



# ***2023 BRAND GUIDELINES***

Salford Group



# ABOUT

Salford Group

Since 1978, Salford Group has proudly met the needs of local growers. We are committed to improving the economics of farming with the best available solutions in tillage, seeding, fertilizer application, and attachments. When producers invest in Salford solutions they know they're getting durability, versatility, and precision to take their operations to next-level performance. Over the years, Salford group has expanded production facilities across North America, but the grassroots approach to designing solutions-based equipment for localized growing regions hasn't changed.

Salford's manufacturing facilities are strategically located close to their customer base. That makes for closer customer connections, the ability to build stronger relationships with dealers and customers, enhanced customer service and a deeper understanding of local growing conditions and challenges.



# OVERVIEW

Salford Group

The purpose of this guide is to provide an overview of how to apply the brand to communication materials. To maintain our position with existing and target audiences, it is important to present the Salford brand with consistency across all applications. This is why elements such as colour and typography are so important.

It is recommended you review this document prior to starting any design work to ensure that your ideas will allow proper treatment of the refreshed logo and brand identity.



## ***WRITING***

Salford Group

Our customers are smart, hardworking, no-nonsense kind of people. We build strong, reliable, no-nonsense machines, and we're good at it.

Copywriting should carry a concise and confident tone, while demonstrating an understanding of our customer's need for high productivity, high output, and bullet proof build quality. We help farmers field their best.

## ***PERFORMANCE. FROM THE GROUND UP.***

You're not just turning fields, you're turning profits. So you invest in machines that are equal parts reliability and capability — equipment to do more, more efficiently. You invest in Salford.

## ***QUALITY. FROM THE GROUND UP.***

Everything bearing the Salford name is built to uncompromising standards to deliver reliable performance, year-in and year-out. For over 40 years, Salford quality has proven that what you get out of the ground depends a lot on what you've got on it. Field your best. Salford.

# LOGO

Salford Group

A logo is part of an expression of who you are as a brand. Our logo allows us to express who we are and what we represent: quality, innovation, precision, durability and versatility.

The Salford logo is a recognizable symbol within the industry. The integrity of the logo must always be in tact for easy recognition.

The logo must always be used properly as it the representation of the brand in its application.



## GENERAL USE

The logo must always be clear, legible and must maintain sufficient contrast with its background to ensure maximum impact and legibility. It must always be seen in brand colours and with minimum clear space requirements. The tagline "Field your best." can be featured with the logo for alternate usage.



**FIELD YOUR BEST**



## COLOUR VARIATIONS

The logo is never to appear in any other colour than outlined in this brand guide as red, white and black. The logo can be used over images, but ensure there is enough contrast for legibility. Primary use of the logo should be either red or white. The black version of the logo should only be used for single colour applications. The filled version of the logo can be used on busy backgrounds where legibility of the primary red or white logo is too low.



RED FOR LIGHT BACKGROUNDS



WHITE FOR DARK BACKGROUNDS



FILLED FOR BUSY BACKGROUNDS



## DONT'S

Do not distort or stretch the logo for any reason.

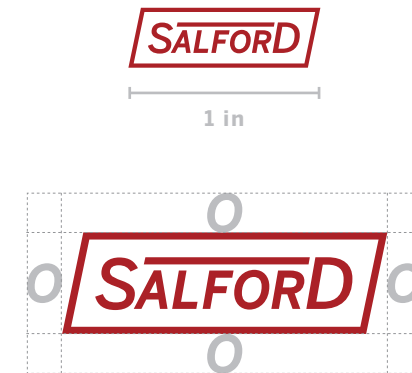
Do not move the logo into to different positions.

Never add special effects or finishes.



## SIZE

To maintain legibility, the minimum size required for the logo is 1 inch wide. Minimum clearance spacing required for the logo is the size of the “O” symbol all the way around.



When the logo is being used with the tagline, the two elements need to align as the example below:



# COLOURS

Salford Group

Colour is an integral part of our brand identity. Salford red is our primary colour, to be incorporated into all marketing materials. Our strong red machines serve as inspiration for the bold and confident colour palette.

Brand colours should never be altered. Consistent use of our colour palette provides a predictability, and will contribute to a look that is undeniably 'Salford' across all applications.



## **SALFORD RED**

C: 20 M: 100 Y: 100 K: 19 R: 168 G: 29 B: 33  
PANTONE: 7621 C  
#AB2328

**Embroidery thread:** Isacord #1904 Red thread



## **SECONDARY RED**

C: 0 M: 96 Y: 82 K: 1  
R: 210 G: 39 B: 48 PANTONE: 1795 C  
#D22730



## **GRAY**

C: 24 M: 17 Y: 15 K: 0  
R: 187 G: 188 B: 188 PANTONE: COOL GRAY 4 C  
#BBBCBC



## **DARK GRAY**

C: 66 M: 62 Y: 55 K: 54  
R: 69 G: 65 B: 66 PANTONE: 4287 C  
#454142



## **BLACK**

C: 65 M: 66 Y: 68 K: 82  
R: 45 G: 41 B: 38 PANTONE: BLACK C  
#2D2926

# Fonts

## Salford Group

Our primary corporate typeface is Benton Sans. Use this on all Salford Group collateral and marketing materials. All caps is recommended for headlines. Sentence case is recommended for subheads and body copy.

Our alternative typeface is Bebas Neue. Use this for headlines you'd like to draw extra attention to across all marketing materials. The use of italics in combination with all caps font helps reinforce top of hierarchy and grab attention. This is never to be used as body copy.

Our default typeface for applications like Microsoft Word, Excel and email, which use default system fonts is Arial.

## HEADLINES — ALL CAPS BENTON SANS BOLD

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789 !@\$%^&\*

## Subheads — Title Case Benton Sans Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789 !@\$%^&\*

## Body Copy

### Benton Sans Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789 !@\$%^&\*

## ALTERNATE HEADLINES — ALL CAPS BEBAS NEUE PRO BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789 !@\$%^&\*

# GRAPHIC ELEMENTS

Salford Group

Salford utilizes the rhomboid shape that contains it's logo as part of the system to help make our brand identifiable.

The rhomboid shape can be used as design accents but should be used subtly and with purpose. It can be used in applications of photography masks as well as subtle vector shapes.

The use of the secondary red rectangle along the bottom of marketing materials can be used to highlight key messaging and assist with product focus.



# ON-PRODUCT BRANDING

Salford Group

Our on-product branding needs to follow the same basic rules as outlined in this guide.

Make sure the logo is given the correct colour treatment for contrast and enough clear space for legibility.

Taglines such as “Performance. From the ground up.” can be used on a variety of products as well as other approved writing.

Try to best match the red colour when selecting materials. Do not print on any products that are not the following brand colours: Red, black, gray and white.



# PHOTOGRAPHY

Salford Group

A consistent photography style helps maintain a consistent brand look. These are examples of the photography style that can be used.

Large-scale, high-impact, beauty shots are crucial to the brand identity. Product shots need to be clear and close cropped with appropriate shadows. When showing different products beside each other, make sure scale is accurate to not confuse the viewer.

Featuring farmers in our photography is another key part of our brand. Keep an authentic look and a diverse group of farmers in mind when selecting images.



# VIDEOGRAPHY

Salford Group

Whether capturing Salford machines hard at work in the field, or showcasing the latest innovations, our video content must aim to prove our understanding of our customer's need for high productivity, high output, and bullet-proof build quality. The "Field your best." message must come through in every asset we produce.

In general, the same aesthetics from Photography apply to Videography for brand consistency and brand continuity.

## TYPES OF VIDEO

### BRAND STORY:

Overarching messaging or campaign which connects with viewers by using emotional video and sequences. Usually includes a combination of on screen talent, and/or voiceovers. Music selection should be country, pop or rock, have a tempo range of 60-140BPM, be dramatic/emotional, inspiring, upbeat or energetic in feeling, with no vocals.

### FEATURES & BENEFITS:

Primary focus is on the product and feature set, shot in an authentic setting. Usually includes text overlays and/or voiceovers. Music selection should be country, pop or rock, have a tempo range of 90-160BPM, be dramatic/emotional, epic/powerful, inspiring, or upbeat/energetic in feeling, with no vocals.

### TUTORIAL/HOW-TO:

Primary focus is on the task being shown, and how to utilize Salford products to improve performance. Usually includes text overlays, voiceovers and/or on screen talent. Music selection should be country, pop or rock, have a tempo range of 90-140BPM, be upbeat/energetic, happy/cheerful, or chill/mellow in feeling, with no vocals.

### TESTIMONIALS:

Customers describing their true experiences with Salford in their own words. Direct user interaction with the camera. Music selection should be country, pop or rock, have a tempo range of 60-140BPM, be upbeat/energetic, happy/cheerful, or inspiring in feeling, with no vocals.

# TRADE SHOW SIGNAGE

Salford Group

Trade shows provide an opportunity to showcase our brand in-person. It is important that our brand is presented in a consistent manner, demonstrating our attention to detail and professionalism.



# TACTICS

Salford Group

All print and digital advertisements should have a clean aesthetic, with a clear hierarchy that helps the viewer to read messaging in the correct order. Ads should contain only essential information to avoid cluttering the page.

For brand awareness ads, the focus should be a singular word that captures the biggest benefit of a particular machine (quality, productivity, efficiency, profitability, etc.), with short body copy expanding on features and benefits. A high contrast beauty/hero image should always be used.

Digital banners should be animated whenever possible to increase ad performance. If only static ads can be provided, ensure limited copy, with a strong call to action. Machine hero/beauty images should be used whenever possible.



BRAND AWARENESS PRINT AD



PRODUCT FOCUSED PRINT AD



PRODUCT FOCUSED DIGITAL AD

