

DroughtTM
TEGO

*Innovation and protection
for a better harvest*

BRANDING GUIDELINES

Background

The African Agricultural Technology Foundation (AATF) is leading a public-private partnership known as the Water Efficient Maize for Africa (WEMA) to develop drought-tolerant and insect-pest protected maize for use by smallholder farmers in Africa.

WEMA products will be commercialised under the brand name DroughtTEGO™. DroughtTEGO™ depicts the strength and the benefits of the seeds.

The WEMA Project has developed the following trademark and graphic standards to ensure consistent use of and to maintain the integrity of the brand mark.



Drought
TEGO™

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Brief Description

The choice of a shield symbolises strength and protection. DroughtTEGO™ seeds have been carefully developed and tested to withstand moderate drought and insect-pest infestation. The cob symbolises healthy and productive maize resulting from planting the DroughtTEGO™ seeds. The two shades of green signify rich agricultural and environmental benefits. DroughtTEGO is a duly registered trade mark with the Registrar of Companies of Kenya hence the placement of '™' at the top right end of the word TEGO.

Logo Use

To ensure consistent use of and to maintain the integrity of the DroughtTEGO™ brand mark, the following trademark and graphic standards must be followed. Failure to comply with these graphic standards can result in permanent disallowance of valuable trademark rights and copyright protection.

Colours

DroughtTEGO™ logo when printed in full colour has two main colours:

- **DroughtTEGO™ green** and **DroughtTEGO™ lemon green.**
- PANTONE™ spot colours that can be used for all stationery, business cards and building signs.
- When the specific PANTONE® color cannot be used, the logo may be printed in 4-color CMYK process using the tint mixes listed below.
- For electronic communication or projections, the RGB tint mixes listed should be used.



Pantone 7490c



Pantone 383c



DroughtTEGO™ GREEN

- Coated stock: Pantone 7490c
- Uncoated stock: Pantone 293-3u
- 4/C process: C-45, M-0, Y-80, K-35
- RGB applications: R-88, G-128, B-50

DroughtTEGO™ LEMON GREEN

- Coated stock: Pantone 383c
- Uncoated stock: Pantone 310-1u
- 4/C process: C-20, M-0, Y-100, K-19
- RGB applications: R-164, G-175, B-0

REVERSE FULL COLOR LOGO

Use the full-color reverse version of the logo if your background color is dark. Print the reverse logo on paper that is white or natural shades of off-white.

ONE COLOR LOGO

If your background color is dark, use the full-color reverse version of the logo.

- Only print the reverse logo on paper that is white or natural shades of off-white.
- In electronic or video applications, the reverse logo should always appear white and DroughtTEGO™ lemon green.

REVERSE ONE-COLOR LOGO

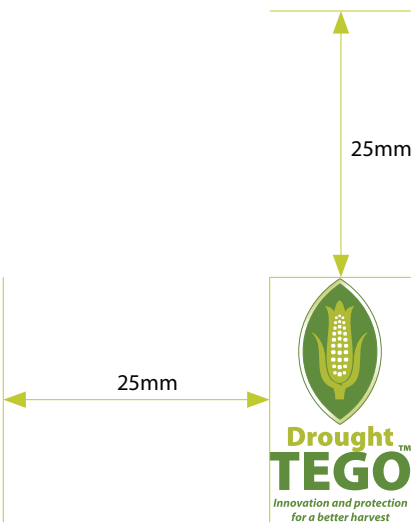
When you cannot use full-color and you have a dark background, use white reverse logo.

- Only print the reverse logo on paper that is white or natural shades of off-white.
- In electronic or video applications, the reverse logo should always appear white

USE OF LOGO IN MULTI-APPLICATIONS

The DroughtTEGO™ logo may be used in WEMA-owned products, trait or service communication, such as web sites, posters, and PowerPoint presentations.

- For most applications, the preferred location of the DroughtTEGO™ logo is the front of the seed packaging.



- Clear space of 25mm should be placed around the DroughtTEGO™ logo.
- For applications where a dual-logo effect is desired, the DroughtTEGO™ logo should preferably be placed to the right of any product, trait, or service brand marks and on the front of the seed packaging bag.
- The heights of the DroughtTEGO™ logo and the other logo(s) should match.
- Clear space of 25mm should be placed around the full grouping, with 25mm or more between each logo.
- Color: It is permissible to use the DroughtTEGO™ logo on communication that uses the color family of one of our brands. To maximize readability with brand color families:

On white or light backgrounds:

- Use the full-color DroughtTEGO™ logo when the piece has full-spectrum colors (i.e. includes photos, etc).
- Use the one-color (black) logo if the piece has restrictive color palette.

- On dark backgrounds:

- Use either the full-color reverse or one-color reverse (white) logo.

- On warm-color (red or orange) backgrounds:

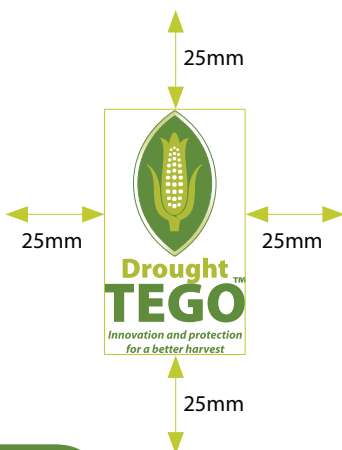
- Use the one-color (black) or one-color reverse (white) logo.



The DroughtTEGO™ logo may only be displayed with logos owned by other companies (such as for sponsorship recognition) with permission of the logo team and when clear space requirements are met. Do not place the DroughtTEGO™ logo in-line with another company's logo in a way that implies DroughtTEGO™ ownership of that mark, product or service.

Logo Clear Space

Keeping a specific amount of clear space around the logo helps it stand out from other type and graphic elements. Include 25mm of clear space on all four sides of the logo, even when the design considerations make this difficult.





Use of DroughtTEGO™ logo on packaging

- DroughtTEGO™ logo must always appear on the front of the package. Additional use on sides, back, top are allowed
- In case one is using DroughtTEGO™ logo as an associate logo, ensure that they are of the same size and placed side by side.
- Ensure that the DroughtTEGO™ is not smaller than two centimetre in width which must be proportionate to the height
- For visibility purposes, ensure that DroughtTEGO™ logo is not smaller than 10% of the surface area of the front or back of the packet.

Improper use of DroughtTEGO™ logo

Shown alongside is the preferred full-color version of the DroughtTEGO™ logo. The logo has 4 distinctive elements: the shield, the maize icon inside the shield and the words “DroughtTEGO™” below the shield.



- Do not separate, rearrange, resize, crop, stretch or delete elements of the logo.
- Do not attempt to redraw or recreate the DroughtTEGO™ logo.
- Do not add or link elements to the logo.
- Do not rotate or use at an angle other than that provided.
- Do not add punctuation to the logo.
- Do not use the logo on a field of colour or a pattern where it blends in, resulting in poor readability.
- Do not add drop shadows or halo effects to increase readability; instead use the provided reverse-colour logo or choose a background with better readability.
- Do not use the logo within a headline or body copy.
- Do not use the DroughtTEGO™ logo on items that may depict DroughtTEGO™ products, customers, or the WEMA Project in an unsafe, irresponsible or negative manner.

- Ensure that the DroughtTEGO™ is not smaller than two centimetre in width which must be proportionate to the height

Permission

The logo as described and portrayed herein is a registered trademark of the African Agricultural Technology Foundation (AATF). Except as expressly stated below, the logo may not be used in any way, including advertising or publicity pertaining to the distribution of materials. Any person or organization that has not received permission to use the logo must request and receive written permission prior to such use.

- In general, partners that are working under contract with DroughtTEGO™ to produce advertising and promotional materials are granted permission to download and use the logo images as part of that work.
- The logo cannot be used in another company's promotional or marketing materials, regardless of format (e.g., wearables, on-line materials, packaging) if AATF is not directly involved; if DroughtTEGO™ is involved in said promotion or marketing, permission must be requested and will be granted, or not, based on review.
- In no case shall permission be granted for use of the logo that is meant to misrepresent, defame or in any way harm DroughtTEGO™ or the logo.

Additional information

Additional information on the brand guidelines can be accessed through <http://wema.aatf-africa.org/stewardship/products-commercialisation-and-licensing-program>

for a better harvest



AFRICAN AGRICULTURAL TECHNOLOGY FOUNDATION
FONDATION AFRICAINE POUR LES TECHNOLOGIES AGRICOLES

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