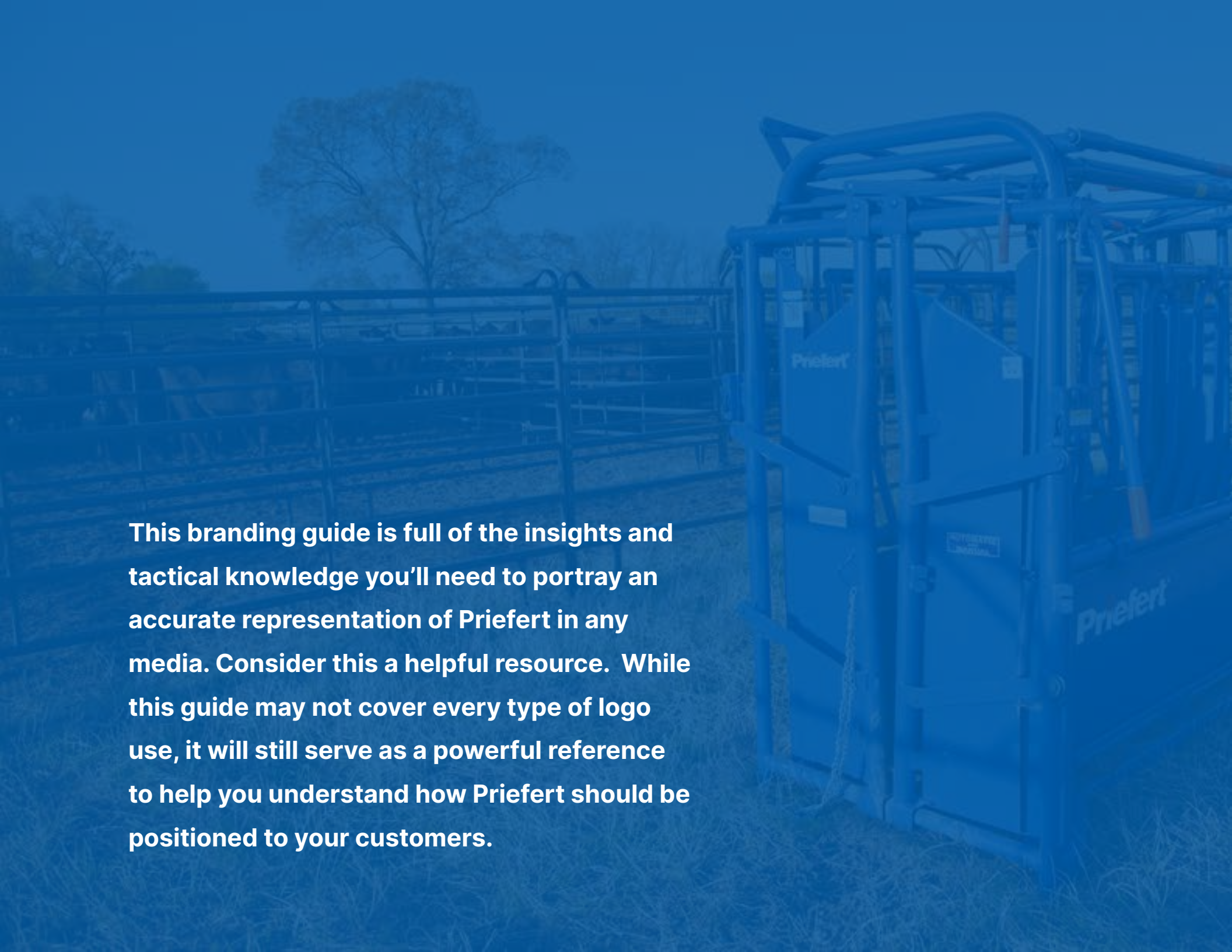




Priefert®

Customer Branding Guidelines



This branding guide is full of the insights and tactical knowledge you'll need to portray an accurate representation of Priefert in any media. Consider this a helpful resource. While this guide may not cover every type of logo use, it will still serve as a powerful reference to help you understand how Priefert should be positioned to your customers.

Priefert Logo & Colors

Primary Logo



The primary logotype is set in Priefert Blue with the diamond in Priefert Red.

Colors *(These are the approved colors of Priefert, they are not to be changed)*

Priefert Blue C:100 M:66 Y:0 K:1 R:0 G:94 B:171 #005eab	Priefert Red C:5 M:98 Y:100 K:1 R:226 G:35 B:26 #e2231a	Priefert Black* C:66 M:64 Y:67 K:67 R:46 G:42 B:37 #2e2a25	Pure White* C:0 M:0 Y:0 K:0 R:255 G:255 B:255 #ffffff
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**for 1 color applications only*

Alternate Formats



If the primary logo is not applicable, the next preferred version is the Priefert Black logo with a Priefert Red diamond.

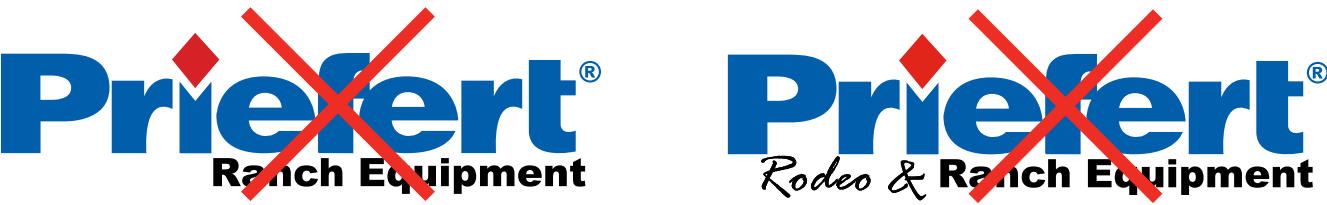
In some cases, a single color option may be applicable. This version should be set in all Priefert Black.



For use on a Priefert Blue background, the logo should be set in white with the diamond set in Priefert Red.

In some cases, the logo may need to be applied in only white, such as when the background is set in Priefert Black.

Unaccepted Formats



There will no longer be a separate logo for Priefert Ranch Equipment. Please replace this logo wherever it is displayed with the Priefert primary logo.

There will no longer be a separate logo for Priefert Rodeo & Ranch Equipment. Please replace this logo wherever it is displayed with the Priefert primary logo.



There will no longer be a separate logo for Priefert Farm, Ranch & Rodeo. Please replace this logo wherever it is displayed with the Priefert primary logo.

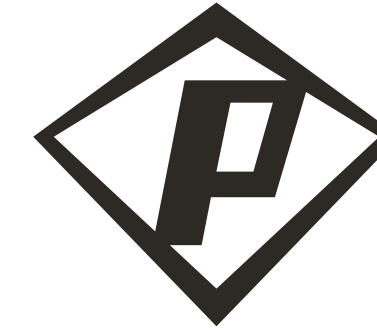


Diamond P Logo

This serves as the official mark of Priefert and may be used in conjunction with or independent from the logo. It should always be used on a transparent background and never with the inner open areas of the diamond filled in with a solid color. Priefert Blue is the color of choice. Priefert Red is not permitted for use on the Diamond P logo, as this differentiates it as a completely separate diamond from the one in the primary Priefert logo. When necessary, white or black are acceptable alternatives to blue.



This is the preferred version of the Diamond P logo, set in Priefert Blue on a white background.



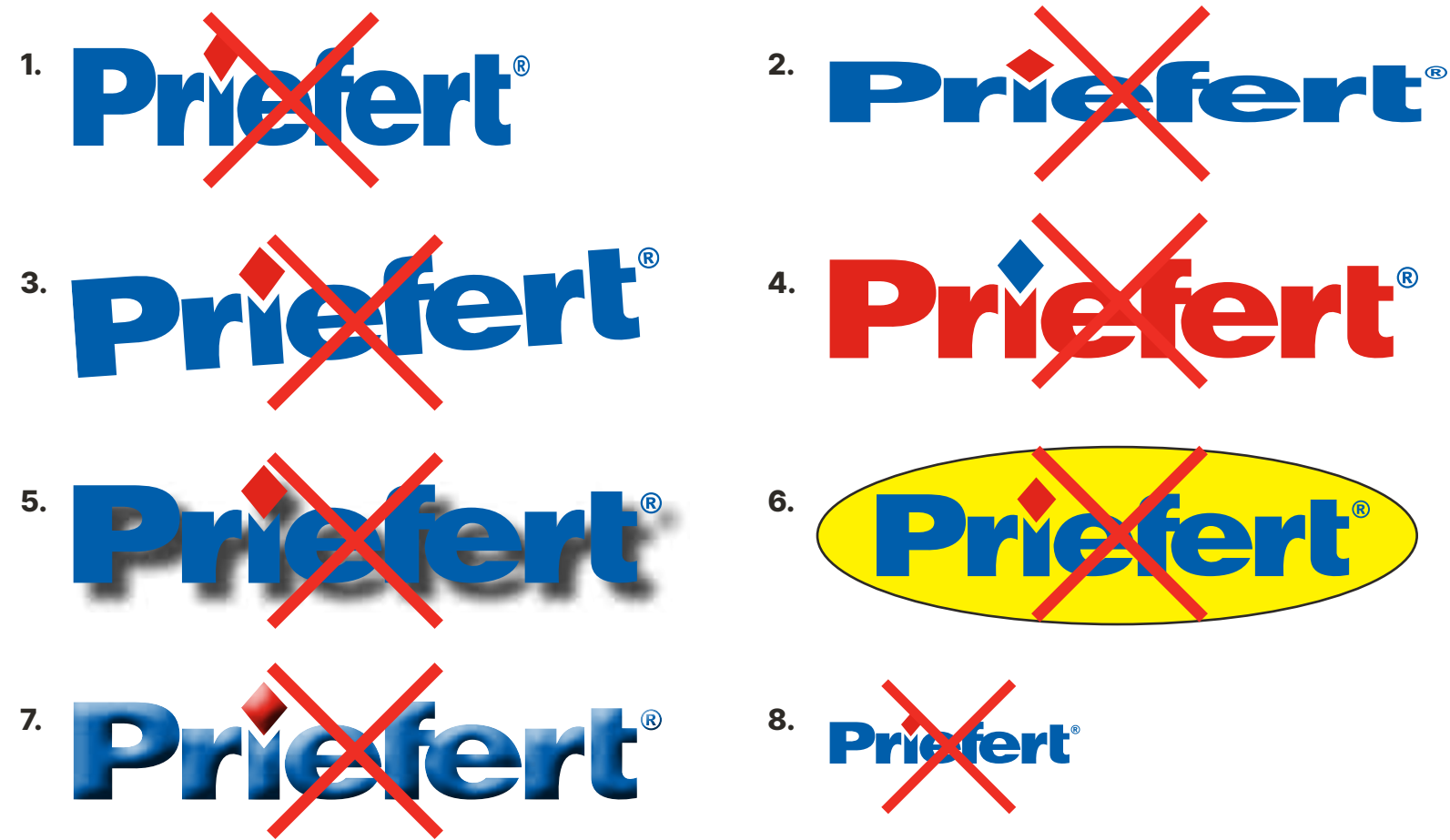
When a colored version is not applicable, the logo may be set in Priefert Black on a white background.



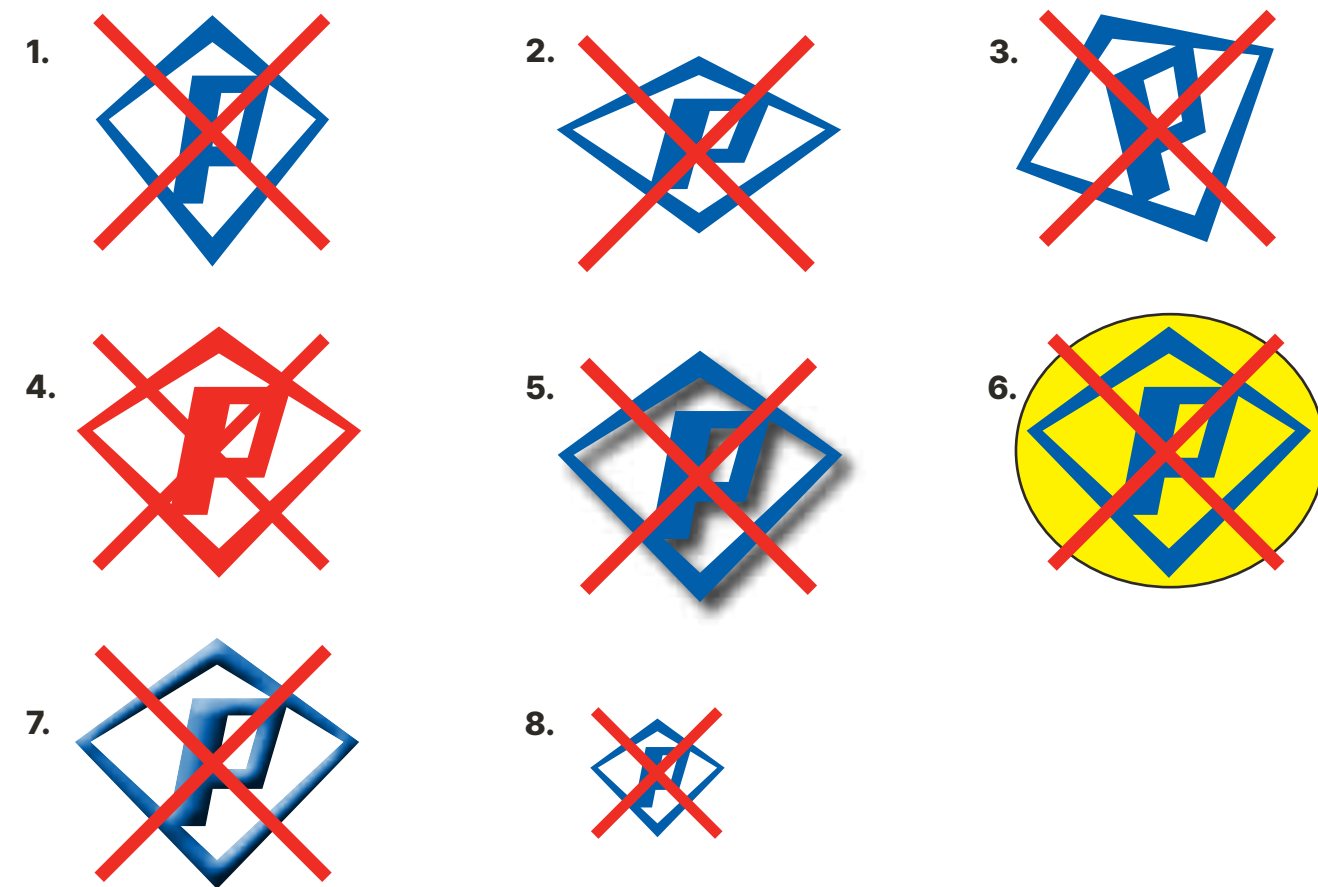
The Diamond P logo should be reversed out in white when used on a dark or black background.



These are outdated versions of the Diamond P logo and should no longer be used. Please replace these wherever they may appear, preferably with the blue version above.



1. Do not skew, condense, or distort the logo's proportion. | 2. Do not stretch the logo or make it wider.
 3. Do not rotate the logo. | 4. Do not reverse the colors or change the colors to any not previously specified.
 5. Do not apply a drop shadow to the logo. | 6. Do not add any graphic elements to or around the logo.
 7. Do not apply a bevel or emboss effect of any kind. | 8. Do not use the logo under a minimum 1" size.



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 3. Do not rotate the logo. | 4. Do not reverse the colors or change the colors to any not previously specified.
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 7. Do not apply a bevel or emboss effect of any kind. | 8. Do not use the logo under a minimum 1" size.

Store Signage

All new signage created and/or installed should utilize the appropriate Priefert logo, following all print guidelines detailed in this guide. Whenever possible, the blue logo with the red diamond should be used. Single color applications in white or black are also acceptable when necessary. Many of our long-term partners have existing signage featuring a past logo. As these signs are refreshed, they should be updated to the current logo.



Advertising

When using the Priefert logo in your advertising, please ensure that you are using the correct “Priefert only” logo. Our preference is that Priefert appear in blue with a red diamond. White or black are also acceptable colors, keeping the red diamond when appropriate. These guidelines should be applied to flyers, print advertising, video, social media, digital advertising, and any other content under your creative control.



The Priefert 11 represents our core values. These are the values we strive to exemplify as a company and as a brand. Please consider these when you are promoting or displaying the Priefert name.

The Priefert® Way

Show up - Early, Ready, & Start Fast.

Integrity above all. Make it RIGHT. No Excuses.

We Execute: **Safety, Quality, & Production.**

Maximum Efficiency. We Move with a Purpose.

Driven to **Innovate.** Sustained by Customer Success.

We Think BIG & We Solve Problems!

Proud of our Work; Quality is our Obsession.

We Protect our Brand at All Times.

We Are ONE **FAMILY**, We Are ONE TEAM.

Stronger, Simpler, Better...

We are... **Priefert®**

The Priefert Way is the mantra of our team members and, like the Priefert 11, can help illustrate the manner in which the Priefert brand should be portrayed.

Why a Branding Guide?

Our goal is to ensure consistency and proper usage when it comes to the Priefert Logo and associated marks. Maintaining a professional representation of our brand is critical to preserving our brand value and solidifying our cohesive identity. Please refer to this guide anytime that you are using the Priefert logo or marks to ensure that you are adhering to the brand guidelines. If you have any questions regarding logo usage, please contact the Priefert Marketing Department for further assistance.

Where should I look for logo violations?

- Website
- Social Media
- Store Signage (Banners, etc.)
- Ads, flyers & other printed materials

Where Do I Find Approved Logos & Fonts?

www.priefertadvertising.com

For more information contact:

coopadvertising@priefert.com

or

Courtney Dyer | Marketing Director
cdyer@priefert.com