

## 3. Brand Identity

### 3.1. Core Elements

Our brand identity - both written and visual - is ingrained through the consistent use of core elements.

Each of the core elements - logo, color and typography - all come together to create a distinctive look and feel that makes the Cobb brand instantly recognizable.

A consistent identity guarantees that anyone looking at anything we do - from an advert or an exhibition stand, to one of our trucks delivering our highest quality chicks - will recognize at first glance that we are Cobb.

The following pages guide you through the core elements, assisting in designing consistent and professional communications.

## 3. Brand Identity

### 3.2. Cobb Logo

The logo is the most visible element of our identity - a universal signature across all Cobb communications.

#### Correct use of the Cobb logo

The standard logo, below, along with the tagline logo on page 3.21, are the only versions that should be used in any form of communication.



The Cobb red is -  
Pantone (PMS) 186  
CMYK: 2, 100, 85, 6  
RGB: 200, 16, 46



The logo should be produced in color whenever possible. When color is not available, the mono (black) version of the logo should be used.  
This is the only acceptable variation of the logo for print purposes.



The logo can be produced using an 'acid etch' effect on office windows and partitions (see picture on page 49) and some promotional merchandise (e.g. etched crystal or non-color applications). These are the only times a tinted version of the logo can be used.

The word 'Cobb' should always appear as white - the only exceptions being the acid etch version, or if the logo is embossed on to leather promotional merchandise.

*The Pantone to CMYK and RGB color conversion references are based on the values stated on [www.pantone.com](http://www.pantone.com)*

### 3. Brand Identity

#### 3.21. Cobb Logo with Tagline

Cobb has a company tagline - ‘One Family. One Purpose.’

The ‘One Family. One Purpose.’ tagline logo has been developed specifically to work alongside the corporate Cobb logo to further enhance the Cobb brand.



**ONE FAMILY.**  
**ONE PURPOSE.**

The Cobb red is -  
Pantone (PMS) 186  
CMYK: 2, 100, 85, 6  
RGB: 200, 16, 46

The dark gray is -  
Pantone (PMS) Cool  
Gray 10 C  
CMYK: 40, 30, 20, 66  
RGB: 99, 102, 106

The light gray is -  
Pantone (PMS) Cool  
Gray 2 U  
CMYK: 4, 3, 6, 9  
RGB: 202, 202, 200

Our goal is to create a sense of global unity for the new tagline - engaging our regions in a single conversation of ‘One Family. One Purpose.’

Internally, ‘One Family. One Purpose.’ will engage employees across the organization, foster improved communications, promote our values/purpose statement, instill pride in Cobb and build internal brand ambassadors.

Externally, ‘One Family. One Purpose.’ will represent our values and the diverse, yet unified, global nature of Cobb as the strength of our organization - with the aim of demonstrating how that strength benefits our communities and the world.

Utilizing the new tagline with our customers, our partners and vendors increases awareness of Cobb virtues, culture and values within the industry and beyond.

- **The positional relationship between the tagline and the Cobb logo is illustrated above and should only ever be used in this format.**

Under no circumstances should ‘One Family. One Purpose.’ be used as a separate piece of artwork without the Cobb logo.

*The Pantone to CMYK and RGB color conversion references are based on the values stated on [www.pantone.com](http://www.pantone.com)*

### 3. Brand Identity

#### 3.21. Cobb Logo with Tagline

It is acceptable to use a translation of 'One Family. One Purpose.' in those regions where the tagline in English does not translate adequately, as illustrated here in Italian and Chinese.



The 'Cobb logo with tagline' file is available as a complete piece of artwork in various languages and formats. **The tagline logo artwork should not be revised or altered in any way.**



*Versions of the 'One Family. One Purpose.' logo are shown here for use on dark backgrounds, and as a mono (black only) logo for when the use of color is not possible.*



Examples of the 'One Family. One Purpose.' logo usage are shown on the following pages, along with a list of where and where not to use the tagline logo.

For any questions or further guidance on the use of the tagline logo please contact the Cobb marketing department.

## 3. Brand Identity

### 3.21. Cobb Logo with Tagline

Where and where not to use the tagline logo.

#### Approved - Mandatory

Business Cards

Event Banners and Display Graphics

Event Branding (Hotels, Conference Centers, Seminars, etc.)

Print Advertising

Stationery

Email Signatures

#### Not Approved

Apparel

Cobb World/Regional Headquarters and Facilities

#### Optional

Trade Show booth main or feature logos

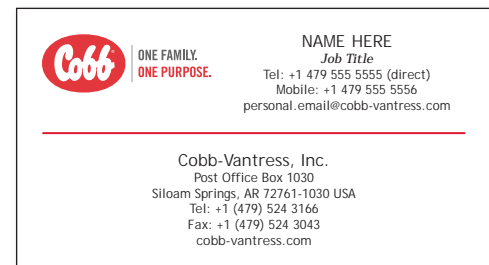
Trucks and Automobiles

#### Contact Cobb Marketing Department

Promotional Items



Advert layout shown at 32% of actual size



Business Card shown at 70% actual size

### 3. Brand Identity

#### 3.21. Cobb Logo with Tagline

Examples of the 'One Family. One Purpose.' logo usage.



Advert layout shown at 25% of actual size



Seminar illuminated balloon



Sponsorship banner shown at 5% of actual size

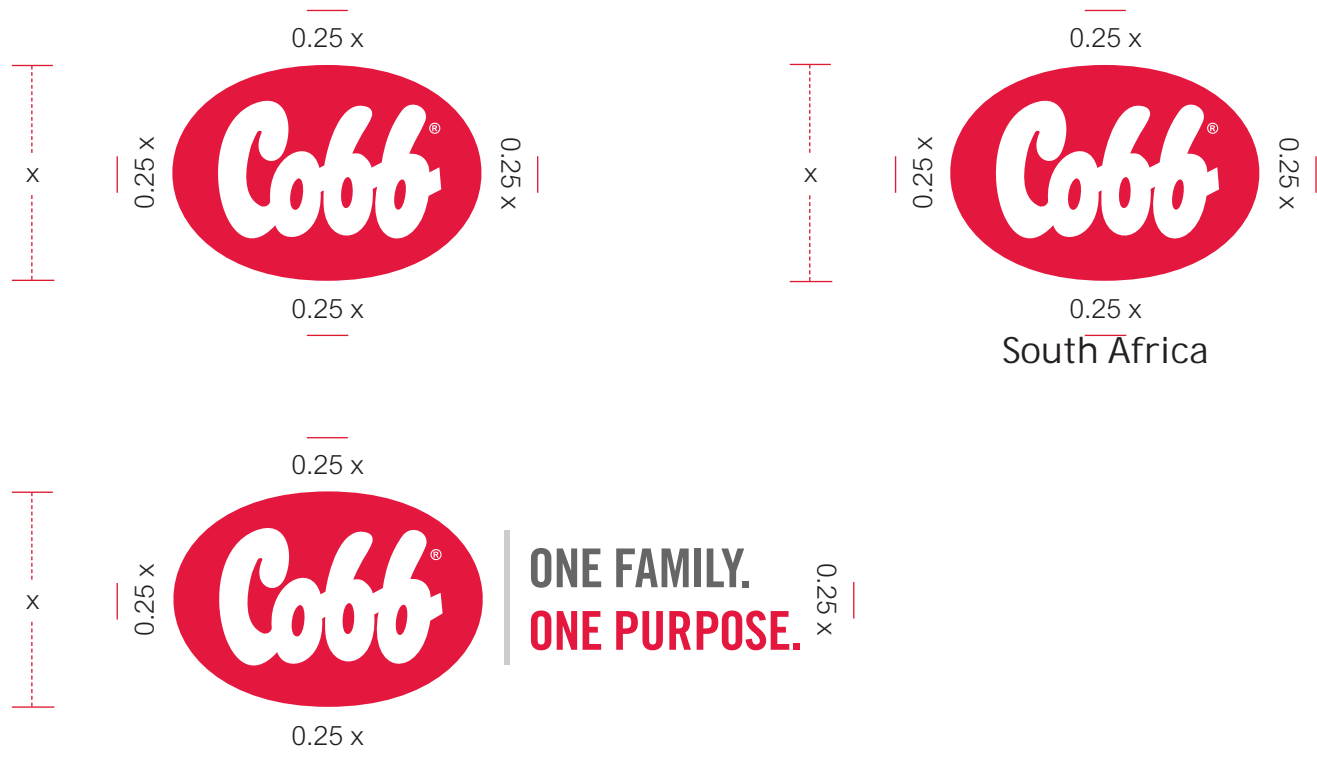


Roller banner shown at 6% of actual size

### 3. Brand Identity

#### 3.22. Cobb Logo: Exclusion Zone

Clear space around the Cobb logo, and tagline version, will protect its integrity and ensures that it is never visually dominated by other elements.



As detailed above, the exclusion zone dimensions are determined by the 'x' height of the Cobb logo.

## 3. Brand Identity

### 3.23. Cobb Logo: Distributor Logo

The distributor name (displayed in the Trebuchet Bold font) should be positioned centered below the Cobb logo.

For example:



New Zealand

#### **Positioning of the logo**

The logo should always be positioned for maximum visibility and clarity on all communications.

#### **Logo formats**

Print versions of the Cobb logo are available in various formats to TechFirst users and from the Cobb marketing department.



## 3. Brand Identity

### 3.3. Incorrect use of the Cobb Logo

The standard logo should always be used in its simplest form. It is important not to experiment with or deviate from the standard logo.

This advice also applies to the 'One Family. One Purpose.' logo version.



Ensure that the corporate color is reproduced accurately and consistently.



Do not distort the logo in any way.



Do not apply effects such as drop shadows, bevels or keylines to the logo.



Do not use the Cobb letters on their own or in different colors.

## 3. Brand Identity

### 3.3. Incorrect use of the Cobb Logo

The Cobb logo should always be used in its simplest form. It is important not to experiment with or deviate from the standard logo.



The logo should not be used as a tint.



Do not attach any words, phrases, images or graphics to the logo.



Do not create patterns from the logo.



Do not use the white Cobb without the oval.

## 3. Brand Identity

### 3.3. Incorrect use of the Cobb Logo

White is the most effective background on which to reproduce the color logo as it provides a clean and crisp contrast for the logo color.

The logo should always maintain maximum visibility over any background color or image. The logo may be placed over photographic images so long as maximum clarity is maintained.

This advice also applies to the 'One Family. One Purpose.' logo version.



X

Do not position the logo on a similar background color.



X

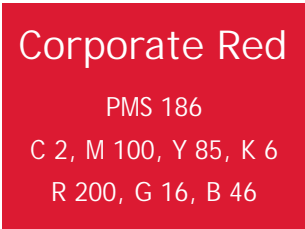
Do not position the logo on a section of a photograph that is a similar color to the logo.

### 3. Brand Identity

#### 3.4. Color

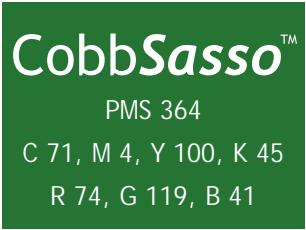
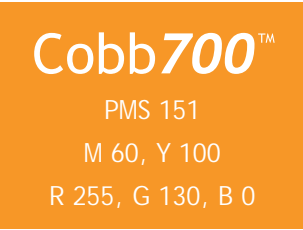
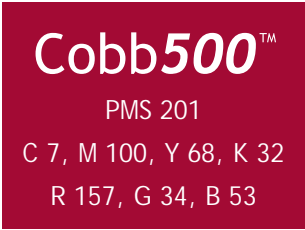
The Cobb corporate red is PMS 186 (Pantone Matching System), with the 4-color (CMYK) breakdown equivalent of C 2, M 100, Y 85, K 6; and the RGB screen values of R 200, G 16, B 46.

This color is synonymous of the Cobb brand and is fundamental to the company identity.



#### Product Colors

The Cobb products use specific colors to establish their individual identity.



*The Pantone to CMYK and RGB color conversion references are based on the values stated on [www.pantone.com](http://www.pantone.com)*

### 3. Brand Identity

#### 3.5. Product Nomenclature

Specific Cobb products: Cobb500, Cobb700, CobbSasso and the CobbMV have their own logos.

**Cobb500™**

**Cobb700™**

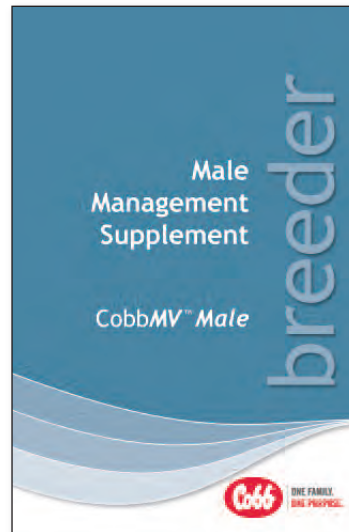
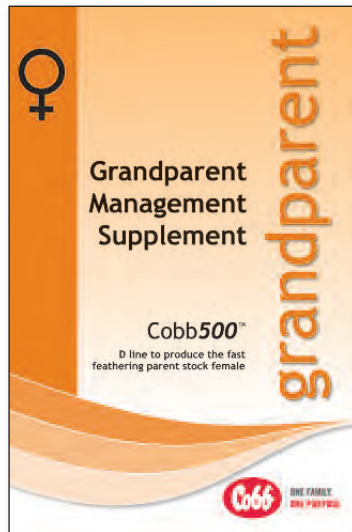
**CobbSasso™**

**CobbMV™**

Print versions of the product logos are available in either black (as above) or white to TechFirst users and from the Cobb marketing department.

In addition to the colors designated to individual Cobb products (*see section 3.4. Color*), use the appropriate logo when referring to a specific product. The nomenclature in logo form, as illustrated above, should appear on

the cover of publications such as technical supplements (shown here) and product brochures.



However, the logo form is not to be used in text, whether as part of a guide, supplement or editorial.

The nomenclature in text should appear as Cobb500, CobbMV, etc, i.e. no spaces between Cobb and the product number/letters.

## 3. Brand Identity

### 3.6. Use of the Registered Trademark

The Cobb logo is a registered trademark of Cobb-Vantress, Inc.



The registered trademark® is positioned just to the right of the second 'b' within the logo. It should not be moved from this position or adjusted in size.

There are exceptions as to when the Cobb logo can appear without the registered trademark®, e.g. an embroidered logo on apparel (*section 5.7.*). In addition to this, apply best judgement to determine if the ® will reproduce with clarity on promotional merchandise.

The registered trademark® should only appear as part of the logo and should not be used within text.

As detailed in *section 3.5. Product Nomenclature*, specific Cobb products have their own logos. For example:

**Cobb500™**

All such product logos carry the ™ trademark.

For products the ™ should only be used within text in the first instance only.

® designates a federally registered trademark.

™ designates the mark has not been federally registered, but the owner claims common law rights to the mark.

## 3. Brand Identity

### 3.7. Use of the Cobb Name in Business Regions

Our corporate names are:

Cobb-Vantress, Inc.

Cobb Europe Ltd

Cobb-Vantress Brasil

Cobb Asia-Pacific

The company name is always to appear in upper and lower case and should, wherever possible, be on one line.

When referring to our company in formal documents, you should initially use: Cobb-Vantress, Inc., Cobb Europe Ltd, Cobb-Vantress Brasil and Cobb Asia-Pacific, but may use Cobb for subsequent references.

When referring to our company in marketing material or external communications, you should use the term Cobb as this encompasses all the corporate names.

#### **Example of first and subsequent references to Cobb-Vantress, Inc.:**

Cobb-Vantress, Inc. is a leader in poultry research, development, production and the sale of broiler breeding stock. Cobb provides broiler breeding stock or technical expertise to over 90 countries.

## 3. Brand Identity

### 3.8. Typography: Primary Fonts

Consistency in the use of typography enhances the effectiveness of communications, builds customer familiarity and strengthens the Cobb identity.

The primary fonts for Cobb are Arial and Trebuchet. Any typeface within these two font families may be used, but it is recommended that Trebuchet MS Bold be used for management guide and supplement titles. Trebuchet was used to create the Cobb product logos and also features on corporate stationery.

For print and display material the Cobb website address should be used in the following style:  
C O B B - V A N T R E S S . C O M (Trebuchet Bold, letter spacing +70%).

Arial should be used as body copy in text heavy documents, e.g. technical guides, supplements, reports and newsletters.

Either primary font, or the secondary font, is acceptable for use in advertisements (*examples of the advertising font usage are featured in section 5.3 Advertising*).

#### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Arial Lt • *Arial Lt Italic*

Arial • *Arial Italic*

**Arial Med • *Arial Med Italic***

**Arial Bold • *Arial Bold Italic***

Arial Condensed • **Arial Condensed Bold**

Arial Black • ***Arial Black Italic***

#### Trebuchet MS • *Trebuchet MS Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
abcdefghijklmnopqrstuvwxyz  
*abcdefghijklmnopqrstuvwxyz*  
1234567890 • *1234567890*

#### Trebuchet MS Bold • *Trebuchet MS Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
abcdefghijklmnopqrstuvwxyz  
*abcdefghijklmnopqrstuvwxyz*  
1234567890 • *1234567890*



## 3. Brand Identity

### 3.81. Typography: Secondary Font

The secondary font for Cobb is Trade Gothic. Any typeface within this font family may be used, some of which are listed below.

Trade Gothic is the preferred font for digital applications and was used to create the ‘One Family. One Purpose.’ tagline logo.

#### Trade Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Trade Gothic Light • *Trade Gothic Light Italic*

Trade Gothic • *Trade Gothic Italic*

**Trade Gothic Bold • *Trade Gothic Bold Italic***

Trade Gothic Condensed • *Trade Gothic Condensed Italic*

**Trade Gothic Bold Cond. • *Trade Gothic Bold Cond. Italic***

Trade Gothic Ext • **Trade Gothic Ext Bold**

## 3. Brand Identity

### 3.82. Typography: Editorial Fonts

Cobb has successfully developed a series of 'Focus' publications, including a 'Worldwide' quarterly newsletter and 'Technical' editions, which are produced in a variety of languages.

To maintain a strong connection to the Cobb typographical style, a combination of the Arial and Trade Gothic fonts are used in these publications.



Example of typography on the Focus Worldwide newsletter

