

## Preferred color trademarks

The John Deere trademark has two basic components: our leaping deer symbol in its familiar containing shape – and the “John Deere” logotype or wordmark.

These marks are the sole legal property of Deere & Company. They are created and managed by the Brand Center of Excellence. The trademarks and the examples shown throughout this document represent the official approved art files. All elements of the trademark are extremely valuable parts of the John Deere identity and should never be redrawn or altered.

Our colors also are a very important and powerful visual tool used to help identify the John Deere brand. The preferred choice for our trademarks should be the solid two-color versions shown at right.

## One-color and reversed trademarks

If using the two color trademarks not an option or felt to be cost prohibitive, then a one-color trademark can be used. One-color solutions can be tricky though, especially when the surface color of the product it's being applied to is not one from the John Deere color palette. Always avoid one color applications that result in the leaping deer being a non-brand color. Using colors outside of our recognized palette results in the “leaping deer” in our symbol being displayed in something other than our customers are used to. This stresses the importance of trying very hard to find solutions that utilize our John Deere color palette – or at the very least – use approved neutral colors.

### Vertical Trademarks



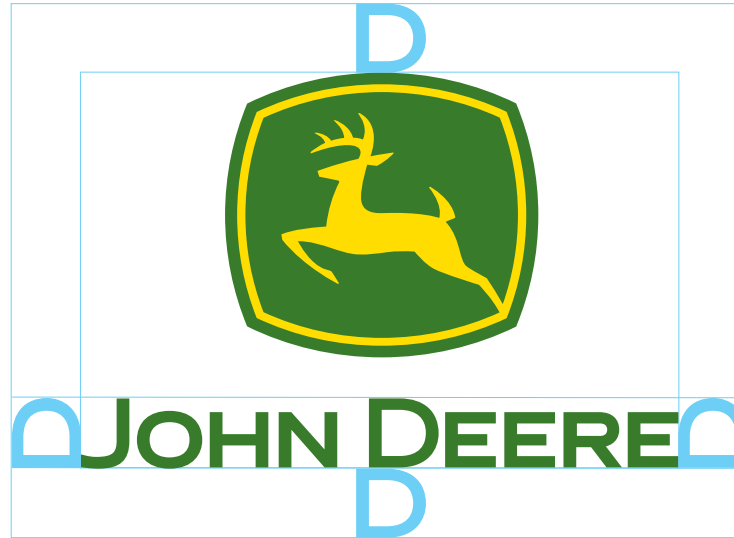
### Horizontal Trademarks



## Minimum Clear Space

To assure our brand appropriately stands out, we've included clear space surrounding the entire signature that must be kept free of any text or other graphic elements. Clear space rules apply to all variations of our trademark – vertical or horizontal. Generally a greater amount of clear space looks even better, but what's indicated is the absolute minimum allowed.

Clear space is measured by the large capital "D" letter height in the logotype as illustrated on this page. The minimum clear space is 1X that height on all sides.

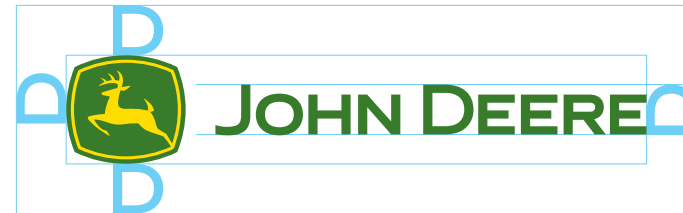


## Our Primary Color Palette

As mentioned earlier, the colors we use to represent our brand are extremely valuable and important visual tools. Shown on this page are the color standard specifications for printing inks and on-screen use for each.

Since sharing or copying files across software programs can often convert colors incorrectly, never trust the default or automatically converted color references. Instead, use the exact color values listed here.

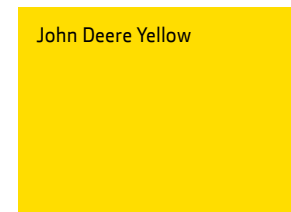
Note that color specifications are provided for consideration when printing onto coated or uncoated paper stocks. These options can also be helpful for color matching on other porous or non-porous materials/finishes that often affect the final impression after colors are applied and absorbed.



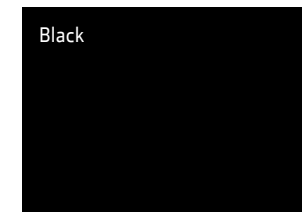
For use on coated paper stocks or other smooth surfaces that maintain color after thorough drying:



John Deere Green  
Pantone 364 C  
CMYK: 65C / 0M / 100Y / 42K  
RGB: 54R / 124G / 43B



John Deere Yellow  
Pantone 109 C  
CMYK: 0C / 10M / 100Y / 0K  
RGB: 255R / 222G / 0B



Black  
Pantone Process Black C  
CMYK: 0C / 0M / 0Y / 100K  
RGB: 0R / 0G / 0B

## Proper Color Combinations: Signatures and Backgrounds

Shown at right are examples of trademarks on backgrounds of approved colors. The preferred two-color solid signatures should be first consideration as the preferred choice.

Make sure there is also enough contrast between the signature and the background, while keeping the result attractive and compatible.

When application of two or more colors is not an option, you may use the one-color solid signatures on black, dark or neutral colored backgrounds.

When choosing colors for product, avoid any that could be considered too similar to colors used by competitors.

Two-Color Solid Signatures applied to primary color palette and tint backgrounds



Two-Color Solid Signatures applied to examples of neutral and acceptable color backgrounds



Do not use the colors close to these below:  
They are considered as too similar to competitor colors.



One-Color Solid Signatures applied to John deere green, black and white backgrounds.  
(Never use trademarks that would result in a white deer in any clothing applications.)



FRONT



FRONT



FRONT



BACK



BACK



BACK



