every design we want United to come off as a young, energetic company in a constant forward motion. Elements of moving forward and their applications can be found throughout this guide.

NOTE: Throughout this branding guide assume that branding for United Ag & Turf and United Construction & Forestry is the same for both companies unless otherwise stated. (Ex. Colors, Application, etc.)





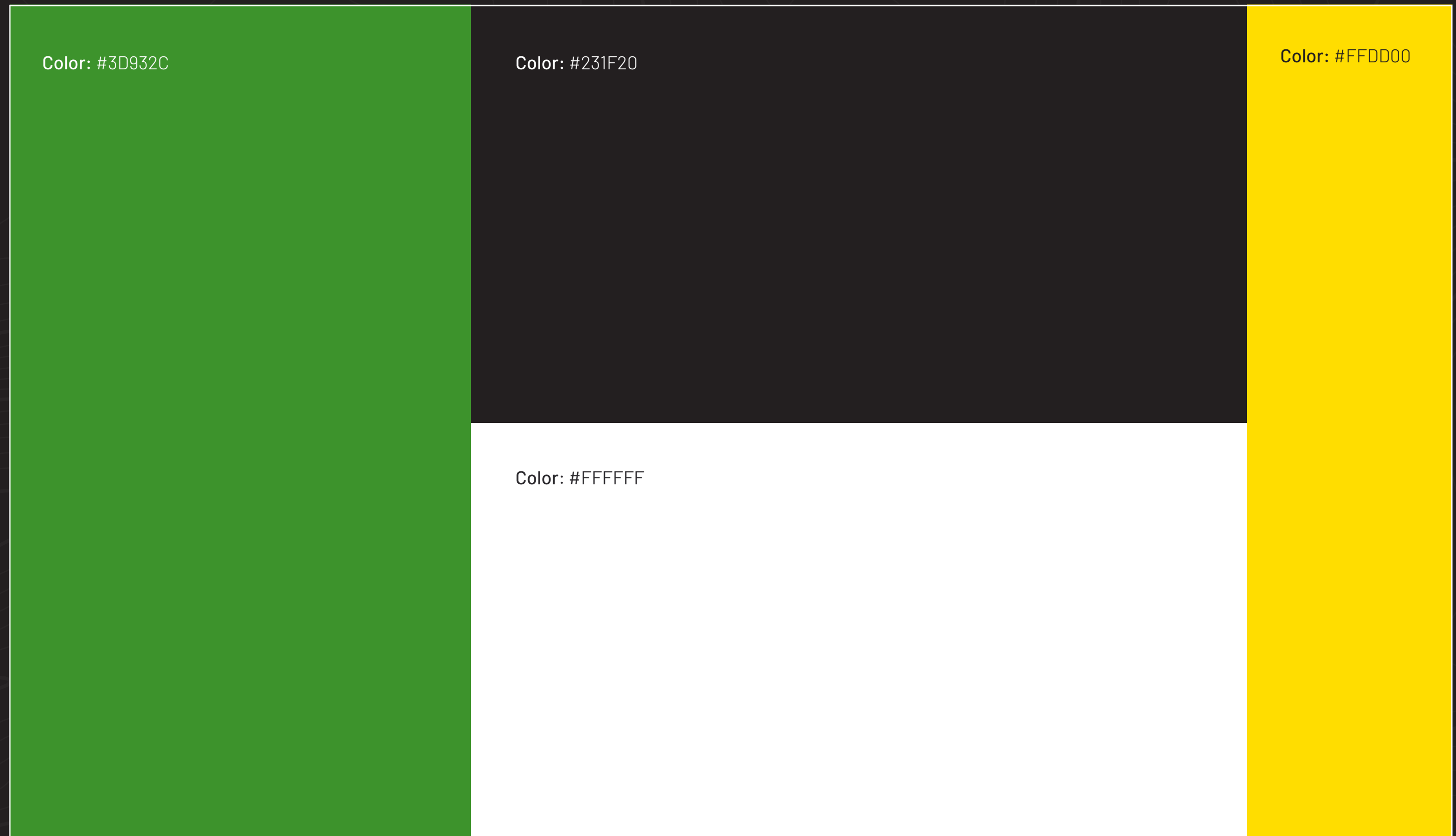
# Brand Colors

This color palette is a slightly modified version of the John Deere Corp branded colors. The white and yellow have not changed but the green is lighter and brighter. This projects a more energetic, youthful, forward-thinking feel.

The black has become a lighter grey, this change helps brighten and bring out more of the tones in the rest of the colors.

The green and yellow can be used on top of the white and dark grey but you should avoid using them on top of each other.

## Ag & Turf



# Brand Colors

This color palette is also a slightly modified version of the John Deere Construction and Forestry branded colors. The only change is the change from black to the dark grey color.

White and yellow should not be used on top of each other.

## Construction & Forestry

Color: #231F20

Color: #FFFFFF

Color: #FFDD00



# Typography

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## Monte Stella

Monte Stella is a font that projects energy and excitement. It contains strong corners and really emphasizes a forward-moving approach. With its wide range of widths, it is a very versatile font with lots of options to have contrasting weights.

Available at: [fonts.adobe.com/fonts/monte-stella](https://fonts.adobe.com/fonts/monte-stella)

**Aa**

## Headlines

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

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**abcdefghijklmnopqrstuvwxyz**

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**0123456789 #@\$%^\*()!**

# Typography

## Monte Stella

As you can see the light width is much smaller than the heavy and even bold. This creates the opportunity to use light for headlines with longer words, though because of its short width with the weight, light, you will need to increase the size of the font quite a bit to ensure that it is legible. Because of this fonts wide range of widths, they make stacking to fit any shape quite easy.

Available at: [fonts.adobe.com/fonts/monte-stella](https://fonts.adobe.com/fonts/monte-stella)

# Aa

## Headlines

Light / *Light*

The quick brown fox jumps over the lazy dog 0123456789#@%^\*()!.  
*The quick brown fox jumps over the lazy dog 0123456789#@%^\*()!.*

Regular / *Regular*

The quick brown fox jumps over the lazy dog 0123456789#@%^\*()!.  
*The quick brown fox jumps over the lazy dog 0123456789#@%^\*()!.*

Medium / *Medium*

The quick brown fox jumps over the lazy dog 0123456789#@%^\*()!.  
*The quick brown fox jumps over the lazy dog 0123456789#@%^\*()!.*

Bold / *Bold*

The quick brown fox jumps over the lazy dog 0123456789#@%^\*()!.  
*The quick brown fox jumps over the lazy dog 0123456789#@%^\*()!.*

**XBold** / ***XBold***

**The quick brown fox jumps over the lazy dog 0123456789#@%^\*()!.  
*The quick brown fox jumps over the lazy dog 0123456789#@%^\*()!.***

**Heavy** / ***Heavy***

**The quick brown fox jumps over the lazy dog 0123456789#@%^\*()!.  
*The quick brown fox jumps over the lazy dog 0123456789#@%^\*()!.***



# Typography

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## Barlow

Barlow is a slightly rounded, grotesk font with excellent legibility even at smaller sizes. It pairs excellently with Monte Stella as it's easy to-use and read cousin.

Available at: [fonts.google.com/specimen/Barlow](https://fonts.google.com/specimen/Barlow)

## Body

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**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

---

**a b c d e f g h i j k l m n o p q r s t u v w x y z**

---

**0 1 2 3 4 5 6 7 8 9 # @ \$ % ^ \* ( ) !**

**Aa**

# Typography

## Barlow

While Monte Stella has a drastic change in width from light to heavy, barlow keeps a consistent width across its weights. It works great at smaller sizes and in paragraphs.

Available at: [fonts.google.com/specimen/Barlow](https://fonts.google.com/specimen/Barlow)

# Aa

## Body

Light / *Light*

The quick brown fox jumps over the lazy dog 0 1 2 3 4 5 6 7 8 9 # @ \$ % ^ \* ( ) ! .  
*The quick brown fox jumps over the lazy dog 0 1 2 3 4 5 6 7 8 9 # @ \$ % ^ \* ( ) ! .*

Regular / Regular

The quick brown fox jumps over the lazy dog 0 1 2 3 4 5 6 7 8 9 # @ \$ % ^ \* ( ) ! .  
*The quick brown fox jumps over the lazy dog 0 1 2 3 4 5 6 7 8 9 # @ \$ % ^ \* ( ) ! .*

Medium / *Medium*

The quick brown fox jumps over the lazy dog 0 1 2 3 4 5 6 7 8 9 # @ \$ % ^ \* ( ) ! .  
*The quick brown fox jumps over the lazy dog 0 1 2 3 4 5 6 7 8 9 # @ \$ % ^ \* ( ) ! .*

SemiBold / *SemiBold*

The quick brown fox jumps over the lazy dog 0 1 2 3 4 5 6 7 8 9 # @ \$ % ^ \* ( ) ! .  
*The quick brown fox jumps over the lazy dog 0 1 2 3 4 5 6 7 8 9 # @ \$ % ^ \* ( ) ! .*

Bold / *Bold*

The quick brown fox jumps over the lazy dog 0 1 2 3 4 5 6 7 8 9 # @ \$ % ^ \* ( ) ! .  
*The quick brown fox jumps over the lazy dog 0 1 2 3 4 5 6 7 8 9 # @ \$ % ^ \* ( ) ! .*

**Bold** / **Bold**

**The quick brown fox jumps over the lazy dog 0 1 2 3 4 5 6 7 8 9 # @ \$ % ^ \* ( ) ! .**  
***The quick brown fox jumps over the lazy dog 0 1 2 3 4 5 6 7 8 9 # @ \$ % ^ \* ( ) ! .***

**Black** / **Black**

**The quick brown fox jumps over the lazy dog 0 1 2 3 4 5 6 7 8 9 # @ \$ % ^ \* ( ) ! .**  
***The quick brown fox jumps over the lazy dog 0 1 2 3 4 5 6 7 8 9 # @ \$ % ^ \* ( ) ! .***



# Typography

## Use Example - Stylized

### Heading option 1

This headline works great for shorter headlines if you want to add emphasis to a single word. The use of outlining on one of the words allows you to increase the size quite huge without it dominating a space.

The use of an angled highlight is optional.

### Heading option 2

Using a lighter weight with Monte Stella allows you to fit a lot of characters into a small amount of space. Adding a border to the text helps straighten the lighter font so that it's more impactful.

### Heading option 3

Combining Monte Stella light with it's extra bold weight stacks very easily.

HEADING **OPTION 1**

**DRIVING** **DREAMS**  
**FORWARD**

HEADING OPTION 1

BUILD YOUR OWN

HEADING  
**OPTION 3**



# Graphics

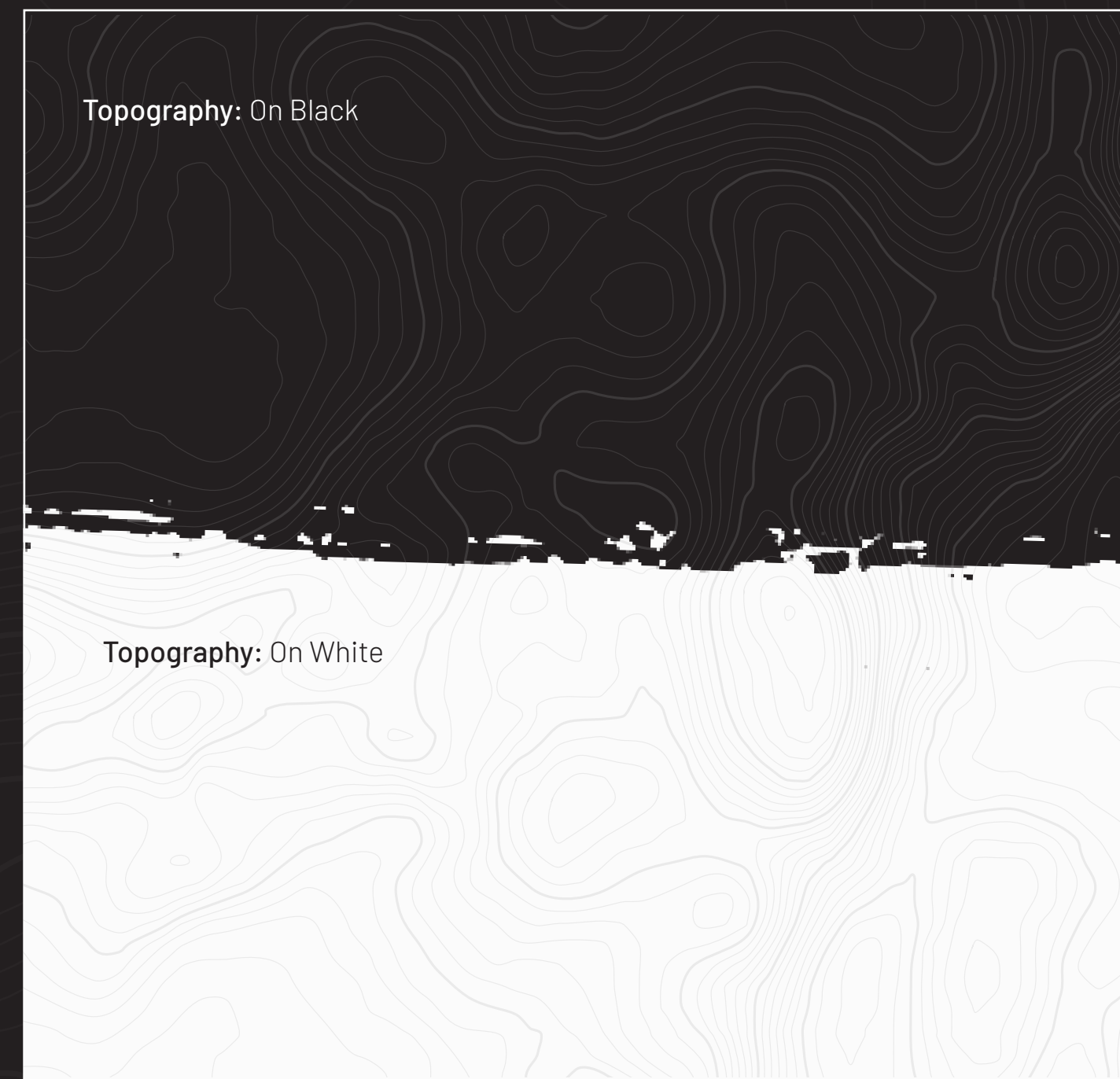
## Topography

The topography is to be used as a background texture. The opacity should be lowered to 8-25% depending on the use and visibility. It should only be used on solid backgrounds and not on top of photos. It should only be used on large areas and not on things such as buttons or other areas where the lines may become too thin to be visible.

## Brush Strokes

Brush strokes can be used to separate images from the foreground or be used as an accent piece to text. They help contrast the clean lines and sharp corners. It helps roughen up the graphics so that they are not too clean and harkens back to how dirt the equipment will get with use.

## Background





# Graphics

## Sharp Corners

Shapes should not have rounded corners. The clean and crisp corner reinforces the modern and new appearance that we are projecting. A shadow can be used to add depth but the shadow should be on the left side so that the button is pushing out to the right (or forward).

## Arrow/Chevron Elements

These are elements that can be used to draw attention to a particular area or message by pointing directly at it. These can also be used as accent pieces that showcase the forward movement of the company.

## Angled Highlights

The angled shapes are only intended for headlines in italic. They are meant to highlight certain words in stead of the use of underlining. The angle of shape should be 12 degrees to match the angle of Monte Stella in Italic.

## Accents

### Sharp Corners - CTA Examples

**BUILD YOUR OWN**

**LEARN MORE**

**LEARN MORE**

**Click Here!**

**Click Here!**

### Arrow/Chevron Elements



### Angled Highlights

**HIGHLIGHT**

**HIGHLIGHT**

**HIGHLIGHT**

**HIGHLIGHT**

Example:

**DRIVING DREAMS FORWARD**



# Photography

## Real people with faces

For customer stories really connect the subject with their environment and the product that they are using.

Showcase faces and center the subject when shooting, be sure to keep a wide angle to fit on various sizes and keep the equipment that is being showcased close or in contact with the subject. Even if the equipment is at some distance, angle so that it is close to the subject. If the subject is using or repairing the machinery please keep margins around the subject or subjects.

Note: examples don't include equipment but any new photography should include equipment or products in operation or in background or foreground.

## Who are our customers?





# Photography

## Who are our Employees?

### Real people with faces

Showcase faces and center the subject when shooting, be sure to keep a wide angle to fit on various sizes and keep the equipment that is being showcased close or in contact with the subject. Even if the equipment is at some distance, angle so that it is close to the subject. If the subject is using or repairing the machinery please keep margins around the subject or subjects.

Do your best to get the face of the employee if they are meeting with a customer or repairing equipment.





# Photography

## Where are our customers?

### Unique Environment

Utilize photography shoots to showcase the unique terrain and environment where your customers are located. Utilize out-of-focus object or crops in the foreground to help ground the photography to a real place. Shots preferably containing equipment being used in the unique environment. Examples can include local mountains, red barns, and other scenery unique to the North Eastern US.

John Deere Stock can lack unique identifiers to an area, prioritize including the scenery, wilderness or architecture unique to the area.





# Photography

## How is our equipment used?

### Prioritize Movement

When a subject is using equipment try to show the movement in the action shot. If the equipment can affect its environment the better, an example would be dropping something from the loader or grass/dirt flying off the wheel. If a customer is on a piece of equipment then they should be using it and in motion.

A subject should only pose if they are in front of the equipment, they should not pose while sitting or in operation of the equipment.





# Application

## How it all comes together.

These examples are meant to be inspiration and a guide to creating a cohesive visual brand for FY'24. These elements can be mixed and matched as long as the core principles of the design are met; forward moving, real people real photos, & a touch of rough.

Avoid adding new colors or more elements as this can muddy the style.

Fast Paced Headline

Highlight for callout

Rough edge to photo

Dynamic photo



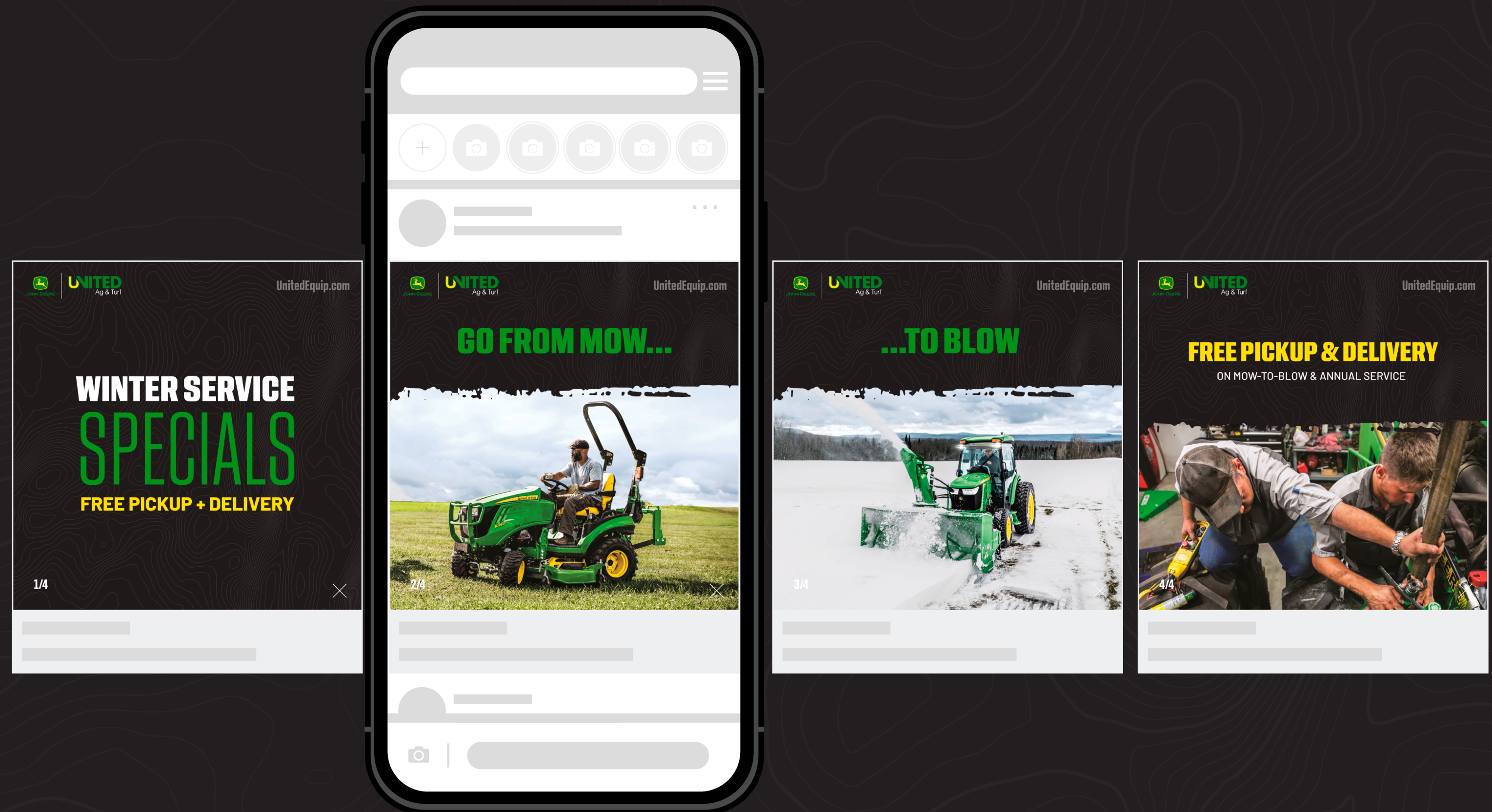
Inverted option:





# Application

## Social





# Application

## Digital Banners





# Application

## CCE Digital Banners

