



**Miller**

**Since 1899**

# Miller Brand Standards

Standards to follow in projecting and promoting the Miller Brands

**Miller**

**Since 1899**

**Miller**  
Since 1899

*Your Productivity is Our Business*

800-247-5557 [www.millerstn.com](http://www.millerstn.com)

# Miller Brand Standards

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# Miller Brand Standards

Welcome to the Miller St. Nazianz, Inc. (Miller) brand standards guide. Miller is the leading manufacturer of Miller branded application equipment and silage bagging systems. Our commitment is to be a true productivity partner to our customers, and as such, hold ourselves to the highest standards of quality, innovation, and development of the most productive equipment in the industry.

The purpose of this document is to assist Miller employees, dealers, vendor partners, and the media in properly representing and marketing Miller and our brands. As we continue to evolve our brands and introduce new products, this document will provide clear, consistent guidelines for all media that include our logo. Updates will be made as needed, and revisions will be available on our dealer portal web site [www.millerstn.com/dealer](http://www.millerstn.com/dealer) (dealer portal login credentials are provided to Miller dealers).

Since we launched our latest and comprehensive brand strategy in 2007, the focus has been on identifying our products in a unified manner under the Miller name. Our product brands are Miller Nitro, Miller Condor, Miller Atlas, Miller Spray-Air, and Miller Ag-Bag. Today, we continue to drive the Miller brand front and center, so as to be identified as Miller, and not by our product brands such as Nitro or Condor. The Miller name has a legacy dating back over 100 years to 1899, providing us a position of strength and authority in serving the agricultural industry.

By following the brand standards outlined in this document, our dealer partners will have more tools to ensure their communications will meet the requirements of our co-op advertising reimbursement program. Failure to adhere to the guidelines may result in rejection of co-op claims.

For questions regarding these brand standards or the co-op advertising and promotions program, please contact Tim Criddle, Director of Marketing toll free at 800-247-5557 or directly at 920-773-1181. E-mail [timc@millerstn.com](mailto:timc@millerstn.com).

# Miller Brand Standards

## Miller Corporate Logos

Logos are a very important part of a brand's identity. Miller's preferred corporate logo is the red with green stripe pictured below. However, certain design concepts require the use the white logo with green stripe, such as on the Miller red background.

Neither greyscale or black and white are preferred color schemes for the Miller brand.

Miller corporate logos not included below are either not current or not for dealer/distributor use.



All logos contained herein can be found and downloaded from the Miller dealer portal under the marketing tools directory.

Please use your dealer portal login credentials, provided to every Miller dealer and distributor, to access the marketing tools including these logos, as well as current product photographs, pre-developed ad slicks, and radio scripts.

[www.millerstn.com/dealer](http://www.millerstn.com/dealer)





# Miller Brand Standards

## Miller Product Logos

### Miller Nitro Series



### Miller Nitro N2XP Series



### Miller Condor Series



### Miller Atlas Series



# Miller Brand Standards

## Miller Product Logos

### Miller Spray-Air



### Miller Condor SmartDrive



## Miller Productivity Tagline

***Your Productivity is Our Business***  
**Your Productivity is Our Business**  
*Your Productivity is Our Business*  
**Your Productivity is Our Business**

## Miller Leaf



# Miller Brand Standards

## Ag-Bag Logos

Miller Ag-Bag, A Miller-St. Nazianz, Inc. Company (Corporate)



A Miller-St. Nazianz, Inc. Company

Miller Ag-Bag (Brand)



Genuine Ag-Bag (Plastic)



Ag-Bag Tagline

**THE FIRST NAME IN SILAGE QUALITY**  
**THE FIRST NAME IN SILAGE QUALITY**  
**THE FIRST NAME IN SILAGE QUALITY**

# Miller Brand Standards

## Tag Lines

Our tag lines exemplify the key, fundamental message we attach to each of our core product lines. Our objective is to have the tag line used in every promotional piece utilized in driving the Miller brands.

## Miller Sprayers/Application Equipment

***“Your Productivity is Our Business”***

## Miller Ag-Bag

***“The First Name in Silage Quality”***

# Miller Brand Standards

## Logo Clear Space

Clear space is the area surrounding the logo that must be kept free of graphic elements and copy, excluding background elements. For all Miller logos used in any publication up to 8 1/2" x 11", 1/4" of free space must surround each logo. For logos used in publications larger than 8 1/2" x 11", the clear space must equal 10% of the logo's size. (Example: a 72" Miller logo on a banner must have 7" of clear space.)



Clear Space  
1/4" on all sides, or 10% of the logo size

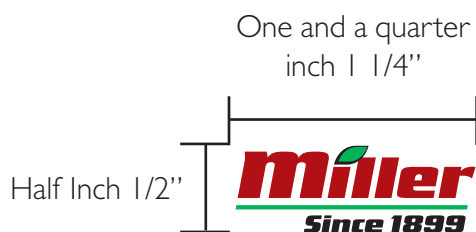
# Miller Brand Standards

## Logo Minimum Size

To ensure visibility, Miller has established a minimum size for each logo at one inch wide. This minimum size should accommodate most usages of any of the Miller logos, however, if a need for an even smaller logo should arise, please contact the Miller marketing department for authorization. Logos should always be proportionate to the advertisement for which they are being used for.

The maximum size for Miller logos is unlimited as long as the logo is not distorted or pixilated in any way. The use of an Adobe Illustrator (.ai) file or Encapsulated Post Script (.eps) file properly will help prevent pixilation. Low resolution jpeg or even .tiff files are less suitable logo files.

The Miller logo files found on the dealer portal include jpeg, .ai, and .eps versions.





# Miller Brand Standards

## Logos, Obsolete

The use of obsolete Miller logos will render an advertisement ineligible for coop reimbursement. Please ensure your ads, promo materials, and web site showcase only current Miller logos.



# Miller Brand Standards

## Logos, Misuse

Miller logos have been custom created. Do not use anything but approved logos.

- Never attempt to create the elements of any Miller logo.
- Never reproduce the logo in non-approved colors.
- Never alter the horizontal orientation of the logo
- Never use the logo in a crowded space



- Never distort or rearrange the logo elements.



- Never recreate the logo with any other typeface.



- Never use the logo as a part of a sentence or phrase.

*"Be sure to check out the ~~Miller~~ sprayers at our local field day!"*



# Miller Brand Standards

## Corporate Colors

In order to consistently brand Miller products, the following color palettes have been established. These palettes are for informational purposes only. Under no circumstances should you attempt to recreate and use a Miller logo without the written consent from the Miller marketing department.

Miller sprayers/application equipment.

Red



C 0  
M 100  
Y 100  
K 30

Green



C 80  
M 0  
Y 90  
K 0

White



Black



Miller Ag-Bag

Green



C 69  
M 0  
Y 100  
K 0

White



Black



# Miller Brand Standards

## Photos - logo placement

Frequently, our logos will be placed over photos for ads and promo materials. The following examples will help illustrate where to place logos and where to avoid logo placement.





# Miller Brand Standards

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Frequently, our logos will be placed over photos for ads and promo materials. The following examples will help illustrate where to place logos and where to avoid logo placement.





# Miller Brand Standards

## Preferred Photos

Every dealer has access to high resolution Miller product photos, found in the marketing section on the dealer portal. Photos that highlight specific features or showcase the entire product in a profile shot should be carefully chosen. Our photos approved for use will have such elements as features and/or logos visible (not cut off or shaded) in the full frame of the shot.



Note: logos are visible. Highlights key features including front boom, clearance, and visibility.



Note: logos are visible.



# Miller Brand Standards

## Preferred Photos

Every dealer has access to high resolution Miller product photos, found in the marketing section on the dealer portal. Photos that highlight specific features or showcase the entire product in a profile shot should be carefully chosen. Our photos approved for use will have such elements as features and/or logos visible (not cut off or shaded) in the full frame of the shot.



Clean, unobstructed shot. Brand clearly visible.



Desireable profile. Brand is clearly visible.



# Miller Brand Standards

## Not Preferred Photos

Photos that show Miller products in an unnatural setting, with logos or features cut off or shaded, and with too much 'background' interference to clearly see the product are not preferred photos.



Unnatural boom position. Too much background interference.



Undesireable profile. Brand is largely not visible.

# Miller Brand Standards

## Typography

Typography is a very important and powerful part of branding. The following fonts have been designated for use when promoting Miller products. The fonts on this page are for graphic design purposes only and may be used in any size.

### **Gill Sans** - body text and subtitles

Gill Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Gill Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

**Gill Sans Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

*Gill Sans Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

***Gill Sans Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz***

### **Futura Display** - headers and subtitles

**Futura Display**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

# Miller Brand Standards

## In the Dealership

As the retail reach and the primary contact for the customer, the Miller brand awareness starts at the dealership. It is essential for customers entering Miller dealerships to be aware that you carry and support Miller products.

To ensure customers are aware you are a Miller dealer, certain brand standards at the dealership are required. A combination of some or all of the following types of brand promotion is expected at every Miller dealership.

### **Signage and Posters.**

Miller signs are available to purchase and display inside and outside of your dealership. Miller Framed Posters for Condor, Nitro, Atlas, and Ag-Bag are available and have been provided at no-charge, and are expected to be displayed in every Miller dealership.

### **Decals.**

Miller decals are available to purchase and display inside and outside of your dealership, as well as on sales and service vehicles.

### **Flags and Banners.**

Miller flags, banners, and pop-up displays are available to purchase and display inside and outside of your dealership.

### **Brochures and brochure displays.**

Current Miller product brochures should be clearly displayed in literature stands or racks in the dealership. Old, outdated, damaged, or faded literature should never be displayed. Please ensure you work with your Miller Territory Manager to have the latest Miller product literature on display and available for your customers at all times.

### **DVD.**

Miller has product DVDs available at no charge for you to show to prospective customers. Current DVDs include Nitro 4000 Series Sprayers, Condor G Series Sprayers, and Ag-Bag silage bagging products.

# Miller Brand Standards

**Dealer Advertising** (the same standards apply for dealers who qualify for a coop advertising reimbursement and distributors who do not)

## Qualifying Media

The following media are approved to use in a Miller Coop Advertising Program:

- Newspapers and industry trade publications
- Circulars, flyers, tabloid insertions
- Radio
- Trade shows (only floor space is eligible for Coop, NO other show expenses are allowed.

Other expenditures require prior approval from the Miller Marketing Department.

## Approved Mechanics

- All ads must feature a clear illustration of the product, a current Miller logo, and an accurate description of the new product. No used equipment is reimbursable.
- Miller will not co-op any portion of any advertisement that includes competitive or unrelated products.
- Miller will not provide funding for advertising that is misleading, untruthful, unlawful, or that violates acceptable advertising standards.
- Miller will not provide co-op credit for advertising which includes pricing other than list price.
- No faxed requests.

## Proof of Advertising

All proof of advertising must be submitted within 60 days of advertising date.

- **Newspapers/Trade publications:** submit a photocopy of the original invoice you received from the newspaper and a full page tear sheet showing the ad.
- **Flyers, circulars, tabloid insertions, etc.:** You must submit a copy of the printer's invoice, an insertion or mailing invoice and an original sample of the complete publication.
- **Radio Advertising:** A notarized affidavit of performance from the radio station is required along with a copy of the script, and a station invoice.

## Payments

Complete the request for co-op ad reimbursement form, enclose the required documentation, & send to:

Co-op Advertising  
MILLER—ST. NAZIANZ, INC.  
511 East Main Street  
P.O. Box 127  
St. Nazianz, WI 54232-0127

Immediately following approval of the co-op advertising claim, a credit will be issued to the dealer parts account. No deductions or credits will be issued or allowed prior to approval. Cooperative advertising is a separate unit and is not a part of or connected to accounts receivable. **Please find a copy of the Coop Advertising Program and Claim Form on the Dealer Portal.**

# Miller Brand Standards

**Dealer Advertising** (the same standards apply for dealers who qualify for a coop advertising reimbursement and distributors who do not)

## Miller Supplied Ad Slicks

On the Miller dealer portal, in the marketing section, there are a collection of Miller Sprayer/ Application Equipment Ad Slicks available to download. These ad slicks have space reserved for dealer contact information, and may be up sized/downsized, or floated in a page.

## Dealer/Publication Created Ad Slicks

If dealers wish to customize ad slicks for your specific needs, for sizing purposes or to focus on a particular brand message or feature, the tools required to build the ad are contained both within this standards document and on the dealer portal. All current Miller logos, product photos, and brand messages are found in the marketing section of the dealer portal.

The recommended vernacular or wording can be taken from existing ad slicks, the Miller product brochures, and the Miller web sites, to ensure consistent brand messaging.

## Radio

Also found in the marketing section of the dealer portal are a selection of Radio Scripts available to use and customize based on a dealer's individual needs.

# Miller Brand Standards

## Trade Shows - Field Days

Projecting and promoting the Miller brand at trade shows and field days is an effective way to drive our product brand strategy. However, all too frequently, the opportunity to effectively deliver the brand message to thousands of people concentrated at a single event such as a key regional trade show is missed through a lack of sufficient brand identifiers.

### Minimum Trade Show - Field Day Brand Identifiers Standards

**Feather Flags** - No less than two large Miller feather flags, and ideally 4 large feather flags, should be set up along major traffic corridors in a Miller booth. These are tall and highly visible from a distance and help people identify where the Miller display is.

**Product Pop-Up Displays** - At least one pop-up banner stand per product should be on display

**Small Feather Flags, Banners, Traditional Flags** - Tables or backdrops should be adorned with Miller flags or banners or small feather flags

**Brochures** - All current Miller brochures should be on display in a professional display rack (table top or free-standing) as opposed to being stacked in a pile on a table.

**TV-DVD (when appropriate)** Current Miller DVDs are available for use at shows, which includes the Nitro 4000 Series, Condor G Series, and Ag-Bag Silage Baggers.

**Clothing** - Anyone working in a Miller booth, both Miller and dealer personnel, should be wearing suitable, professional attire and Miller-branded shirts/vests/pullovers/jackets. Co-branded (Miller and dealer logo) shirts are fine and appropriate for dealer personnel to wear. Miller can facilitate making Miller branded clothing available for purchase.

### Some Trade Show Basics:

Every Miller trade show booth should be set up to create adequate flow of people, and a welcoming presence. Care should be taken to not cut off traffic through awkward machine and boom positioning. Tables should not be located where they are a barrier to walk-in traffic. All personnel and display materials should be located out at the perimeter of the space where the customers are walking past, allowing for easier interaction with a prospective buyer.

# Miller Brand Standards

## Miller Brand Clothing

From time to time, Miller will provide dealers and distributors the opportunity to purchase Miller branded clothing, typically including shirts, hats, and outer-wear like light jackets or pullovers. These items are most easily obtained when ordered during the designated ordering window.

If, however, dealers wish to source Miller brand clothing at other times of the year, we are able to facilitate small batch orders (pricing is not as good as it would be as a part of large volume orders).

To inquire about Miller brand clothing options, please contact the Miller Marketing Department directly.

Some dealers and distributors may wish to obtain Miller brand clothing or promotional items from other suppliers. We ask that you adhere to the following standards:

- Use Current Miller Logos Only
- Use Original Miller Logo Colors Only
- Be sure the logo is used on an appropriate color background (ie no red on red). Colors that are unflattering or uncomplimentary to our Miller colors should be avoided.
- Miller adheres to a professional image, and as such, we would expect any clothing or promotional items where our logo is displayed to also project a professional image.

### Acceptable Examples



# Miller Brand Standards

## Miller Marketing Department

Thank you for adhering to the Miller Brand Standards.

If you have any questions or requests regarding the Miller brands and the standards we aim to uphold, please contact the Miller Marketing Department directly.

**Tim Criddle,**

Director of Marketing

Miller St. Nazianz, Inc.

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St. Nazianz, WI 54232-0127

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