



AGROPUR

2025

Visual Identity Guide



Introduction

Welcome to the Agropur Visual Identity Guide, which is designed to help you understand and apply our visual identity standards consistently across all communications. By adhering to these guidelines, we ensure that our brand remains strong, recognizable, and cohesive. Your commitment to these standards helps us maintain the integrity and quality of the Agropur brand whether you're an employee or external partner.

Produced by the Human Capital and Communications Department, this guide outlines the graphic standards that must be respected when using the Agropur visual identity. These standards facilitate quality control of Agropur's brand image among its various users. Any and all use of the Agropur logo and signature must be approved by the [Human Capital and Communications Department](#). All employees and external partners must comply with the standards outlined in this guide.

Thank you for your cooperation and dedication to upholding our visual identity.

01

PARENT BRAND

01.1

LOGOS



Logos

Parent brand

This logo provides strength, presence and consistency, and can be adapted to all of Agropur's business contexts and contact points.

Our logo is the focal point of our corporate identity. It serves as our ambassador in all communications.

The symbol consists of four stylized milk droplets all pointing in the same direction, symbolizing the union of the various sectors of our dairy cooperative.



AGROPUR



Logos

Alignment

Proportions have been adjusted to enhance the impact of the Agropur name and symbol.

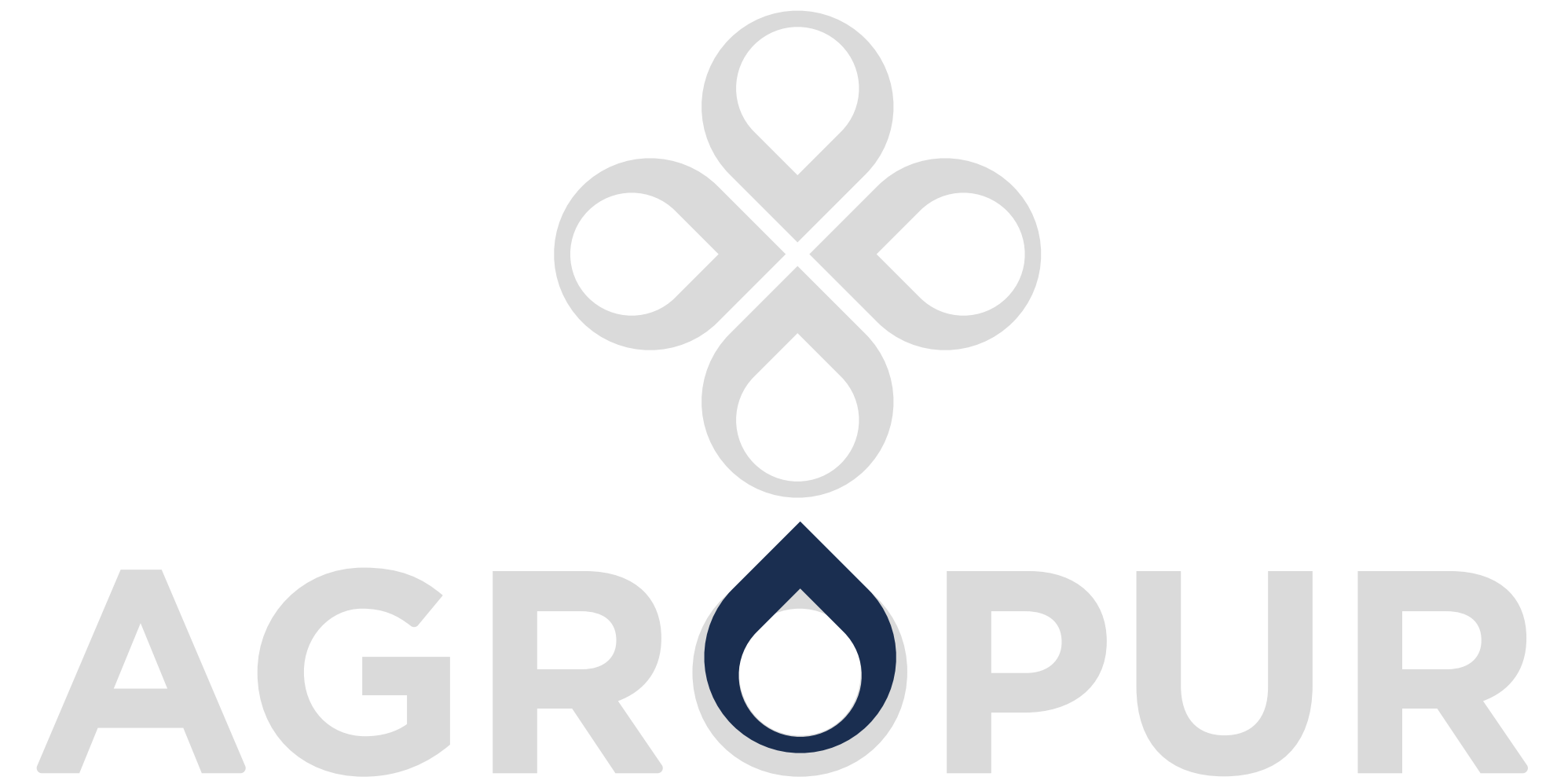




Logos

Proportions

The inside of the droplet and the closed counter of the "O" are equal.



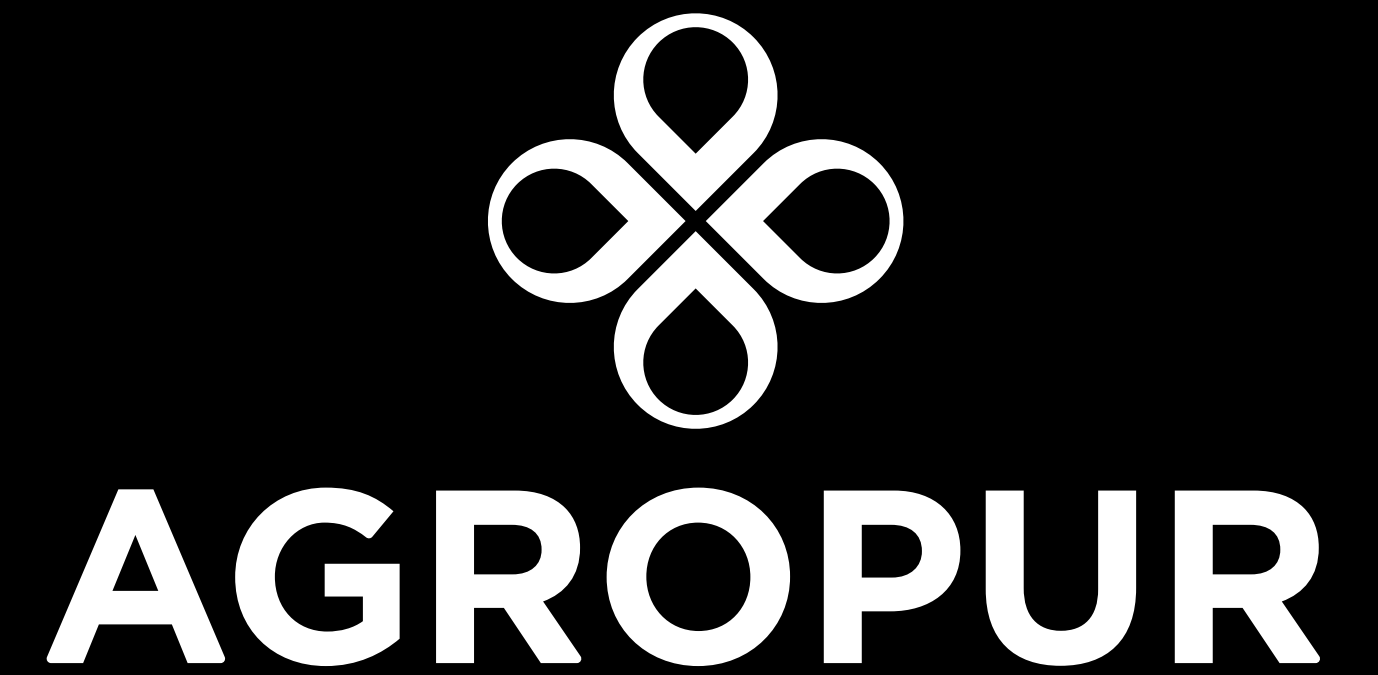
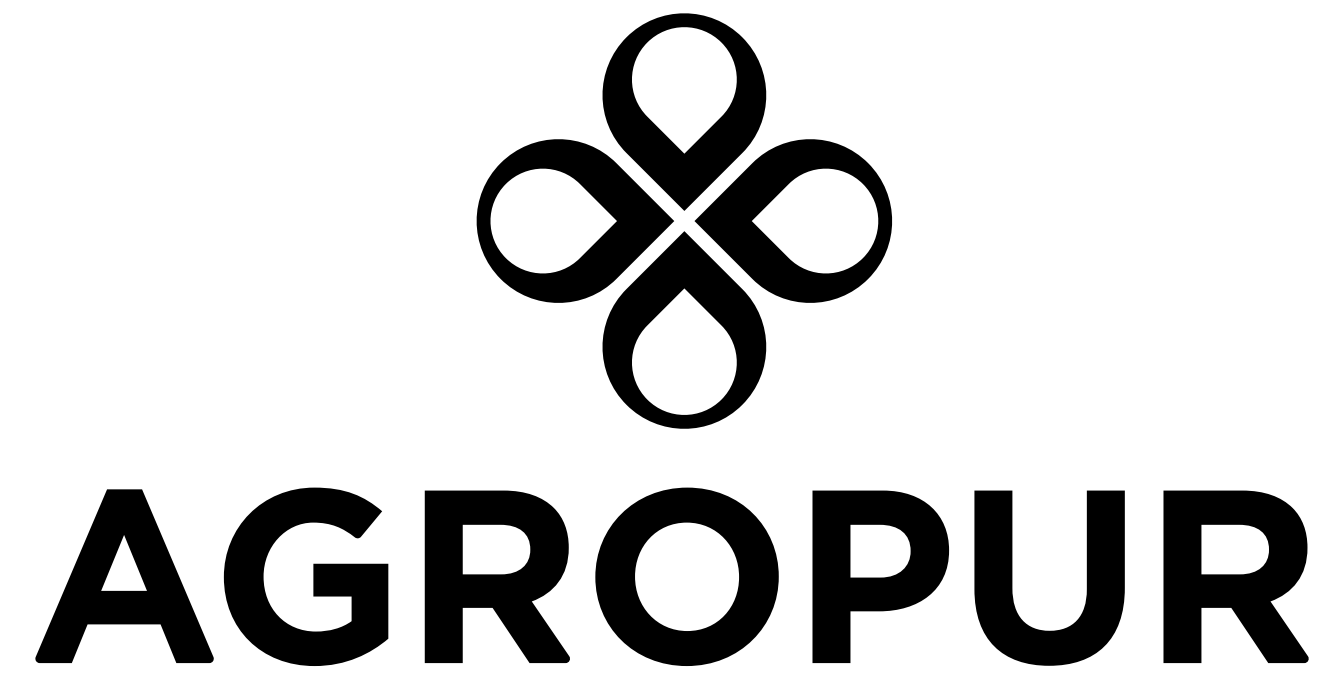


Logos

Black and white versions

The black version of our logo should be used in high-contrast backgrounds, particularly light or neutral ones, to ensure maximum visibility and readability. Additionally, it is perfect for designs requiring a monochrome palette, maintaining brand consistency while fitting seamlessly into the overall aesthetic. Lastly, the black logo is recommended for print materials where color printing may not be feasible or cost-effective.

The white version of our logo is best used in situations that ensure high visibility and contrast on dark or vibrant backgrounds. Additionally, it is effective when placed over images or patterns, ensuring the logo stands out without clashing with the background. This version is also perfect for applications where subtle, yet recognizable, branding is required, such as watermarks or overlays.





Logos

Primary logo, logo with bilingual descriptor and symbol

01 Primary logo

For use in all communication contexts.

02 Logo with bilingual descriptor

This logo variant is specifically reserved for communications and materials directly related to our cooperative members or cooperative events. By clearly distinguishing the contexts in which each logo is used, we maintain clarity and relevance in our branding efforts, ensuring that our messaging is appropriately tailored to our audience.

03 Symbol

The symbol can only be used on its own as an optional decorative element.

(e.g. as a pin or in the layout of a presentation, in which case the full logo must be visible on the page or elsewhere in the document.)

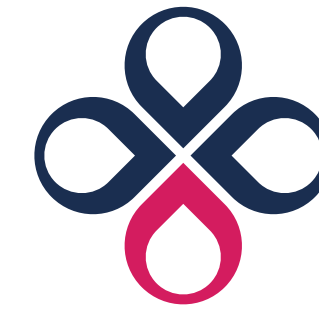
This distinction ensures that we maintain a consistent and appropriate application of our visual identity across different audiences.

01



AGROPUR

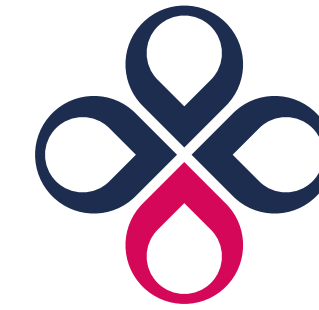
02



AGROPUR

**Coopérative laitière
Dairy Cooperative**

03





Logos

Trademark symbols

Agropur and Agropur Coopérative Laitière Dairy Cooperative are registered marks.

Usage of the registered marks symbols is not mandatory, but recommended.

Trademark symbols should at least be present on anything intended for consumers, such as product packaging and external facing advertising.

It has been decided that trademark symbols should not be used with the endorsement logo.





Logos

Protection zone and minimum size

To make the logo stand out and to maximize its impact, sufficient free space must be left all around it. No text, design, image or other element should appear in this space.

The minimum free space that must be left around the logo is equal to the height of a droplet on the bottom and both sides; above the logo, the width of a droplet is sufficient. This minimum free space applies to all logos, both with and without the descriptor.

As for the minimum size, it varies based on the whether the logo is accompanied by a descriptor. In order to remain legible, the width of the logo without descriptor cannot be less than 0.75". For logos with a descriptor, the minimum width is 1".

To avoid losing the distinction between the four droplets, a mini version of the parent logo has also been created. This version must be used when the logo is less than 1" (but not less than 0.5").

Protection zone



Minimum size



Minimum size (mini version)



X



Logos

Online uses and exceptions

In exceptional cases, the primary logo may be used in its horizontal orientation, such as on the website banner.

However, in all other instances, the vertical orientation of the primary logo should take precedence.

01
Official logo

02
Bilingual logo

01



02





Logos

Online uses
and exceptions –
protection zone
and minimum size

For online use or horizontal
exceptions, the protection zone
is equal to the width of a droplet
on all sides, and the minimum size
is 1.5" wide.

Protection zone



Minimum size



1.5 in



2 in

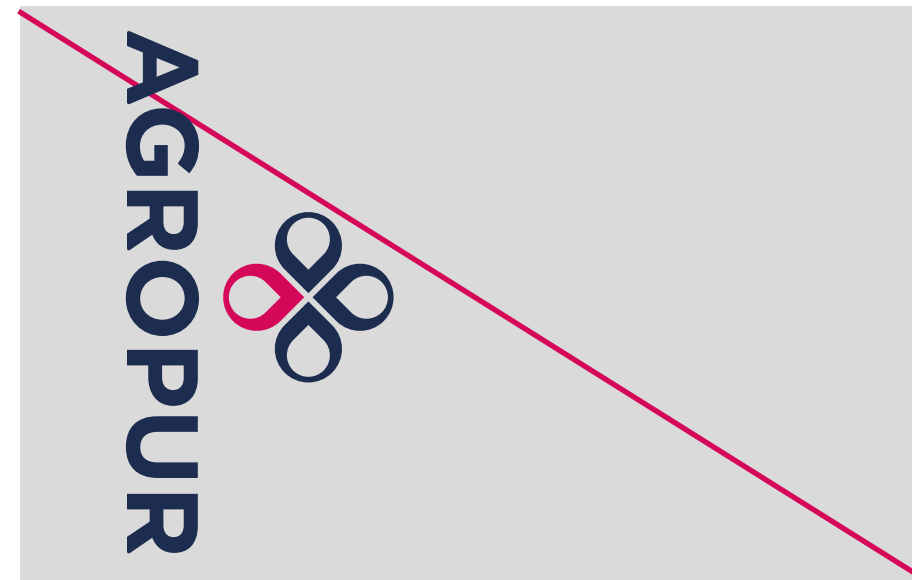


Logos

Incorrect use

General rules for logo use.

01



Do not rotate the logo

02



Do not add an effect to the logo

03



Do not alter the proportions of the logo

04



Do not change the shape of the letters

05



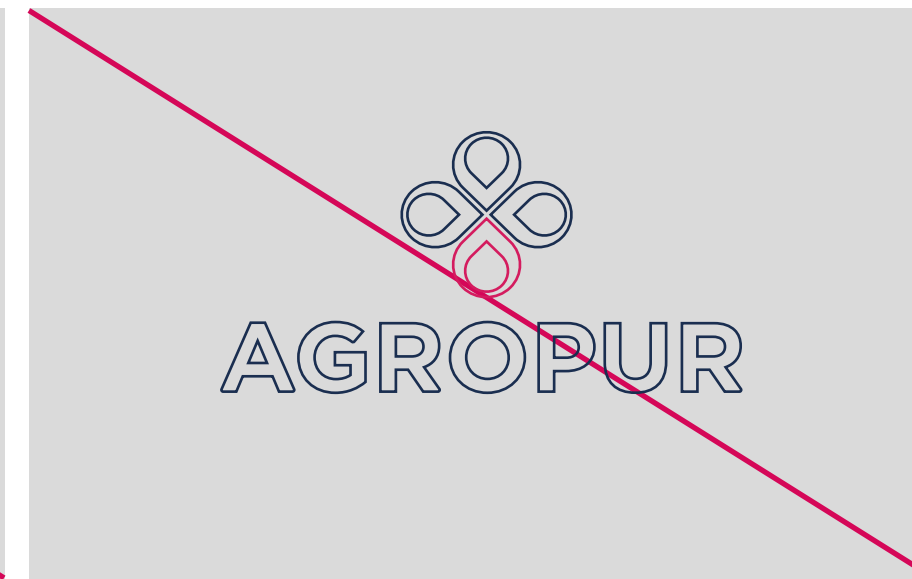
Do not stretch or flatten the logo

06



Do not rearrange components of the logo

07



Do not outline the logo

08



Do not add elements to the logo
Do not add drawings in the drops



Logos

Incorrect and correct use on backgrounds

In most cases, you are required to use the logo in its original colours against the recommended white background. If you must use a light background, make sure that the contrast with this background is maximum.

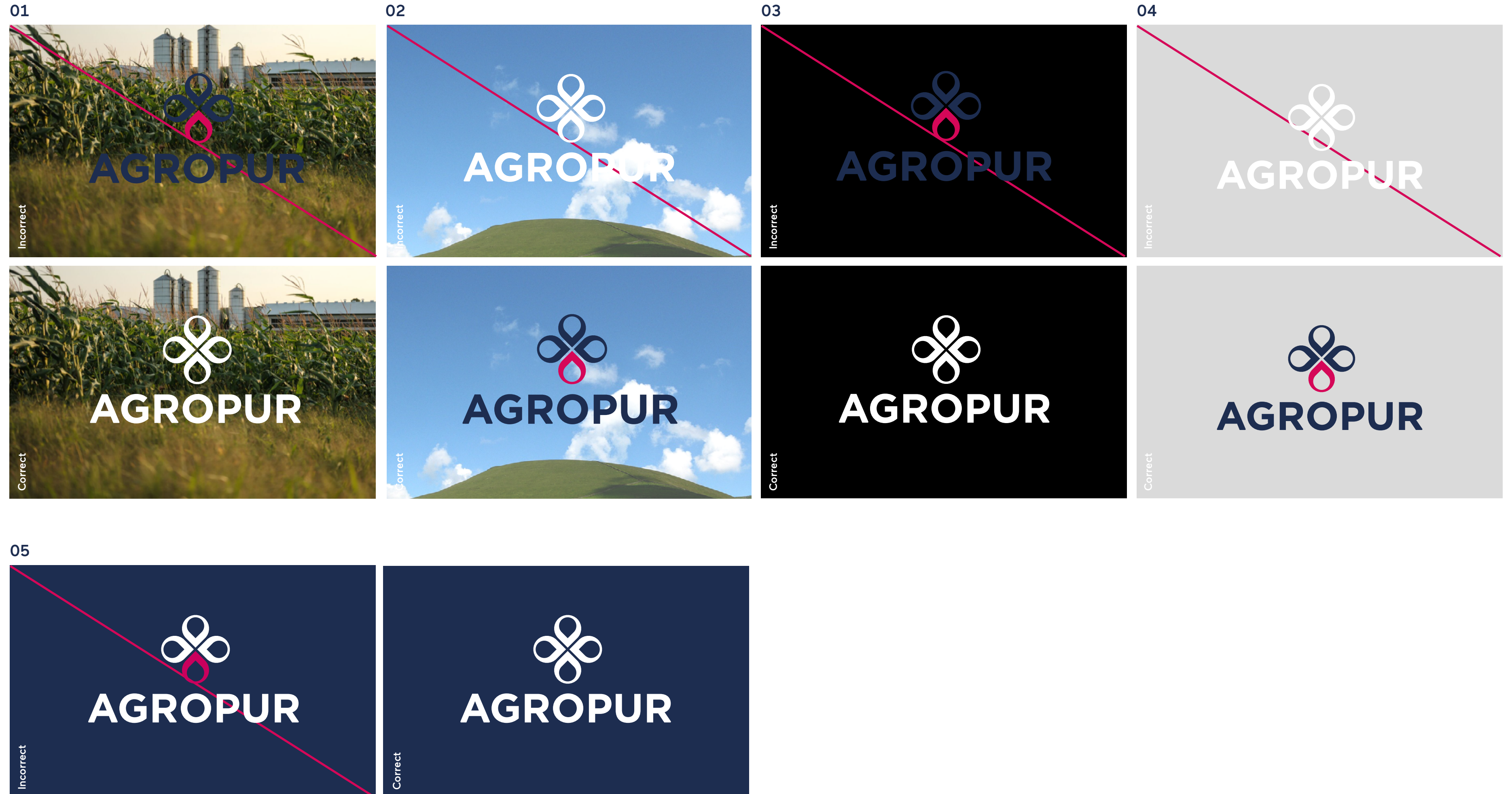
01
Do not use the colour version of the logo on images that are complex and dark.

02
Do not use the white version of the logo on images that are complex and pale.

03
Do not use the colour version on a dark background. Ensure you have maximum contrast with the background.

04
Do not use the white version on a light background. Ensure you have maximum contrast with the background.

05
Omit the pink droplet on the reversed logo. When the reversed logo is used, it must be completely white.



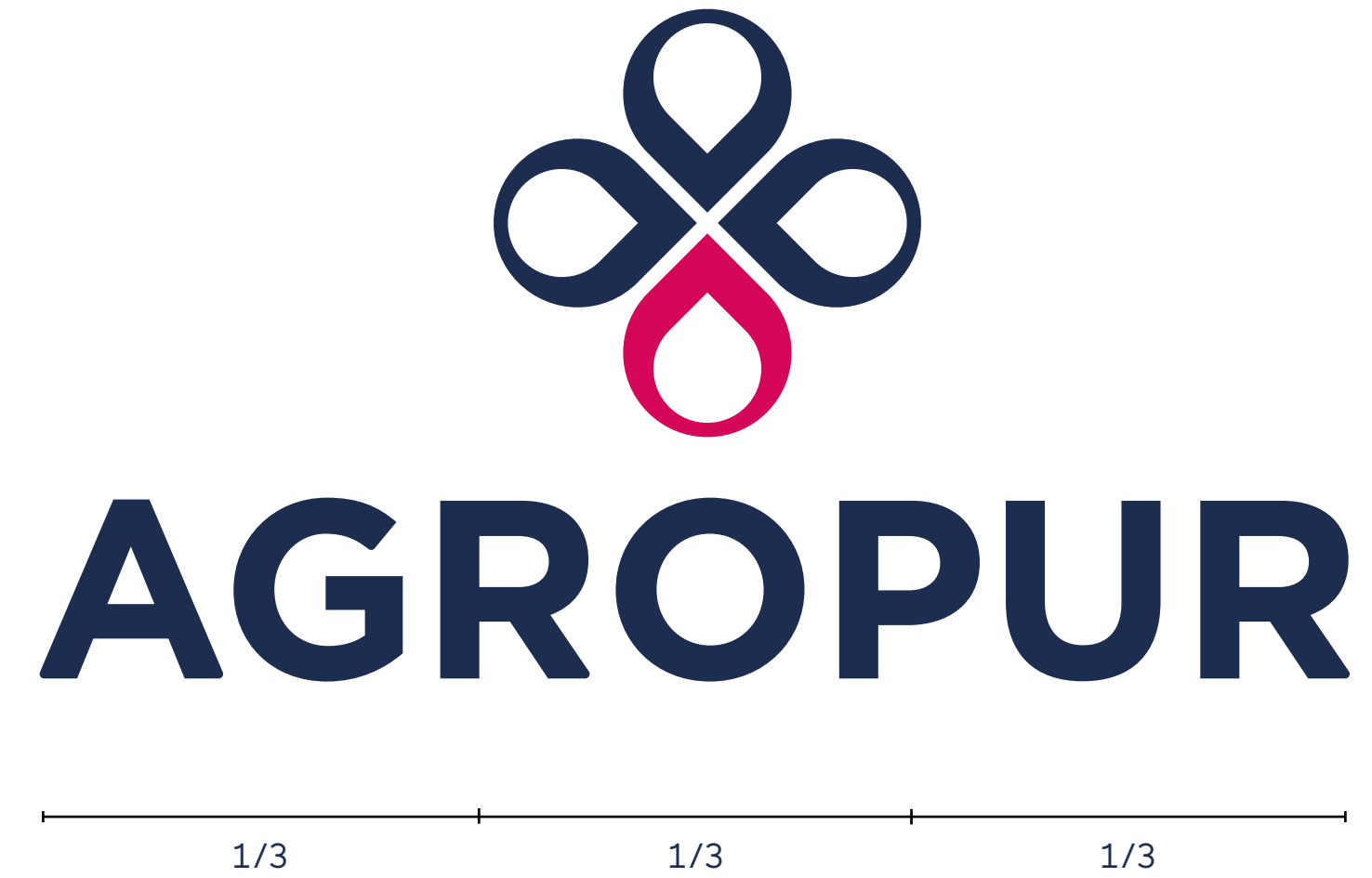


Logos

Proportions of the parent brand vs. sub-brands

When the parent logo is positioned with its sub-brands, these must only be 1/3 of the length of the parent logo.

The sub-brand logos are used in their original colours, so as to not distort them.



Natrel[®]

1/3

OKASM

1/3

MONSIEUR
GUSTAVSM

1/3

01.2

COLOURS



Colours

Primary palette

This is the colour palette for all applications. Whenever possible, always prioritize the use of PMS colours.

COATED PMS 295 C	COATED PMS Rubine Red C	COATED CMYK 100 68 8 52	COATED CMYK 0 100 18 3
--------------------------------------	---	--	---

RGB 0 47 95	RGB 202 0 93
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UNCOATED PMS 295 U	UNCOATED PMS Rubine Red U	UNCOATED CMYK 99 51 8 36	UNCOATED CMYK 2 94 5 0
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WEB 002F5F	WEB CA005D
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01.3

FONTS



Fonts

Primary Fonts

Maax and Nantes are the official fonts of the Agropur brand and must be used in all company documents and publications.

Print material | Official font

Maax

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Nantes

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Example using the manifesto

The dawn is a privileged moment for those who wake early.

Every morning the sun rises on our dairy producers and employees, who each share the same goal: make better milk, with better taste, that's better for the planet. Simply better.

Our thirst for perfection continually drives us to innovate, to get the best from our dairy. We do so through responsible farming practices and by treating our animals with respect. It requires a team that dedicates their heart and soul at both the farms and at the processing plants. To change the world, our way. We are made up of 15,000 families united by the same vision:

Provide better dairy and a better world for all.



Fonts

Digital Fonts

Playfair Display and Raleway are available for digital use.

Digital material

Playfair Display

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz***

Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Black Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz***

Digital material

Raleway

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz***

Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Black Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz***

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Every morning the sun rises on our dairy producers and employees, who each share the same goal: make better milk, with better taste, that's better for the planet. Simply better.

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