



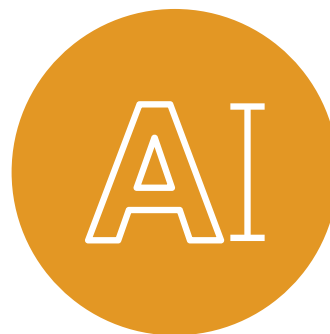
Corporate Brand and Style Guide



Logos



Colors



Fonts

OliverTM
Innovate. **Build.** Repeat.

Logos

Corporate logo

The approved Oliver Manufacturing logo consists of the word Oliver offset with a trademark (TM) symbol aligned with the top of the lowercase “r.” Wherever possible, the Oliver logo is to be presented with **Oliver Green** as the dominant color, and the “Innovate. Build. Repeat.” tagline slated in **Oliver Gray**. The logo may also be presented in solid black, white, or with the Oliver Green substituted for any other official Oliver color (shown below).

In some instances, it may be desirable to “box” the logo, where the entire logo is reversed against a solid approved Oliver color.

Tagline

The only approved tagline is “Innovate. Build. Repeat.” All other taglines are deprecated and should be replaced in favor of the new standard. In select instances, the logo may appear without the tagline.

Standard version



Boxed version



Novelty logos

In select instances, Oliver may choose to develop “novelty” or purpose-driven logos for use on promotional products, such as t-shirts, hats, mugs, and office products. These logos are not considered part of the official brand standard and may not be used in place of the Oliver Manufacturing trademark on marketing materials, catalogs, websites, and corporate identity packages.

Examples



Legacy logos

The Oliver Manufacturing brand has evolved since the founding of the company. Any of these “legacy” logos are not considered active, and as such, may not be used in any current marketing materials. Usage of these logos is permitted under the same circumstances as novelty logos, and may be utilized in specific, non-advertising purposes.

Examples



Logos

Social media logos & icons

Oliver maintains a robust presence on various social media channels. To maintain consistency, it has adopted a standard profile image to be used on all platforms. Additionally, color-branded icons for promoting each channel exist for use in web, email, and printed communications and collateral.

Profile image



Faces of Oliver



Platform Icons



Cover image

To maintain a consistent visual presence, a uniform picture is used as the hero (cover) image for all social media channels and outlets.



Proximity

To ensure that the Oliver logo can present properly within a layout or presentation, it is important that enough surrounding space be maintained around the brand mark. To accommodate this space, no other design elements (including text or other logos) should be placed within the relative height of the “O” in the logo.



Orientation

The Oliver logo is never to be rotated, skewed, reflected, or turned vertically when used in marketing materials. Some deviations may be approved for artistic or conceptual purposes.



Rotate



Flip



Skew



Vertical

Colors

Maintain consistency

To ensure that the Oliver Manufacturing brand remains strong, strict adherence to the use of color across all media is important. The chart below defines the official colors and build information for specific media types. You will notice subtle variances in colors due to the limitations of the medium or gamut.

Spot Colors

To be used in printed works such as corporate identification pieces like letterhead, envelopes, business cards, and promotional products, like pens, mugs, lanyards, etc.



Pantone 370 C



Pantone 421 C



Pantone 144 C



Pantone 354 C



Pantone 121C



Pantone 7408 C

Screen Display Colors (RGB/Hex)

To be used on websites, videos, social media graphics, and other screen/monitor applications



Hex #6d9a35

R: 109
G: 154
B: 53



Hex #8D8D8E

R: 141
G: 141
B: 142



Hex #E39624

R: 227
G: 150
B: 36



Hex #379F70

R: 55
G: 159
B: 112



Hex #F5D568

R: 245
G: 213
B: 104



Hex #DCB73C

R: 220
G: 183
B: 60

Process Colors (CMYK)

To be used on printed materials such as flyers, brochures, posters, etc.



C: 63
M: 21
Y: 100
K: 4



C: 0
M: 0
Y: 0
K: 46



C: 10
M: 45
Y: 100
K: 0



C: 77
M: 14
Y: 72
K: 1



C: 4
M: 13
Y: 71
K: 0



C: 6
M: 20
Y: 94
K: 0

Typefaces

To maintain a repeatable presentation of information, Oliver uses two typefaces in its printed marketing communications:

GeoSlab703 as a headline, select subheadlines, and captions, and **Proxima Nova** for body copy and select subheadlines. For online communications such as email blasts, the GeoSlab703 typeface is substituted for **Roboto Slab** family.

GeoSlab 703 (print)

GeoSlab 703 Light	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789
<i>GeoSlab 703 Light Italic</i>	<i>AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789</i>
GeoSlab 703 Medium	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789
<i>GeoSlab 703 Medium</i>	<i>AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789</i>
GeoSlab 703 Bold	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789

GeoSlab 703 XBold **AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789**

GeoSlab 703 XBold ***AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789***

Proxima Nova (print and web use)

Proxima Nova Light	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789
<i>Proxima Nova Light Italic</i>	<i>AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789</i>
Proxima Nova Regular	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789
<i>Proxima Nova Italic</i>	<i>AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789</i>
Proxima Nova Medium	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789
<i>Proxima Nova Medium Italic</i>	<i>AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789</i>
Proxima Nova SemiBold	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789
<i>Proxima Nova SemiBold Italic</i>	<i>AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789</i>
Proxima Nova Bold	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789
<i>Proxima Nova Bold Italic</i>	<i>AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789</i>
Proxima Nova Extra Bold	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789
<i>Proxima Nova Extra Bold Italic</i>	<i>AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789</i>
Proxima Nova Black	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789
Proxima Nova Black Italic	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789

Type Styles

Roboto Slab (Web use only)

Roboto Slab Light	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789
Roboto Slab Regular	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789
Roboto Slab Medium	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789
Roboto Slab SemiBold	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789
Roboto Slab Bold	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789
Roboto Slab ExtraBold	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789
Roboto Slab Black	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789

Styles

When using these typefaces in marketing materials, please make every effort to adhere to the following styles:

Headline: GeoSlab 703 Medium, Oliver Green (20pt)

Subheadline: Proxima Nova SemiBold, Oliver Gold (16pt)

Third headline: GeoSlab 703 Medium, Oliver Orange (14pt)

Fourth headline: Proxima Nova SemiBold, Oliver Gray (12pt)

Body copy: Proxima Nova Light (10pt)

Official names of product lines

Ensure the proper naming conventions and titles of Oliver products by referring to its processing solutions by the correct names.

Gravity separator

Product	Models
Maxi Cap Platinum Separator	3600P, 4800P
Maxi Cap Gravity Separator	3600, 4800
Voyager Gravity Separator	GVX 1020, GVX 1040, GVX 1050
Hi-Cap Gravity Separator	MC 51, HC 81, HC 161, HC 241
Laboratory Hi-Cap Gravity Separator	31

Destoner

Product	Models
Hi-Cap Destoner	2448, 3648, 4848, 6048
Maxi Cap Destoner	305, 605, 905, 1205
Maxi-Cap Platinum Destoner	305, 605, 905, 1205
Nautilus Destoner	2488, 3648, 4848, 6048

Fluidized bed dryer

Product	Models
Fluidized Bed Dryer	DVX 304, DVX307, DVX 410, DVX 512, DVX 616

Precision sizer

Product	Models
SIZE RIGHT® Precision Sizer	SR 1, SR 2, SR 4, SR 6

Westrup® cleaners

Product	Models
SP High Capacity Modular Cleaner	SP-1000, SP-1250, SP-1500, SP-1750, SP-2000, SP-2500
AS Pre-Cleaner	AS-1000, AS-1500

NoroGard® treaters

Product	Models
R1000 Twin Batch Treater	R1000
R1000 Batch Seed Treater	R534, R800, R1000
R150 Laboratory Seed Treater	R150
R300 Laboratory Seed Treater	R300

Shared branding

Partner logo pairing

Oliver Manufacturing often leverages its relationships with vendors and corporate partners for print and digital advertising, signage, emails, and other promotional vehicles. To maintain consistent presentation of the Oliver Manufacturing logo, the following guidelines are to be followed as best practice.

Presentation treatments

Whenever Oliver has control over the creation of marketing materials, it is desirable to place its logo in a prominent position over its partners. This may be accomplished in a variety of manners—stacked, sized, color, and sequenced.

Stacked:

Oliver logo should be of equal size or up to 50% larger than partner logo(s).



Sized:

In a preferred orientation, partner logos should be no larger than 75% of the Oliver logo.



Color:

The use of color can help the Oliver logo stand out against partner logos when equal-sized treatments are preferred.



Sequenced:

Whenever possible, the Oliver logo should appear first when lined up alongside equal-sized partner logos.



Messaging priorities

When promoting Oliver Manufacturing—either through marketing efforts or in face-to-face discussions—the following topics are considered optimal messaging points.

A history of innovation and performance

Oliver has a history of creating breakthrough advancements in the agriculture processing industry, from the invention of the gravity separator in 1897, to the development of a three-fan design that tripled productivity in 1951, and the introduction of the first fully automatic separators in 2011.

The company now operates in countries all over the world, with much of its equipment still in operation—some even extending back to the 1950s.

Service and support

To own an Oliver is to become a member of the extended family. Our reputation for providing both remote and on-site service is the gold-standard in the processing industry. Prompt support, diagnostics, and a healthy supply of parts ensures that our customers have quick access to whatever it needs to solve any productivity issues. Our engineering processes make a substantial effort to ensure backward compatibility and allow for newer parts to fit older machines.

Customers are provided detailed operation and maintenance manuals upon purchase. They also have the opportunity to schedule additional training and preventative maintenance services to ensure that their staff and support teams can get the most out of their Oliver machine for years to come.

Family-owned

Oliver Manufacturing is a fourth-generation, family-owned company with no plans to break the string in the future. The fifth generation of Oliver is currently learning the ropes so that they can continue the succession and maintain the same values, dedication to innovation, and support to our customer needs. As a product of our own efforts, or in strategic partnerships with other manufacturers, Oliver provides 360-degree agricultural hardware options, spanning:

- ▶ Gravity Separators
- ▶ Destoners
- ▶ Dryers
- ▶ Sizers
- ▶ Cleaners*
- ▶ Treaters**

Partnership with Westrup

**Partnership with NoroGard*

Contact information

Address, phone numbers, websites, & social media

A reference guide to the essential contact information for official Oliver communication channels.

Corporate office address

27151 Harris Road
La Junta, CO 81050

Website (North America)

olivermanufacturing.com

Website (South America)

oliver-sa.com

E-mail

contactus@olivermanufacturing.com

Phone numbers

Local: (719) 254-7813
Toll-free: (888) 254-7813
International: +1 (719) 254-7813

Social media channels

Facebook: [@olivermanufacturing](https://www.facebook.com/olivermanufacturing)

Twitter: [@oliverMFGCO](https://twitter.com/oliverMFGCO)

Instagram United States: [@olivermanufacturing](https://www.instagram.com/olivermanufacturing)

Instagram South America: [@oliveramericadosul](https://www.instagram.com/oliveramericadosul)

LinkedIn: [linkedin.com/company/olivermanufacturing/](https://www.linkedin.com/company/olivermanufacturing/)

YouTube: [@OliverManufacturing](https://www.youtube.com/@OliverManufacturing)

Trusted performance since 1930.



Oliver[™]

Innovate. Build. Repeat.

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