



**WILBUR-ELLIS**  
NUTRITION

# Brand Book





**Our brand guidelines are our voice. These are intended to inspire and drive the decisions that influence our internal and external brand expression.**

The following messaging, design elements, logos and typography are what make Wilbur-Ellis shine in a competitive landscape. It's essential to be consistent with these elements in order to communicate our value to our customers and the outside world.

The background features a light orange-to-yellow gradient with a subtle grid pattern. Overlaid on the left side are several thick, parallel orange diagonal lines that create a sense of movement and depth.

# Brand DNA

## Wilbur-Ellis Nutrition

**Mission** Wilbur-Ellis Nutrition provides solutions that enable our livestock, pet and aquaculture customers to flourish.

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**Vision** To be a global leader in innovation that ensures our partners and animals thrive.

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**Purpose** At Wilbur-Ellis, our purpose is to provide the essentials for the world to thrive.

# Who we are

# **Together WE Innovate. Together WE Create. Together WE Thrive.**

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The animal nutrition landscape is ripe for the exploration of new ingredients and processes to give animals the nutrition they need and the results you deserve. But on this journey, success is about more than expertise – it's about the relationships you make.

You want a partner. A partner who listens. One who shines a light on the path of innovation while grounding themselves in what matters most – giving you what you need to help animals thrive from the inside out.

At Wilbur-Ellis, we believe in the power of a handshake and a promise to do things the right way. We create quality nutritional products for livestock, pet and aquaculture that make a difference in animals' lives. We do this with an eye for sustainability and a heart that beats for what's to come.

Our people have done that for over 100 years and counting.

Wilbur-Ellis succeeds because of the relationships we build. Growing stronger means growing together. Join us in our commitment to advancing animal nutrition through innovative products for a brighter future. Because when we work together, we thrive together.

**Wilbur-Ellis Nutrition**

**Collaboration** Working together is how we discover future success.

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**Agility** We evolve through flexibility in the face of challenges.

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**Expertise** Through wisdom, we pioneer innovation.

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**Optimism** Positivity creates trust and thriving relationships.

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**Curiosity** An inquisitive, open mind leads to the path of growth.

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**Approachability** There is strength in being warm, genuine and compassionate.

# Our foundation

## Values

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### **INTEGRITY**

We hold ourselves to the highest business and moral standards in all internal and external relationships.

### **DIVERSITY**

We encourage a breadth of opinions, respect all stakeholder ideas and cultivate a culture of mutual respect.

### **EFFORT**

We demonstrate our personal commitment through effort and investment in our work ethic.

### **ACCOUNTABILITY**

We are all individually responsible for our roles and obligations.

### **SERVICE**

We provide exceptional service and honor our commitments to business partners.

# I.D.E.A.S.

The background of the slide is a light orange color with a subtle grid pattern. Overlaid on this are several thick, dark orange diagonal lines that create a sense of movement and depth. These lines are arranged in a series of parallel, slightly curved paths that sweep across the upper half of the slide.

# Brand expression



## **Brand Tone of Voice**



**Our tone of voice is more than what our words say – it's how our customers feel when they read or hear them.**

They send a clear signal that we are your trusted partner, one who's approachable, reliable, insightful and ready to help you thrive.



## Brand Tone of Voice

### Principles

- Optimistic but grounded
- Welcoming yet savvy
- Confident and fearless yet genuine and real
- Evolving, but grounded in principles
- Takes charge while listening closely

### Our Customers Should Feel

- They are heard and respected
- They have a partner they can trust
- Confident in what the future brings
- Like part of the family
- They will grow and thrive

### Keep in Mind

- Be approachable and warm
- Embrace collaboration and exude expertise
- Talk in a straightforward, compassionate manner

## Brand Personality

### **Warmth**

Glowing with compassion and comfort.

### **Trusted**

A reliable, expert presence for our customers.

### **Thriving**

Our innovative spirit that brings us into the future.

### **Genuine**

Ready to care, help and listen.



Wilbur-Ellis Nutrition

## Brand Positioning



**Your trusted partner in  
providing top-quality products  
and services that help animals  
and your business thrive.**



**WILBUR-ELLIS**  
NUTRITION



## Reasons to Believe



# Innovation built upon expertise

- Over a century of knowledge and success
- Growth generated through advanced nutritional products and processes
- Tailored solutions for our partners' needs
- Trusted service that thrives on collaboration

The background of the slide features a light orange-to-yellow gradient. Overlaid on this is a subtle grid of vertical and horizontal lines. In the upper-left quadrant, there are several thick, parallel diagonal lines in a darker shade of orange, creating a sense of movement and depth.

# Design elements



**Wilbur-Ellis Nutrition**

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**Brand logo family – Heritage blue**

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**Wilbur-Ellis Nutrition**

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**Brand logo family - WE dark grey**

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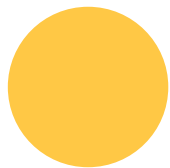
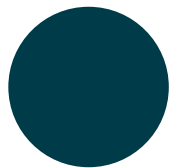


**Wilbur-Ellis Nutrition**



Primary logo

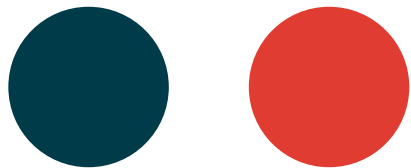




Primary logo



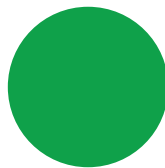
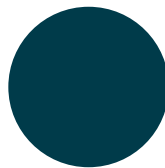
Primary logo



Primary logo



Primary logo

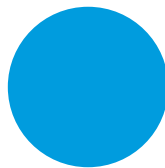
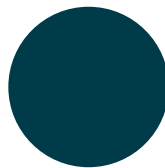


Primary logo



Primary logo





Primary logo



Primary logo



**Spheres and circles**  
Circular shapes exemplify a sense of unity across the entire family of brands with a callback to the Wilbur-Ellis logo.

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**Strong type lockups**  
Headline treatments are crafted to be clear and accessible. They should exude confidence and liveliness expressing the brand.

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# Innovative nutrition for a better tomorrow.

**Sunbursts**  
Inspired by growth, hope and a thriving life, these rays of sunlight illuminate the nutritional benefits of Wilbur-Ellis products.

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**Gradients**  
Color shifts and gradient feathering feels approachable and indicative of sunlight and growth.

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## Photography – Direction

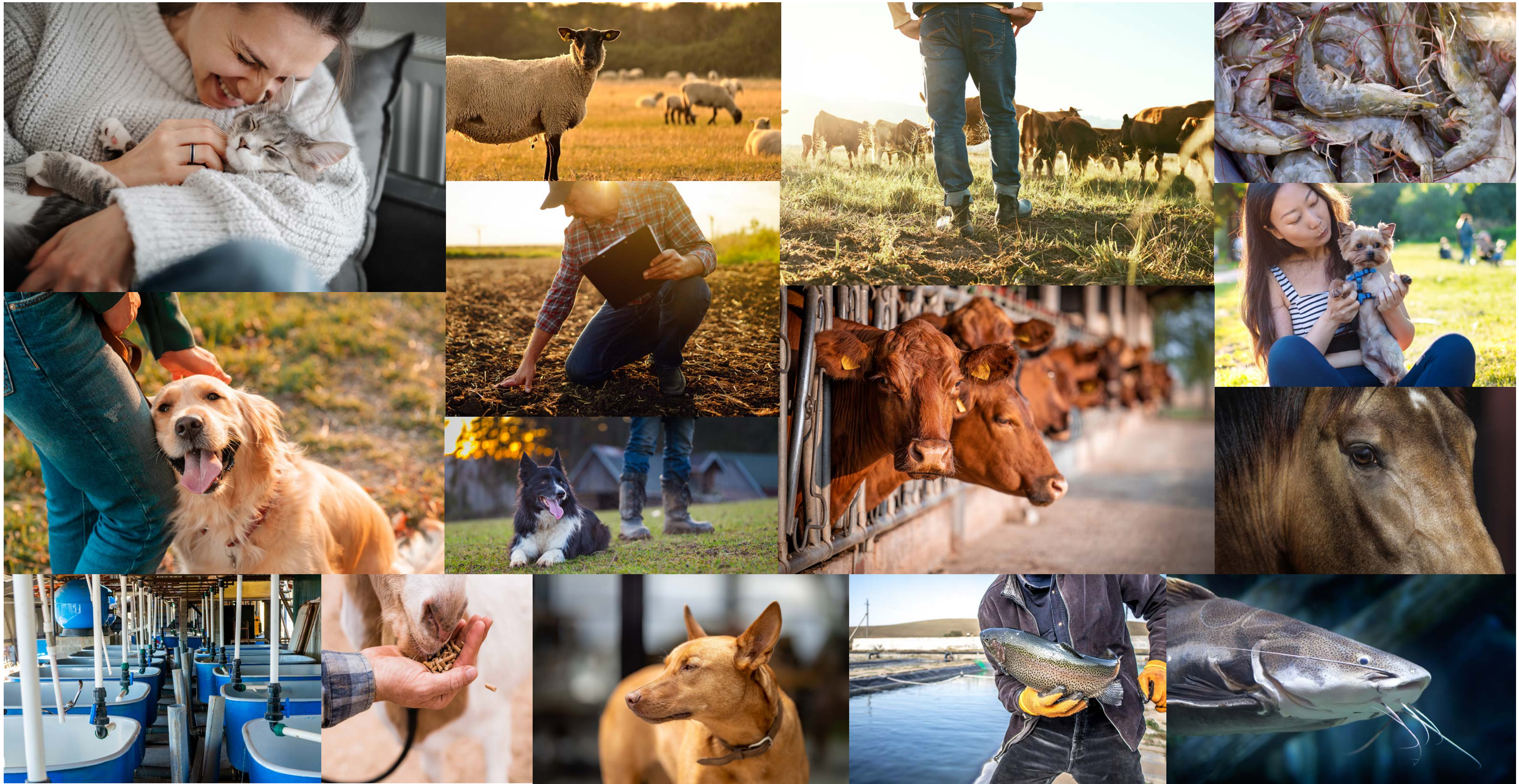
### Images should express the approachability and optimism of Wilbur-Ellis Nutrition.

- In outdoor photography, prioritize shots during the **golden hour** with sunlight that warms the image.
- Look for images that feature the **human animal bond** in a candid manner.
- Animals should look **healthy and happy**. Everything from a shiny coat to a comfortable posture should communicate this.
- Choose images that **feel intimate** using tight crops to bring the viewer in.
- Environments should look natural and **not overly staged**.
- Use neutral shades in clothing and materials, making sure they are **high quality and look well worn**.
- Products should be featured in use and **in context**.
- When shooting a production animal operation, be sure to include the whole process, getting **macro and micro perspectives** as well as the human/animal interactions.
- Consider that images **may be used in collages**. Consider how well they will juxtapose.



Wilbur-Ellis Nutrition

# Photography





Color

Wilbur-Ellis Nutrition

Primary Colors

<b>Black</b> CMYK: 60 40 60 100 RGB: 0 0 0 HEX: #000000
<b>Yellow</b> Pantone: 1225 C CMYK: 00 19 79 00 RGB: 255 200 069 HEX: #FFC845
<b>Cool Gray</b> Pantone: 10 C CMYK: 40 30 20 66 RGB: 113 153 073 HEX: #63666A
<b>Dark Gray</b> Pantone: 7 C CMYK: 63 60 64 65 RGB: 61 57 53 HEX: #3D3935

Wilbur-Ellis Nutrition

Secondary Colors

<b>WE Red</b> Pantone: 179C CMYK: 00 87 85 00 RGB: 224 60 49 HEX: #E03C31
<b>WE Blue</b> Pantone: 2925 C CMYK: 85 21 00 00 RGB: 0 156 222 HEX: #009CDE

Emmert

Primary Colors

<b>Heritage</b> Pantone: 548 C CMYK: 100 64 51 44 RGB: 0 59 75 HEX: #003B4B
<b>Yellow</b> Pantone: 1225 C CMYK: 00 19 79 00 RGB: 255 200 069 HEX: #FFC845

Emmert

Secondary Colors

<b>Wool</b> Pantone: 9141 C CMYK: 04 04 29 00	RGB: 244 236 192 HEX: #F4ECC0
<b>Open Sky</b> Pantone: 2232 C CMYK: 58 16 29 00	RGB: 110 174 180 HEX: #6EAEB4

Other Brands

<b>Ameri-Pac Red</b> Pantone: 179C CMYK: 00 87 85 00 RGB: 224 60 49 HEX: #E03C31
<b>Ametza Blue</b> Pantone: 2925 C CMYK: 85 21 00 00 RGB: 0 156 222 HEX: #009CDE
<b>Rangen Green</b> CMYK: 85 10 100 00 RGB: 0 161 75 HEX: #00a14b



# Typography

Headline – Layouts

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**Gotham Bold**  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$\$%^&\*

Gotham Thin  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$\$%^&\*

Body Copy – Layouts

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**Gotham Book**  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$\$%^&\*

Alt Body Copy Narrow – Layouts

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**Barlow Regular**  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$\$%^&\*

Headline – PowerPoint

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**Tahoma Bold**  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$\$%^&\*

**Tahoma Regular**  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$\$%^&\*

Body Copy – PowerPoint

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**Tahoma Regular**  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$\$%^&\*

Headline – Web

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**Arial Bold**  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$\$%^&\*

**Arial Regular**  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$\$%^&\*

Body Copy – Web

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**Arial Regular**  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$\$%^&\*

