

Being Ardent

Standards and style guide



Ardent Mills®

What to expect

These standards provide a road map to the Ardent Mills visual language. This document guides our family and trusted partners in developing any type of branded application as we embark on this journey together, **nourishing what's next.**[®]

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1.0 Creative expression

1.1 Being Ardent

Filled with vibrant, dynamic colors and photography, our brand identity captures meaningful moments. The brightness conveys inspiration from nature. The boldness communicates confidence. And the human touches embody partnership, leadership and our impact on the world around us.

because we are...

passionate

We communicate with energy.



intentional

We clearly state our purpose.

curious

We ask questions.



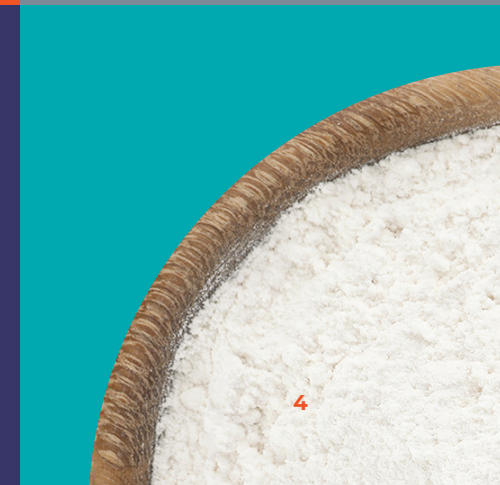
collaborative

We create conversations.



savvy

We humbly share our perspective.



1.2 Expressively Ardent

We're dedicated to helping our customers grow in a challenging marketplace, while never losing sight of the connections that bring us together. Simply put, we offer the broadest range of flours, mixes, blends and specialty products, customized to meet the specific needs of our partners. How our brand "feels" when interacting with it can be expressed as:

- ◆ **Warm and earthy**
- ◆ **Confident**
- ◆ **Nourishing millions**



Celebrating human connections, natural beauty and the dynamic energy of life all around us.

A hunger to progressively move forward, while maintaining a deep appreciation for how our actions positively impact our world.



Capturing real moments of enjoyment and gratitude from the simple pleasure of eating great food.

1.3 The Ardent Mills brand story

Strategy	Storytelling	Symbols
◆ Brand promise <i>Nourishing what's next®</i> ◆ Brand position Connecting people, products and processes, Ardent Mills builds the unique relationships to drive customer growth, strengthen communities and transform how the world is nourished. ◆ Vision Ardent Mills is the trusted partner in nurturing our customers, consumers and communities through innovative and nutritious grain-based solutions. ◆ Mission Enhancing the quality of life and the standard of health. ◆ Values Trust, serving, simplicity, safety	◆ Personality Passionate, intentional, inquisitive, collaborative, wise ◆ Messaging Profitable Partnership, Humanity, Now + Next ◆ Voice principles • Communicate with energy • Lead with our purpose • Ask questions • Create conversations • Humbly share our perspective	◆ Wordmark  ◆ Icon  ◆ Color palette 

2.0 Identity

2.1 Logo

The Ardent Mills logo is the foundation of our visual language.

This logo features four of Ardent Mills' colors: Ardent Orange, Marigold, Harvest Yellow and Smoke. This balance provides increasing contrast within the Kernel icon, allowing both our name and icon to have presence without competing with one another.



Stacked



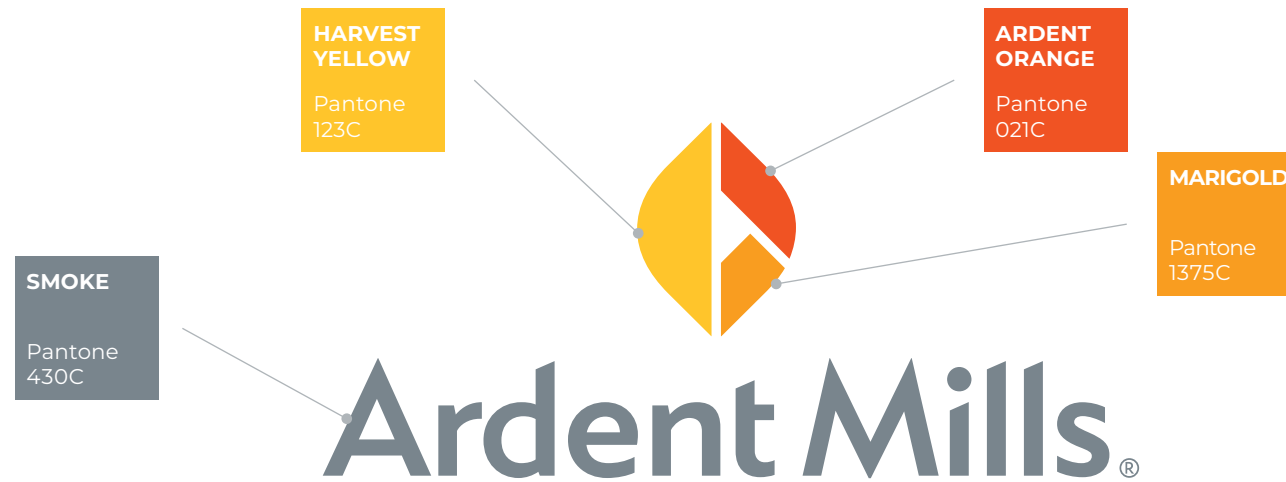
Horizontal



Kernel icon

2.2 Color

Color



2.3 Clear space

Ardent Mills' family of logomarks should always be surrounded by clear space equal to at least the height of the first capital letter. Less obtrusive design elements, like simple backgrounds or colors, can be exceptions to this standard.



Vertical



Horizontal



Icon

Minimum size



1 in



1.25 in



.5 in

Please refer to these guidelines when sizing the logo. Always consult with vendors to ensure quality reproduction.

2.4 Logo options

The Ardent Mills logomark is available in multiple preferred colors and formats. Whenever appropriate, our Pantone® spot color logos are preferred.

When used with dark photographic or colored backgrounds, the white or reversed Ardent Mills logomark should be used.

Whenever a single color is required for print applications, our PMS 021 (Ardent Orange) logo is preferred. If production prevents its use, please use the black (K) logo.

Note: Lockup variation is available on a case-by-case basis. Consult with the Ardent Mills marketing team for complete details.

 **Download the latest Ardent Mills logo set**



Full Color



AM_logo_CMYK.ai
AM_logo_CMYK_tag.ai

AM_logo_PMS.ai
AM_logo_PMS_tag.ai

AM_logo_RGB.ai
AM_logo_RGB_tag.ai

AM_logo_H_CMYK.ai
AM_logo_H_CMYK_tag.ai

AM_logo_H_PMS.ai
AM_logo_H_PMS_tag.ai

AM_logo_H_RGB.ai
AM_logo_H_RGB_tag.ai



Reverse



AM_logo_CMYK_REV.ai
AM_logo_CMYK_tag.ai

AM_logo_PMS_REV.ai
AM_logo_PMS_REV_tag.ai

AM_logo_RGB_REV.ai
AM_logo_RGB_REV_tag.ai

AM_logo_H_CMYK_REV.ai
AM_logo_H_CMYK_REV_tag.ai

AM_logo_H_PMS_REV.ai
AM_logo_H_PMS_REV_tag.ai

AM_logo_H_RGB_REV.ai
AM_logo_H_RGB_REV_tag.ai



Ardent Orange
and Black



AM_logo_K.ai
AM_logo_K_tag.ai

AM_logo_021.ai
AM_logo_021_tag.ai

AM_logo_H_K.ai
AM_logo_H_K_tag.ai

AM_logo_H_021.ai
AM_logo_H_021_tag.ai



White



AM_logo_WHITE.ai
AM_logo_WHITE_tag.ai

AM_logo_H_WHITE.ai
AM_logo_H_WHITE_tag.ai

2.5 Do nots



DO NOT CHANGE OR ALTER THE LOCKUP

The logomark size and orientation should be consistent with rules outlined in section two.



DO NOT USE THE WORDMARK ALONE

The wordmark should always be used with the Kernel, while the Kernel may be used on its own. See section two.



DO NOT USE INCORRECT COLOR

The logomark should only appear as outlined in section two. Do not use other colors or gradients.



DO NOT SKEW, WARP OR ROTATE

The logomark should only appear as outlined in section two. Exceptions may include product or merchandising renderings.



DO NOT LOCK UP LOGO WITH TEXT

The logomark should not be paired with callouts, department names or other messaging.



DO NOT USE THE INCORRECT LOGO

Be mindful of placement and contrast with the chosen background or photograph.

2.6 Logo modifications

As the Ardent Mills brand develops further, so will the opportunity for modifications to our logo. Use the following guidelines and examples of approved variations for reference on how to make these modifications.

Note: Lockup modification is available on a case-by-case basis. For questions regarding usage or the development of a new modification, consult the Ardent Mills marketing team for complete details.



Montserrat Semibold (13.75pt), Smoke (CMYK, RGB, 430C, 431U)
Paragraph *Align center* for stacked and *Align left* for horizontal usage

2.7 Additional system marks

The following are examples of additional marks within our brand system. These have been approved for use and are available upon request.

Note: All marks for use with Ardent Mills materials are subject to review and approval. For questions regarding the creation or approval of a new mark, consult with the Ardent Mills marketing team for complete details.



Family Farms (updated)



Ardent Coming Together: our organization-wide Diversity, Equity, and Inclusion initiative



Be Ardent

▼ Looking for more Be Ardent information?
— Download our standards and style guide.

2.8 General copy rules

Our commonly used trademarks

- ◆ Nourishing what's next®
- ◆ SafeGuard® Treatment & Delivery System
- ◆ BakeSafer™ Treatments
- ◆ UltraGrain® Grower Network

Disclaimers

U.S.-specific

© 20XX Ardent Mills, LLC. All rights reserved.

© 20XX Ardent Mills 1875 Lawrence St., Denver, CO 80202

Canada-specific

© 20XX Ardent Mills, ULC. All rights reserved.

© 20XX Ardent Mills 6860 Century Ave., Mississauga, ON L5N 2W5

(Note: *Check with project lead on any French translations)

For select images

*Ingredients depicted in raw form and not ready for use

Internal presentations

Ardent Mills Copyright © 20XX – Ardent Mills
Confidential and Proprietary

Style and punctuation

- Do not use oxford commas, unless needed for comprehension
- Use sentence case on headlines and subheads
- No periods on headline and subheads unless needed for emphasis or to separate ideas. *Example: Plant forward. Top of mind.*
- No periods on bullets or infographic stats
- No hyphen in keto friendly and gluten free
- Insert “friendly” after Keto when referring to products, but not needed when referring to a concept. *Example: “keto friendly flours” vs. “keto ideas”*
- Otherwise use hyphens in compound modifiers like, “on-trend applications.” Exception is use with adverbs. *Example: carefully baked muffins*

Interactive

- Hyperlinks should be formatted using **Montserrat Bold, underlined and set to Water's Edge**, to stand apart from the often predominant usage of Ardent Orange
- Static and dynamic QR codes should be formatted with the following design:

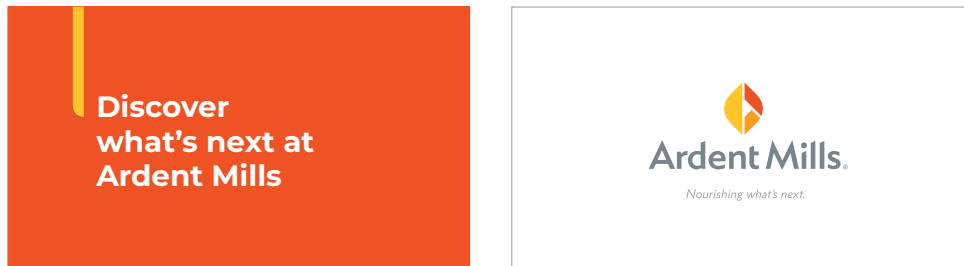
For assistance generating QR codes, reach out to the marketing team



2.9 Registered trademark usage

A registered trademark symbol should be used in the Ardent Mills logomark **or** in copy references to an Ardent Mills branded product, for example, “Ardent Mills® Bakesafer.™” All other copy instances of “Ardent Mills” do not require a registered trademark.

Example: a registered trademark symbol does not follow, “Discover what’s next at Ardent Mills,” in our brand video—but it is included on the logomark.

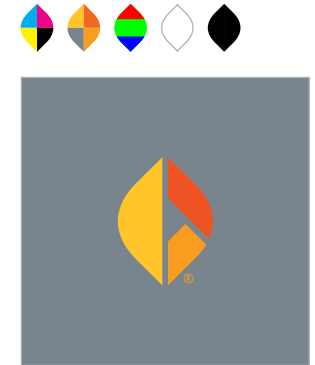


Note: For issues regarding copyright, registered trademark symbols or other licensing-related questions, please reach out to the Ardent Mills marketing team.

3.1 What makes an icon

If the logomark is the foundation of our visual identity, the Kernel is the keystone from which everything grows. It's a unique and ownable element that can be amplified in branded content for more impactful recognition.

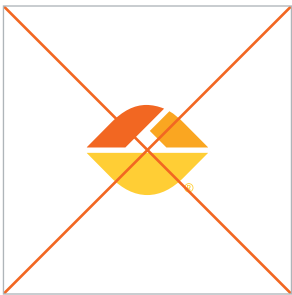
The basic shape of the Ardent Mills logo was inspired by the silhouette of a kernel of wheat. A forward-facing arrow is incorporated in the center to represent the progressiveness of our organization.



AM_kernel_PMS.ai
AM_kernel_CMYK.ai
AM_kernel_K.ai
AM_kernel_WHITE.ai
AM_kernel_RGB.ai

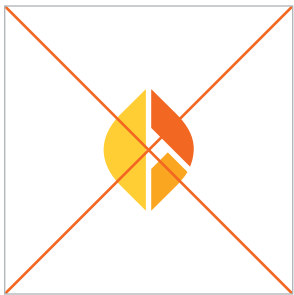
 **Download the latest
Ardent Mills logo set**

3.2 Kernel do not



DO NOT CHANGE OR ALTER THE LOCKUP

The Kernel orientation should always be vertical. Never rotate the Kernel horizontally.



DO NOT USE IMPROPER KERNEL ICONS

Ensure to use the official Kernel logo files with proper registration mark. Avoid simply 'copy and paste' treatments. Refer to the logo set outlined in section three for the latest files.



DO NOT USE INCORRECT COLOR

The Kernel should only appear in the approved colors. Refer to the logo set outlined in section three for the latest files.



DO NOT SKEW, WARP OR ROTATE

Do not skew, warp or rotate the Kernel. Exceptions may include product or merchandising renderings.



DO NOT LOCK UP KERNEL WITH TEXT

The Kernel should not be paired with callouts, department names or other messaging to create a new logomark.



DO NOT USE THE INCORRECT KERNEL

Be mindful of placement and contrast with the chosen background or photograph.

3.3 Telling a story

The Kernel can also be a graphic device to tell visual stories, highlighting key components of the narrative within each segment.



Working like a puzzle, each piece should fit together to effectively communicate the objective. The example shown highlights a story. It combines the who—Ardent Mills inspiration or solution—and the what—its impact or result.



Used sparingly, and in creative and engaging ways, elements can break the plane of the Kernel segments to help create additional interest.

3.3 Telling a story continued

Under special circumstances, the Kernel can also interact with brand photography and campaign materials for ownable pieces of art that further communicate our story.

Some best practices have been included here but all instances of using the Kernel in this manner require marketing team approval.

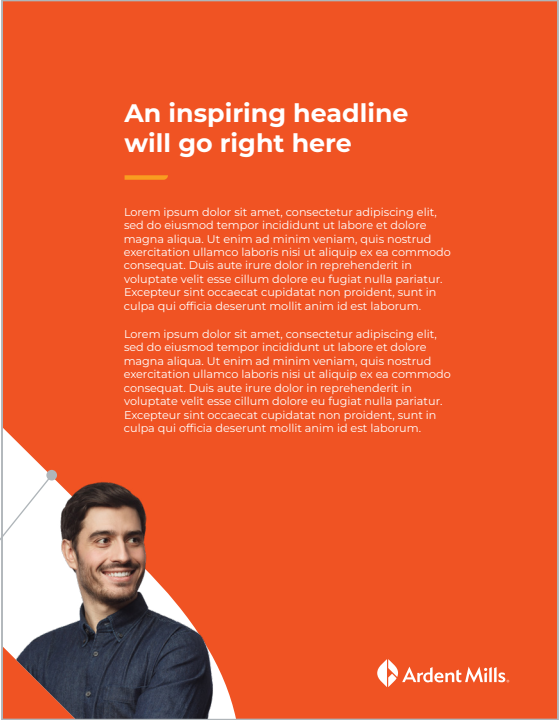


3.4 In the abstract

The individual segments of the Kernel can be additionally leveraged to inspire warmth and share our personality.

Use the curve of the segments to frame advertisements, presentations and more.

Single Kernel section used here.



Footer derived and inspired by the curves in our Kernel icon.

3.5 Kernel for your thoughts

Our brand pattern derives from our Kernel icon, creating a variety of purposeful shapes that speak to the breadth of products and services Ardent Mills offers. Use sparingly as a background to add texture, dimension and a poignant vibrance.



3.6 The master plan

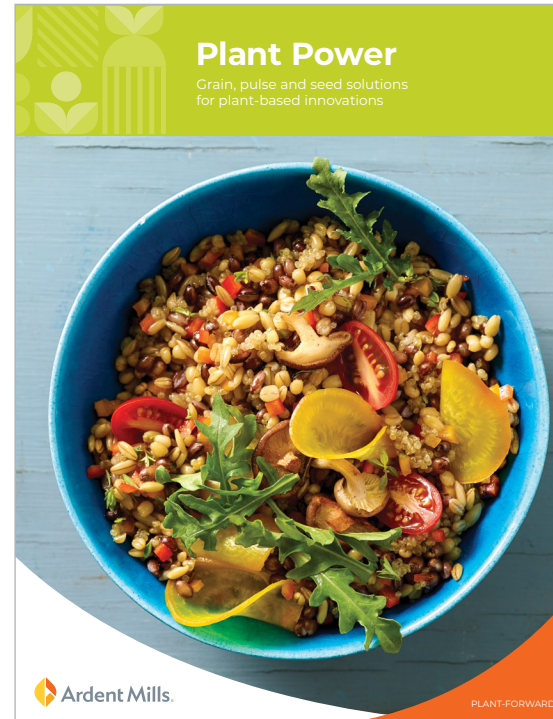
Available as both spot color and CMYK sets, the brand pattern is explored in multiple colors. Pattern elements should always be tinted and used sparingly to accent or even help emphasize a particular objective, like a notebook, envelope or even product category. The brand pattern is designed to be a simple, yet interesting wrinkle within the Ardent Mills visual language.

Note: The brand pattern is available by request only. Please contact the Ardent Mills marketing team for complete details.



ARD002_MasterPattern.ai

ARD002_MasterPattern_CMYK.ai



3.7 Iconography, illustration and infographics, oh my!

When developing infographics, product sheets, reports and other collateral, the use of iconography and illustrations can be an effective communication tool. These should be easy to comprehend and serve as a helpful sidekick to content for the reader.

The following examples highlight how we leverage this practice in three different ways:



Our simplest icons are comprised of flat tones and solid shapes. Best for product sheets, decks and other collateral where icons are small and space may be limited

For category specific infographics and larger brochures, we bring in more detail and complementary color to support content



4.0 Color

4.1 Coloring our world

Bold, saturated colors create a positive and uplifting brand tone, while a condensed palette makes for consistency in application.

Our primary brand color is rich in tone, sharing a distinct warmth, like a familiar setting sun.

ARDENT ORANGE

Pantone	021C
CMYK	0/74/100/0
RGB	239/83/35
HEX	#EF5323

4.2 Color palette

While our brand consists heavily of Ardent Orange and photography, our complete color palette is instrumental to the effectiveness of our visual language.

This impactful palette can be leveraged to distinguish product categories, callouts and more.

[Click here for more information on how our colors work.](#)

 **Download the Ardent Mills color swatches**

HARVEST YELLOW

Pantone	123C
CMYK	0/19/89/0
RGB	225/200/45
HEX	#FFC82D

MARIGOLD

Pantone	1375C
CMYK	0/40/97/0
RGB	249/157/34
HEX	#F99D22

LIME

Pantone	583C
CMYK	24/0/99/6
RGB	192/207/41
HEX	#C0CF29

SMOKE

Pantone	430C
CMYK	50/34/27/11
RGB	124/135/142
HEX	#7C878E

WATER'S EDGE

Pantone	320C
CMYK	100/0/36/1
RGB	0/157/166
HEX	#009DA6

DEWBERRY

Pantone	5265C
CMYK	80/78/11/38
RGB	65/59/97
HEX	#413B61

5.0 Typography

5.1 Our font family

Ardent Mills uses **Montserrat**, an appealingly modern and timeless type family. Montserrat offers multiple weights for extended applications. As a Google font, it's easily accessible to anyone, making its use in both print and digital mediums simple. This creates consistency across platforms.

For programming and information technology use, we recommend the typeface **Roboto Mono**.

[Available here from Google Fonts](#)

Download the complete
Montserrat type family

Aa

Montserrat Bold as primary headline font

Montserrat Regular as primary body copy font.

Thin
Light
Regular
Medium
Semi-bold
Bold
Extra Bold
Black

AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789

5.2 A human touch

Complementing the Montserrat typeface is **De Orleans**, a handwritten font that highlights storytelling moments. When used thoughtfully, this typeface will add to the warm, inspiring human touch that's central to the brand.

 [Download and license the De Orleans typeface](#)

Aa

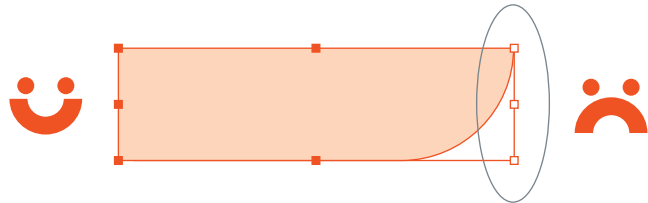
A thoughtful handwritten font to bring humanity to the stories of Ardent Mills—

De Orleans
Typeface

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
0123456789

5.3 Headline and impact typography

Put our fonts to work using the Stalk divider. Devised from the Kernel icon and wheat plant anatomy, this graphical device can be used to highlight callouts, act as a content break and even mark a grid. The Stalk is a design element that should be used to accent other design elements or text with complementary colors that create impact and help messaging stand out. **The Stalk should be used vertically or horizontally only. The divider may be adjusted in length and scale but the curved end should never be modified (see below).**



Example of a vertical Stalk use.

Chickpea.
An agricultural wonder.

Plant forward.
Top of mind.

Meeting consumer demands.

Example of horizontal Stalk use.

5.3 Headline and impact typography continued

When used thoughtfully in print or digital ads, campaigns or other high profile applications, De Orleans should be appropriately adjusted for legibility and readability. **These edits may range from kerning or tracking, to manually adjusting letterforms (ascender, descender, ligature, tail, x-height, etc.), giving De Orleans an even greater human touch. See example at right.**

As the brand guidelines expand, a library of prominently used words and phrases will be made available for use.

Note: Use of De Orleans as headlines in campaigns or other high profile applications require approval. Please contact the Ardent Mills marketing team for details.



6.0 Photography

6.1 What we look like

Our photography style is all about capturing moments and genuine expressions.

It's about appreciating how deeply connected we all are through nature, personal relationships and the simple enjoyment of food.

Farm and field imagery is a mix of aerial and close-ups. Create interest and intrigue with a wide variety of unconventional angles and artful lighting techniques.

Food imagery is consistently brighter, airier and more colorful to bring forth both warmth and comfort, but also discovery and excitement.

The following pages are a small sampling of our photographic tone, authentic and personal, spanning the breadth of our portfolio.



6.2 Ready for a close-up

Artfully mixing photography styles gives the brand depth and character.

A variety of food shots are carefully chosen to complement styles, draw attention to callouts and give the viewer's eye a place to focus. Background sets, props and ingredients are stylistically chosen to match the Ardent Mills color palette.

Inspiration is pulled from nature, using wooden or concrete tabletops, kraft paper wrappers and linen napkins. Colorful food ingredients give dimension to the scene while highlighting flavor cues.

Lighting highlights natural shadows with a daylight feel. Angles are straight on and slightly elevated; top-down shots make the food the star.



In-Use Beauty

In-use beauty shots are hero images on sales materials or recipe inspiration on social posts.



White

White sweeps draw attention to singular ingredients/dishes and break up text heavy content.



Bold Backgrounds

Bold backgrounds consisting of brand colors make a grand statement and are perfect for standing out on social media, advertisements and more.

6.3 Brand photography

Whether we're shooting on-site with one of our family farmers or on set in the studio, brand photography plays a big role in our how we show the world who we are and what we do.

A lot goes into preparing for a shoot, from determining location and props to talent, stylists, safety and more.

 Download our complete
Production 101 training deck



Lifestyle

From the field to our facilities, show who we are with photography that captures the human spirit.

Campaign beauty

Depending on the need, our marketing team partners with professionals to bake, build, paint and plate, to capture exactly what's needed.

Application beauty

Sometimes the needed photo is one you create yourself. We can highlight crust type, mimic a pizzeria and much more with beauty photography.

7.0 Applications

7.2 Ardent Mills presentation theme



Developed for our internal teams and partners alike, the custom Ardent Mills theme for Microsoft® PowerPoint® is ready for the big screen. With step-by-step guidance and a multitude of slide options, our presentation template can be easily modified for sales, new products, campaign initiatives and everything else imaginable.

Note: The Ardent Mills presentation theme is available to internal team members and partners by request. Please contact the Ardent Mills marketing team for complete details.



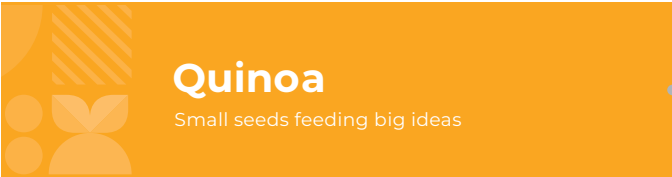
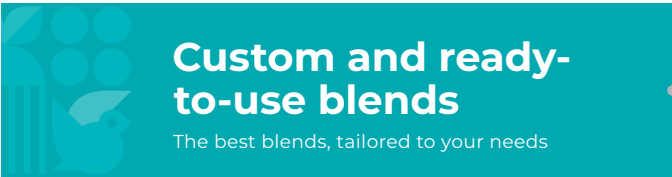
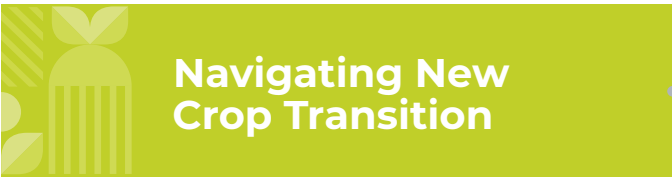
7.3 Collateral and color

To make communicating aspects of our organization easier, we've broken down color usage into **categories** and helpful **pairings**.

When selecting color, the options below may be a good starting point — but our palette was designed to work together! Choose what works best for your project and reach out to the marketing team with questions.

Note: Topic or product category should supersede application. Example: a custom blends case study should feature our Water's Edge header v. a generic case study categorized as Dewberry.

	Pairings			
Ardent Orange				Marigold, Harvest Yellow
Marigold				Ardent Orange, Harvest Yellow
Water's Edge				Dewberry, Harvest Yellow
Dewberry				Lime, Marigold
Lime				Marigold, Ardent Orange

Category	
 Women in Technology Ardent Mills Employee Resource Group	Ardent Orange Traditional flours, retail & corporate
 Quinoa Small seeds feeding big ideas	Marigold Alternative grains, plant-forward, Emerging Nutrition
 Custom and ready-to-use blends The best blends, tailored to your needs	Water's Edge Mixes, blends, pet food, Bakery Resources
 Helping businesses break new ground How Ardent Mills led an bread startup to more than double its sales	Dewberry White papers, case studies, etc.
 Navigating New Crop Transition	Lime Miscellaneous

7.4 Bringing it to life

As a nationwide organization, our teams are always looking for support in the field. From tradeshow, merchandising and apparel to signage and more—the following are examples of how we express ourselves to the world.



The background is a solid orange color. On the left side, there are two large, white, curved shapes that resemble stylized arrows or abstract geometric forms. One shape is positioned higher and curves downwards and to the right, while the other is positioned lower and curves upwards and to the right.

Thank you!