



# GLOBAL BRAND IDENTITY

A WORLD OF EXPERIENCE. WORKING WITH YOU.



MASSEY FERGUSON

# OUR BRAND IS SPECIAL

It represents the promise you make to your customers, partners and employees each and every day - no matter how they interact with your products and services.

As our brand continues to expand its presence around the globe, it is crucial that you are consistent in your look and feel across audiences as a way to showcase your creativity, innovation, strength, values and unwavering dedication to always be Leading the way.

This brand manual is designed to give you an overview of our established guidelines and practices for proper implementation of the Massey Ferguson brand and identity - regardless of where you are in the world. It is important that you adhere to these standards in all uses of the brand in order to play your part in building a strong and unified brand platform.



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# BRAND OVERVIEW

**VISION:** To be THE choice of farm equipment for experienced and professional farmers around the world.

**MISSION:** To engineer modern, high-performance, customer-focused agricultural equipment solutions for experienced and professional farmers across all farm types around the world.





# TAGLINE

The tagline is a signoff and statement that embodies the brand's philosophy, products and services. The use of the tagline presented in this document is not mandatory. However, in the event that use of a tagline statement is desired, ONLY the following approved statement can be implemented.

English	<b>A WORLD OF EXPERIENCE. WORKING WITH YOU.</b>
German	<b>GEBALLTE ERFAHRUNG FÜR EINE GUTE ZUSAMMENARBEIT</b>
Dutch	<b>A WORLD OF EXPERIENCE. WORKING WITH YOU.</b>
Portugese	<b>UM MUNDO DE EXPERIÊNCIAS, TRABALHANDO COM VOCÊUN MONDE UN</b>
French	<b>MONDE D'EXPÉRIENCE, AU TRAVAIL AVEC VOUS</b>
Russian	<b>НАШ ОГРОМНЫЙ ОПЫТ – РЕЗУЛЬТАТ СОВМЕСТНОЙ РАБОТЫ С ВАМИ</b>
Spanish	<b>UN MUNDO DE EXPERIENCIAS, TRABAJANDO CON USTED</b>
Finnish	<b>KAIKEN KOKENUT KUMPPANI PALVELUKSESSASI</b>
Italian	<b>UN MONDO DI ESPERIENZA. AL VOSTRO FIANCO</b>
Turkish	<b>DÜNYANIN TECRÜBESİ. SIZINLE ÇALIŞIYOR.</b>
Chinese	<b>超凡体验-全球共享</b>



# BRAND POSITIONING

For today's farmers who care for the land, Massey Ferguson is the farm equipment that delivers ease of use and straightforward dependability around the world. No other brand has more experience working with more crops, in more conditions, in more places, for more years, with more farmers than Massey Ferguson.

# BRAND VALUES

- Modern, high quality products that deliver a great value of ownership
- Experienced developer of high-performing and practical agricultural solutions that surpass expectations (straightforward and dependable)
- Exceptional customer experience focused on today's experienced and professional farmers (products, customer service, parts)
- Extensive product range that works in any area of the farm
- Connects man, machine and crop to deliver maximum reward





# BRAND DEFINITION

Three core areas have been identified as the “price of doing business” for any AGCO portfolio brand:

## End-user satisfaction

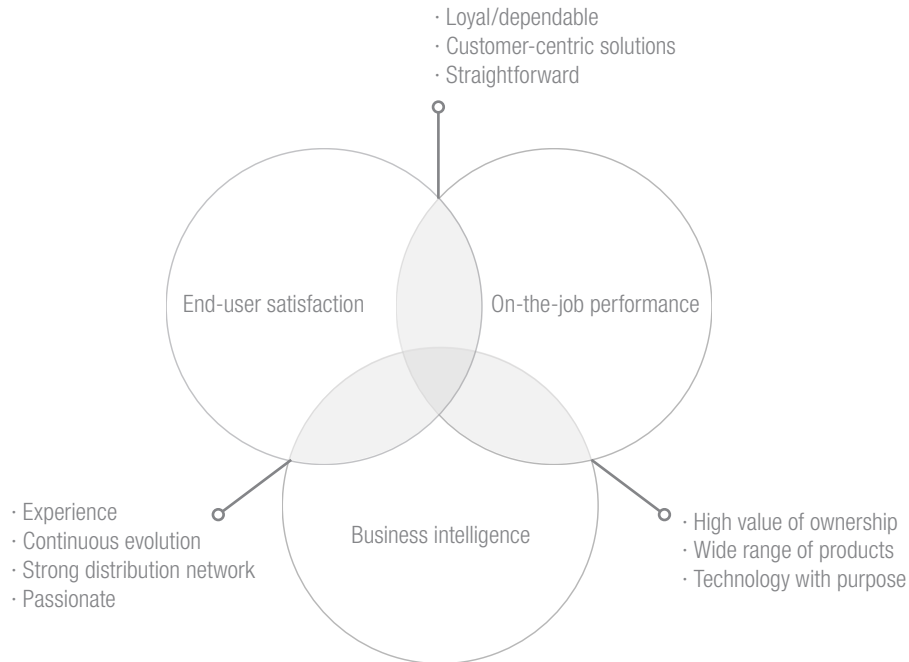
Keeping our customers happy goes beyond mere products. They are certainly an important part of the equation, but paired with out-of-this-world customer service brands become unstoppable.

## On-the-job performance

This is a simple concept; our equipment and our people must deliver on the brand promise where it matters most to our customer - in the field. At the end of the day, Marketing is full of empty promises if the brand does not deliver on its claims.

## Business Intelligence

Whether our brands are dealing with a small or a large agribusiness, those business owners are looking for a partner brand that understands their industry and provides solutions that deliver on their bottom line.



— Brand Attributes (true to all brands)

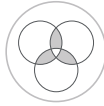


— Brand Proof Points (brand differentiators)



— The Brand Essence

# BRAND DEFINITION



At the intersection point of these 3 core areas, lie the brand attributes that are most dominant for Massey Ferguson. These attributes are defined below.

## **Job Performance and Business Intelligence**

High value of ownership, wide range of products and technology with purpose are the proof points. This combination can be described as follows:

"Massey Ferguson doesn't play 'wait and see' - we stay at the forefront of our industry and deliver a wide range of effective agricultural solutions to meet your needs from sunup to sundown. We don't just build equipment; we develop technology with a purpose - a purpose of growing your bottom line."

## **Job Performance and End-user Satisfaction**

Loyalty/dependability, customer-centric solutions and straightforwardness are the proof points. This combination can be described as follows:

"Our equipment is straightforward. It is easy to operate and maintain. Because we understand that your job is everything but ordinary, we deliver focused agricultural solutions you can depend on. Massey Ferguson understands what drives you. That's why, on even the most challenging days, Massey Ferguson is there to support you."

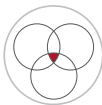
## **End-user Satisfaction and Business Intelligence**

Experience, continuous evolution, a strong distribution network and passion are the proof points. This combination can be described as follows:

"Our DNA tells us to never rest, just like we know you won't. Our industry is constantly evolving, and so are we. We are rooted in almost two centuries of experience, so it's safe to say we know a few things about the need for continuous innovation in farming. It is this experience that enables us to provide you with practical solutions to help you get any job done and support you with a global network of distributors and dealers that provide a rapid response - we are always there for you."



# BRAND DEFINITION



There are those who support the agriculture industry, and then there are those who determine its course for the future. That is Massey Ferguson. We created the world's first 3-point hitch and the world's first Self Propelled Combine Harvester. Since then, we have never looked back. Keeping our eyes on the horizon means constant evolution. It means continuous development of practical applications, fueled by our customers' needs. With a backbone like that, it is no wonder why we've earned generations of loyal customers the world over.

Massey Ferguson technology is purpose-built for agriculture: It has got to be 100% right, easy to use and more dependable than the next. It has always been that way, because we have always been committed to delivering the ultimate customer value. That is why you will find us almost everywhere around the world, with a vast array of equipment to meet the rigors of any farm.

Our superior experience tells us to never rest, just like we know you won't. After all, what drives you is the same thing that drives us: an innate knowledge of the land, the people who work it and the machinery they need.

# GLOBAL BRAND ELEMENTS





# OUR GLOBAL BRAND ELEMENTS

The Massey Ferguson global signature is made up of four elements: logo and tagline, color palette, typography, voice & tone and photography and image style. To ensure brand consistency across the globe, it is imperative that all Massey Ferguson regions adhere to the proper utilization of the global brand elements.

## Logo & Brand Sign-off



**MASSEY FERGUSON**

MASSEY FERGUSON®, MF®,  
the triple-triangle logo® is a  
worldwide brand of AGCO.

## Color Palette



## Typography

ABC123  
**ABC123**

# LOGO

Our logo is our most important visual element within the Massey Ferguson brand. It is a carrier and guarantee for all the products and services that we provide. In 1957 the Triple Triangle was born. It was a symbol forged from the greatest pioneering effort in the history of agricultural mechanisation and the genius which revolutionised the whole technique of farming with the Ferguson System tractor and the Self-Propelled Combine.

**Portrait logo**  
**- preferred logo of choice**



**MASSEY FERGUSON**

**Landscape logo**  
**- only to be used when use of the portrait version is not viable**



**MASSEY FERGUSON**

The Massey Ferguson logos are available in:

- Full four colour, three-dimensional format. This 3D version is also available as a duotone.
- Flat two colour version is available for use on embroideries etc.
- Greyscale, three-dimensional format.

All Massey Ferguson logos have both portrait and landscape versions and are in vector or jpeg formats, with either a black or a white wordmark.

# CLEARSPACE

Clearspace is important because it allows the logotype block to breathe and give it space to sit comfortably on the application. No text or illustration should intrude into this space.

The outer box signifies the clearspace - an area designed to allow the logo to 'breathe'. No type or graphics should encroach this area. This is an important consideration and should be adhered to at all times to maintain the professionalism of the brand.

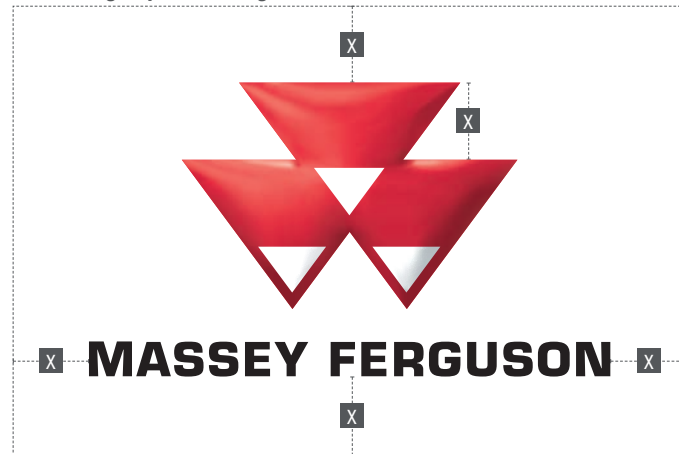
## Minimum sizes

The minimum size ensures that the signature is not too small, as doing so will result in a signature that is unreadable.



Minimum size  
Width: 10mm

## Portrait logo - preferred logo of choice



## landscape logo - only to be used when use of the portrait version is not viable



# APPLYING OUR IDENTITY

## Correct Usage



### Logos with white wordmarks

These logos are to be used on PMS 425 or dark areas of an image.

### Logos with black wordmarks

These logos are to be used on white or light areas of an image.

## Incorrect Usage



Never use the Massey Ferguson logo on a red background.



Do not distort either element of the logo.



Do not reduce the logo below an overall width of 10mm.



Do not recreate the wordmark.



Do not place logos with white wordmarks on light backgrounds.



Do not change the relationship between the two elements of the logo.



Do not place logos with black wordmarks on dark backgrounds.



Do not change the colour values of either element of the logo.



# USE OF BRAND NAME

Massey Ferguson is the standard written and spoken description for the brand.

MF can be used as a shortened version of the brand name both spoken and written.

Other shortened versions of the of the brand name, such as, Massey; Fergie; Ferguson are not approved descriptions for the brand in any form spoken or written.

## Correct Usage

MASSEY FERGUSON

MF

## Incorrect Usage

MASSEY 

FERGUSON 

FERGIE 

# USE OF PRODUCT NUMBERING

The approved product numbering usage is MF space number space letter suffix.

The product number should not appear without the MF prefix even in a list.

## Correct Usage

MF 4700


MF 5700

MF 5700 SL


MF 4700, MF 5700, MF 6700

## Incorrect Usage

4700 

MF5700 

5700SL 

MF 4700, 5700, 6700 

# COLOURS



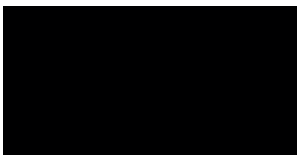
## **PMS - White**

CMYK - C0 M0 Y0 K0  
RGB - R255 G255 B255  
Hexadecimal - #FFFFFF



## **Massey Ferguson Red**

CMYK - C0 M100 Y79 K20  
RGB - R196 G18 B48  
Hexadecimal - #C41230



## **PMS - Black 3**

CMYK - C50 M40 Y40 K100  
RGB - R0 G0 B2  
Hexadecimal - #000002



## **PMS - 425**

CMYK - C0 M0 Y0 K77  
RGB - R95 G96 B98  
Hexadecimal - #5F6062



## **75% PMS - 425**

CMYK - C0 M0 Y0 K58  
RGB - R132 G134 B137  
Hexadecimal - #848689



## **50% PMS - 425**

CMYK - C0 M0 Y0 K39  
RGB - R169 G171 B174  
Hexadecimal - #A9ABAE

# TYPEFACE

The use of Helvetica Neue is mandatory for all printed materials and advertisements. Noted for its simplicity and ease of use, Helvetica Neue is straightforward and dependable, like the Massey Ferguson brand. For this reason and its clean lines and uncomplicated style, it is the perfect typeface to deliver our message.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789  
**Helvetica Neue 55 Roman**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789  
**Helvetica Neue 57 Condensed**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789  
**Helvetica Neue 75 Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789  
**Helvetica Neue 77 Bold Condensed**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789  
**Helvetica Neue 95 Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789  
**Helvetica Neue 97 Black Condensed**

Helvetica Neue is an 'open type' font that can be used on both PC and Mac OS systems. Typeface availability, download/installation  
**Helen Brady, Manager, Design Solutions** tel: +44 (0)2476 851804 email: [HelenBrady@AGCOcorp.com](mailto:HelenBrady@AGCOcorp.com)

**NOTE: Employees of AGCO Ltd who require these typefaces installed on their computers must raise a call through the AGCO Helpdesk. The MIS department will then organise the installation.**



# BRAND STATEMENT

The brand statement is the final sign off for all Massey Ferguson communications. It should appear in small, but legible type at bottom left of all communications. Small web banners are the only exception.

## General

MASSEY FERGUSON®, MF®, the Triple-Triangle logo® is a worldwide brand of AGCO.

## Specific

MASSEY FERGUSON®, MF® and the Triple-Triangle logo® are worldwide brands of Massey Ferguson Corp.

## Usage Guidelines

Print Advertising	YES
Radio Advertising	YES (Spoken)
Point of Sale Materials	YES
Brand or Division Websites	YES
Brand Stationery	YES
PowerPoint Presentations	YES
Brochures	YES
Newsletters	YES
Tradeshows	YES
Press Releases	YES
Web banners	NO

# VOICE & TONE

Massey Ferguson's voice and tone (also known as our verbal identity) is one of the ways people recognize us. It comes through in our advertising, our online communications and, sometimes, even our day-to-day conversations. It helps shape nearly every interaction we have with those who engage with our brand.

Our voice and tone is how we sound and present ourselves in messaging - that is, with our written and spoken words. It is a unique expression of our identity that separates us from our competition. It allows our customers to make a direct, personal connection with us.

In the hyper-competitive and ever-changing world of agriculture, often how we say it matters as much as what we have to say. This is why our voice and tone is so important.

## Three key personalities

The Massey Ferguson voice and tone in all marketing communications is straightforward, dependable, and experienced.

### **Focus less on what we have, more on what it means for them**

When you talk about our machines and/or technology, don't simply write about the things we provide—write about the benefits the customer/dealer will experience. Tell them how their business will be made easier and more productive because they're choosing Massey Ferguson. Speak their language.

### **Stay true to our core differentiators/offerings**

Remember: Being practical and providing exceptional value are key tenets of the Massey Ferguson brand. So when you write, make sure your voice and tone reflects these things either overtly in your language or suggestively in the tone you use.

### **Be appropriately confident**

Don't be afraid to be confident in your language - the Massey Ferguson brand has earned the right to be so. These are dependable machines that come with a ton of worldly wisdom. So make sure your tone is in line with those traits and isn't overly confident simply for the sake of being so.

# IMAGERY





# GENERAL PRINCIPLES

The overall image style should be considered, no forced dynamic angles or messy environments. Clear focus on the object, depicting a bold and trustworthy statement.

## **Images should be:**

Engaging  
Authentic  
Honest  
Proud  
Approachable  
Inspirational

## **Communicate:**

Passion  
Dependability  
Interrelationship of man,  
crop/land and machine  
Power  
Ease of use  
Diversity of users

## **Should not be:**

Unfriendly  
Negative  
Outdated  
Staged  
Stale  
Lackluster

# IMAGE



Images are an integral part of the Massey Ferguson brand identity; they bring life and personality to designed material. We have categorised our imagery into three separate areas to demonstrate the close relationship between man, machine and crop.

# STORYTELLING







# STORYTELLING

# STORYTELLING







# OUR CUSTOMERS

As a global player, you must be careful and conscious of cultural, regional and brand-specific nuances but at the same time not allow them to erode the strength, integrity, and great qualities of the brand you've built. To rise above these idiosyncrasies you need to clearly understand your target market in each of the regions where your brand operates.





**Massey Ferguson  
Brand Design Guidelines**

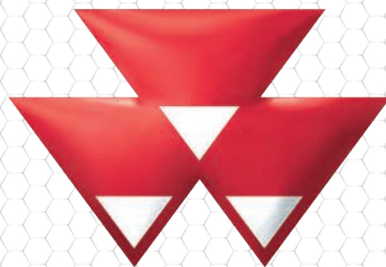
For all downloadable  
content please visit:

**AGCONET**

**AGCO employees**  
<http://assets.agcocorp.com>







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