



Bushel Inc. Brand Guidelines

BUSHEL

Revised April 2021

Hey, we're Bushel

We're a software company in Fargo, North Dakota, made up of farm kids. We build software for agriculture to better connect and share information up and down the supply chain.

Farming may not have been in the cards for us but we want to help our parents' farm, our uncles, our sisters and brothers keep the farm in the family. It means something to us. **Bushel is our way of contributing to the farm.** We know the business because we were born and raised in it and are still connected to it.



Bushel's Vision

**To connect the agriculture
industry through digital
infrastructure**





Visuals



Logo

The Bushel logo is the foundation of our brand and our most valued asset. Created in 2017, it has become a well known symbol across the agriculture industry. Our logo is intuitive, approachable, trustworthy and empowers every decision that we make.

The primary logo is a registered trademark of Bushel Inc., and must always be accompanied by the ® symbol.

Clear Space

Make sure there is ample clear space around the logo, including space from the edge of the composition. The more clear space, the greater impact the logo will have.



BUSHEL®

Est. 2017



Logo Colors

Logo Color

The Bushel logo is used in four colors: Bushel yellow, Bushel Navy, black, and white. The yellow version works best on a white or dark background. Use this logo when at all possible as it is the most recognizable image of our brand.

Logos on Background Colors

The black version should be used on light backgrounds where there is not enough contrast for the Bushel yellow.

The white [reversed] version should be used on dark backgrounds.

The navy version works best on light background. Do not use navy on black backgrounds.

The Bushel logo in yellow on a white background. The logo consists of the word "BUSHEL" in a bold, sans-serif font, with a stylized grain icon integrated into the letter "U". A registered trademark symbol (®) is located to the upper right of the word.The Bushel logo in black on a light gray background. The logo consists of the word "BUSHEL" in a bold, sans-serif font, with a stylized grain icon integrated into the letter "U". A registered trademark symbol (®) is located to the upper right of the word.The Bushel logo in white on a dark navy background. The logo consists of the word "BUSHEL" in a bold, sans-serif font, with a stylized grain icon integrated into the letter "U". A registered trademark symbol (®) is located to the upper right of the word.The Bushel logo in navy blue on a yellow background. The logo consists of the word "BUSHEL" in a bold, sans-serif font, with a stylized grain icon integrated into the letter "U". A registered trademark symbol (®) is located to the upper right of the word.The Bushel logo in yellow on a dark navy background. The logo consists of the word "BUSHEL" in a bold, sans-serif font, with a stylized grain icon integrated into the letter "U". A registered trademark symbol (®) is located to the upper right of the word.The Bushel logo in black on a yellow background. The logo consists of the word "BUSHEL" in a bold, sans-serif font, with a stylized grain icon integrated into the letter "U". A registered trademark symbol (®) is located to the upper right of the word.The Bushel logo in white on a black background. The logo consists of the word "BUSHEL" in a bold, sans-serif font, with a stylized grain icon integrated into the letter "U". A registered trademark symbol (®) is located to the upper right of the word.The Bushel logo in navy blue on a light gray background. The logo consists of the word "BUSHEL" in a bold, sans-serif font, with a stylized grain icon integrated into the letter "U". A registered trademark symbol (®) is located to the upper right of the word.

Logomark

The Bushel U is our official logomark. The U is pulled from our main logo and can stand alone. Use the logomark only where the Bushel logo already has a presence.

Allow ample clear space around the U to assure the greatest impact and visibility.

The U may be inverted and used in a container such as a square or circle as long as there is enough clear space between the U and the container.



Powered by Bushel

The Powered by Bushel logo lockup is to be used in association with the products that we offer. Bushel's product offerings do not include 'Bushel' itself, rather they are 'Powered by Bushel.'

i.e. Bushel Mobile™ Powered by Bushel

The Arthur Companies, Powered by Bushel

Use a neutral colored Powered by Bushel logomark, such as black, gray, or white, when alongside other company's brand. When used in Bushel-specific marketing materials, the Bushel yellow version may also be used.

The Powered by Bushel logomark is used in two different versions: stacked and extended.

✘ *Incorrect: Bushel-powered*

POWERED BY **BUSHEL**®

POWERED BY **BUSHEL**®

POWERED BY
BUSHEL®

POWERED BY
BUSHEL®

Bushel Leaves

The Bushel Leaves are a commonly used graphic element of the Bushel brand. The Leaves should not be used in place of the logo, but as a separate design element.

Use the Leaves in any Bushel brand color, and as a solid or outlined element. Opacity may be applied to the Leaves when used over images or solid colors.



Color

Bushel's colors are what sets us apart in the ag space. Our colors connects us to the land that our growers till, the sun and water that fuels the growth of it's crops, and the golden hue of a field that's ready for harvest.

Primary Colors

Our primary colors are Bushel Yellow, Bushel Navy, Bushel Wheat, white, and black.

Secondary Colors

Additional colors may be needed to complement and balance other elements. Use lighter secondary shades to achieve this balance.

#F2BC23

RGB: 242-188-35

CMYK: 4-26-97-0

PMS: 7408C

#DAA30B

#FADA83

#FCE9B0

#2D3748

RGB: 45-55-72

CMYK: 83-71-49-44

PMS: 7546C

#718096

#CBD5E0

#EDF2F7

#E8E2D6

RGB: 232-226-214

CMYK: 18-8-14-0

PMS: 7527C

#D8CEBA

#F3F0EA

#F8F6F3

Bushel Yellow

Use for bold statements, text highlights, accents and backgrounds. *Do not use for text. Do not use Bushel Yellow against a white background.*

Bushel Navy

Use for backgrounds, headlines, highlights and image overlays.

(Bushel Design System=Grey 700)

Bushel Wheat

Use for backgrounds, text highlights, and containers. *Do not use for text.*

White (#FFFFFF)

Black (#000000)

Typography

Bushel uses typefaces that are easy to read and stand out in the ag space. They represent who we are as a company and are approachable, modern, and trustworthy. We use type practices that focus on the end user, which focuses on what's most important.

We use Montserrat for all headings, and some subheadings. Montserrat comes in a variety of weights that should be used strategically in order to create a visual type hierarchy. We lean strongly into Montserrat Extra Bold.

Use Montserrat Medium for body copy. The medium weight has greater readability than the normal weight, especially when viewed digitally.

For captions and quotes, use PT Serif Caption Italic.

MONTSEERRAT

Display, Headlines

Black
Extra Bold
Bold

Black Italic
Extra Bold Italic
Bold Italic

MONTSEERRAT

Copy

Medium

Medium Italic

PT Serif Caption Italic

Captions, Quotes

Normal Italic

ROBOTO

Data

Bold
Normal

Bold Italic
Normal Italic

Logo Use on Photography

When using the Bushel logo on photography, we must ensure the highest level of visibility and readability. Black or reversed white versions of our logo work best on color images as they don't compete as much with the colors in the photograph. Using the Bushel yellow version of our logo is acceptable on grayscale images.

Ensure that there is enough contrast between the image and the Bushel logo before placing the logo on an image. If more contrast is needed, apply a black overlay at 50% opacity.



Photography

Bushel photography puts the elevator and their growers at the heart of the design. In order to build trust among our users, it's important to display authentic moments. Our imagery should feel real, welcoming, and warm.

Bushel photography captures real people, in real places, doing real things that are related to the ag industry portrays the essence of what Bushel stands for. We don't want our subjects looking like staged models, we want to show that they are happy to be at work because of the tools Bushel has produced. If it looks like you are interrupting the work of the subject in the photo, then it's the wrong photo. Subjects should be interacting with another subject, or object. Our photography should show the spirit of collaboration that's there because of the transformative connections Bushel has made. Capitalize on the idea of motion that shows the continuous work being done in the ag industry. When showing device shots, the phone screen should be focused in, with enough context so the audience is aware of what's going on. Stay away from images of farmers standing in a field looking at a device, as this doesn't truly convey the nature of their work.

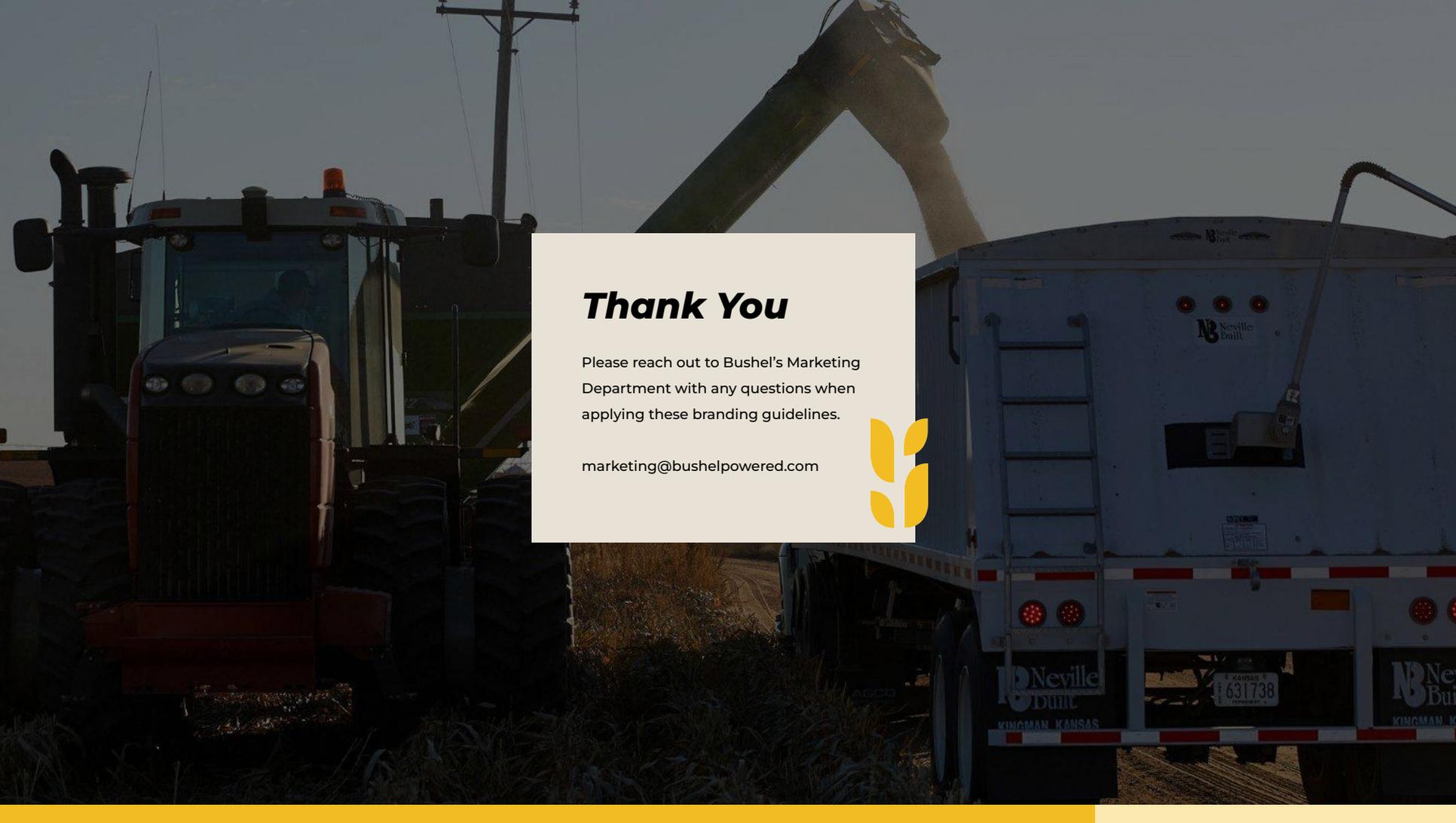


Photography

Always consult our Bushel photography library first when looking for any images to use in marketing materials. Our photography style complements the values that we strive for in all of our imagery.

When selecting images for any kind of medium, whether it's an ad, a web page, or a slide deck, always connect the image to the content that it will be displayed next to.





Thank You

Please reach out to Bushel's Marketing Department with any questions when applying these branding guidelines.

marketing@bushelpowered.com

