

We're more than farm parts.  
We're a farm partner.

**GreenFarm**  
*Parts*



Dear Green Farm Parts Family,

Welcome to the Green Farm Parts Continuity Guide! I think you'll be excited to see the new identity and direction for our company.

As Green Farm Parts continues to grow and expand, it will interact with customers at many levels — online, via email, inside shipping boxes, etc. At every step, it's important to maintain a consistent look and message. By reinforcing our identity throughout the purchase process, we are better able to gain customer loyalty and differentiate ourselves from competitors.

To keep our brand strong and memorable, we're asking each of you to communicate our values and identity in every interaction. Inside this guide, you'll find everything you need to do just that. Use these guidelines to confirm appropriate colors, logo usage, messaging and more. It's not just a list of rules. It's also a toolbox full of ideas and helpful resources to equip you as an ambassador for the Green Farm Parts brand.

If you have any questions, don't hesitate to ask! As Green Farm Parts grows and evolves, so will this guide. If we continue to work together to make this company the best it can be, the future looks bright for all of us.

Sincerely,

*Gary Reynolds*

Gary Reynolds,

President | Reynolds Farm Equipment

## Core Brand Values

As you communicate and interact with customers, your choices and messaging should reflect the Reynolds and Green Farm Parts core brand values.

### Dependability

Since 1955, we've built our credibility and expertise as a provider of genuine OEM parts.

### Service

Our service approach takes the long view, building loyalty for life by consistently delivering what customers need.

### Community

We go above and beyond to stay rooted in our community by building local ties and making personal connections.

### Entrepreneurial Spirit

At every level, we invest in innovation and empower every employee to make decisions like an owner.

## Brand Positioning Statement

Whether you are working the land, mowing the lawn or simply dream of living the farm life, the team at Reynolds Farm Equipment provides the brands you trust, supported by experts you know.

## Brand Story

Green Farm Parts is the premier online destination for aftermarket and replacement John Deere parts and accessories. At Green Farm Parts, customers find a broad selection of quality parts, all in one place. But that's not the only reason customers return again and again.

As an online subsidiary of Reynolds Farm Equipment, Green Farm Parts brings more than 60 years of John Deere experience to every customer interaction. For homeowners and farmers alike, Green Farm Parts is a trusted and knowledgeable resource for green parts — and the lifestyle they represent.

## Elevator **Speech**

Imagine you're riding in an elevator. The stranger beside you asks, "What is Green Farm Parts?" Your answer depends on how long you'll be in the elevator — and how much the listener wants to know.

In less than 30 seconds, you can share basic information. Riding up one more floor gives you time to explain who Green Farm Parts is and what they do. And a longer ride — with a curious audience — lets you leave the listener with an inspiring message about the lasting power of the Green Farm Parts core values.



### **Inform**

Green Farm Parts is the premier online retailer of aftermarket John Deere parts and accessories.



### **Explain**

As an online retailer owned and managed by Indiana-based Reynolds Farm Equipment, Green Farm Parts brings more than 60 years of knowledge and experience to farmers, homeowners and John Deere enthusiasts.



### **Inspire**

As a trusted and reliable partner, Green Farm Parts goes above and beyond to help customers find what they need, get the job done and live the Green Farm life.

## Using the Name **in Copy**

Even though the logo positions the words together, always write Green Farm Parts as three words in copy.

Avoid phrases that turn the name into a possessive noun – e.g. "Green Farm Parts' inventory is large." Instead, re-phrase – e.g. "Green Farm Parts has an extensive inventory."

The words "Green Farm" can be used as an adjective, to describe an aspect of the brand. For example "That's the Green Farm way" or "Green Farm service goes above and beyond."

## Primary Logo

This is the primary logo for Green Farm Parts. This version of the logo should be the first choice at any time that a logo is needed to represent the company.

Full Color



## Logo Variations

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%.

Spot Color



Reverse



Black



Grayscale



## Horizontal Logo

This is the secondary logo for Green Farm Parts. This version of the logo should be used when the primary logo does not fit well in any given application.

Full Color



## Logo Variations

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%.

Spot Color



Reverse



Black



Grayscale



## Tagline

The tagline captures the two key elements of Green Farm Parts brand — dependability and John Deere expertise. To connect to a wide range of customers, the tone is conversational and friendly. The word “green” positions Green Farm Parts as a premier destination for John Deere parts and accessories. The second half of the tagline serves as a promise that Green Farm Parts is a trusted, dependable resource for finding the parts you need. The phrase also positions the Green Farm team as experts, who really “get” what it means to live the Green Farm life.

# *If it's green, we've got it.*

## Primary Logo with Tagline

The tagline can be used with or without the logo. It can serve as a headline or primary message in marketing collateral. When it's written alongside the logo, use the following positioning:

Full Color



## Logo Variations

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%.

Spot Color



Reverse



Black



Grayscale



## Horizontal **Logo with Tagline**

The tagline can be used with or without the logo. It can serve as a headline or primary message in marketing collateral. When it's written alongside the logo, use the following positioning:

Full Color



## Logo **Variations**

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%.

Spot Color



Reverse



Black



Grayscale



## Logo Restrictions

The Green Farm Parts 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 **incorrect** versions of the logo. These restrictions help maintain brand consistency and apply to the primary and alternate logos.



Do not mix or use unapproved colors in the logo.



Do not change the font of the logo.



Do not stretch the logo horizontally or vertically.



Do not skew or rotate the logo.



Do not rearrange elements of the logo.



Do not change proportions of the logo.

## Minimum Size and Placement

To maintain readability and avoid print production limitations, the Green Farm Parts logo should not appear smaller than 1" wide on all traditionally printed materials. Use the vertical version of the logo when used this small. It should also never be placed less than .5" away from the trim edge.



## Page Layout

The Green Farm Parts logo works best when used off vertical center in a grid layout as shown here.



## Primary Monogram

This is the monogram brand element for Green Farm Parts. It is intended to be a tool for brand recognition and can be used on merchandise such as t-shirts, packaging, and more. Leveraging a transition strategy (see “Interim monogram”) will help to build equity in and awareness of the monogram in the short-term; however, the monogram is ultimately intended to live independently. Please note that the monogram should not be used as the primary logo to avoid confusion.

Spot Color



Dark Green



Reverse



Black



## Interim Monogram

The interim monogram is intended to be leveraged as a transition strategy for the Green Farm Parts primary monogram. The interim strategy (monogram plus Green Farm Parts name) is intended to be a short-term strategy and, once equity in the brand element is established, all cases should transition to the Primary monogram.

Full Color



Spot Color



Reverse



Black



## Primary Typefaces

The corporate fonts are the graphic voice of Green Farm Parts. The primary fonts are Lora and Open Sans. To build brand recognition and eliminate confusion in the marketplace, use these fonts to represent Green Farm Parts in all materials. Any weight from the Lora and Open Sans font family may be used for headlines, captions and body copy.

Lora

**AbCd**

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstu**vw**xyz1234567890

Open Sans

**AbCd**

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstu**vw**xyz1234567890

## Secondary/Electronic Typefaces

The secondary typefaces for Green Farm Parts are Times New Roman and Helvetica. Use these fonts when the primary typefaces are not available. These fonts should be used for internal use only. The entire font families can be used, although only select fonts are shown.

Times New Roman

**AbCd**

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstu**vw**xyz1234567890

Helvetica

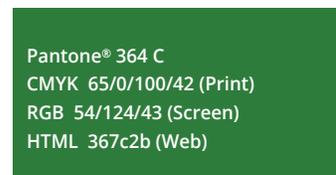
**AbCd**

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstu**vw**xyz1234567890

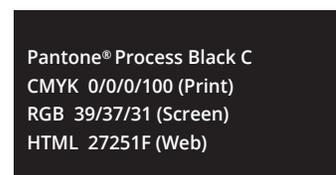
## Color Usage

Color reproduction is vital to proper usage of the Green Farm Parts brand. It sets it apart from the competition. Acceptable options are shown here. Take care when reproducing colors — materials and reproduction methods affect color, so they should be taken into account.

Primary Palette



Secondary Palette



## Graphic Styles

The graphic styles shown below help make the Green Farm Parts brand more recognizable and provide brand continuity throughout all marketing tactics. These images don't have to be copied in exact detail, but should serve as examples of the overall style that represents Green Farm Parts in both graphic applications and photography.

### Photography Style



Black & white with keyline focused treatment. Area in circle is always full color.



Ag focus, black & white lifestyle photography.



Isolate product on white.

### Graphic Styles



Organic

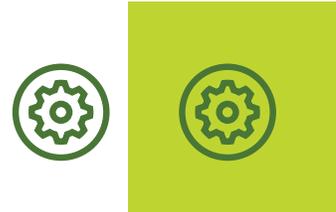


Linework  
(Keep stroke width consistent)



Gradient

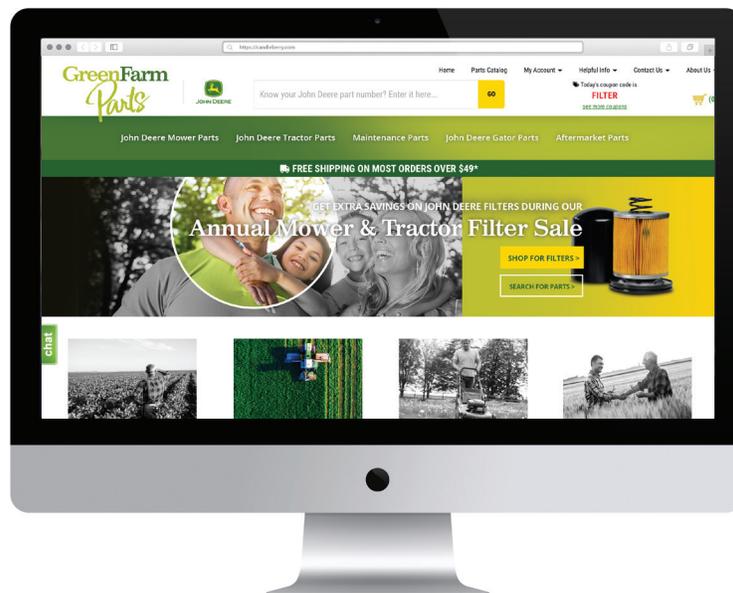
### Iconography (Keep stroke width consistent)



## Application Examples



Merchandise



Website