

A smiling woman with long dark hair, wearing a white collared shirt and a green apron, holds a red apple in her right hand. She is standing in a market or grocery store, with various produce and signs visible in the background. A sign in the background reads "GRANNY SMITH \$1.29". The image is overlaid with a dark blue semi-transparent box on the right side containing text.

AgroFresh

Advancing the future of freshness

AgroFresh™ Brand Identity System

First Edition — August 2017

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AgroFresh The Brand Foundation

Introduction

The AgroFresh brand is more than a name and logo; it's a promise to our customers, a commitment to ourselves, and reflects the values embodied by all of us.

From the messages we communicate, to the look of our materials, to how we work with our customers each day, all actions shape our audience's perception of our brand.

This brand identity system—driven by employee input, customer insights and our vision—plays a foundational role in helping shape these perceptions. It is composed of many elements, from our essence and how we talk about our brand, to our logo and tagline, to our use of shapes, color and photography. Together, they create a definitive tone, look and feel that reinforce our positioning and set us apart from our competitors.

The strength of our brand relies on the creativity, clarity and consistency with which it is expressed and managed. Use this guide as a resource to stay on the right path as you help tell the AgroFresh brand story.

Brand positioning

The place we want our brand to occupy in our customers' minds

Our brand positioning helps to tell the story of who we are, what we do, how we're different and why our customers should care.

A strong position gives our AgroFresh brand a clear role in the world and combines tangible and intangible benefits to help people connect with and choose AgroFresh over any other competitor.

WHO ARE WE AND WHAT DO WE DO?

Imagine a world with less food loss. New ways to safeguard freshness and quality, from the packing line all the way to the retail display. And even more bountiful produce options for shoppers. This is the world of *Smarter Freshness* from AgroFresh—the new range of integrated solutions that combine deep industry knowledge, technical expertise and data analytics to advance produce freshness and quality across the value chain, and around the world.

As the global leaders who helped turn the seasonal apple business into a year-round industry, AgroFresh brings an unmatched perspective and technical expertise to freshness science. And now we're building off this unique understanding to deliver a full range of offerings across pre-harvest, post-harvest and retail applications for a wider variety of produce categories.

WHAT MAKES US DIFFERENT AND BETTER?

Unlike new technology providers who claim superior freshness expertise, or suppliers of industry commodities who lack innovative solutions for the value chain, we believe that solving the challenge of delivering quality produce to customers requires fully integrated solutions.

That's why, at AgroFresh, our diverse team of plant scientists, sales and marketing, technologists and data experts brings together all the pieces in unique and unprecedented ways to strengthen the success of every vital link in the produce value chain. By continually deepening our knowledge, asking what's next and pushing the boundaries to improve produce freshness, quality, safety and sustainability, we are leading the way for produce success.

WHY SHOULD ANYONE CARE?

With *Smarter Freshness* from AgroFresh, growers can maximize their investments and secure their families' legacies. Packers can deliver freshness more efficiently. Retailers can offer better produce experiences. And consumers can enjoy more produce options than ever. By empowering the industry to predict and improve produce freshness and quality, we're helping to reduce waste and maximize food safety. And that's just smarter—for all of us.

Brand essence

The summation of our brand

Our brand essence is shorthand for what we stand for as an organization—how we connect with anyone who engages with us. It represents a promise to our people and our customers.

It distills the long positioning statement into an easy-to-remember phrase for us to recall and act on every day. Not intended to be used in external customer communications, it serves as a reminder to all of us to keep delivering on our overall brand promise.

At AgroFresh, we're here to continually advance the science of freshness for the benefit of customers, people and the planet. With innovation, partnership and new technologies, we're growing a range of integrated *Smarter Freshness* solutions that will benefit every vital link in the produce value chain.

THE AGROFRESH BRAND ESSENCE

Empowering *Smarter Freshness*

This is an internal strategic statement—it is not meant to be used externally.

Smarter Freshness

Delivering our point of difference

Smarter Freshness is the phrase we use externally when communicating with customers, prospects, investors, partners and other stakeholders to describe our new offering and key point of relevant difference—our new way of going to market. It reflects the technology solutions we offer today and future innovations we're continuously mining.

Smarter Freshness is the **unprecedented integration** of the most advanced industry intelligence, insights and innovations to address the challenges of the entire produce value chain and **create real value**. And **only AgroFresh** can effectively deliver *Smarter Freshness*.

Smarter Freshness is an everyday part of our lives at AgroFresh, throughout every role and everything we do, from the way we develop cutting-edge technology solutions for our stakeholders, to the way we deliver superior service to our customers across the produce value chain.

When used in written communications, *Smarter Freshness* should be rendered in italics and with initial caps.

To the right are some examples of how to effectively use *Smarter Freshness* when talking or writing about how AgroFresh delivers our point of difference to the marketplace.

Our *Smarter Freshness* solutions span the produce value chain and include product technologies like Harvista™, SmartFresh™, AdvanStore™, LandSpring™, EthylBloc™ and RipeLock™.

Building off our unique strengths, we're advancing the future of freshness with a growing range of *Smarter Freshness* integrated solutions that work throughout the entire produce value chain to optimize the quality of produce like never before.

We're putting our 1-MCP heritage and expertise to use as we grow our *Smarter Freshness* solutions lineup in new segments, along each step of the value chain.

To expand and evolve our *Smarter Freshness* integrated solutions, we are partnering with other innovative companies and extending our R&D efforts on innovations that go beyond 1-MCP—including developing powerful new sensing technologies and predictive analytics capabilities for customers.

Core attributes

The basic nature of our brand

Our brand position helps paint the big picture of why we're here, how we're different and why we matter. The brand essence brings it all into sharp focus for us. And our core brand attributes help us add more texture and understanding, by defining and articulating the characteristics that are directly associated with our brand as well as aspirational attributes that we are striving to achieve. Most importantly, all of these attributes are highly important to customers.

OUR CORE ATTRIBUTES

- **Learned**—More than intelligent and perceptive, our diverse mix of experts are knowledgeable about a wide array of produce freshness topics and understand how to bring relevant new insights to everyone in the value chain.
- **Research- and data-driven**—Our proven track record of innovating the category is steeped in rigorous research and data-driven insights.
- **Market-focused**—We try to stay relentlessly relevant by understanding the challenges the market faces, anticipating what's next and disrupting ourselves to drive innovative products and services that matter to the marketplace.
- **Integration**—We believe progress and success come from fostering collaboration and integration of solutions so we are connected around the globe, across the supply chain and with leading industry experts.
- **Sustainability**—We are committed to reducing food waste through fresher produce.
- **Global**—Our global footprint enables us to understand produce challenges and market conditions around the world and translate them into insights for our customers.

Our brand attributes should be reflected in everything we do. In the way we talk—with our customers, our partners and one another. In the way we think—about our business, our roles and our responsibilities. And in the everyday actions of our people—those who represent our brand.

These attributes should also inform our visual and verbal language as an organization.

Functional and emotional benefits

The advantages of leadership

Why choose to work with AgroFresh? Our functional and emotional benefits provide the framework we need to begin to answer that question as we create effective communications.

Functional benefits focus on the value we provide to our customers' business and are stated from the AgroFresh brand perspective. Emotional benefits are about the value we provide to our customers from a personal and social standpoint—those aspects that make them feel more comfortable and confident in choosing and recommending us. Therefore, these are stated from the perspective of our customers.

Functional benefits of working with AgroFresh

- Timely, critical knowledge of produce and market dynamics.
- Applying and transferring deep apple knowledge to help advance freshness for all produce across the value chain.
- A new offering of integrated, intelligent *Smarter Freshness* products and solutions to help innovate produce freshness and power success for the industry.
- A diverse mix of experts, including plant physiologists, embedded sales and technical experts, marketing experts, data analysts, and technologists, who provide unprecedented produce freshness knowledge and insight.
- Technical expertise to help solve problems as they occur.
- A better end-user experience to impact repeat business and sales.
- Constantly pushing what's possible to improve produce freshness, quality, safety and sustainability.

Emotional benefits of working with AgroFresh

- I have peace of mind working with AgroFresh because their products, people and the information they provide help me stay ahead on all produce freshness challenges I face.
- I feel like AgroFresh has a deep understanding of my business and how to help me be successful.
- I feel connected to AgroFresh because they share my passion for doing what's right for the produce.
- I am proud of how our produce looks and the increased profitability we're achieving as a result of the things AgroFresh helps me do.
- I know we're having an impact on sustainability by working with AgroFresh, and that's important to me and the community.
- I feel smarter and more empowered, with relevant and actionable information from AgroFresh at my fingertips.
- I believe there are things that *Smarter Freshness* solutions from AgroFresh can help us do for the produce that we don't even know yet; innovations that will provide me with new opportunities...and that's exciting.

Brand personality

The human characteristics of our brand

Much like the traits we all possess as humans that make us unique, brands, too, have unique personalities. Our brand personality describes the AgroFresh brand in human terms—the way our brand speaks and behaves, and engages with the world around it.

OUR BRAND PERSONALITY

- **Passionate**—We care deeply about every facet of produce freshness; we're excited to go to work each day because we truly believe we're making a difference.
- **Visionary**—Proactive and forward-looking, we are catalysts for world-changing produce innovations.
- **Insightful**—More than knowledgeable, we are intuitive, perceptive and imaginative; we connect the dots, integrate solutions and produce insights that impact business growth.
- **Trustworthy**—We are principled, ethical, credible and responsible; always focused on doing what's right for the produce for our customers and our industry.
- **Empathetic**—We have an affinity for our customers' unique challenges and a deep rapport with them; we are there for them, highly collaborative and responsive.

These traits should shine through in everything we create and do.

Brand voice

Elements of voice: The way our brand should sound

Every brand, just like every person, has a distinct personality and voice all its own. The tone, manner and style we choose to communicate shape the way our brand is perceived.

At AgroFresh, our voice is smart and knowledgeable, yet warm, personal and accessible—reflecting our leadership, collaborative spirit and strong customer orientation.

At AgroFresh, our brand voice is:

Smart	Personal
Confident	Helpful
Clear	Conversational
Warm	

Do:

- Make it about them—the audience’s needs, their challenges, their business
- Prove it—demonstrate benefits and results
- Simplify—respect the audience’s time and attention
- Be authentic and conversational
- Be engaging and inspiring, never dull and boring
- Keep global audiences in mind
- Reflect a sense of vision and confidence
- Relate what we do to its larger benefits to our world

Don’t:

- Make it all about us—instead, strive to tie our strengths to audience needs
- Overpromise, misrepresent or boast
- Overexplain or make things overly complex—instead, strive for clarity and speed
- Be cold, stiff or formal, or “corporate”
- Rely on jargon and tired business clichés—instead, say it in a fresher way
- Use expressions or phrases that will not be understood globally

Brand voice

Elevator pitch

An elevator pitch is the short statement designed to pitch a brand and offering and open the door for more communication. It typically answers the questions who do we work with/for, what do we offer, and what's the benefit or result achieved. Like a tagline, this is intended to be used in situations when communicating with external stakeholders, particularly when pitching new prospects.

AgroFresh is empowering the food industry with *Smarter Freshness*—a new range of integrated solutions designed to help growers, packers and retailers improve produce freshness and quality for the good of our industry, consumers and the planet.

Brand architecture

The purpose of a brand architecture is to help our external and internal audiences understand our business strategy and solution offerings and engage with us to find a specific technology solution or service to solve their challenges. Therefore, our brand architecture is designed to help express our brand vision through our solution offerings. It is not meant to depict our internal organizational structure.

There are several viable ways for organizations to manage their family tree of brands, depending on business and brand strategy.

On the next page, you will see our hybrid brand architecture model that leverages a strong master brand—AgroFresh—as the enabler of our solutions for stakeholders, while allowing flexibility to accommodate current brand portfolio needs and future arrangements.

Level I represents our corporate brand or legal entity. This usually gets used in communications and materials when referencing our full legal name, in investor relations materials, and in boilerplate copy for press releases.

Level II represents our dominant master brand and reflects our overall vision, business and brand strategy. AgroFresh is the enabler of our technology solutions and superior service.

Level III represents our sub brands or technology solutions which provide specific benefits to various stakeholders across the produce value chain and focus on pre-harvest, post-harvest and retail segments. Each sub brand is endorsed by our master brand with the endorser line (an AgroFresh solution) and must always be locked up together. Instructions for lockups will be covered later within these guidelines. When talking about any of the sub brands in sales and marketing materials, please always refer to them as solutions vs. sub brands to engage stakeholders in our offerings for their challenges.

Level IV represents product brands within each sub brand where applicable. This allows for the representation of the more specific variations and delivery mechanisms within each sub brand.

Level V represents potential business arrangements of the future, including co-branding, joint ventures, strategic alliances or ingredient branding opportunities.

Level I
Corporate Brand

AgroFresh Solutions, Inc.

Level II
Master Brand

AgroFresh

Level III
Sub Brands
(Endorsed)



Level IV
Sub Brand
Product Naming

SmartFresh™ ProTabs

SmartFresh™ SmartTabs™

SmartFresh™ InBox

Level V
Business
Arrangements
(Joint ventures,
co-branding and
strategic alliances)

Co-branded/JV



Ingredient



*For illustrative purposes only



AgroFresh Brand Identity Elements

The master brand wordmark

Overview

1

The master brand wordmark consists of only one element, the typeset word "AgroFresh," as shown on the right.

2

AgroFresh should always be presented as one word, never as two. The word should never be hyphenated by line breaks. The "A" and "F" are always presented in uppercase.

The first time the company is referenced in copy, it should read "AgroFresh™". On second and subsequent references, it should be referred to only as "AgroFresh".

The AgroFresh wordmark should not be translated to other languages. In cases where the Roman alphabet is not used, the company name may be written in local language in the text of communications materials, but the logo must always appear on the same page in English.

📌 Use only official reproduction artwork.

Contact the AgroFresh Global Communications Department for reproduction files. Follow these standards every time you apply the wordmark.

AgroFresh

1 AgroFresh

2 AgroFresh™ is the company behind the SmartFreshSM Quality System.

The master brand wordmark

Color variations

1

The preferred application of the wordmark is two-color, PANTONE® 361 (green) and PANTONE 7406 (yellow).

When the wordmark is reproduced in other applications where PANTONE printing is not possible, use one of the formulas on page 30.

2

When color is not available, the wordmark can be printed in grayscale.

3

Or solid black.

4

When placed on a dark background or image, use the reversed-out wordmark.

1 The wordmark 'AgroFresh' is displayed in a sans-serif font. 'Agro' is green and 'Fresh' is yellow.**2** The wordmark 'AgroFresh' is displayed in a sans-serif font, rendered in a uniform gray color.**3** The wordmark 'AgroFresh' is displayed in a sans-serif font, rendered in solid black.**4** The wordmark 'AgroFresh' is displayed in a sans-serif font, rendered in white against a solid black rectangular background.

The master brand wordmark

Clear space

The AgroFresh wordmark needs room to stand out so it can serve its purpose of identifying and differentiating our company with optimal visibility and legibility.

Always allow a generous area of clear space around the wordmark. The designated minimum clear space around the wordmark must always be kept free of any text or graphic elements. This will help to protect its role as a key graphic representation of our brand.

The minimum required clear space is a distance of "x," which is the height of the "r" in the wordmark. Allow for more clear space whenever possible.

The clear space must be respected, except in certain cases with limited space (such as in web and digital applications), where the clear space may be reduced. The same holds true for other communication pieces (such as large trade show displays), where layout constraints might require a smaller clear space.



📌 Use only official reproduction artwork.

Follow these standards every time you apply the AgroFresh wordmark.

The master brand wordmark

Minimum size

It is important to observe the minimum wordmark sizes as shown on the right. Adherence to these size restrictions ensures optimal legibility. The wordmark should not be reproduced below the minimum sizes indicated for both print and digital uses.

1

The minimum size of the wordmark for print applications is 1 inch (25.4mm).

2

The minimum size of the wordmark for online applications is 90 pixels.



The master brand wordmark

Improper usage

As a key visual element of our brand, our wordmark requires proper use wherever it is applied. Altering, distorting or redrawing the logo in any way weakens the power of the brand and what it represents. To ensure the visual integrity of the AgroFresh brand, please adhere to the wordmark standards presented on the previous pages. On the right are examples of incorrect logo usage.

- 1** Do not alter the wordmark in any way.
- 2** Do not change proportions of any element of the wordmark; only enlarge or reduce the wordmark in its entirety.
- 3** Do not invert the colors of the wordmark.
- 4** Do not impose any design or lettering over the wordmark.
- 5** Do not use the wordmark on dark or patterned backgrounds without sufficient contrast.
- 6** Do not add any effects to the wordmark.



The master brand wordmark

Proper usage of the wordmark with other AgroFresh sub brands

When the AgroFresh wordmark is used with one of the sub brands, the two elements must have sufficient space between them. Sufficient space is defined as "at opposite vertical or adjacent corners of the document". Never use both of these logos directly next to or underneath one another. If used together on the same page, the sub brand logo should always be more dominant than the AgroFresh wordmark.



Example of a dual-branded brochure



Examples of dual-branded pop-up banners

Tagline

Articulating our unique difference

Our tagline distills our company's corporate values and identity into a pithy phrase that reinforces our brand's promise and value to customers, partners and the world.

It reflects the soul of who we are, and what we aspire to be.

AgroFresh

Advancing the future of freshness

Tagline

Using the wordmark and tagline lockup

In addition to the requirements on page 26, we also need to adhere to the following rules for when and how to use the wordmark and tagline lockup.

The AgroFresh wordmark and tagline lockup is the preferred usage in communications that target all external audiences. On first appearance within marketing materials, the wordmark and tagline lockup is recommended to introduce the brand. On subsequent pages, or elsewhere in the design, the AgroFresh wordmark without tagline can be used.

Examples include:

- Use the wordmark and tagline lockup as the masthead of a web page. A smaller AgroFresh wordmark without tagline can be used in the footer element.
- Use the wordmark and tagline lockup as the dominant logo on the cover of a corporate brochure and as a sign-off on the last page. The AgroFresh wordmark without tagline can be used on the inside pages at a smaller size.
- Use the wordmark and tagline lockup as a sign-off on the last page of print collateral, such as brochures and sell sheets for sub brands.

Tagline

Using the tagline in headlines and copy

The tagline, “Advancing the future of freshness,” may be set in text and used as a standalone headline, for example, on a pop-up trade show banner.

In these situations where the tagline is set in text, use sentence-case capitalization to match our typography standards.

Correct: Advancing the future of freshness

Incorrect: Advancing the Future of Freshness

The tagline may also be incorporated into the flow of copy, as part of a sentence. In these cases, treat the phrase like any other clause. Do not capitalize, place in quotes or otherwise emphasize.

Correct: AgroFresh is advancing the future of freshness by investing in new technologies and partnering with other innovative partners.

Incorrect: AgroFresh is ***Advancing the future of freshness*** by investing in new technologies and partnering with other innovative partners.

Tagline

Brand elements

Clear space

Always allow a generous area of clear space around the wordmark and tagline lockup. The designated minimum clear space must always be kept free of any text or graphic elements. This will help to protect its role as a key graphic representation of our brand.

The clear space must be respected, except in certain cases with limited space (such as in web and digital applications), where the clear space may be reduced. The same holds true for other communication pieces (such as large trade show displays), where layout constraints might require a smaller clear space.

Color variations

The preferred application of the wordmark and tagline lockup is three-color, PANTONE 361 (green), PANTONE 7406 (yellow) and 90% black (text).

When the wordmark and tagline lockup is reproduced in other applications where PANTONE printing is not possible, use one of the formulas on page 30. When color is not available, it can be printed in grayscale or solid black. When placed on a dark background or image, use the reversed-out lockup.

Minimum size

It is important to observe the minimum wordmark and tagline lockup sizes as shown on the right. Adherence to these size restrictions ensures optimal legibility. It should not be reproduced below the minimum sizes indicated for both print and digital uses.

Clear space



Color variations

AgroFresh

Advancing the future of freshness

AgroFresh

Advancing the future of freshness

AgroFresh

Advancing the future of freshness

AgroFresh

Advancing the future of freshness

Minimum size

AgroFresh

Advancing the future of freshness

1.375 inches (35mm)

AgroFresh

Advancing the future of freshness

140 pixels

Endorsed product brands

Overview

Each of the trademarked sub brands that fall under the AgroFresh master brand offers a distinct *Smarter Freshness* solution for specific market segments.

To ensure each of these sub brands is clearly tied to and reinforced by the master brand, we have created logo lockups containing a line of descriptive text.

Do not typeset your own lockups instead, use only the approved artwork.



Trademarks and copyrights

Prohibited Use

The AgroFresh logo is not permitted to be used by any supplier or customer on any advertising material, promotional material, etc., without written permission from AgroFresh.

Copyright Statement

To help maintain legal protection for published materials, include the following copyright line in all print, audiovisual, electronic or other communications materials developed for AgroFresh:

™Trademark of AgroFresh Inc. © (year of publication) AgroFresh Solutions, Inc. All rights reserved.

When creating published materials for any of AgroFresh's sub brands, include the following copyright line in all print, audiovisual, electronic or other communications materials:

™Trademark of AgroFresh Inc. © (year of publication) AgroFresh Solutions, Inc. All rights reserved. Harvista, SmartFresh, AdvanStore, LandSpring, EthylBloc and RipeLock (use only ones needed) are registered trademarks of AgroFresh Inc.

Place this text at the bottom of the page at the end of single-page materials.



AgroFresh Visual Elements

The color system

Primary and secondary palettes

Color plays a prominent role in all of our communications. One of the cornerstones of our graphic vocabulary, it is a visual element that quickly identifies our brand. The following color palettes are the only colors that may be used. These replace any previous color guidelines.

Primary palette

Our primary colors for the AgroFresh brand are PANTONE 361 and PANTONE 7406. Similar to our brand, they are bold, fresh and clean. Black is also used primarily in typography, and white is used to create generous amounts of white space.

Secondary palette

The secondary colors are used for large fields of color, for backgrounds, to house blocks of texts, in icons, charts or graphs, as accents, or as a transparent overlay for photography.

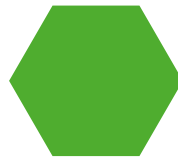
These colors are ancillary. The primary colors should be dominant in all cases.

Matching colors

Depending on the application (paper, fabric, digital, etc.), colors may need to be adjusted to match the PANTONE colors. Follow all color directions at right to ensure accurate results.

Note: The AgroFresh wordmark must always be in the primary palette and should never be produced using the secondary palette.

Primary palette



PANTONE 361

CMYK 75 4 100 0

RGB 61 175 44

HEX 3daf2c



AgroFresh brand identifier



PANTONE 7406

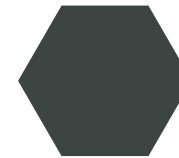
CMYK 6 22 100 0

RGB 245 196 0

HEX f5c400



Neutrals

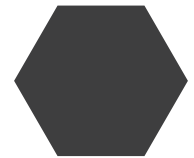


PANTONE 446

CMYK 71 57 61 44

RGB 61 69 67

HEX 3d4543



90% Black Text

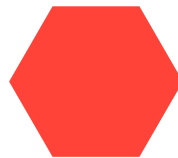
CMYK 0 0 0 90

RGB 64 64 64

HEX 404040



Secondary palette

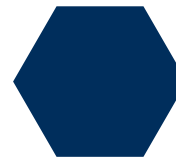


PANTONE Warm Red

CMYK 0 87 80 0

RGB 255 66 56

HEX ff4238

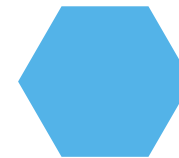


PANTONE 648

CMYK 100 74 20 45

RGB 0 45 93

HEX 002d5d

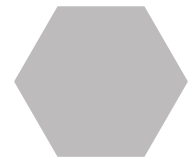


PANTONE 292

CMYK 55 16 0 0

RGB 101 179 233

HEX 65b3e9



PANTONE Cool Gray 4

CMYK 26 22 21 0

RGB 188 188 188

HEX bcbcbc



Typography

Primary typeface and usage

The preferred typeface for all AgroFresh communications is Museo Slab and Museo Sans. This family was chosen for its easy legibility and contemporary feel reflecting the friendly, knowledgeable attributes of our brand in a visual way.

These fonts support a wide range of languages and are a complete OpenType® typeface. OpenType is a cross-platform font file developed by Adobe® and Microsoft®. This is preferred for its cross-platform ability and the way it supports widely expanded character sets, providing richer linguistic support.

The Museo family is available from Typekit, which is a subscription service from Adobe, for fonts which you can sync to your computer or use on a website. They can also be purchased from many type houses.

Museo Slab

These fonts are used solely for headlines and subheads. They are a robust slab serif that maintains Museo’s friendliness and is a perfect match for Museo Sans. They come in 12 fonts—6 different weights with matching italics. The preferred weight for headlines is Museo Slab 100, and for subheads it is Museo Slab 700.

Museo Sans

These fonts are used for body text and body subheads. They come in 10 fonts—5 weights with matching italics. The preferred weight for body text is Museo Sans 100, and for body subheads it is Museo Sans 700. For small text such as footnotes or when reversing small type out of a colored background or image, Museo Sans 300 or 500 is preferred.

Museo Slab Type Family

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890.,:;!{}[]/\'"@#%&*()+=
 Museo Slab 100

*abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890.,:;!{}[]/\'"@#%&*()+=
 Museo Slab 100 italic*

**abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890.,:;!{}[]/\'"@#%&*()+=
 Museo Slab 500**

*abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890.,:;!{}[]/\'"@#%&*()+=
 Museo Slab 500 italic*

**abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890.,:;!{}[]/\'"@#%&*()+=
 Museo Slab 700**

*abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890.,:;!{}[]/\'"@#%&*()+=
 Museo Slab 700 italic*

**abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890.,:;!{}[]/\'"@#%&*()+=
 Museo Slab 900**

*abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890.,:;!{}[]/\'"@#%&*()+=
 Museo Slab 900 italic*

Museo Sans Type Family

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890.,:;!{}[]/\'"@#%&*()+=
 Museo Sans 100

*abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890.,:;!{}[]/\'"@#%&*()+=
 Museo Sans 100 italic*

**abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890.,:;!{}[]/\'"@#%&*()+=
 Museo Sans 500**

*abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890.,:;!{}[]/\'"@#%&*()+=
 Museo Sans 500 italic*

**abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890.,:;!{}[]/\'"@#%&*()+=
 Museo Sans 700**

*abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890.,:;!{}[]/\'"@#%&*()+=
 Museo Sans 700 italic*

**abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890.,:;!{}[]/\'"@#%&*()+=
 Museo Sans 900**

*abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890.,:;!{}[]/\'"@#%&*()+=
 Museo Sans 900 italic*

Typography

Secondary typeface and usage

For corporate communications **when Museo Slab or Museo Sans is not available**, use the Rockwell and Arial families instead. Also use these fonts for all email applications due to the fact that not all recipients' hardware will honor the Museo family. This practice will counteract font substitution, and your email will display accordingly to how it was designed. Both typefaces are included on all computer systems and are available for all to use.

Rockwell

This is a geometric slab serif typeface and should be used for all headlines and subheads.

Arial

This is a contemporary sans serif typeface and should be used for all body text and body subheads.

Rockwell Type Family

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890.,;:!?{}[]/\''@#\$\$%&*()+=
 Rockwell Regular

*abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890.,;:!?{}[]/\''@#\$\$%&*()+=
 Rockwell Italic*

**abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890.,;:!?{}[]/\''@#\$\$%&*()+=
 Rockwell Bold**

***abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890.,;:!?{}[]/\''@#\$\$%&*()+=
 Rockwell Bold Italic***

**abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890.,;:!?{}[]/\''@#\$\$%&*()+=
 Rockwell Extra Bold**

Arial Type Family

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890.,;:!?{}[]/\''@#\$\$%&*()+=
 Arial Regular

*abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890.,;:!?{}[]/\''@#\$\$%&*()+=
 Arial Italic*

**abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890.,;:!?{}[]/\''@#\$\$%&*()+=
 Arial Bold**

***abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890.,;:!?{}[]/\''@#\$\$%&*()+=
 Arial Bold Italic***

**abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890.,;:!?{}[]/\''@#\$\$%&*()+=
 Arial Black**

Photography style

Principles

Photography is an integral component of our brand. So we're looking for fresher and more arresting ways to capture produce and flora in terms of environmental/application images to convey the value of our offerings, as well as produce hero images to convey the benefits of our offerings.

Likewise, we aim to capture fresher images of all of the people across the value chain that we're helping with our *Smarter Freshness* solutions.

Our photo style features colorful and aspirational scenes and produce as often as possible to pay off "*Smarter Freshness*."

Use photography whenever you can to inspire your story from the field, through the packing line to the retail display.

Our photography includes four styles: Lifestyle, Produce Falls, Hero and Environmental/Support.



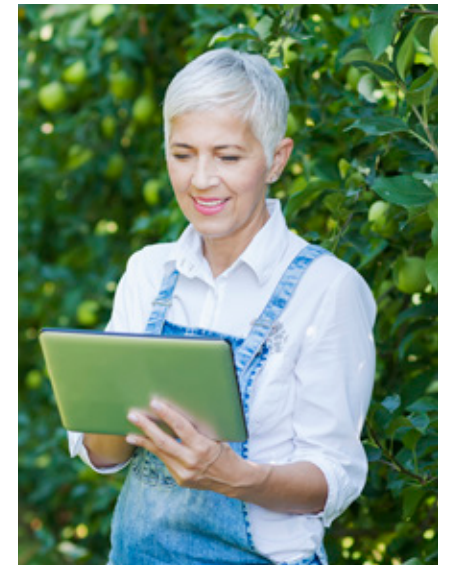
Photography style

Lifestyle images

Our style is natural with an optimistic, documentary feel. It should depict the people throughout the value chain that AgroFresh positively impacts. This includes growers, packers, shippers and retail/consumers set in their natural environments.

The people shown should convey a positive interaction with the produce or flora reinforcing the benefit of the solutions AgroFresh provides. This type of imagery, when used as a cover image, such as a brochure, may feature people in their environment engaged with the camera. However, the majority of these types of images should show people engaged in their respective role or activity and unaware of the camera.

Generally, the people and the task they are performing are the focus, and the rest of the background is out of focus. In some instances, such as a trade show booth, the person and product can be cut out and placed on a white background creating a vibrant, clean look.



Photography style

Produce falls images

The purpose of these images is to get a quick overview of the type of produce that are benefited by using one of AgroFresh's *Smarter Freshness* solutions.

Create the produce falls by picking images of fruits, vegetables and flora that fill a vertically oriented diagonal space. Place the images in separate layers strategically using item size. Use a Gaussian blur and a multiply shadow effect to simulate depth. This helps create a believable image and implies the quality and freshness of the produce. Make sure to create an even composition while leaving enough breathing room to show background elements through the image. This will guide the eye to travel over the entire composition without creating cluttered or confusing areas. You should be able to tell what each individual item is without difficulty.

Be mindful when layering two or more items in the same space, and make sure that depth is created with either a shadow or blur effects—you don't want to make the image look cluttered or illegible.



Photography style

Hero images

These images showcase the produce and flora that we positively impact with our solutions throughout the value chain—from pre-harvest to post-harvest to storage to packing/distribution to retail and, finally, to consumers. The images should be appealing, saturated and on a bright white background to create a vibrant, clean look. The subject matter should be shot with a shallow depth of field and the focus on product texture and color. They should have simple drop shadows anchoring them to the ground when applicable. Use tight cropping to emphasize simplicity and quality of harvested product.

Keep in mind the sub brand that the photography is supporting when selecting images. For example, Harvista™ is at the beginning of the value chain that starts before harvest; therefore, hero photography should prominently feature a ripe apple on a branch.



Photography style

Environmental/support images

These images help spotlight quality produce as it's being grown, distributed and sold. Environmental shots could include growing fields, packing areas or retail spaces. Support images may show the end product in a natural environment, such as a table or bowl, or in a scene with human interaction—but the focus is always the end product.

Use saturated colors, simple backgrounds, minimal propping and a shallow depth of field. If people are used, they should never seem posed.



Graphic elements

Hexagons

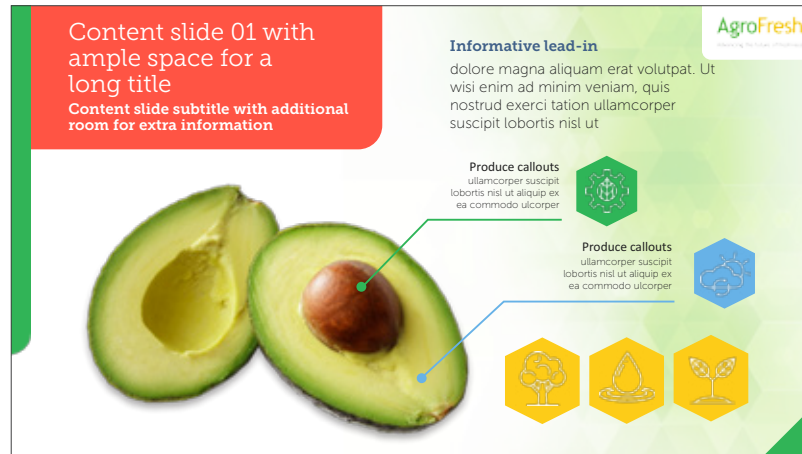
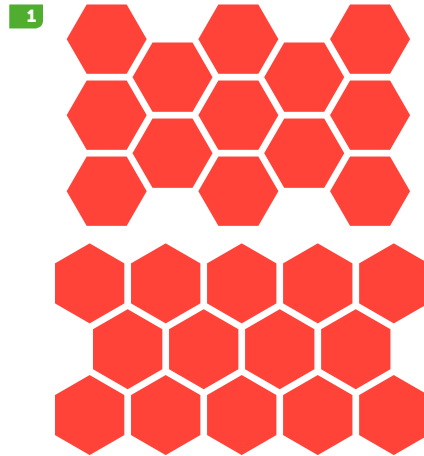
Hexagonal patterns represent geometry (balance and symmetry), science (molecular structures) and nature (honeycombs in beehives, representing efficiency and collaboration). From a symbolic standpoint, these also reflect our points of expertise and difference—our plant physiology expertise, deep customer knowledge and integrated approach. The hexagons are used to add depth and texture to an image or a page or as a platform to place type or an icon. They can be used in any color and opacity from the primary and secondary palettes.

1 A hexagonal pattern has been created for use in any collateral. Feel free to resize, change color, change opacity or delete some of the pieces. You can rotate the hexagons at 90° only.

2 Use varying sizes of hexagons in differing degrees of opacity to provide texture and depth to a page.

3 Use hexagons for type callouts.

4 Use hexagons to house icons on a page.

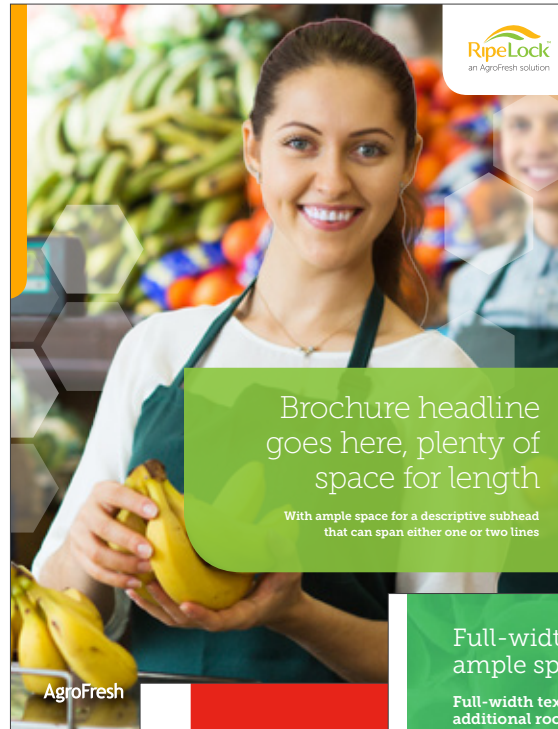


Graphic elements

Rounded corner box

The rounded corner box references design elements prevalent in the AgroFresh logo and creates a greater natural feeling than a traditional square container. The rounded corner may be used on any of the four corners of a container, but the bottom left or right is the preferred positioning. The most common use is to fill with color and place a headline and subhead inside or to frame a picture. The rounded corner box can also be used to create an area of clear space for logos to occupy (as shown on the sample sub brand brochure to the right).

Generally, the smallest radius for a round corner is .375 inches (9.5mm), such as the rounded page tab element found on all collateral pieces. When deciding the radius for a boxed element, remember to keep it generous but not so large that it crowds the type or breaks a headline/subhead in too many lines that it becomes distracting.



Example of a white rounded corner box creating an area of clear space for the logo



Example of a colored rounded corner box with headline and subhead—please note that in this case, the opacity of the box was dropped to 90% to allow some of the image to come through

Examples of rounded corner boxes used to place an image inside

Graphic elements

Page elements

Rounded page tab

This is a narrow rounded corner box element that originates from the top left corner and continues along the left-hand side of the page or spread. It can also run along the bottom of a single- or double-page document. More discussion on placement and length can be found in the grid section (starting on page 43). It is an opaque object colored in the designated brand identifier color. Each individual sub brand has been assigned a brand identifier color (starting on page 49). The AgroFresh master brand also has a brand identifier color (PANTONE 361, page 30).

Corner wedge

This is a small 45° triangle that sits in the bottom right-hand side of the page. It is colored in the same brand identifier color as the rounded page tab in the upper left. When used on the cover of a collateral piece, the corner wedge suggests forward motion to page through for more information. When used on interior right-hand pages, the corner wedge can be used to house numerals for pagination purposes.

Connector lines

These are used to pinpoint a certain item on a page, usually a benefit brought by using AgroFresh solutions. The stroke is generally 2 points in weight for most pieces but should be scaled proportionally for different sized applications. The ball at the end is always 150% of original size (see Figure 1). These can be colored in any of the primary or secondary colors.

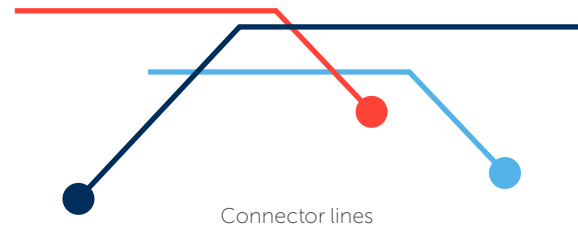
Rounded page tab



Corner wedge on inside spread with page number



Connector line in use on a brochure



Connector lines

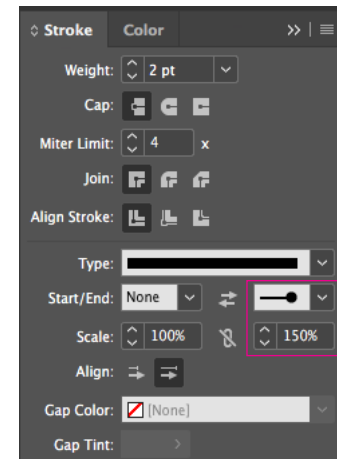


Figure 1 Set the end cap of the stroke to 150%

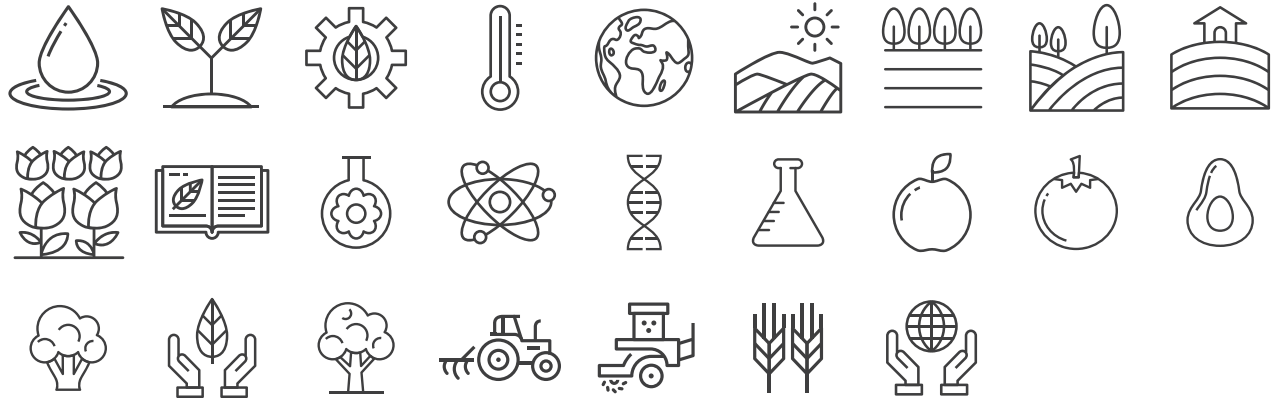
Iconography

Our icons are designed to complement our photographic style and graphic elements. They incorporate the simple but smart aspects of technology while still feeling approachable and humanistic.

They have been broken down into four key use categories that reflect the value chain: Growing, Storage, Packing/Shipping and Retail. There is also one additional icon category called Business value. These icons should be used when depicting the overall business benefits that we deliver to our customers.

All icons should be simple but detailed enough to convey their meaning. They can be colored in any of the primary or secondary palettes or reversed out when placed on a dark field.

Growing



Storage



Packing/Shipping



Retail



Iconography

Continued

Business value

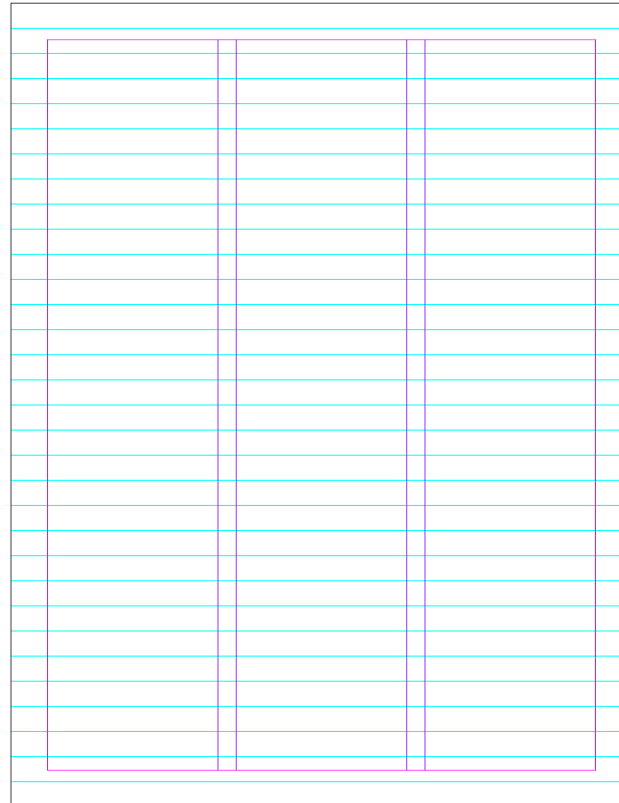


The grid

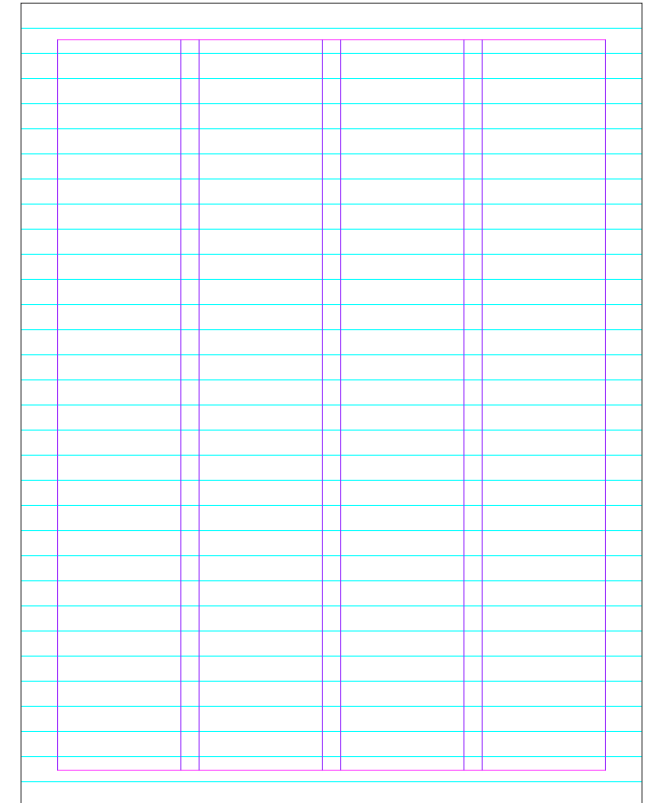
Overview

Our grid system is based on a 32-section, 3–4 column structure with ample gutter space between the columns of .25 inches (6.35mm).

Standard paper size for AgroFresh global literature (brochures, technical data sheets, etc.) is U.S. letter or A4. The margin for these applications is .5 inches (13mm) except for sign-off areas where the bottom margin is .375 inches (9.5mm). It is preferred to start copy two or more sections from the top of the page when the amount of content allows for this.



32-section, 3-column grid



32-section, 4-column grid

The grid

Brochure front page

1

Rounded page tab

The rounded page tab should show up on the front of all brochures. The round corner should never be placed exactly on the halfway mark of the page height. It can be placed past or at least 2 sections up from the halfway mark.

2

Headline/subhead area

These elements should be placed in a rounded corner box. The box height should be at least 5 sections and no more than 10 sections high. Headline and subhead should be set in Museo Slab 100 and 700 respectively.

3

Logo area

The logo should be placed in a white rounded corner box. The height and length can be modified accordingly; however, the box height should not exceed 5 sections.

4

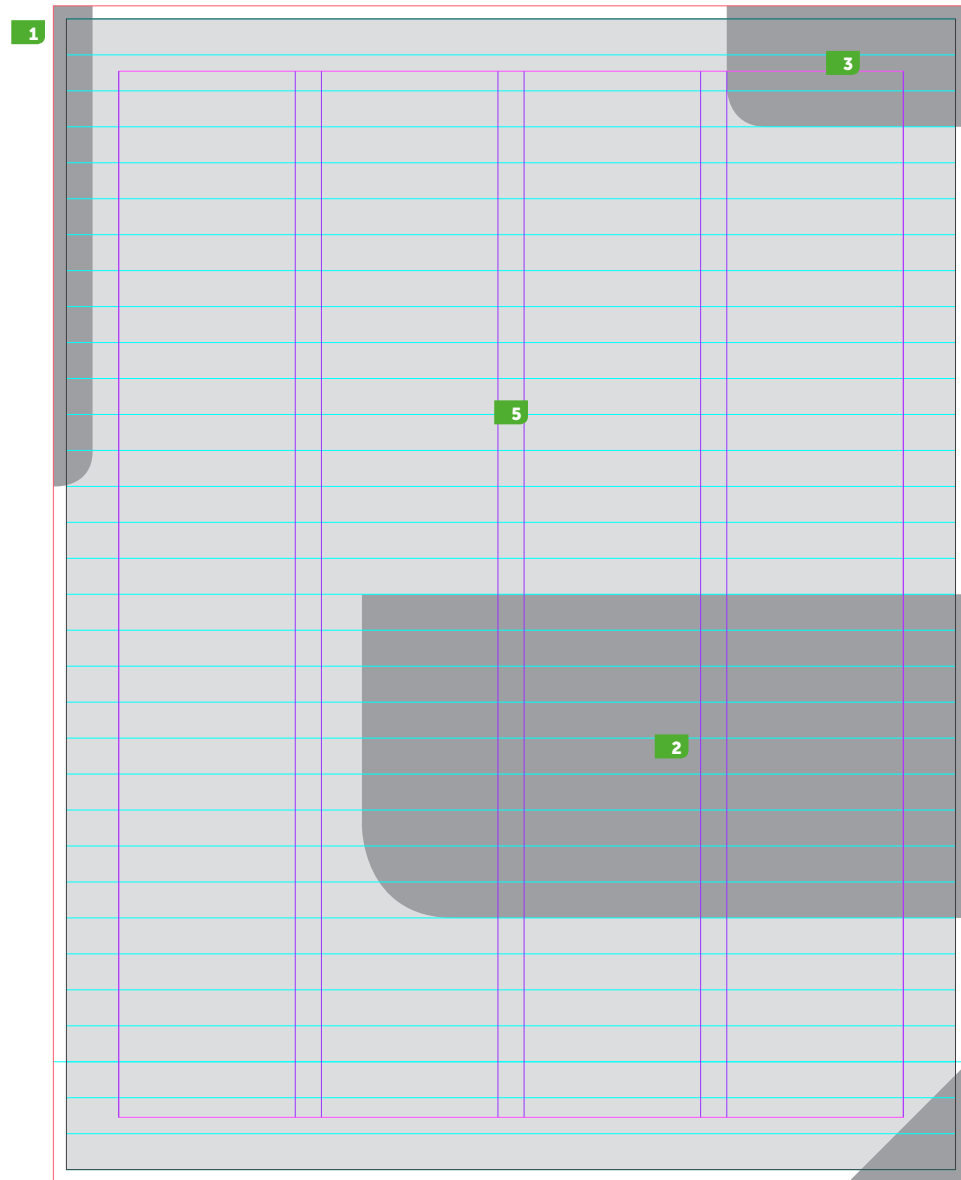
Corner wedge

Brochures should use the corner wedge on every page/spread as an indicator to suggest forward motion to page through for more information. They should not be on the last page of any document. Place the top of the corner wedge as shown so the 45° angle just misses the inside margin.

5

Image area

The cover of brochures should be a lifestyle image as explained in the photography section ("Lifestyle images" on page 34).



Brochure front page grid showing bleed

4

The grid

Brochure back page

1

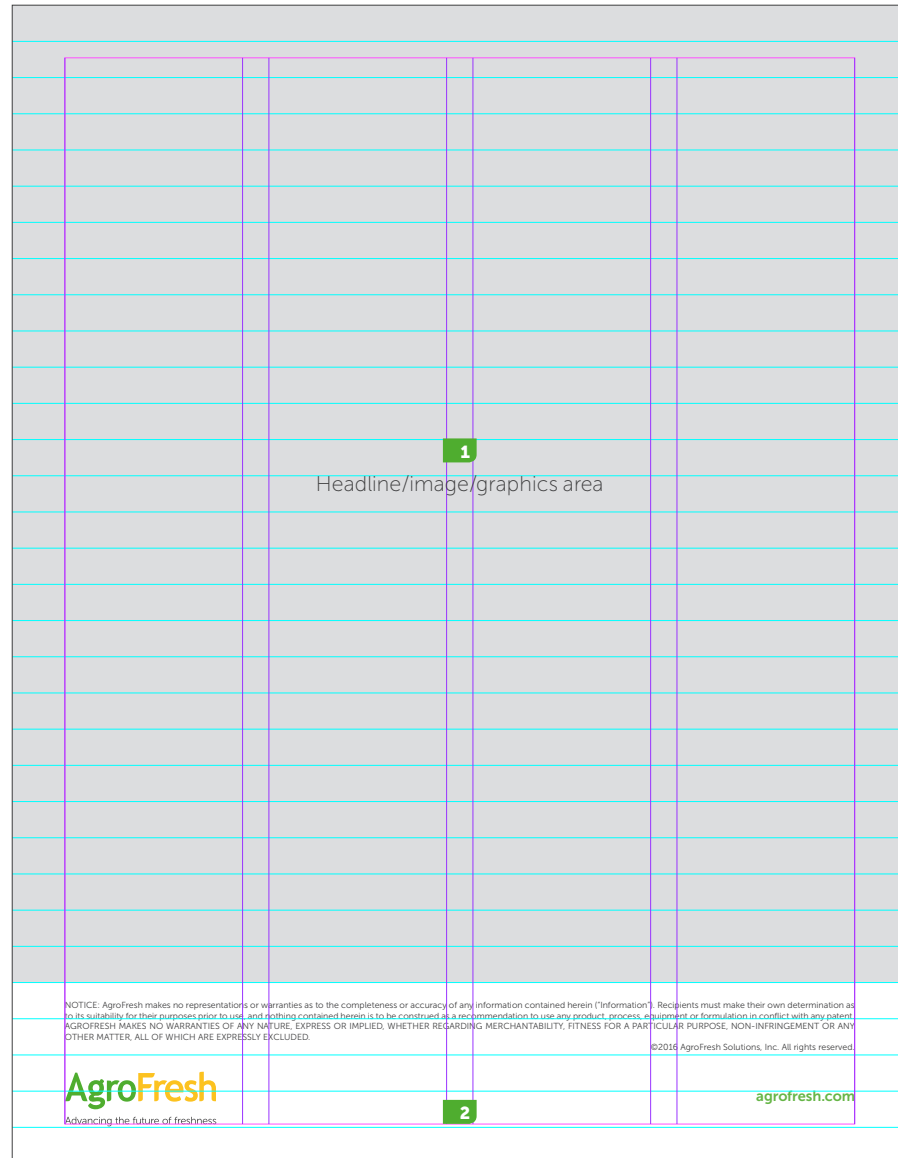
Content area

Content area may contain additional elements, such as images, graphics, charts, graphs and typography. In all instances, they should be placed according to the grid system. Body copy should be set in Museo Sans 100.

2

Sign-off area

The AgroFresh logo along with the company url (in the brand identifier color) should be in this area. Any disclaimer/ copyright text as well as pertinent contact information should also be placed in this area. The area should be left white, and the height can be modified to fit whatever is needed per piece, but minimum height is 5 sections.



The grid

Brochure spreads

1

Rounded page tab

The rounded page tab should show up on all spreads. The round corner should never be placed exactly on the halfway mark of the page height. It can be placed past or at least 2 sections up from the halfway mark.

2

Content area

This area may contain additional elements, such as images, graphics, charts, graphs and typography. In all instances, they should be placed according to the grid system. Body copy should be set in Museo Sans 100 but should never go below 29 sections.

3

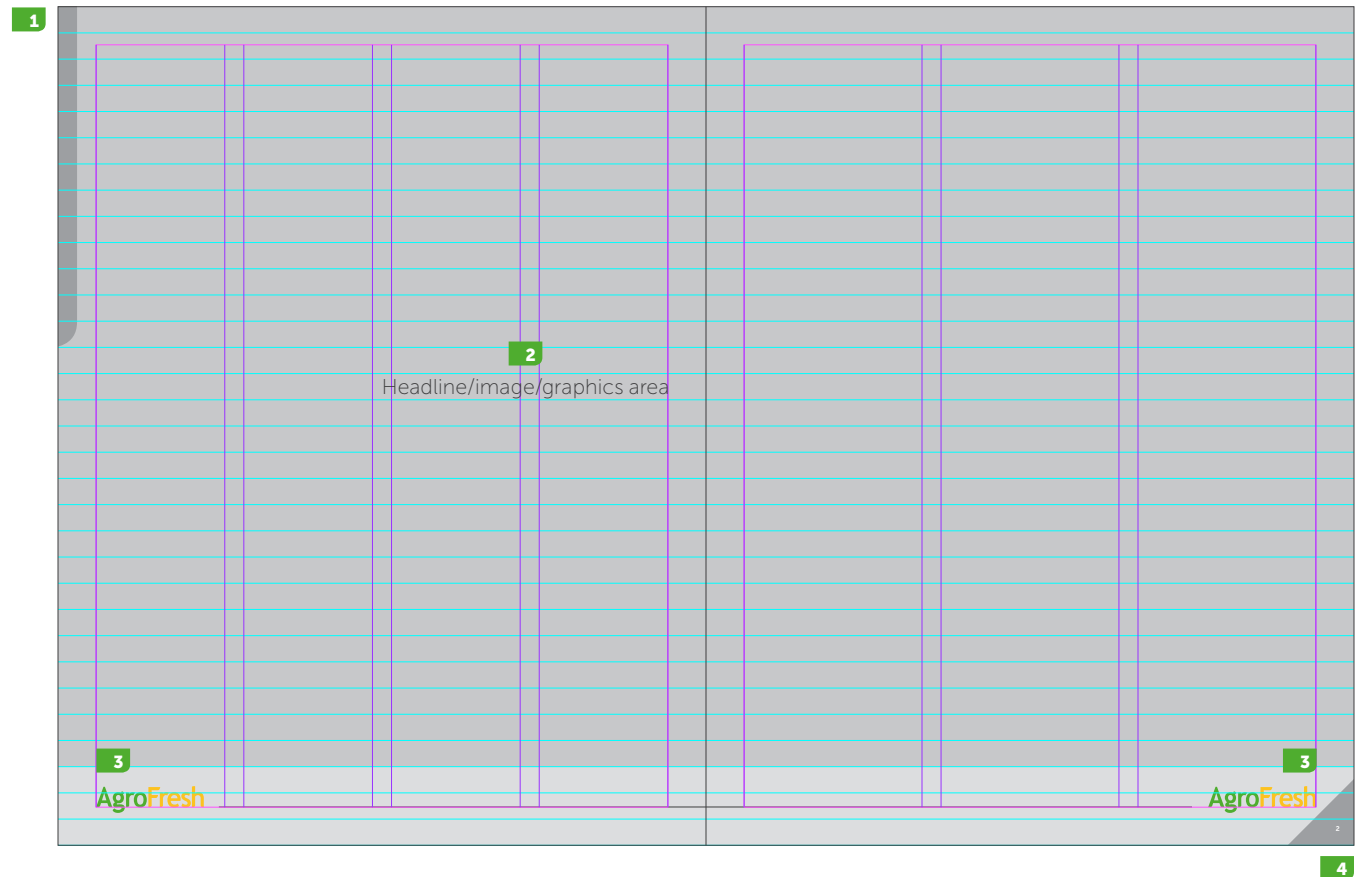
Masterbrand logo area

The AgorFresh logo should be placed on every spread to keep the connection between the sub brand and the AgorFresh master brand. It can be placed either on the left- or right-hand page near the bottom of the page. If the page contains a full-bleed image, the reverse logo can be used. The rule placed on the baseline of the logo, as shown in the example on the right, is optional.

4

Corner wedge

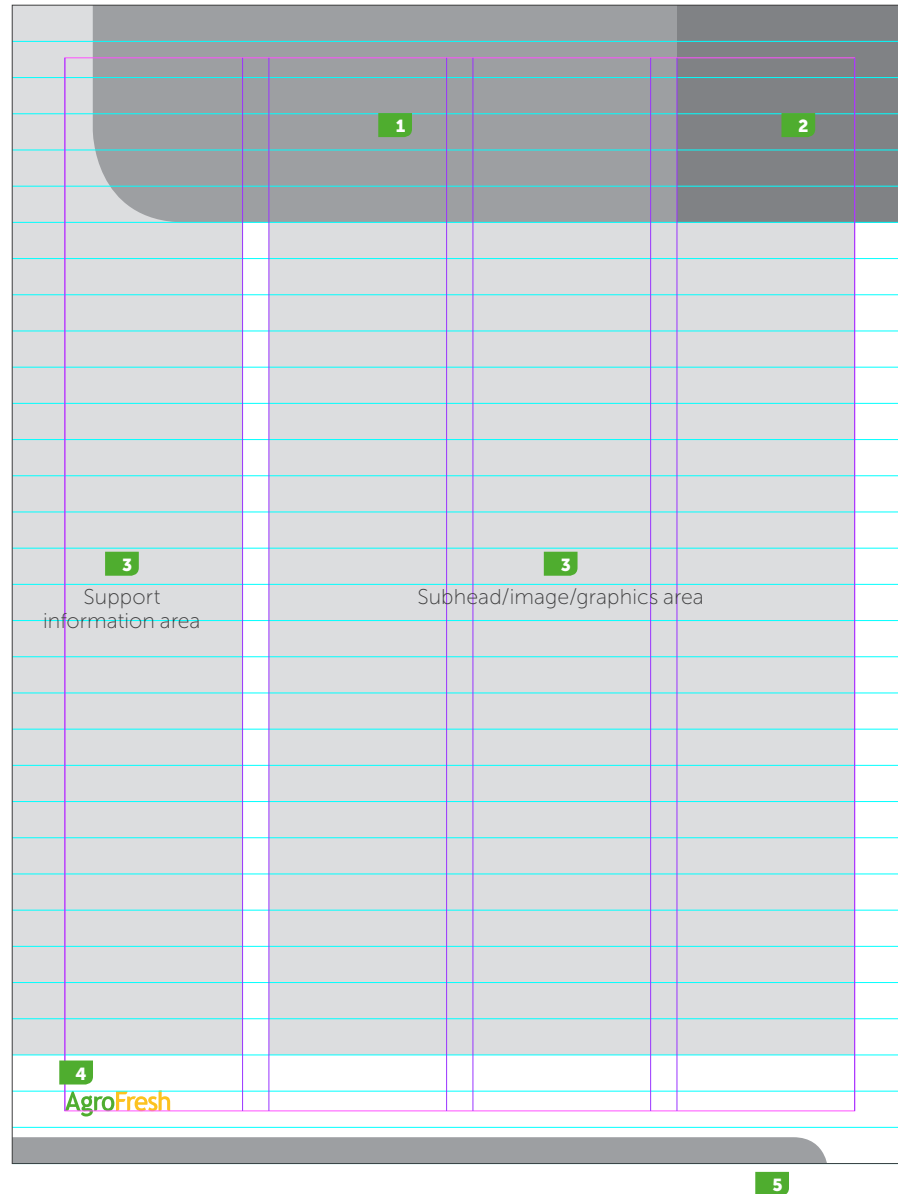
Brochures should use the corner wedge on every spread to house numerals for pagination purposes. If your brochure is over four pages, it is recommended to use page numbers.



The grid

Technical product sheet – front

- 1**
Headline area
 Headlines should sit in a rounded corner box. The headline should be set in Museo Slab no larger than 36 points. The height of the box should be between 3–6 sections.
- 2**
Logo area
 A full-color logo should be placed in a white box that is at least the size of the clear area of the logo. The logo and white box should be completely inside the headline area. If your headline box cannot accommodate the logo as such, consider using the alternate logo for that brand.
- 3**
Content area
 This area may contain additional elements, such as images, graphics, charts, graphs and typography. In all instances, they should be placed according to the grid system. Body copy should be set in Museo Sans 100.
- 4**
Masterbrand logo
 The AgorFresh logo should be placed on every spread to keep the connection between the sub brand and the AgorFresh master brand. It can be placed in either the bottom left or right side.
- 5**
Rounded page tab
 The rounded page tab should show up on all pages. For the front page, this should be placed on the bottom of the page. The round corner should be placed over the halfway mark of the page width.



The grid

Technical product sheet – back

1

Rounded page tab

The rounded page tab should show up on all pages. It should be placed on the left-hand side of the page. The round corner should never be placed exactly on the halfway mark of the page height. It can be placed past or at least 2 sections up from the halfway mark.

2

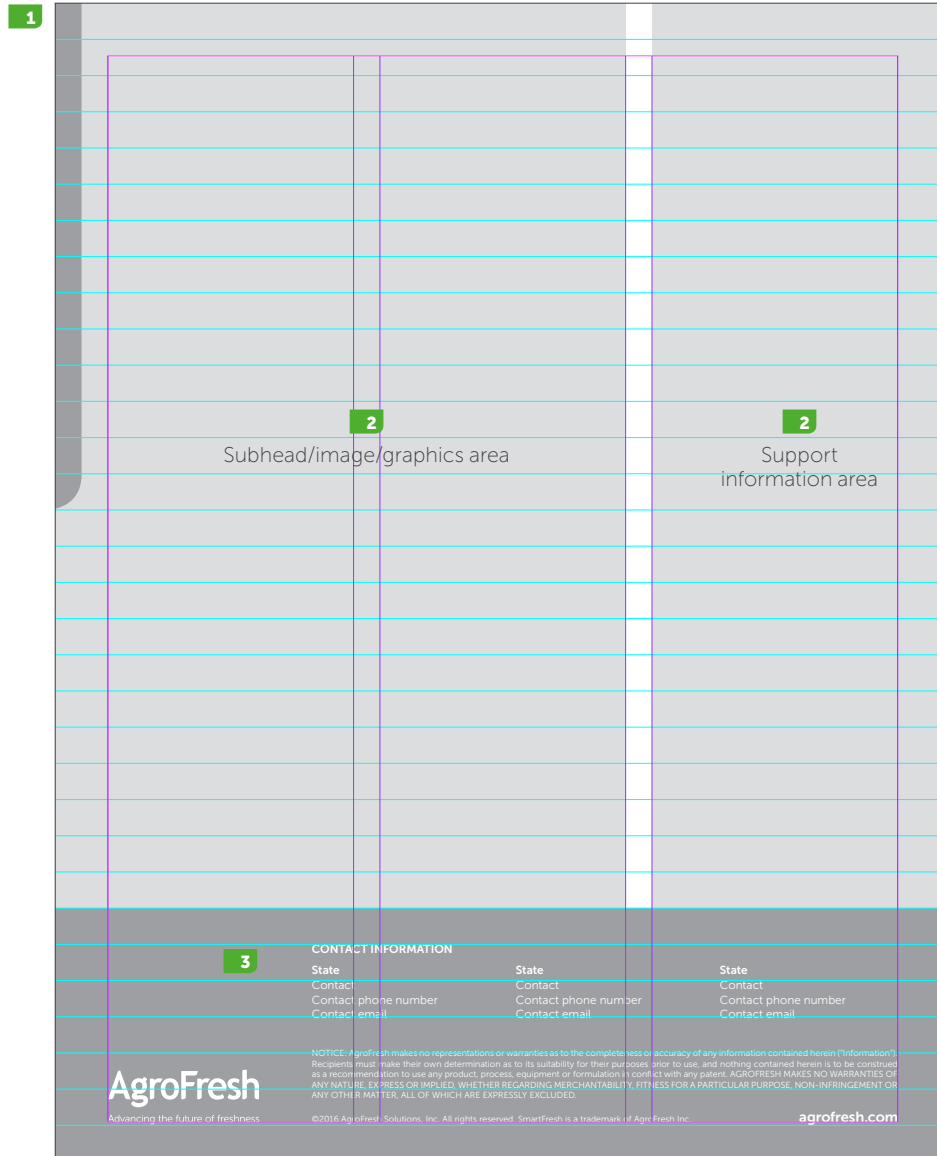
Content area

This area may contain additional elements, such as images, graphics, charts, graphs and typography. In all instances, they should be placed according to the grid system. Body copy should be set in Museo Sans 100.

3

Sign-off area

The AgroFresh logo along with the company url should be in this area. Any disclaimer/ copyright text as well as pertinent contact information should also be placed in this area. The area should be colored in the brand identifier color with all text and logos reversed to white. The height can be modified to fit any information needed per piece, but minimum height is 5 sections.





AgroFresh Global Sub Brands



Harvista™

Overview

Harvista technology is a pre-harvest management tool developed by AgroFresh that brings ethylene management to the orchard and provides a number of significant harvest benefits—not only enhanced fruit quality, but better management of challenges from weather to labor supply. Preliminary research demonstrates that the technology offers real-time harvest management to help maintain fruit firmness, slow the rate of starch hydrolysis, control and reduce fruit drop, reduce the problems of over-maturity (splitting, watercore, greasiness, etc.), and selectively delay harvest to allow time for managing orchard issues.



Harvista™

Brand elements

The Harvista logo consists of two elements—the symbol and the logotype (shown at right). The logo symbol is never separated from the “Harvista” logotype. It is also acceptable to use the logotype “Harvista” as a secondary element when the primary logo (symbol and logotype) also appears in the document or material. An alternate logo has been created to be used when vertical space is limited.

When presented in color, the color scheme for the Harvista logo is green, yellow-green and red. The green colors represent freshness and earth, and the red represents vibrant, bold and innovative technology.

The Harvista logo can only be reproduced in approved color schemes (including black only) and cannot be altered in any way.

Alternate logo



Clear space



Color variations:

Color, Grayscale, Black, Reversed



Minimum size:



Minimum size:



0.875 inches (22.2mm)

Online







90 pixels



Brand colors

Primary palette

 <p>PANTONE 349 CMYK 90 32 100 26 RGB 0 105 56 HEX 006938</p>	 <p>PANTONE 376 CMYK 55 3 100 0 RGB 129 188 0 HEX 81bc00 Harvista brand identifier</p>	 <p>PANTONE 185 CMYK 0 100 92 0 RGB 235 0 41 HEX eb0029</p>	 <p>PANTONE 446 CMYK 71 57 61 44 RGB 61 69 67 HEX 3d4543</p>
--	--	--	---

Neutral

Secondary palette

 <p>PANTONE 1225 CMYK 0 22 84 0 RGB 255 200 69 HEX ff845</p>	 <p>PANTONE 222 CMYK 45 96 47 34 RGB 111 29 70 HEX 6f1d46</p>	 <p>PANTONE 316 CMYK 100 56 55 38 RGB 0 71 80 HEX 004750</p>	 <p>90% Black Text CMYK 0 0 0 90 RGB 64 64 64 HEX 404040</p>
---	--	---	---

Use only official reproduction artwork.
 Follow these standards every time you apply the Harvista logo.

The image displays a grid of various marketing collateral templates for Harvista and AgroFresh. The templates include:

- Brochure templates:** One features a woman in overalls looking at a tablet with a green overlay containing the text "Brochure headline goes here, plenty of space for length" and "With ample space for a descriptive subhead that can span either one or two lines". Another features a woman in a white shirt and blue overalls holding a tablet.
- Infographic templates:** Several feature agricultural imagery (apple trees, fruit) with callouts and icons representing different aspects of the brand, such as "Produce callout" and "Produce callout".
- Presentation slides:** One features a large red box with the text "Content slide 01 with ample space for a long title" and "Content slide subtitle with additional room for extra information".

Each template prominently displays the Harvista logo (a stylized green and red flower) and the AgroFresh logo (a stylized green leaf). The background of the templates is a light green color, and the text is primarily in shades of green and black.

Harvista™
Marketing collateral

SmartFresh™

Overview

AgroFresh is the world's leader in ethylene management. The company's innovative, award-winning SmartFresh technology helps maintain the just-picked quality of fruits and vegetables by protecting against the damaging effects of naturally occurring ethylene. The SmartFreshSM Quality System is currently available for a range of fruits and vegetables, including apples, bananas, tomatoes and kiwifruits. SmartFresh quality fruits and vegetables offer benefits for producers, retailers and consumers alike.

To safeguard the legal protection of the SmartFresh brand's trademark and service mark, always refer to "the SmartFresh Quality System" (or alternately "SmartFresh technology" to avoid overuse of either term). The word "SmartFresh" should not be used alone (except in very limited cases, such as on graph and chart legends where space does not permit using the full phrase; in such cases, the full phrase should appear elsewhere on the graph or chart). Refer to SmartFresh technology as a tool that supports producers by maintaining product quality, not as a tool that improves product quality. For example, "SmartFresh technology helps to deliver growers' just-picked crunchiness and juiciness to consumers"—not "SmartFresh delivers crunchier, juicier fruit to consumers."



SmartFresh™

Brand elements

The SmartFresh Quality System logo consists of two elements—the symbol and the logotype (shown at right). The logo symbol is never separated from the “SmartFresh” logotype. An alternate logo has been created to be used when vertical space is limited.

When presented in color, the color scheme for the SmartFresh Quality System logo is green and red. The “Smart” is always green and the “Fresh” is always red (specifications at left). The green color represents freshness and earth, and the red represents vibrant, bold and innovative technology. The red is not related to any particular fruit or vegetable.

The SmartFresh technology logo can only be reproduced in approved color schemes (including black only) and cannot be altered in any way.

The word “SmartFresh” should always be presented as one word, never as two. The word should never be hyphenated by line breaks. The “S” and “F” are always presented in uppercase letters.

The SmartFresh Quality System logo should appear, unaltered, on all SmartFresh Quality System communications materials with “SmartFresh” presented in English. Local language descriptors may be used with approval from the Global Communications Department. In cases where the Roman alphabet is not used, the SmartFresh Quality System brand name may be written in local language in text, but the logo must always appear on the same page in English.

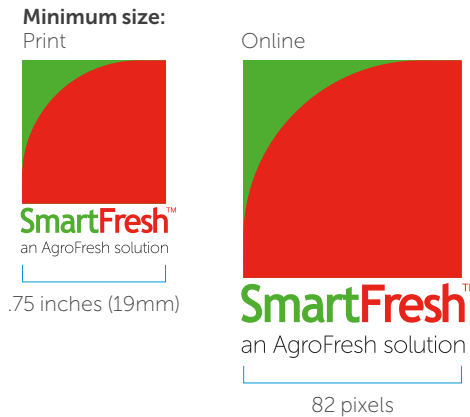
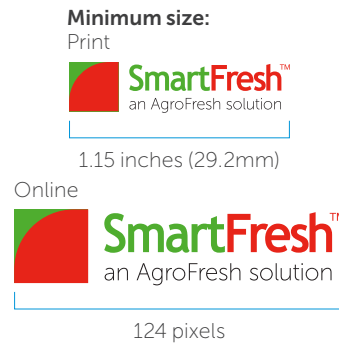
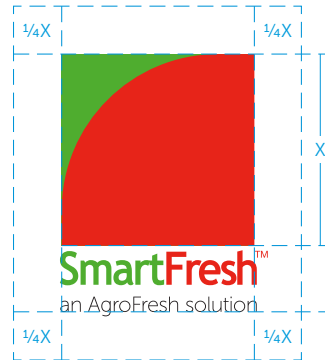
Use only official reproduction artwork.

Follow these standards every time you apply the SmartFresh logo.

Alternate logo

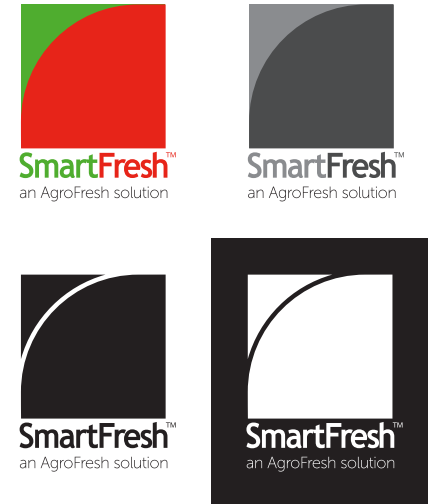


Clear space



Color variations:

Color, Grayscale, Black, Reversed



Brand colors

Primary palette

PANTONE 485
CMYK 5 99 100 0
RGB 225 38 28
HEX e1261c
SmartFresh brand identifier

PANTONE 361
CMYK 75 4 100 0
RGB 61 175 44
HEX 3daf2c

Neutral

PANTONE 446
CMYK 71 57 61 44
RGB 61 69 67
HEX 3d4543

90% Black Text
CMYK 0 0 0 90
RGB 64 64 64
HEX 404040

Secondary palette

PANTONE 7406
CMYK 6 22 100 0
RGB 245 196 0
HEX f5c400

PANTONE 220
CMYK 26 100 50 11
RGB 171 0 77
HEX ab004d

PANTONE 151
CMYK 0 59 100 0
RGB 255 132 0
HEX ff8400

PANTONE 611
CMYK 19 14 100 0
RGB 216 200 38
HEX d8c826

SmartFresh
an Agropur brand

Brochure headline goes here, plenty of space for length

With ample space for a descriptive subhead that can span either one or two lines

AgroFresh

SmartFresh
an Agropur brand

Headline with ample space for length goes here

SmartFresh

Headline with ample space for length goes here

Subhead with ample space for length goes here in this space

Text block with multiple lines of placeholder text.

SmartFresh
an Agropur brand

Headline with ample space for length goes here in this space

SmartFresh

Headline with ample space for length goes here in this space

Subhead with ample space for length goes here in this space

Text block with multiple lines of placeholder text.

SmartFresh
an Agropur brand

Large text headline goes here, plenty of space for length

Subhead with ample space for length goes here in this space

Text block with multiple lines of placeholder text.

SmartFresh

SmartFresh™
Marketing collateral

SmartFresh
an Agropur brand

SmartFresh

SmartFresh

SmartFresh

SmartFresh
an Agropur brand

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AdvanStore™
an AgroFresh solution

AdvanStore™

Overview

AdvanStore is the industry's most advanced service for improved fruit storage management, empowering customers with powerful insights and information for data-driven decision making.

The AdvanStore service combines advanced sensing and analytical technologies, dynamic sampling during storage, and a unique multi-factor diagnostic process, to provide customers the ability to monitor conditions and detect issues before they become problems. Ultimately, this helps customers enjoy reliable quality packout and increased peace of mind.



AdvanStore™

Brand elements

The AdvanStore logo consists of two elements—the symbol and the logotype (shown at right). The logo symbol is never separated from the “AdvanStore” logotype. It is also acceptable to use the logotype “AdvanStore” as a secondary element when the primary logo (symbol and logotype) also appears in the document or other material. An alternate logo has been created to be used when vertical space is limited.

When presented in color, the color scheme for the AdvanStore logo is green, yellow-green and red. The green colors represent freshness and earth, and the red represents vibrant, bold and innovative technology.

The AdvanStore logo can only be reproduced in approved color schemes (including black only) and cannot be altered in any way.

The word “AdvanStore” should always be presented as one word, never as two. The word should never be hyphenated by line breaks. The “A” and “S” are always presented in uppercase letters.

Alternate logo



Clear space



Minimum size: Print



.875 inches (22.2mm)

Online



90 pixels

Minimum size: Print



.875 inches (22.2mm)

Online



90 pixels

Color variations: Color, Grayscale, Black, Reversed



Brand colors

Primary palette



PANTONE 349
 CMYK 90 32 100 26
 RGB 0 105 56
 HEX 006938



PANTONE 376
 CMYK 55 3 100 0
 RGB 129 188 0
 HEX 81bc00



PANTONE 185
 CMYK 0 100 92 0
 RGB 235 0 41
 HEX eb0029

Neutral



PANTONE 446
 CMYK 71 57 61 44
 RGB 61 69 67
 HEX 3d4543



90% Black Text
 CMYK 0 0 0 90
 RGB 64 64 64
 HEX 404040

Secondary palette



PANTONE 292
 CMYK 55 16 0 0
 RGB 101 179 233
 HEX 65b3e9
 AdvanStore brand identifier

Use only official reproduction artwork.
 Follow these standards every time you apply the AdvanStore logo.

AdvanStore
an AggroFresh solution

Headline with ample space for length goes here

Brochure headline goes here, plenty of space for length

With ample space for a descriptive subhead that can span either one or two lines

AggroFresh

AdvanStore
an AggroFresh solution

Headline with ample space for length goes here in this space

Subhead with ample space for length goes here in this space

AggroFresh

AdvanStore
an AggroFresh solution

Headline with ample space for length goes here in this space

Subhead with ample space for length goes here in this space

AggroFresh

AdvanStore
an AggroFresh solution

Large text headline goes here, plenty of space for length

Subhead with ample space for length goes here in this space

AggroFresh

AdvanStore
an AggroFresh solution

Presentation Title

Presentation Subtitle

MM/DD/YYYY

AggroFresh

AdvanStore
an AggroFresh solution

Full-width text slide 01 with ample space for a long title

Full-width text slide subtitle. Also with additional room for extra text.

dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in

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- magna aliquam erat volutpat. Ut wisi enim ad minim
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veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse

AggroFresh

AdvanStore™
Marketing collateral



LandSpring™

Overview

LandSpring technology is a plant-growth regulator (PGR) for pre-transplant use on seedlings to help them withstand transplanting and other stresses encountered in the field.

Among the number of protective benefits, this technology makes seedlings less sensitive to stresses, such as heat, cold, UV radiation, drought, flooding and salinity, that often occur after planting.

When applied 1–5 days before transplanting, LandSpring counteracts stress effects, resulting in greater plant vigor, and a healthier crop that is better able to withstand adverse environmental conditions and give growers the best chance of a maximum yield.



LandSpring™

Brand elements

The LandSpring logo consists of two elements—the symbol and the logotype (shown at right). The logo symbol is never separated from the “LandSpring” logotype. It is also acceptable to use the logotype “LandSpring” as a secondary element when the primary logo (symbol and logotype) also appears in the document or other material. An alternate logo has been created to be used when vertical space is limited.

When presented in color, the color scheme for the LandSpring logo is green and yellow-green. The green colors represent growth.

The LandSpring logo can only be reproduced in approved color schemes (including black only), and cannot be altered in any way.

The word “LandSpring” should always be presented as one word, never as two. The word should never be hyphenated by line breaks. The “L” and “S” are always presented in uppercase letters.

Use only official reproduction artwork.
Follow these standards every time you apply the LandSpring logo.

Alternate logo



Clear space



Minimum size:

Print



1.5 inches (38.1mm)

Minimum size:

Print



1.3 inches (33mm)

Online



150 pixels

Online



130 pixels

Color variations:

Color, Grayscale, Black, Reversed



Brand colors

Primary palette

	PANTONE 349 CMYK 90 32 100 26 RGB 0 105 56 HEX 006938 LandSpring brand identifier		PANTONE 376 CMYK 55 3 100 0 RGB 129 188 0 HEX 81bc00
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Secondary palette

	PANTONE 130 CMYK 2 38 100 0 RGB 246 168 0 HEX f6a800
--	--

Neutral

	PANTONE 446 CMYK 71 57 61 44 RGB 61 69 67 HEX 3d4543		90% Black Text CMYK 0 0 0 90 RGB 64 64 64 HEX 404040
--	--	--	--



Brochure headline goes here, plenty of space for length
With ample space for a descriptive subhead that can span either one or two lines

LandSpring
an AggroFresh solution

AggroFresh



Headline with ample space for length goes here in this space

LandSpring
an AggroFresh solution



Headline with ample space for length goes here

LandSpring
an AggroFresh solution



Headline with ample space for length goes here in this space

LandSpring
an AggroFresh solution



Large text headline goes here, plenty of space for length
Subhead with ample space for length goes here in this space

LandSpring
an AggroFresh solution



Presentation Title
Presentation Subtitle

MM/DD/YYYY

LandSpring
an AggroFresh solution

AggroFresh



Full-bleed content slide 01 short title
Full-bleed content slide subtitle

dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam; quis nostrud exerci tation ullamcorper suscipit laboris nisi ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et commo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et

LandSpring
an AggroFresh solution

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LandSpring™
Marketing collateral



an AgroFresh solution

EthylBloc™

Overview

EthylBloc technology is an ethylene action inhibitor that works naturally with flowers and plants to keep them fresh from the field during shipping and distribution. It can be used with cut flowers, potted flowers, and bedding, nursery and foliage plants. The negative effects of ethylene have been estimated by the industry to cause up to 30% of losses among all flowers and plants.

To safeguard the legal protection of the EthylBloc brand's trademark, always refer to "EthylBloc technology." The word "EthylBloc" should not be used alone (except in very limited cases, such as on graph and chart legends where space does not permit using the full phrase; in such cases, the full phrase should appear elsewhere on the graph or chart). The phrase "EthylBloc technology for roses" ("tulips," "carnations," etc.) may be used in text, but these phrases should never be placed so that it appears as though they are connected to the EthylBloc logo. Note that the word "technology" is presented in lowercase.



EthylBloc™

Brand elements

The EthylBloc logo consists of two elements—the center logotype and the surrounding symbol (shown at right). The logo symbol is never separated from the “EthylBloc” logotype. It is also acceptable to use the logotype “EthylBloc” as a secondary element when the primary logo (symbol and logotype) also appears in the document or other material.

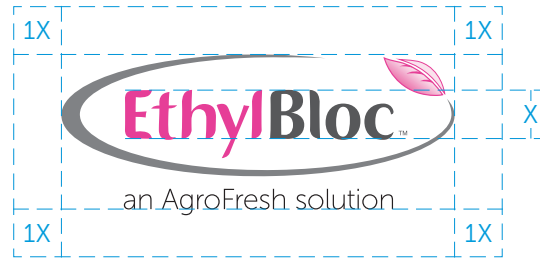
When presented in color, the color scheme for the EthylBloc logo is pink and gray. For packaging and one-color applications, please use the pink-only version. When color is not available, use the black or grayscale version.

The EthylBloc logo should appear, unaltered, on all EthylBloc communications materials with “EthylBloc” presented in English. Taglines may be translated into other languages with approval from the Global Communications Department. In cases where the Roman alphabet is not used, the EthylBloc technology brand name may be written in local language in text, but the logo must always appear on the same page in English.

The word “EthylBloc” should always be presented as one word, never as two. The word should never be hyphenated by line breaks. The “E” and “B” are always presented in uppercase letters.

Use only official reproduction artwork.
Follow these standards every time you apply the EthylBloc logo.

Clear space



Color variations:

Color, Grayscale, 1-color Black, 1-color Rhodamine, Reversed



Minimum size: Print



Online



Brand colors

Primary palette



PANTONE Rhodamine Red
CMYK 4 98 0 0
RGB 230 8 150
HEX e60896
EthylBloc brand identifier



Black
CMYK 0 0 0 100
RGB 0 0 0
HEX 000000

Neutral



PANTONE 446
CMYK 71 57 61 44
RGB 61 69 67
HEX 3d4543



90% Black Text
CMYK 0 0 0 90
RGB 64 64 64
HEX 404040

Secondary palette



PANTONE 706
CMYK 0 23 5 0
RGB 249 206 215
HEX f9ced7



PANTONE 376
CMYK 55 3 100 0
RGB 129 188 0
HEX 81bc00

Brochure headline goes here, plenty of space for length

With ample space for a descriptive subhead that can span either one or two lines

AgroFresh

Headline with ample space for length goes here in this space

Produce callouts
ultramcorper suscipit lobortis nisi ut aliquip ex ea commodo ultracorper

Headline with ample space for length goes here

Produce callouts
ultramcorper suscipit lobortis nisi ut aliquip ex ea commodo ultracorper

Headline with ample space for length goes here in this space

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ultramcorper suscipit lobortis nisi ut aliquip ex ea commodo ultracorper

Produce callouts
ultramcorper suscipit lobortis nisi ut aliquip ex ea commodo ultracorper

Large text headline goes here, plenty of space for length

Subhead with ample space for length goes here in this space

Produce callouts
ultramcorper suscipit lobortis nisi ut aliquip ex ea commodo ultracorper

EthylBloc™ Marketing collateral

EthylBloc
an Agrofresh solution

Presentation Title

Presentation subtitle

MM/DD/YYYY

AgroFresh

Content slide 01 with ample space for a long title

Content slide subtitle with additional room for extra information

Informative lead-in
dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit

Produce callouts
ultramcorper suscipit lobortis nisi ut aliquip ex ea commodo ultracorper

Produce callouts
ultramcorper suscipit lobortis nisi ut aliquip ex ea commodo ultracorper

AgroFresh



RipeLock™

Overview

RipeLock technology is an innovative fruit quality management system for bananas. This complete ethylene control packaging system offers flexibility and consistency to distributors, ripeners, retailers and consumers to handle and purchase bananas at their preferred ripeness stages.



RipeLock™

Brand elements

The RipeLock logo consists of two elements—the symbol and the logotype (shown at right). The logo symbol is never separated from the “RipeLock” logotype. It is also acceptable to use the logotype “RipeLock” as a secondary element when the primary logo (symbol and logotype) also appears in the document or material. An alternate logo has been created to be used when vertical space is limited.

When presented in color, the color scheme for the RipeLock logo is green and yellow. The green color represents freshness and earth, and the yellow represents vibrant, bold and innovative technology.

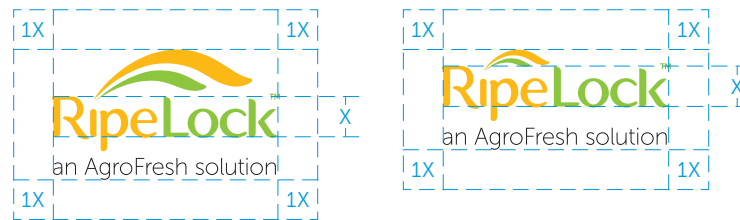
The RipeLock logo can only be reproduced in approved color schemes (including black only) and cannot be altered in any way.

The word “RipeLock” should always be presented as one word, never as two. The word should never be hyphenated by line breaks. The “R” and “L” are always presented in uppercase letters.

Alternate logo



Clear space

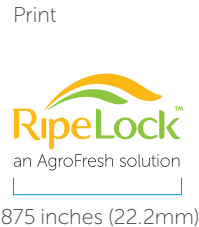


Color variations:

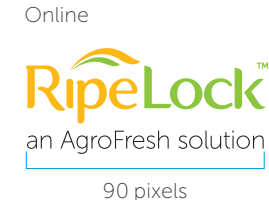
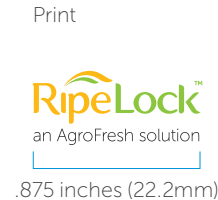
Color, Grayscale, Black, Reversed



Minimum size:



Minimum size:



Brand colors

Primary palette

PANTONE 130
CMYK 2 38 100 0
RGB 246 168 0
HEX f6a800
 RipeLock brand identifier

PANTONE 376
CMYK 55 3 100 0
RGB 129 188 0
HEX 81bc00

Neutral

PANTONE 446
CMYK 71 57 61 44
RGB 61 69 67
HEX 3d4543

90% Black Text
CMYK 0 0 0 90
RGB 64 64 64
HEX 404040

Secondary palette

PANTONE 292
CMYK 55 16 0 0
RGB 101 179 233
HEX 65b3e9

PANTONE 4525
CMYK 24 23 55 0
RGB 199 183 132
HEX c7b784

Use only official reproduction artwork.
 Follow these standards every time you apply the RipeLock logo.



AgroFresh Corporate Identity Applications

Stationary

Corporate

To the right are examples of the corporate stationary available for use.

Templates are available in Adobe® Illustrator for printing purposes and Microsoft® Word for digital purposes, as well as in U.S. and European sizes. The font family Museo Sans is used for any print versions, and the digital files use the font family Arial.

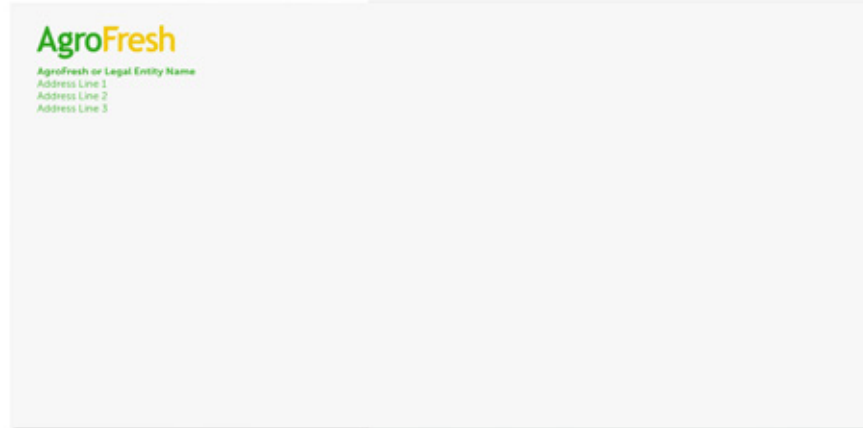
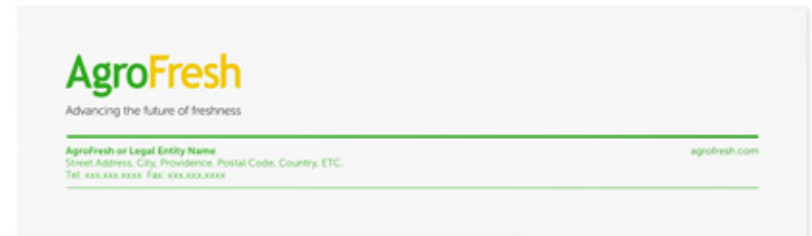
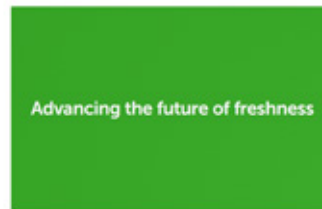
When printing, please use the following paper specifications:

Letterhead and envelopes

Environment®, 24 lb. Writing – white, smooth finish

Business cards

Environment®, 80 lb. Cover – white, smooth finish



Use only official templated artwork.

Contact the AgroFresh Global Communications Department for template files.

Email signature

How to set up your personal signature

1. In Outlook, copy the entire signature block shown below.
2. Make a New Mail.
3. From "Insert" Menu, click: Signature>Signatures
4. Click "New" Signature. Enter your name so you can save. Click OK.
5. Paste the signature block below into the window.
6. Edit the text with your own personal information.
7. Change your "clickable" email address by highlighting the email address field and clicking the HYPERLINK BUTTON (it looks like a globe with a link).
8. The Edit Hyperlink window will open. In order for a hyperlink to work, you must change the "mailto:e-mail address" field to your personal email address IN ADDITION to changing the text (see Figure 1 to the right).
9. Click OK.
10. When you are done editing, click "Save" or OK to save.
11. Your signature should appear on the "Signature" list. Insert onto a blank email and test the links before using.

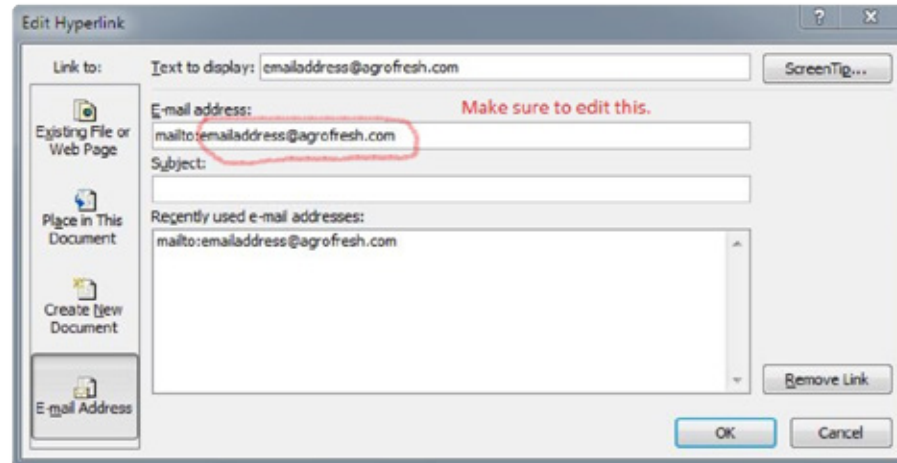


Figure 1
Editing a hyperlink

Blank Signature Block Table

First name Last name, Job Title

Office: xxx-xxx-xxxx Mobile: xxx-xxx-xxxx

emailaddress@agrofresh.com

Your Office Address | City, State, xxxxx | COUNTRY

agrofresh.com

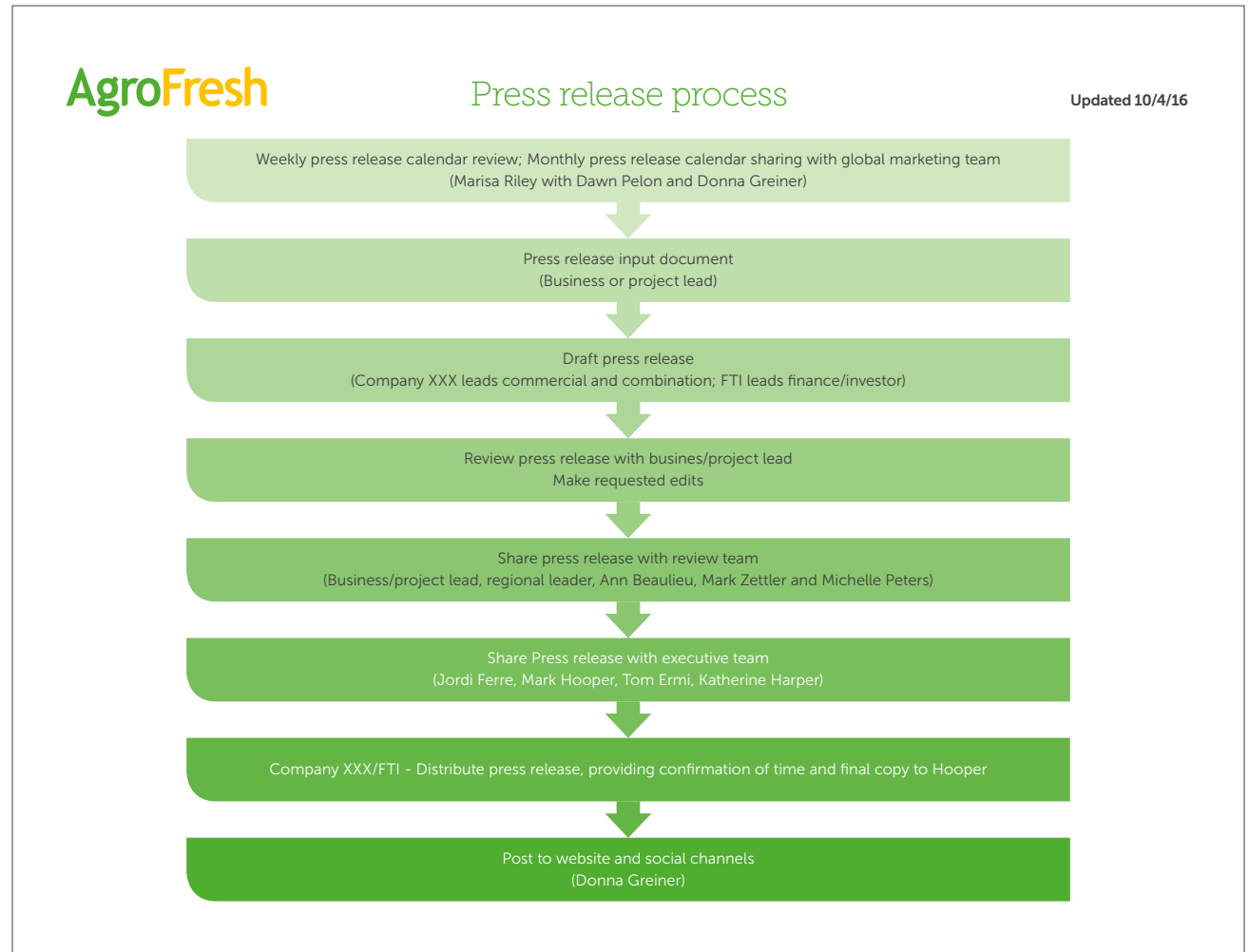
AgroFresh

Advancing the future of freshness

Media releases

Process

There is a process in place for the writing and distribution of press releases. Please follow this process every time you write a new press release.



Media releases

Template

AgroFresh retains a press release template for your use. Every press release needs the following information.

1

Heading

The AgroFresh logo and the words "FOR IMMEDIATE RELEASE."

2

Location and date

3

Content

4

"For more information" statement

5

About AgroFresh

6

Forward-looking statements

7

Copyright information

8

Source information

Needed depending on content.

9


Contact information

This information includes the contact person in charge of company inquiries in general as well as the person(s) involved with the actual press release.

📌 Use only official template.

Contact the AgroFresh Global Communications Department for the press release template. Follow these standards every time you write anything for media release.

1



(image 366px x 91px)
FOR IMMEDIATE RELEASE (18pt)

Title (Title Case) (18pt)
Sentence case (18pt)

2

PHILADELPHIA, Month XX, Year — Copy (16pt from here down)

3

Copy

4

For more information, visit [AgroFresh.com](#) or contact your local AgroFresh representative.

###

About AgroFresh
AgroFresh Solutions, Inc. (NASDAQ: [AGFS](#)) is a global industry leader in providing innovative data-driven specialty solutions aimed at enabling growers and packers of fresh produce to preserve and enhance the freshness, quality and value of fresh produce and to maximize the percentage of produce supplied to the market relative to the amount of produce grown. Its flagship product is the SmartFresh™ Quality System, a freshness protection technology proven to maintain firmness, texture and appearance of fruits during storage and transport. SmartFresh is currently commercialized in over 40 countries worldwide. Additionally the company has a number of different solutions and application technologies that have either been launched (Harvista, RipeLock, LandSpring) or will be launched in the future that will extend its footprint to other crops and steps of the global produce supply chain. For more information, please visit [www.agrofresh.com](#).

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Forward-Looking Statements
In addition to historical information, this release may contain "forward-looking statements" within the meaning of the "safe harbor" provisions of the United States Private Securities Litigation Reform Act of 1995. All statements, other than statements of historical facts, included in this release that address activities, events or developments that the Company expects or anticipates will or may occur in the future are forward-looking statements and are identified with, but not limited to, words such as "anticipate", "believe", "expect", "estimate", "plan", "outlook", and "project" and other similar expressions (or the negative versions of such words or expressions). Forward-looking statements include, without limitation, information concerning the Company's possible or assumed future results of operations, including all statements regarding anticipated future growth, adoption of the Company's products, business strategies,

competitive position, industry environment, potential growth opportunities and the effects of regulation. These statements are based on management's current expectations and beliefs, as well as a number of assumptions concerning future events. Such forward-looking statements are subject to known and unknown risks, uncertainties, assumptions and other important factors, many of which are outside the Company's management's control that could cause actual results to differ materially from the results discussed in the forward-looking statements. These risks include, without limitation, the risk of increased competition; the ability of the business to grow and manage growth profitably; changes in applicable laws or regulations, and the possibility that the Company may be adversely affected by other economic, business, and/or competitive factors. Additional risks and uncertainties are identified and discussed in the Company's filings with the SEC, which are available at the SEC's website at [www.sec.gov](#).

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Source: AgroFresh Solutions, Inc.

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daGreiner@agrofresh.com

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Investor Relations
Gregory FCA
Joe Hassett, 610-228-2110
joeh@gregoryfca.com

Media releases

Sample

The following is a sample of a press release.



FOR IMMEDIATE RELEASE

SmartFresh™ Post-Harvest Technology Approved For Watermelons in Brazil
AgroFresh continues to expand fruit quality management portfolio in South America

PHILADELPHIA, Nov. 30, 2016 – AgroFresh (NASDAQ: AGFS) has received approval from the Brazil Ministry of Agriculture, Livestock and Supply for the use of SmartFresh™ SmartTabs™ post-harvest technology on watermelons. Brazil is one of the top grower-exporters of melons, including watermelons.

"AgroFresh is committed to investing in research to expand the benefits of SmartFresh technology to new crop segments," said Jefferson Nunes, Latin America Commercial Director for AgroFresh. "With the recent approval for watermelons, Brazilian suppliers will now have the tools to export more high-quality fruit to the growing European and Asian markets."

Brazil exported 206,000 metric tons of melons in 2015. According to [Abrafrutas](#), the Brazilian association of producers and exporters of fruit, the country is looking to continue to meet the increased international demand for tropical fruits, including melons. Technologies such as SmartFresh are important for delivering consistent quality and supply of fruit to market.

SmartFresh is a post-harvest application of 1-methylcyclopropene (1-MCP), which inhibits ethylene recognition in fruit, maintaining the quality and taste consumers prefer from storage to transportation and consumption. SmartTabs, one of three modes of delivery for SmartFresh technology, provides a convenient way to apply it in existing storage rooms or containers.

SmartFresh also is registered for use on apples, avocados, bananas, limes, guavas, mangoes, plums, persimmons, tomatoes, papayas and kiwifruit in Brazil.

For more information, visit AgroFresh.com or contact your local AgroFresh representative.

###

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DAGreiner@agrofresh.com

For media inquiries
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 Bader Rutter
 +1 262-901-2770
mriley@bader-rutter.com

About AgroFresh

AgroFresh Solutions, Inc. (NASDAQ: AGFS) is a global horticultural produce industry leader, providing a portfolio of innovative products and specialty services to maintain the freshness, quality and value of fresh produce and flowers. Its core products include SmartFresh™, the proven post-harvest freshness protection technology for produce; Harvista™, the advanced pre-harvest technology for apples and pears; RipeLock™, the innovative post-harvest quality system for bananas; and LandSpring™, an innovative pre-planting transplant shock reduction application for tomatoes and peppers. AgroFresh currently operates commercially in more than 40 countries and employs more than 170 people worldwide. For more information, visit www.AgroFresh.com.

Forward-Looking Statements

In addition to historical information, this release may contain "forward-looking statements" within the meaning of the "safe harbor" provisions of the United States Private Securities Litigation Reform Act of 1995. All statements, other than statements of historical facts, included in this release that address activities, events or developments that the Company expects or anticipates will or may occur in the future are forward-looking statements and are identified with, but not limited to, words such as "anticipate," "believe," "expect," "estimate," "plan," "outlook," and "project" and other similar expressions (or the negative versions of such words or expressions). Forward-looking statements include, without limitation, information concerning the Company's possible or assumed future results of operations, including all statements regarding anticipated future growth, adoption of the Company's products, business strategies, competitive position, industry environment, potential growth opportunities and the effects of regulation. These statements are based on management's current expectations and beliefs, as well as a number of assumptions concerning future events. Such forward-looking statements are subject to known and unknown risks, uncertainties, assumptions and other important factors, many of which are outside the Company's management's control that could cause actual results to differ materially from the results discussed in the forward-looking statements. These risks include, without limitation, the risk of increased competition; the ability of the business to grow and manage growth profitably; changes in applicable laws or regulations, and the possibility that the Company may be adversely affected by other economic, business, and/or competitive factors. Additional risks and uncertainties are identified and discussed in the Company's filings with the SEC, which are available at the SEC's website at www.sec.gov.

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Contacts:

For AgroFresh Solutions, Inc.
 Donna Greiner
 AgroFresh Solutions, Inc.

Presentations

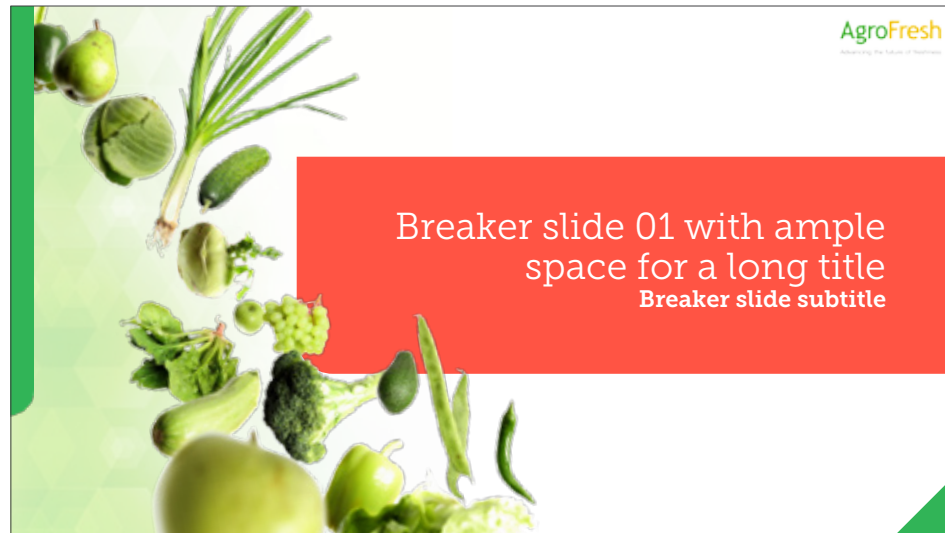
Cover and divider pages

PowerPoint® templates have been created in two categories: corporate and sub brand. The two different categories share the same type of slide masters, but the color theme changes accordingly.

The cover and divider pages utilize large areas of white space. Title and subtitles are placed in a rounded corner box. For title slides, this box is colored in one of the primary colors associated with the brand. For breaker slides, these can be colored in any of the primary or secondary colors.

The brand logo is placed prominently on the title slide. If this is a sub brand presentation, an AgroFresh logo is also placed in the bottom left-hand corner of the slide. Rounded page tabs and corner wedges with page numbers are on every slide in the brand identifier color.

Please note that in the interest of screen legibility, the headline type weight is Museo Slab 300, not the typical Museo Slab 100.



📌 Use only official templates.

Contact the AgroFresh Global Communications Department for presentation templates.

Presentations

Content pages

There are a variety of content pages to fulfill all types of materials.

Rounded corner boxes in any of the primary or secondary colors are used for headline/subhead content as well as containing images. There are large areas reserved for hero images or charts and graphs.

The logo is placed in the top right-hand corner in a white rounded corner box. If the presentation is for one of the sub brands, then an AgroFresh logo is placed in the lower left-hand corner.

Please note that in the interest of screen legibility, the body type weight is Museo Sans 300, not the typical Museo Sans 100.

📌 Use only official templates.

Contact the AgroFresh Global Communications Department for presentation templates.

Content slide 01 with ample space for a long title

Content slide subtitle with additional room for extra information

Informative lead-in

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Produce callouts

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Full-width text slide subtitle. Also with additional room for extra text.

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Presentations

Content pages continued

Large hero or environmental images should be chosen to enhance the written copy. Update these images on the master pages per presentation.

📌 Use only official templates.

Contact the AgroFresh Global Communications Department for presentation templates.

Full-width text slide 01 with ample space for a long title

Full-width text slide subtitle. Also with additional room for extra text.

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Specialty items

Different techniques—such as embroidery, hot stamping, etching and engraving—can be used to duplicate the AgroFresh wordmark on specialty items. These items could include pens, flash drives, clothing, notebooks, cups, etc.

It is preferred, wherever possible, to use the two-color AgroFresh logo to reinforce our brand. One-color version or reversed out can be used when the background color does not display the logo clearly. The logo should always be placed on a solid background. When choosing colors for any substrate, ink, fabric or embroidery thread, please match as close as possible to our PANTONE primary colors.





AgroFresh Marketing Collateral Applications

Brochure template

Corporate front and back

Brochures from AgroFresh or any of its sub brands adhere to a consistent format featuring a large lifestyle image on the cover and standardized placement of identity and type elements.

1
Logo area

This area identifies the brand of the piece and should be placed in a white rounded corner box as explained in the grid section (page 44).

2
Rounded page tab and corner wedge

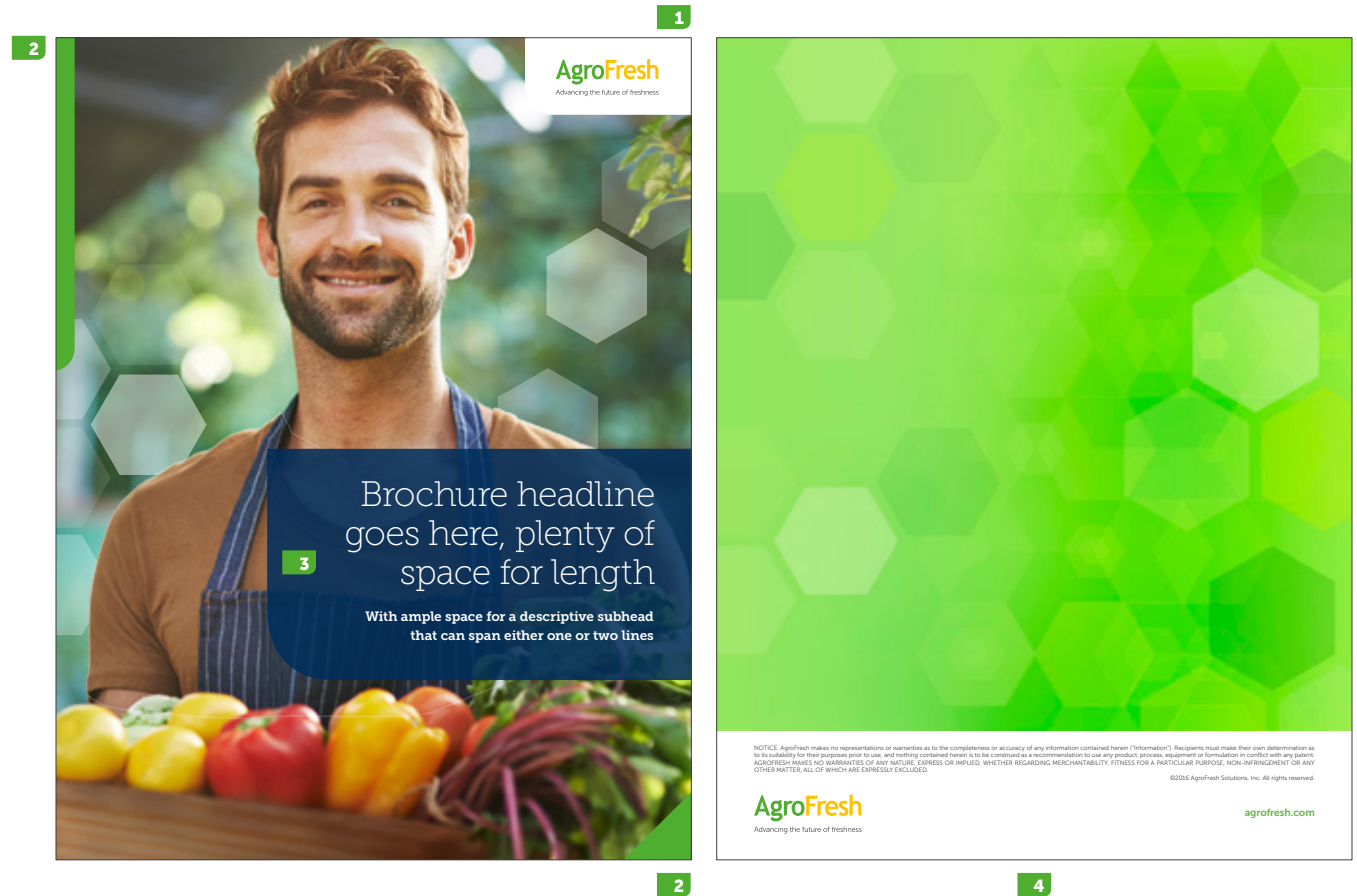
These elements should always be colored in the brand identifier color.

3
Headline/subhead area

The rounded corner box can be colored in any of the primary or secondary colors. The box should be somewhat transparent to allow some of the image beneath it to come through the box. Always keep in mind the legibility of the text in the box.

4
Sign-off area

Follow instructions for this area in the grid section (page 45).



Brochure template

Corporate spreads

The inside pages leave a lot of flexibility for any variety of content. Use a 3- or 4-column grid for type content. Use any of the primary or secondary colors for headlines and subheads; however, body copy should always be colored as 90% black. Put graphic elements, charts and graphs, icons, or imagery to add interest to the page and tell your story.

1



Hexagonal callouts
Callouts are used to highlight key information and provide additional context or details.

Headline with ample space for length goes here in this space

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Emolorem eost, omnimprope consensis eum sintotatis inum esse eali as vollecab orat onsent lanmoids inuamim eicil inus dolere chilicpam et, simperas omnis quam, vel molupibus.

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2

AgroFresh

Headline with ample space for length goes here

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1
Rounded page tabs and corner wedges

2
Masterbrand logo area

3
Rounded corner box
Within spreads of a brochure, it is optional to place a headline/subhead in a rounded corner box; however, it is recommended when the copy is placed over an image. Follow the same thought process as the front cover headline area.

1



Hexagon callout
Connector lines call out areas of the larger call out produce to highlight how AgroFresh Solutions' Freshness solutions offer a better benefit for the

Spread headline goes here, plenty of space for length

With ample space for a descriptive subhead that can span either one or two lines

Emolorem eost, omnimprope consensis eum sintotatis inum esse eali as vollecab orat onsent lanmoids inuamim eicil inus dolere chilicpam et, simperas omnis quam, vel molupibus. Hendis suntio tempore ipse dollabo. Itas am nonsequi totatis simus ranonsequi volupta.

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2

AgroFresh

3

Brochure template

Corporate spreads continued

1
Bullet copy
 Any bullets in listed copy should be colored in the brand identifier color.

Produce callout
 Connector lines call out areas of the target cut out produce to highlight how AggroFresh Smarter Freshness solutions offer a better benefit for the produce.

Produce callout
 Connector lines call out areas of the target cut out produce to highlight how AggroFresh Smarter Freshness solutions offer a better benefit for the produce.

Produce callout
 Connector lines call out areas of the target cut out produce to highlight how AggroFresh Smarter Freshness solutions offer a better benefit for the produce.

Produce callout
 Connector lines call out areas of the target cut out produce to highlight how AggroFresh Smarter Freshness solutions offer a better benefit for the produce.

Large text headline goes here, plenty of space for length

Subhead with ample space for length goes here in this space

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AggroFresh

Brochure template

Product front and back

1

Logo area

This area identifies the brand of the piece and should be placed in a white rounded corner box as explained in the grid section (page 44).

2

Masterbrand logo

An AgroFresh logo should also be placed on the page in the bottom left-hand area.

3

Rounded page tab and corner wedge

These elements should always be colored in the brand identifier color.

4

Headline/subhead area

The rounded corner box can be colored in any of the primary or secondary colors. The box should be somewhat transparent to allow some of the image beneath it to come through the box. Always keep in mind the legibility of the text in the box.

5

Sign-off area

Follow instructions for this area in the grid section (page 45).



Brochure template

Product spreads

As like the corporate brochures, the inside pages leave a lot of flexibility for any variety of content. Use a 3- or 4-column grid for type content. Use any of the primary or secondary colors for headlines and subheads; however, body copy should always be colored as 90% black. Add graphic elements, charts and graphs, icons, or imagery to add interest to the page and tell your story.

1 Rounded page tabs and corner wedges

2 Logo area

The product brand logo should be placed on all spreads. You can place these in the upper right-hand corner of the spread. Please note, if there is a background image in this area, the logo should be placed in a white rounded corner box, following the instructions found in the grid section (page 44).

3 Masterbrand logo area

It is preferred that an AgroFresh logo is also placed on every spread. Depending on content, this may not always be possible. In this case, it is ok to skip a spread, but the next spread or page should include the AgroFresh logo. If the content of the spread does not allow the AgroFresh logo, then the brand logo should be placed in the lower left- or right-hand areas.

1
2

Headline with ample space for length goes here

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Hexagonal callouts
Callout text with ample space for length goes here, plenty of space for length.

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Hexagonal callouts
Callout text with ample space for length goes here, plenty of space for length.

1
1

Produce callout
Connector lines call out areas of the larger cut out produce to highlight how AgroFresh Smarter Freshness solutions offer a better benefit for the produce.

Produce callout
Connector lines call out areas of the larger cut out produce to highlight how AgroFresh Smarter Freshness solutions offer a better benefit for the produce.

Large text headline goes here, plenty of space for length

Subhead with ample space for length goes here in this space

Ut int harcimus am, omnimilis sunt.
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Technical product sheets

Front and back

Follow the guidelines laid out in the grid section (beginning on page 47) for all technical collateral.

- 1** Headline area
- 2** Logo area
- 3** Masterbrand logo area
- 4** Rounded page tabs
- 5** Sign-off area

1



2



3



Fuji / Gala

Headline with ample space for length goes here in this space

4

5

1

2

3

4

5



AgroFresh Exhibit Applications

Pop-up banner

These types of banners feature ample white space and large saturated hero or produce falls images. The sub brand logo is featured prominently in the upper right-hand side, and a less prominent AgroFresh logo is towards the bottom, reversed out of the sub brand's brand identifier color. If it is an AgroFresh brand banner, then a headline or the tagline should be reversed out on the bottom.



Booth design

10' x 10' booth

The booth design brings our *Smarter Freshness* theme to a three-dimensional space by utilizing our bold produce imagery and signature graphic elements. It offers a clean, warm and inviting space that welcomes visitors to our company and our *Smarter Freshness* solutions.

Utilize large areas of white space with bold, saturated, beautiful imagery of produce and/or lifestyle photography. Walls and counters mimic rounded corner boxes unifying the brand with any printed materials being distributed during the show.



Booth design

10' x 20' booth





AgroFresh Electronic Media Applications

Email template

Corporate template

Corporate emails feature ample white space with a colorful lifestyle image and short, concise messaging. It is based on a 32-section grid for easy placement of graphic elements.

Masthead

1

Logo area

Consists of an AgroFresh logo placed on a white background.

2

Photo area

Place a warm, personal and aspirational lifestyle image.

3

Headline/subhead area

These should be short and concise and placed in a rounded corner box in any of AgroFresh's primary or secondary palettes.

4

Call-to-action

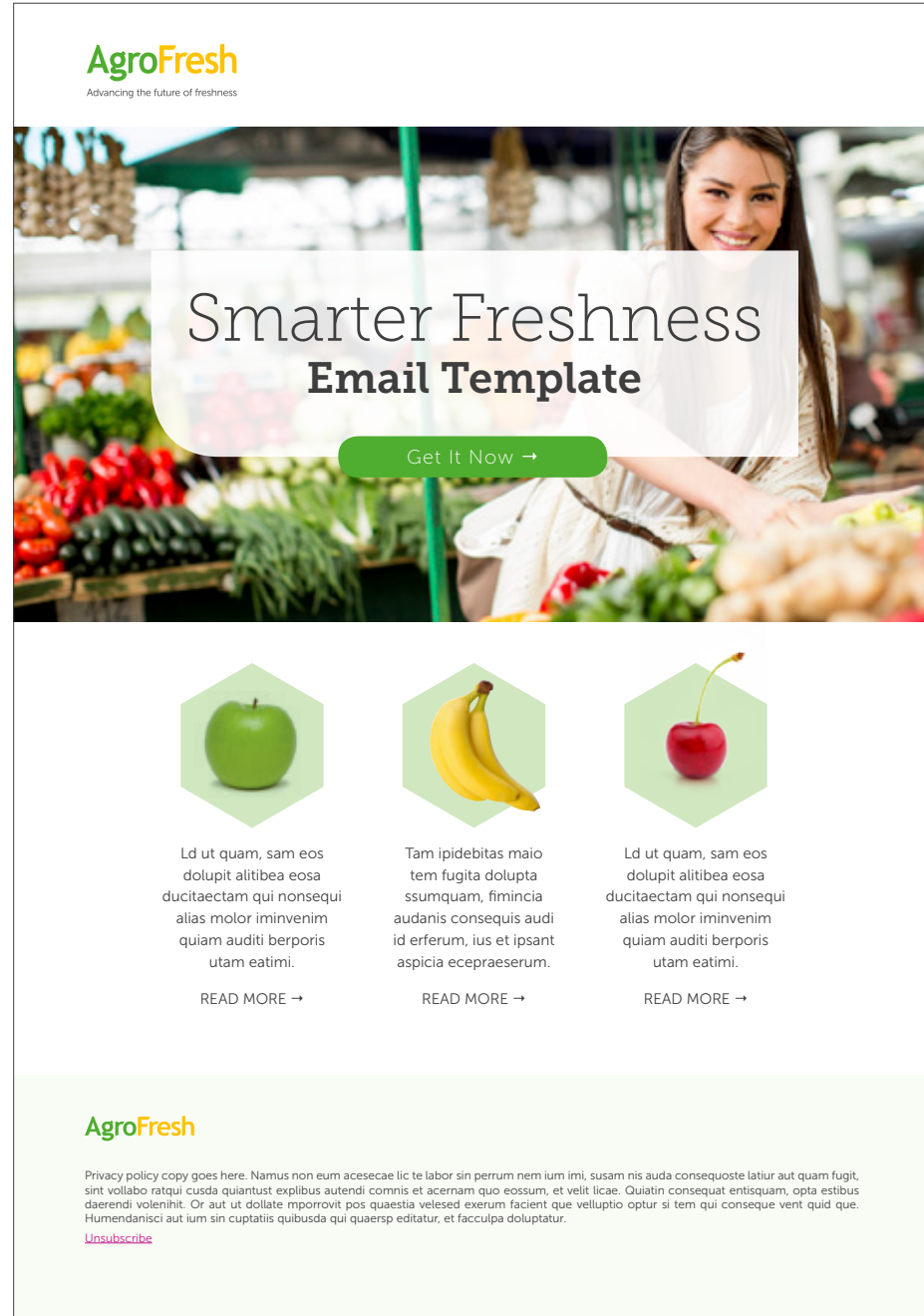
It is not necessary to have a call-to-action in this area, but if you do, place it in a four-cornered round box in the brand identifier color (PANTONE 361).

Content area

The background should be white in this area with short and concise copy. Use a hero image to support the content. Any call-to-actions in this area should be just copy with an arrow to promote click-through.

Footer

An AgroFresh logo along with the company's privacy policy and the ability to unsubscribe should be in this area. The area should be designated with a 5% tint of PANTONE 361 to differentiate it from the rest of the email.



Email template

Product template

Product emails are generally heavier in body content. A background image can be used, but it should be ghosted or feathered back so the body of the email has the greatest legibility. Copy is generally written in a personalized letter form. Use a 3-column/32-section grid for easy placement of graphic elements.

1

Masthead

Should feature the brand logo and a headline in the brand identifier color. In the example to the right, a hex pattern in the brand palette was placed in the background. The opacity was brought down on the pattern so it would not interfere with the logo or copy.

2

Body

The letter area spans 2 of the 3 columns on the left-hand side.

3


Call-to-action

This should consist of short and concise subhead and copy text. Use hero images to support the content. Include a button or a copy link to promote click-through.

4

Footer

An AgroFresh logo along with the company's privacy policy and the ability to unsubscribe should be in this area. The area should be designated with a 5% tint of PANTONE 361 to differentiate it from the rest of the email.



1 Headline with ample space for messaging goes here

2 Subhead with ample room for messaging and an intriguing callout goes here in this space

Hello <Name>:


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Thank you,

<Name>, <Title>, AgroFresh Inc.



3 Subhead lorem ipsum here

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Learn More →

4 AgroFresh
Advancing the future of freshness

Privacy policy copy goes here. Namus non eum acesecae lic te labor sin perrum nem ium imi, susam nis auda consequoste latior aut quam fugit, sint vollabo ratqui cusda quiantust explibus autendi comnis et acernam quo eossum, et velit licae. Quiatin consequat entisquam, opta estibus daerendi volenihit. Or aut ut dollate mporrovit pos quaestia velesed exerum facient que velluptio optur si tem qui consequere vent quid que. Humendanisci aut ium sin cupatatis quibusda qui quaersp editatur, et facculpa doluptatur.

[Unsubscribe](#)

Contact information

For more information or to obtain elements within these brand guidelines, contact the AgroFresh Global Communications Department.

Name
Title
Email address
Phone number

Building our brand, together

It's up to us to build our brand and make it a strong presence in our markets, throughout our organization and with our shareholders. This means using our brand elements thoughtfully and consistently. Please follow these brand guidelines, and ask questions at any time.

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