



# BRAND GUIDELINES

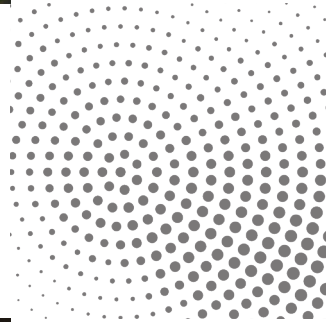
# INTRODUCTION

Farmobile has invested substantial time and resources in developing its brands. It is important to us that our brands maintain a consistent look and feel whenever they are viewed. Therefore, we ask that when using our brands, including our trademarks and design marks, or our design elements, our colors and fonts, that you adhere to these guidelines and obtain prior approval from the Farmobile Marketing Department ([marketing@farmobile.com](mailto:marketing@farmobile.com)).

Also, Farmobile's brands must not be used unless they have been licensed for use. Licenses can be found in our Enterprise and API Agreements. For questions, or to obtain a license, please contact Farmobile's General Counsel ([legal@farmobile.com](mailto:legal@farmobile.com)).

If you have any questions, please feel free to call or email us! We are always happy to answer any questions or talk about Farmobile's products and brands!

# THE BRAND



Our voice, vision and philosophy

# BRAND Positioning statement

For farmers and their valued relationships who are looking to gain more from farm + machine data, Farmobile helps unlock the potential. Farmobile makes it simple to capture and access the data, store and standardize it, share it and even profit from it. As a result, unlike everyone from seed genetics companies to equipment manufacturers to tech startups, Farmobile has the only offering that is leading a movement to help the farmers and their trusted partners reap more from this incredible asset in order to build stronger farms, farming communities and agribusiness, in general.

# BRAND Positioning breakdown

## PRIMARY

**TARGET AUDIENCE** — For **farmers and their valued relationships** who are **looking to gain more from farm data,** — **UNMET NEED**

**RATIONAL OFFERING** — Farmobile helps **unlock the potential.** Farmobile makes it simple to capture and access the data, safely store and share it, and even profit from it. As a result, unlike everyone from genetics companies to equipment manufacturers to tech startups, Farmobile **is leading a movement to help the farmer reap more from this incredible asset in order to build stronger farms and farming communities.** — **EMOTIONAL OFFERING**

# BRAND Promise

Farmobile is leading a movement to help farmers and their valued relationships unlock the potential of farm + machine data in order to build stronger farms and farming communities.

[#FarmerPower](#)

# BRAND Proof

- Farmobile captures agronomic and machine data across a mixed fleet with an easy-to install, iron-neutral, pre-configured Farmobile PUC™ device and an included cellular data plan
- Farmobile makes it easy to access the data through an intuitive dashboard and mobile app.
- Farmobile makes it simple to control, standardize and safely store data in shareable Electronic Field Records (EFRs).
- Farmobile makes it easy to share data with valued relationships.
- Farmobile offers data licensing opportunities for farmer to profit from their data.

# BRAND Values

## Farmobile is

- Honest
- Collaborative
- Transparent
- Empowering
- Authentic
- Flexible

## Farmobile is NOT:

- Manipulative
- Commanding
- Secretive
- Controlling
- Cumbersome
- Prohibitive

# BRAND Personality

***SIMPLE + SMART:*** we won't try to sell you with big words and fancy terms

***PASSIONATE:*** we are all about making a real difference for agriculture

***TECH SAVVY:*** but without all the techno-speak

***BOLD:*** because you can't disrupt and change an industry without some noise

***ENGAGED:*** we are here because we want to be and we love what we do



# BRAND Color palette



CMYK: 0 | 60 | 100 | 0  
#f58320



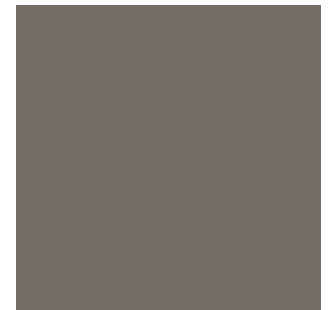
CMYK: 85 | 26 | 51 | 5  
#028a85



CMYK: 38 | 2 | 84 | 0  
#a9cc5a



CMYK: 4 | 25 | 88 | 0  
#f4bf3d



CMYK: 53 | 49 | 55 | 18  
#736c64

# BRAND Fonts

## PRIMARY – print and digital

Montserrat Thin  
*Montserrat Thin Italic*  
Montserrat ExtraLight  
*Montserrat ExtraLight Italic*  
Montserrat Light  
*Montserrat Light Italic*  
Montserrat Regular  
*Montserrat Italic*  
Montserrat Medium  
*Montserrat Medium Italic*  
**Montserrat Semibold**  
*Montserrat Semibold Italic*  
**Montserrat Bold**  
*Montserrat Bold Italic*  
**Montserrat ExtraBold**  
*Montserrat ExtraBold Italic*  
**Montserrat Black**  
*Montserrat Black Italic*

## SECONDARY – print and digital

Lora Regular  
*Lora Italic*  
Lora Medium  
*Lora Medium Italic*  
**Lora Semibold**  
*Lora Semibold Italic*  
**Lora Bold**  
*Lora Bold Italic*

## COLORS



CMYK: 0 | 0 | 0 | 100  
#000000



CMYK: 0 | 0 | 0 | 90  
#414042



CMYK: 0 | 0 | 0 | 0  
#ffffff



CMYK: 0 | 60 | 100 | 0  
#f58320

### When referencing Farmobile Marks, they may:

- Only be represented in serif or sans serif fonts.
- Not be put it in a handwritten, calligraphy or display font.
- Only be represented in:
  - black (0-0-0-100 / #000000)
  - 90% gray (0-0-0-90) / #414042)
  - white (0-0-0-0 / #ffffff)
  - Farmobile orange (0-60-100-0 / #f58320)

# BRAND Claims

## FARMOBILE FREQUENTLY-USED HASHTAGS:

- #'s must have every word capitalized for readability in text
- Only used in Farmobile brand colors (see p.8)
- When used in text the below, hashtags will be spelled as one word

#FarmerPower

#DataPower

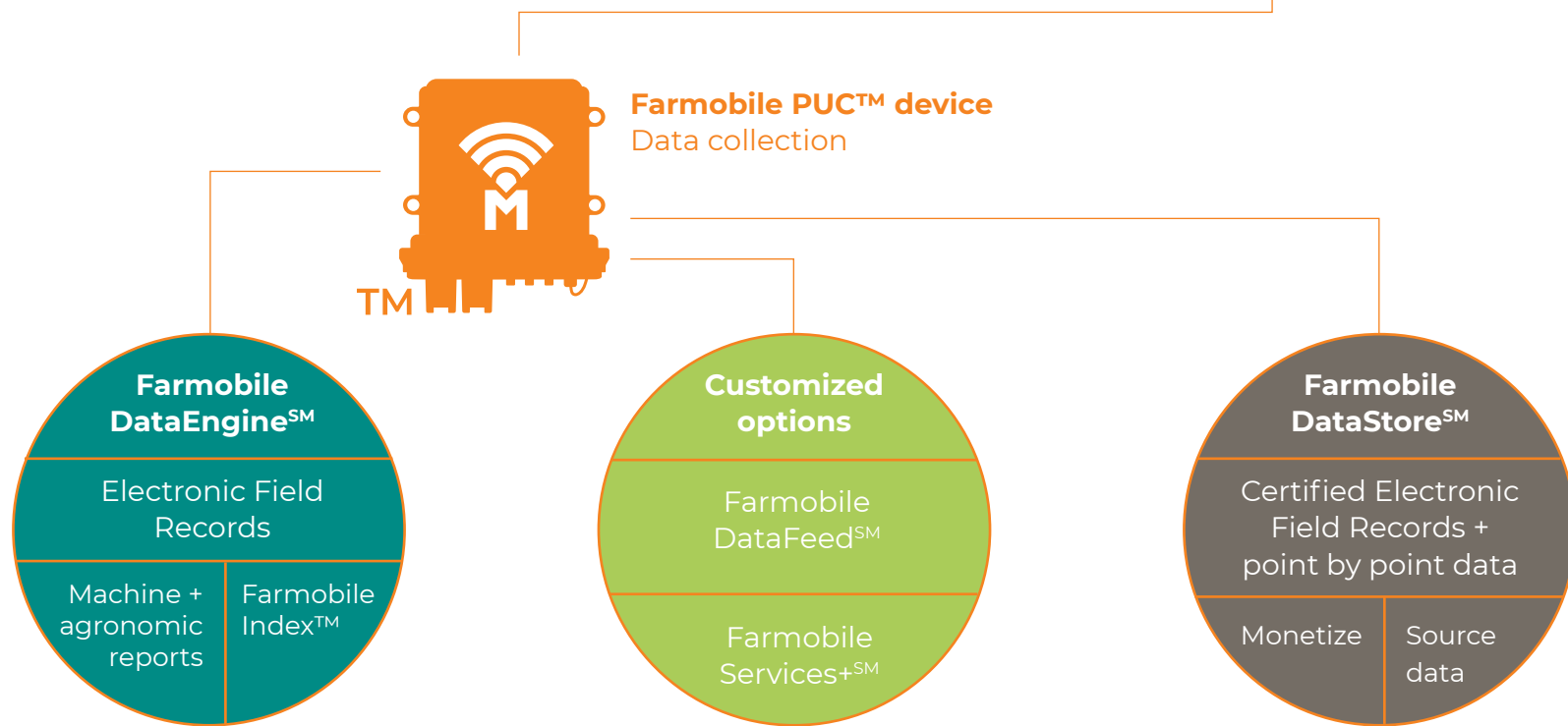
#DataToDollars

#FarmobilePowered

#OrangePower

#ReadyToRoll

# BRAND Architecture

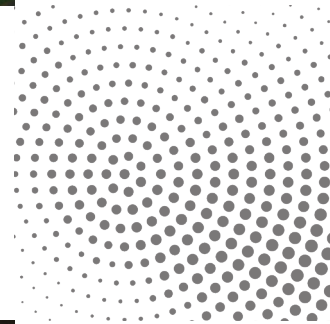


Bringing everything together under one Farmobile brand simplifies any potential product and service conflicts. The Farmobile brand includes its data collection, organization and standardization technologies, derivative products and optional services including Electronic Field Records (EFRs), Farmobile DataEngine<sup>SM</sup>, Farmobile DataFeed<sup>SM</sup>, Farmobile Index<sup>TM</sup>, Farmobile DataStore<sup>SM</sup>, Farmobile ServicesPlus<sup>SM</sup> and more.

The Farmobile DataStore<sup>SM</sup> is one of the first of its kind in the industry. Within the exchange, buyers can source and farmers can license data for revenue opportunities. The exchange is optional and all activities are privately controlled by participating farmers.

EFRs are Farmobile's universal data standard for organizing agricultural information.

# LEGAL GUIDELINES



Keep it on the up-and-up

# LEGAL Intellectual property use guidelines

## **OVERVIEW**

These Intellectual Property Use Guidelines have been created to ensure that Farmobile's brand is consistently communicated to our customers and that our protected intellectual property is used correctly.

Farmobile's Intellectual Property available for use consists of its trademarks, service marks, design marks (collectively "Farmobile Marks"), copyrighted photos, icons and designs (collectively, "Farmobile Copyrighted Materials"), patents, and other intellectual property, are valuable assets. Following the rules established in this Guide will help strengthen and enhance Farmobile's brand identity, which benefits our partners.

# LEGAL Intellectual property use guidelines

## RULES OF USE

The **Farmobile Marks** are listed on pages 17-21 of this Guide. The rules below apply to all uses of Farmobile's Intellectual Property.

1. You must have a license to use any of Farmobile's Intellectual Property. This license will be found in the Agreement entered into between You and Farmobile.
2. You must not deviate from our words, colors and/or designs that appear herein. Words must be spelled and capitalized as they appear.
3. You must not use your own designs with the **Farmobile Marks** and/or Farmobile Copyrights. If you use a design with one of our Trademarks, you must use our design and not your own.
4. You must not shorten or abbreviate any of the **Farmobile Marks**.
5. Additionally, you must use the correct trademark symbol, must correctly spell the **Farmobile Marks**, and generally place the symbol as it appears herein (at the right shoulder of the trademark in either superscript or subscript; the symbol must be clear).
6. Do use the **Farmobile Marks** as adjectives to modify nouns, and never as a noun or verb. As adjectives, the **Farmobile Marks** may not be used in the plural or possessive form and be sure to use them with generic words.
  - i. Correct: Farmobile provides an easy to use PUC™ device.
  - ii. Incorrect: We provide an easy to use Farmobile PUC™.
7. If you use our Intellectual Property, you must not do so in any manner that will harm, bring into disrepute, tarnish or otherwise misuse any of the Farmobile Intellectual Property or in a way that otherwise violates any law or regulation.
8. Also, do not use our Intellectual Property in a way that could be misleading (such as with another vendor's products), unfair, defamatory, infringing, libelous, disparaging, obscene or in a way that otherwise may be objectionable to us. If you

# LEGAL Intellectual property use guidelines

## RULES OF USE, con't

are unsure about a proposed use, ask us.

9. Do not incorporate the **Farmobile Marks** or the Farmobile Orange into your own product names, service names, trademarks, logos or company names and do not adopt marks or logos that are confusingly similar to ours.
10. If you use the **Farmobile Marks**, you should provide proper attribution of ownership somewhere on the page or document as follows: \_\_\_\_ and \_\_\_\_ are registered [trademarks/service marks] licensed with the permission of Farmobile LLC, or words to this effect.
11. You also must not display the any of the **Farmobile Marks** in connection with your marks in a way that suggests that Farmobile endorses, sponsors or is otherwise legally affiliated with your company. For example, your trademark should be larger than the **Farmobile Marks** in your marketing materials.
12. Trademark laws vary from country to country. In some countries, there may be severe criminal and/or civil penalties for improper use of a registration symbol, so please do not use the ® in countries where any of our trademarks have not been registered. Our common law marks (ones noted with a ™ or ℠) should continue to be marked.
13. Do not use or register any of the **Farmobile Marks** as or incorporated into domain names, social media account names, social media profiles or elsewhere without our express written permission.
14. All Farmobile design marks must not in any way deviate from the designs provided on pages 19-21 provided herein.
15. All copyright material must be marked as follows: ©20\_\_, Farmobile LLC, Licensed for Use.
16. Design marks must be used as they appear, they may not be altered in any way.




# LEGAL Farmobile Marks

| Trademarks<br>/ Service Marks          | Country / Countries | Status                        |
|--|---------------------|-------------------------------|
| Farmobile®                             | Australia           | Registered                    |
|  | Canada              |                               |
|  | China               |                               |
|  | EUTM                |                               |
|  | Japan               |                               |
|  | Mexico              |                               |
|  | Russian Federation  |                               |
|  | Singapore           |                               |
|  | Ukraine             |                               |
|  | United States       |                               |
| Simplicity                             | United States       | Registered                    |
| Your Data. You Profit.                 | United States       | Registered                    |
| Farmobile DataEngine <sup>SM</sup>     | United States       | Common law / use-based rights |
| Farmobile DataFeed <sup>SM</sup>       | United States       | Common law / use-based rights |
| Farmobile DataStore <sup>SM</sup>      | United States       | Common law / use-based rights |
| Farmobile Fleet Services <sup>SM</sup> | United States       | Common law / use-based rights |
| Farmobile Index <sup>TM</sup>          | United States       | Common law / use-based rights |
| PUC <sup>TM</sup>                      | United States       | Common law / use-based rights |
| Farmobile Services+ <sup>SM</sup>      | United States       | Common law / use-based rights |
| Farmobile Shop <sup>TM</sup>           | United States       | Common law / use-based rights |
| Farmobile Talk <sup>SM</sup>           | United States       | Common law / use-based rights |







# LEGAL Farmobile Marks

| <b>Trademark<br/>/ Service mark<br/>Register mark</b> | <b>Country / countries</b> | <b>Status</b>                 |
|---|----------------------------|-------------------------------|
| Agriculture's Independent Data Company™               | United States              | Common law / use-based rights |
| DataPower <sup>SM</sup>                               | United States              | Common law / use-based rights |
| FarmerPower <sup>SM</sup>                             | United States              | Common law / use-based rights |
| Farmobile Powered <sup>SM</sup>                       | United States              | Common law / use-based rights |
| Orange Glove <sup>SM</sup>                            | United States              | Common law / use-based rights |
| Powered by Farmobile®                                 | United States              | Common law / use-based rights |
| Powered by the Farmobile Index™                       | United States              | Common law / use-based rights |
| Real-Time Data That's Ready to Roll <sup>SM</sup>     | United States              | Common law / use-based rights |
| Trucking with Jason™                                  | United States              | Common law / use-based rights |











# LEGAL Farmobile Color Mark

| <b>Trademark</b>   | <b>Country / countries</b> | <b>Status</b>                 |
|--|----------------------------|-------------------------------|
|  <p>#f58320<br/>Pantone 151C<br/>CMYK: 0   60   100   0</p> | United States              | Common law / use-based rights |



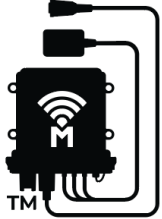


# LEGAL Farmobile Marks

| Design mark   | Country / countries | Status                        |
|---|---------------------|-------------------------------|
|    | United States       | Registered                    |
|    | Australia           | Registered                    |
|   | Canada              |                               |
|   | EUTM                |                               |
|   | Japan               |                               |
|   | Mexico              |                               |
|   | Russian Federation  |                               |
|   | Singapore           |                               |
|   | Ukraine             |                               |
|   | United States       |                               |
|   | United States       | Common law / use-based rights |
|  | United States       | Common law / use-based rights |
|  | United States       | Common law / use-based rights |
|  | United States       | Common law / use-based rights |

# LEGAL Farmobile Marks

| Design mark   | Country / countries | Status                        |
|---|---------------------|-------------------------------|
|  <b>FARMOBILE</b><br>Index™                | United States       | Common law / use-based rights |
|  <b>FARMOBILE</b><br>Services+™            | United States       | Common law / use-based rights |
|  <b>FARMOBILE</b><br>Blog™                 | United States       | Common law / use-based rights |
|  <b>FARMOBILE</b><br>Sales™                | United States       | Common law / use-based rights |
|  <b>FARMOBILE</b><br>Shop™                 | United States       | Common law / use-based rights |
|  <b>FARMOBILE</b><br>Support™             | United States       | Common law / use-based rights |
|  <b>FARMOBILE</b><br>Talk™               | United States       | Common law / use-based rights |
|  <b>FARMOBILE</b><br>Tips™               | United States       | Common law / use-based rights |
|  <b>FARMOBILE</b> ®<br>FOUNDING FARM     | United States       | Common law / use-based rights |
|  <b>FARMOBILE</b> ®<br>OFFICIAL RESELLER | United States       | Common law / use-based rights |

# LEGAL Farmobile Marks

| Design mark   | Country / countries | Status                        |
|---|---------------------|-------------------------------|
|    | United States       | Common law / use-based rights |
|    | United States       | Common law / use-based rights |
|    | United States       | Common law / use-based rights |
|   | United States       | Common law / use-based rights |
|  | United States       | Common law / use-based rights |

# LEGAL Use of customer data

## OVERVIEW

The display of Farmobile customer data in any form without the permission of both Farmobile and the data owner is strictly prohibited. If you would like to display any Farmobile customer data, you must contact Farmobile Marketing to obtain approval at [marketing@farmobile.com](mailto:marketing@farmobile.com).

