



GLOBAL BRAND GUIDELINES

Implementing the Valley® Brand

Welcome to the Valley® Brand Guidelines

Rich in history and brand equity, Valley® Irrigation is committed to presenting a globally unified brand at every level—from corporate and dealer communication to partner development and beyond.

These guidelines are for everyone who contributes to the presence of our brand and for all who communicate under the Valley Irrigation banner. You and your established name represent Valley, along with its values and marketplace position. Everything our customers associate with Valley, they will expect from you.

As our partner, you profit from the strength created by the Valley brand. Adopting these guidelines will strengthen both your position in the marketplace and our global brand.

These guidelines are not meant to be restrictive. They are to provide a formal structure that allows for cohesive, consistent brand application that continues to build further equity in a powerhouse brand.

Welcome to Valley Irrigation.



Jill Zwiener
Director, Global Marketing

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Valmont® Industries

Valmont® Industries is a leading producer and distributor of products for the infrastructure and agriculture markets.

Valmont Industries began in 1946 when our founder, Robert B. Daugherty, combined his \$5,000 savings and wholehearted belief that business could and should be done better. Since that modest start more than 60 years ago, our company has grown into an international leader in engineered products and services for infrastructure and water-conserving irrigation equipment for agriculture.

From the lighting and traffic structures that guide your way, to communication towers and utility structures that power your home and business, to irrigation equipment that waters the croplands on which your food is grown, Valmont products improve lives worldwide.

Valmont Industries operates in five primary business segments: Engineered Support Structures, Utility, Irrigation, Coatings, and Energy and Mining. Valmont (VMI) is publicly traded on the NYSE.

Valmont Industries focuses on two global markets: infrastructure and agriculture. Valmont Industries has operations around the world with more than 100 manufacturing plants, located on six continents, and sells products in more than 100 countries.

Valmont employees are passionate about the products we make. Our products are the cornerstone of our success. We pride ourselves on being people of integrity who excel at delivering optimal results. We pursue opportunities for growth by taking our products and processes to new markets, introducing new products to regions where we have a presence and continually improving our services to ensure that Valmont solutions are second to none.



1 BRAND BASICS



Valley Brand

The Valley brand is indisputably our most valuable asset. It is how we are recognized and valued by our most important audiences – growers, dealers, farm managers, investors, partners and employees. Every time the Valley name or logo is used, we are making a statement about who we are and what we stand for. Although this document provides guidance on the use of many of the brand’s visual and verbal applications, it is how they are implemented that is most important – and that is up to you. To ensure a consistent brand experience, we need your help. You are the steward of this brand. These guidelines provide you with the tools to begin.

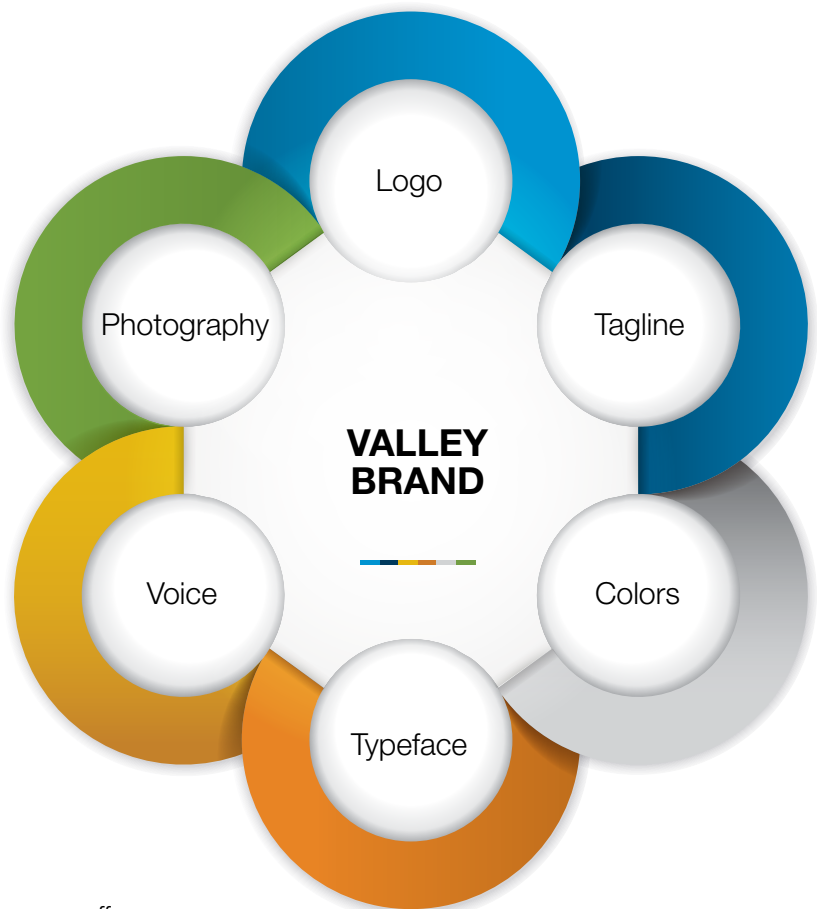
Brand Basics

The Valley identity can only make a positive impact if it is used consistently and correctly.

The basic elements of the Valley brand include:

- the Valley logo
- the Valley tagline
- the corporate colors
- the corporate typeface
- brand voice
- brand photography

We convey our brand identity through every form of communication and experience – through the products we sell, the service we provide, how we act and what we say. Everything we do has a direct impact on how the world perceives us.



Brand Positioning

Valley is the global leader in irrigation because we offer growers an unequaled combination of superior equipment and unmatched dealer support. We have succeeded in becoming the industry leader because our growers have succeeded. Since day one, Valley equipment and Valley relationships have been built the same way: infused with personal commitment and made to last.

The Leader in Precision Irrigation®

Brand Pillars

What do we stand for?

Valley sets the foundation for how customers perceive our brand by our five brand pillars. They serve as the cornerstone from which all our communications and interactions flow. They create the expectation for customer connection and allow our customers to experience our brand promise firsthand.

Reliable

Authentic, Stands the Test of Time, The One You Can Count On, Trustworthy

Durable

Solid Product – Solid Partnership, Enduring Strength, Toughness, Deep-Rooted

Precise

Accurate, Diligent, On the Mark

Advanced

Future Focused, Positive Gains, Knowledgeable Insight, Progressive

Responsive

Dependable, Genuine, Perceptive

Valley Logo Versions

The Valley logo is the main asset of the Valley brand. To ensure its effectiveness and preserve the logo integrity, it is important to avoid misusing or modifying the logo artwork.

The logo includes the trademark “V” carefully and precisely paired with the stylized “Valley” logotype. To prevent any misuse, only use approved logo artwork and avoid adding effects that change its appearance in any way. Variations and mistakes, however small, will reduce the impact of the brand.

The Valley logo can only be used in Valley blue, black or reversed out in white. **Never use the logo with the color red.** Tone on tone logos on apparel, or silver signs are acceptable exceptions. Any other uses must be approved by the Global Marketing Department first.

Always use the most recent high quality versions of the logos.

Download the approved logos from valleyirrigation.com/brand.

Preferred Use

Horizontal logo



Horizontal logo with tagline



The Leader in Precision Irrigation.

Vertical logo



Vertical logo with tagline



The Leader in Precision Irrigation.

Acceptable variations



The Leader in Precision Irrigation.



Using the Valley Logo

While not an exhaustive list, the examples shown here demonstrate logo misuses that undermine all efforts to build a consistent and unifying brand identity. The logo and tagline cannot be redrawn, re-typeset or modified in any way, under any circumstance.

Unacceptable Usage



Do not integrate the logo with your company name.

Dealership ABC



Do not use the logo elements separately or integrate with a different tagline.



Do not apply different colors to the elements of the logo.



Do not alter the proportions or positioning of the logo elements. Do not change the positioning or typeface of the Valley tagline.



Do not change the type weight or scale/positioning of the tagline.



Do not change the tagline in any way.



Do not use tints or shades of colors.



Do not recreate the logo using another typeface.



Do not use old versions of the logo or logo tagline.



Do not add special effects, such as bevel, drop shadow or glow.
(If this usage is necessary based on created element, Valley Marketing must provide approval before use.)



Do not alter the approved colors in any way.

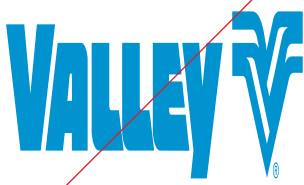


Do not outline the logo.

If you have any questions, please email valleybrand@valmont.com.

Using the Valley Logo

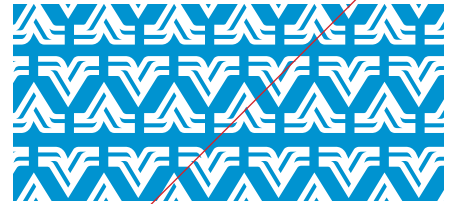
Unacceptable Usage



Do not skew or stretch the logo.



Do not use any part of the logo to create a new logo.



Do not use the Valley "V" trademark as part of a pattern or graphic.



Do not rearrange the elements of the logo.



Do not use the Valley logotype without the "V" trademark.



Do not place the logo on a distracting background that makes it difficult to stand out.



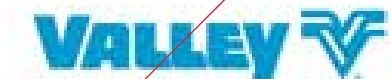
Do not place the logo in a box on an image.



When the logo appears on an image, ensure that it is positioned on an area light enough (or dark enough if using reverse version) to ensure maximum clarity. If possible, avoid placing the logo directly over an image or text.



Always ensure the logo is positioned on a background offering sufficient contrast to maintain visual clarity.



Do not scan the logo, copy/paste from an Internet application or use the logo with poor resolution.

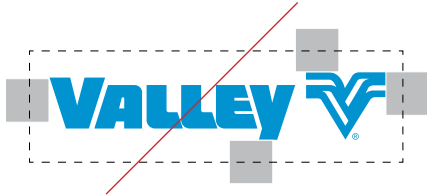


A Product of Dealership ABC

A modifier or reference to any dealership should never be added to the logo.

Using the Valley Logo

Unacceptable Usage



Do not ignore the minimum clearance zone (see page 14).



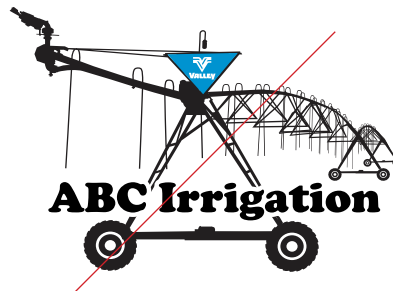
Do not add a business, product or location name to the Valley logo.



Do not put any other identities under the Valley logo, unless it is a Valley brand/company and is approved by the Global Marketing Department.



The "Valley, A Valmont Product" logo is no longer being used.



While using a generic pivot image in your logo is permitted, never use a pivot that incorporates the Valley logo, Valley V, Valley signage or Valley blue within it.



Important Notice:

If the logo is misused, it will be the responsibility of the party who created the materials to immediately rectify at its cost. In the event of unauthorized use, Valley will assert its right to claim legal action.

Valley Logo Sizes

Minimum Print Logo Usage

The Valley logo is the main asset of the Valley brand. To ensure its effectiveness and preserve the logo integrity, it is important to avoid misusing or modifying the logo artwork.

To ensure clear legibility, the Valley logo should never be reproduced smaller than the minimum size shown here.

Minimum size without tagline



.75" width minimum



.5" width minimum

Minimum size with tagline



1.5" width minimum



The Leader in Precision Irrigation.

1.25" width minimum

Embroidery Logo Usage

Without tagline

Preferred colors are white, black, gray or Valley blue. **Red or any shade of red is never allowed.** Because the ® is too small to be embroidered legibly, it is removed from the logo in this instance. Logo can be embroidered in tone-on-tone colors.

If a need arises to utilize another color, please contact the Global Marketing Department.



Valley Logo Sizes

Digital Logo Usage

Use of all logos must follow all of the logo guidelines outlined in the Brand Basics section. Logos used in websites, social media and digital applications must use the following additional specifications:

- 72 DPI
- RGB color mode
- The “Valley Blue” must use the hexadecimal color number = #0093D0
- .jpg, .gif, .png or .svg file format
 - If the logo is being used against a white background, a .jpg or .gif is recommended
 - If the logo is being used against a dark or non-white background, a .png with a transparent background is recommended
 - If the logo is being used on a website, a .svg is recommended

Size Guidelines

Valley Horizontal Logo with Tagline

- Minimum required width – 175 pixels
- Maximum recommended width – 300 pixels

Valley Vertical Logo with Tagline

- Minimum required width – 150 pixels
- Maximum recommended width – 250 pixels

Valley Horizontal Logo without Tagline

- Minimum required width – 75 pixels
- Maximum recommended width – 300 pixels

Valley Vertical Logo without Tagline

- Minimum required width – 50 pixels
- Maximum recommended width – 200 pixels

North America Performance Logos

- Minimum required width – 250 pixels
- Maximum recommended width – 350 pixels

Without tagline



75 pixels width minimum



50 pixels width minimum

With tagline



175 pixels width minimum



150 pixels width minimum

Spacing & Positioning the Valley Logo

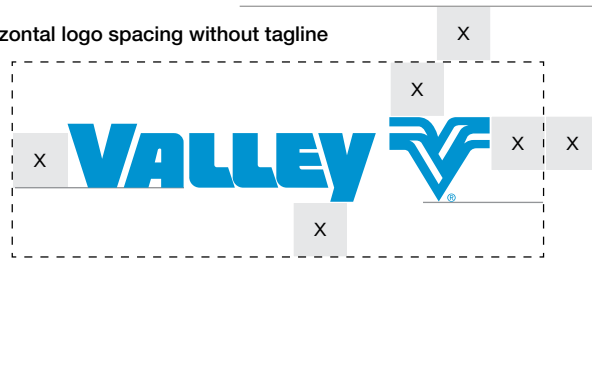
When the Valley logo is used, with or without the tagline, a clear spacing of “x” should be maintained around the perimeter of the logo (**where x = the height of “A” in Valley**). This means no other design elements or text should be positioned within this clear zone.

The logo also should not be positioned any closer than 2x to the outer margins or trim edge of the document.

There will be instances when space is at a premium and the preferred clear zone must be reduced. In these cases, contact the Global Marketing Department for approval.

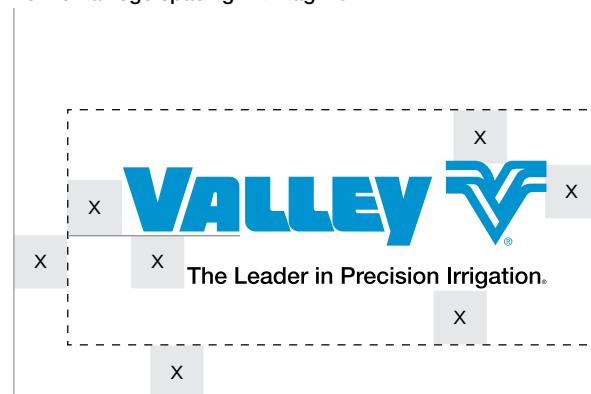


Horizontal logo spacing without tagline



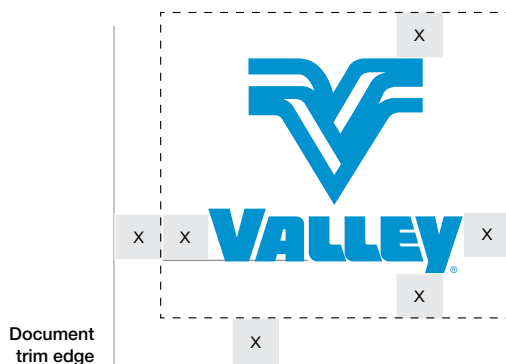
Document trim edge

Horizontal logo spacing with tagline



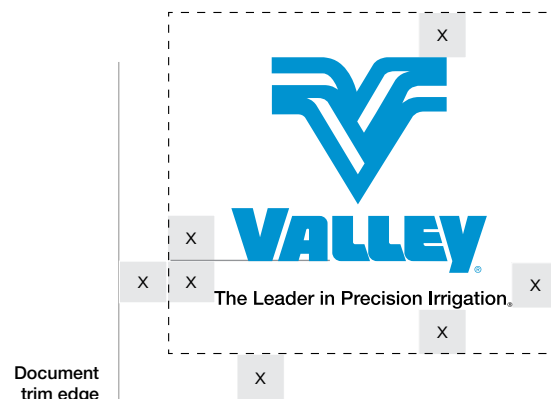
Document trim edge

Vertical logo spacing without tagline



Document trim edge

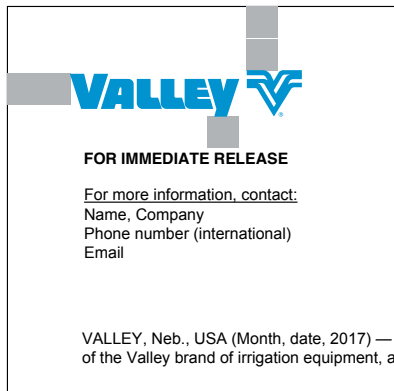
Vertical logo spacing with tagline



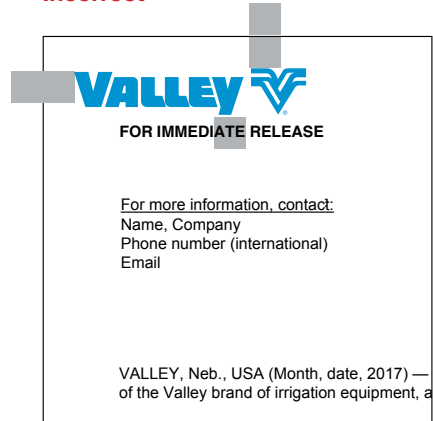
Document trim edge

Spacing & Positioning the Valley Logo

Correct



Incorrect



Do not place any text, logos or graphic elements too close to the Valley logo. See previous page for clear spacing guidelines.

Correct



Incorrect



Do not place any text, logos or graphic elements too close to the Valley logo. See previous page for clear spacing guidelines.

Valley Tagline Usage

The tagline “*The Leader in Precision Irrigation®*” must always appear in black, unless it is appearing on a colored background, in which case it can appear in white as shown.

The logo and tagline cannot be redrawn, re-typeset or modified in any way, under any circumstance.

When the Valley logo is used with the tagline, a clear spacing of “x” should be maintained from the baseline of Valley to the baseline of the tagline. Please refer to the “Spacing and Positioning of Logo” page in this document for details regarding “x.”

The tagline may only be used by Valley, Valmont and by dealers when it is clearly correlated with the Valley brand. Dealers may not use the Valley tagline as their own or in such a way that it appears to be part of the dealer's brand.

Download the approved tagline usage from valleyirrigation.com/brand.

Horizontal usage



Tagline aligns to the right side of the Valley logo

Vertical usage



The Leader in Precision Irrigation.

Tagline centers below the Valley logo

Alternate: On white



The Leader in Precision Irrigation.



The Leader in Precision Irrigation.

Alternate: On black



The Leader in Precision Irrigation.



The Leader in Precision Irrigation.

Valley "V" trademark as a graphic element



The Valley "V" trademark is associated with Valmont. Therefore, only the corporate office is permitted to use the "V" trademark as a separate or supportive design element.

If a need arises to utilize the Valley "V," it must comply with standards set forth by the corporate office **with approval of the Global Marketing Department.**

The primary usage of the Valley "V" trademark as a graphic element on its own will be visible in web applications and on products with space limitations, or in limited use as deemed appropriate by the Valley marketing department.

The screenshot shows the Valley Irrigation Exchange landing page. At the top, there's a blue header with the Valley logo and navigation icons. Below the header, there are two tabs: "Test Environment" and "Production Environment". The "Test Environment" tab is active, displaying a "Your Test Access Key" of 51410719397340A6B393F141346A96E4 and a "Your Test URL" section. This section contains a table of APIs with their respective URLs and access keys. Below the table, there's a "Submission Status" section showing "Approved" and buttons for "Brand Standards", "I Agree", and "Submission".

The "Branding Information" section follows, containing "Valley Irrigation Branding" guidelines, "Access Valley Logos", "Registration Marks & Trademarks", and "Valley Logo" information. It also includes "Irrigation Exchange Logo" details.

The "Account Information" section is at the bottom, with a sub-header "Edit your contact information, such as phone number." It contains several input fields for "Email Address", "Password", "Confirm Password", "Security Question", "Security Answer", "First Name", "Last Name", "Company Name", "Phone Number", and "Redirect URL". There are "Cancel" and "Save" buttons at the bottom right.

Web Example:
Valley Irrigation Exchange landing page

Valley ICON App



The Valley Color Palette

The Valley colors are an important part of our corporate image, differentiating us from other brands. Additional colors are designed to prevent applications from becoming too monochromatic. These colors are intended to be used sparingly. Proper balance of these secondary colors and percentages must be given to ensure the “Valley Blue” remains the dominant color in all applications.

Consistent use of the approved color palette will maximize the impact and recognition of our communication materials in the marketplace —building equity.

Reproducing the color palette

When creating any printed, online or display material, always use the color values shown on this page. To guarantee that colors are reproduced consistently, it is important to follow these color formulas.

For paint colors, please contact the Global Marketing Department for more information.

Pantone 125

75% 50% 25%

CMYK: 6 / 32 / 100 / 24
RGB: 181 / 133 / 0
WEB: #B58500

Pantone 377

75% 50% 25%

CMYK: 50 / 1 / 100 / 20
RGB: 122 / 154 / 1
WEB: #7A9A01

Pantone 431

75% 50% 25%

CMYK: 45 / 25 / 16 / 59
RGB: 91 / 103 / 112
WEB: #5B6770

Pantone 304

75% 50% 25%

CMYK: 34 / 0 / 6 / 0
RGB: 154 / 219 / 232
WEB: #9ADBE8

Pantone 302

75% 50% 25%

CMYK: 100 / 48 / 12 / 58
RGB: 0 / 59 / 92
WEB: #003B5C

Pantone 1385

75% 50% 25%

CMYK: 2 / 56 / 100 / 3
RGB: 213 / 120 / 0
WEB: #D57800

Pantone 371

75% 50% 25%

CMYK: 50 / 9 / 98 / 61
RGB: 84 / 98 / 35
WEB: #546223

Pantone Warm Gray 2

75% 50% 25%

CMYK: 6 / 7 / 10 / 11
RGB: 203 / 196 / 188
WEB: #CBC4BC

Valley Blue

75% 50% 25%

CMYK: 100 / 10 / 0 / 10
RGB: 0 / 147 / 208
WEB: #0093D0
PANTONE SPOT EQUIVALENT: Process Blue

Pantone 301

75% 50% 25%

CMYK: 100 / 53 / 4 / 19
RGB: 0 / 75 / 135
WEB: #004B87

Pantone 110

75% 50% 25%

CMYK: 2 / 22 / 100 / 8
RGB: 218 / 170 / 0
WEB: #DAAA00

Pantone 153

75% 50% 25%

CMYK: 5 / 64 / 100 / 17
RGB: 190 / 106 / 20
WEB: #BE6A14

Pantone 420

75% 50% 25%

CMYK: 6 / 4 / 7 / 13
RGB: 199 / 201 / 199
WEB: #C7C9C7

Pantone Warm Gray 11

75% 50% 25%

CMYK: 26 / 36 / 38 / 68
RGB: 110 / 98 / 89
WEB: #6E6259

Logo Usage on Apparel & Premiums

Correct usage of the Valley logo on apparel and accessories is essential in maintaining the Valley brand.

As individuals who create Valley clothing and premium gifts, you are uniquely positioned to ensure the Valley brand is consistent and impactful on all items distributed to customers and employees. Here are a few things to keep in mind when creating Valley-branded items.

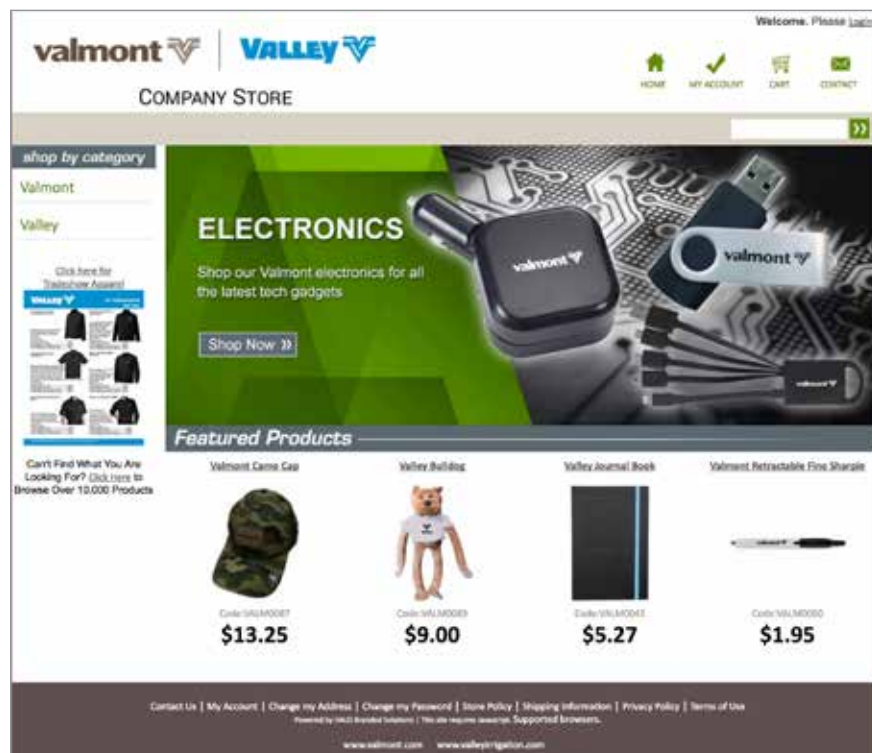
The Valley logo is allowed in various colors on promotional items; however, a red Valley logo and red apparel/premiums are never allowed.

Pre-selected premium items and apparel can be ordered through the dedicated website valleyirrigation.com/shop or by contacting:

Jayne Banghart

The Valmont Store
402-359-2201, ext. 3124
j.banghart@valmont.com

Ordering items from a local supplier is also acceptable.



The Valley Typeface

The Helvetica Neue LT Pro type family is the preferred typeface for all print applications. It is a clean font, easy-to-read and suitable for headlines, body copy and tables.

If Helvetica Neue LT Pro is not available, any available Helvetica Neue or Helvetica typeface can be substituted.

Font Usage

Helvetica Neue LT Pro comes in a variety of styles and weights. This allows for a lot of flexibility, but consistency in application needs to be taken into consideration.

For the majority of uses, Helvetica Neue LT Pro Light is preferred. Other weights and styles can be used when appropriate. For example, Helvetica Neue LT Pro Medium and Bold work well for subheads. Helvetica Neue LT Pro Condensed weights work well in tables and infographics in which space can be limited.

Please exercise restraint when using different styles and weights of the font to preserve the integrity and consistency of Valley printed materials. To ensure the text is readable, the minimum size used for this font should be 8 point.

Helvetica Neue LT Pro Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!#\$%&@*) 0123456789

Helvetica Neue LT Pro Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!#\$%&@*) 0123456789

Helvetica Neue LT Pro Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!#\$%&@*) 0123456789

Helvetica Neue LT Pro Heavy

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!#\$%&@*) 0123456789

Helvetica Neue LT Pro
Light Condensed

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!#\$%&@*) 0123456789

Helvetica Neue LT Pro
Medium Condensed

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!#\$%&@*) 0123456789

Digital Valley Typeface

Because it is free and readily available, Roboto is the preferred font for online and web applications. It is a clean font, easy-to-read and suitable for subheads, body copy and tables.

Font Usage

Roboto is preferred for online applications only.

For the majority of uses, Roboto Light is preferred. Other weights and styles can be used when appropriate. For example, Roboto Bold would work well for subheads. Roboto Condensed weights work well in tables and infographics in which space can be limited.

Please exercise restraint when using different styles and weights of the font to preserve the integrity and consistency of Valley online. To ensure the text is readable in web applications, the minimum size used for this font should be 12 point.

Roboto

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!#\$%&@*) 0123456789

Roboto Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!#\$%&@*) 0123456789

Roboto Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!#\$%&@*) 0123456789

Roboto Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!#\$%&@*) 0123456789

Roboto Condensed Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!#\$%&@*) 0123456789

Roboto Condensed Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!#\$%&@*) 0123456789

Digital Valley Typeface

Oswald is a secondary typeface utilized for digital headlines, subheads and call to action statements. Because it is a very condensed font and can be difficult to read, it should not be used for body copy.

Font Usage

For the majority of uses, Oswald should be used in ALL CAPS.

Please exercise restraint when using Oswald. It is intended as a headline font only and should never be utilized for body copy.

Oswald Regular

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!#S%&@*) 0123456789

Oswald Extra Light

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!#S%&@*) 0123456789

Oswald Light

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!#S%&@*) 0123456789

Oswald Medium

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!#S%&@*) 0123456789

Oswald Demi Bold

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!#S%&@*) 0123456789

Oswald Bold

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!#S%&@*) 0123456789

Alternative Valley Typeface

Because it is readily available on a variety of platforms, Arial is the preferred font for business applications. It is also a preferred second font option for print if Helvetica is not available.

Font Usage

Arial Regular should be used in most business situations. To ensure the text is readable, the minimum size used for this font should be 12 point for web applications and 8 point for all other applications.

Arial

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!#\$\$%&@*) 0123456789

Arial Bold

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!#\$\$%&@*) 0123456789

Arial Narrow

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!#\$\$%&@*) 0123456789

Alternative Valley Typeface

Athelas is a serif font for limited use in business applications.

Font Usage

Athelas should be used sparingly for special circumstances, such as award certificates. It should only be utilized in print applications, not for online or website purposes. To ensure the text is readable, the minimum size used for this font should be 8 point.

Athelas Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!#\$%&@*) 0123456789

Athelas Italic

Aa

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!#\$%&@*) 0123456789*

Athelas Bold

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!#\$%&@*) 0123456789**

Athelas
Bold Italic

Aa

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!#\$%&@*) 0123456789***

Product Photography

Our product is our hero. Product photographs and video footage reinforce our brand positioning, establish a distinctive visual presence and create an emotional connection with our growers. If you have a special request for photography or video footage, please contact the Global Marketing Department.

Valley photography may be used with approval from the Global Marketing Department, but photos must include the following disclaimer:

Copyright Valmont Industries, Inc.



Correct



Incorrect

Avoid Discolored Machines

Avoid the use of photographs/video footage showing a machine that is discolored. Machines that look new are preferred. In some situations, such as for maintenance/upgrade promotions, the use of photographs showing slightly used machines is allowed.



Correct



Incorrect

Valley Overhang Sign

Photographs/video footage with the overhang sign on Valley machines must contain the most current Valley sign. (The word Valley with the graphic "V" trademark in a horizontal format.) The old Valley overhang sign can be used only if you are referring to Valley history or promoting maintenance on an old machine.

Brand Voice

Through the language we use, our voice lets the world experience our brand. Valley is confident that our products are the best. Our voice is anchored in that confidence, without being arrogant. Our brand voice is active, grower-focused and guided by the benefits of our products. It is conversational. It is humanizing. We put ourselves in our growers' shoes. We understand growers' concerns. We want to solve growers' problems. Our messages tell our growers how we can improve their businesses and lives. We focus on what makes us unique, what makes our products worth buying, and what differentiates us from other brands.

We use concise, active language written in first-person point of view. We tell stories about the benefits of our products, rather than simply listing specs and features. We communicate our confidence by focusing on what our products can do for our customers and why they need them.

Here are some examples:

Correct Voice:

Tree lines and buildings can get in the way of your irrigation operation, keeping valuable acres out of production. We understand this challenge, and that's why we offer the Bender product line for center pivots. Our Valley Benders can be easily, and inexpensively, added to your center pivot, putting extra acres into production and increasing your yields and profitability.

Our Benders can be installed on any span tower, and multiple Benders can be added to the same pivot for maximum benefit. We offer two Bender options to fit your needs: the Bender30™ and the Bender160™.

Incorrect Voice:

Valley Bender options for center pivots maximize irrigated areas for a minimal investment cost. The Bender30 and Bender160 allow the outer portion of a pivot to continue moving while the inner portion is stopped by fences, trees or other obstacles.

- The Bender30 can bend up to 30 degrees in either direction while utilizing existing structural components and can be retrofit to an existing machine.
- The patent-pending Bender160 can bend up to 160 degrees in either direction and utilizes custom structural components
- Multiple bends per pivot are allowed.

Brand Description

If a publication requests information on Valley, please use the following text:

51 words:

Valley® Irrigation, the global leader in mechanized irrigation equipment and the industry's authority on advancing irrigation technologies, irrigates approximately 25 million acres worldwide while conserving water, saving time, reducing input costs and increasing yields, all while providing access to remotely connect to your irrigation network from any location across the world.

158 words:

Valley® Irrigation, *The Leader in Precision Irrigation*®, proudly manufactures center pivot, corner and linear machines for the agriculture industry, and is redefining the future of advanced irrigation technology.

Since pioneering center pivot irrigation in 1954, we've helped growers in more than 90 countries conserve water while increasing crop quality and yields – connecting more machines worldwide to provide network autonomy. Our extensive line of innovative equipment, including remote control and irrigation monitoring products, efficiently delivers water, chemicals and fertilizer while reducing energy consumption and runoff.

To meet our strict quality control standards, Valley products are manufactured at six Valmont Irrigation facilities in the United States, Brazil, China, South Africa, Argentina and the United Arab Emirates. We support all of our equipment with a worldwide network of more than 450 dealers.

With more than 60 years of experience, Valley remains committed to providing innovative, precision irrigation solutions that meet the dynamic water and agricultural needs of growers around the world.

The Brand Description can be found at valleyirrigation.com/brand.

Press Release Boilerplate:

About Valley® Irrigation

The Valley brand is recognized worldwide as the leader in sales, service, quality and innovation, and has been recognized as such since Valmont® founded the center pivot irrigation industry in 1954. With historical sales of more than 200,000 center pivots and linears, Valmont-built equipment annually irrigates approximately 25 million acres (10 million hectares) around the world. The Nebraska-based company remains dedicated to providing innovative solutions now and well into the future. For more information, please visit www.valleyirrigation.com.

Authorized Providers

We work with many valuable providers for parts and services. When referencing them, please use the terminology “Authorized Providers.”

Authorized Providers Include:

- Nelson®
- Senninger® Irrigation Inc.
- Diversified Financial Services, LLC

Correct: Authorized Providers

Incorrect: Preferred Providers

Valmont Irrigation Logo Usage

The Valmont Irrigation logo should be used on invoices, legal items and on the back cover of brochures.

Download the approved logos from valleyirrigation.com/brand.

Spacing & Positioning of the Valmont Irrigation Logo

The size and spacing relationships, or "lock ups," between the trademark and logotype are of such importance to the overall image of Valmont that any changes or modifications are unacceptable.

Maintaining the visual balance is simple, given the following guidelines. The unit "X," as the examples note, is equal to the height of the "I" in "valmont." All other proportions are based on this unit. There must be allowance for generous amounts of background space around the signature. The signature clear zone is depicted below. No type, photographs or other design elements can be placed within this zone. This zone measures 2X horizontally from the top of the ascender and from the lowest baseline. It measures 1X left and right of the signature. Whenever possible, this much space should be used. There will be instances when space is at a premium and the preferred clear zone must be lessened. In these cases, the "minimum signature clear zone" must be used.

The relationships diagrammed here are the only acceptable signature lock ups.

Valmont Irrigation logo



Two shades of brown:

Valmont = Pantone 411 (C=30, M=42, Y=34, K=75)

The "V" and "Irrigation" = Pantone 409 (C=17, M=25, Y=22, K=51)

Acceptable variations



All black



All white



2 REGISTRATION & TRADEMARKS



Registered & Unregistered Trademarks

Trademark registration provides enhanced legal protection and can help prevent other companies from using proprietary products, services, goods, logos, symbols or designs.

Two different legal markings are used with trademarks:

Registered Trademark ®

A ® symbol indicates that a mark has been federally registered with the U.S. Patent and Trademark Office. It is a symbol of registration and only should be used with federally registered marks.

Unregistered Trademark ™

A ™ symbol indicates notice of pending trademark registration and/or a claim of rights to the mark. Once a name is registered with the Patent and Trademark Office, the ™ or identifier is replaced with a ®.

To ensure proper use and protection of the Valley marks, please follow the recommended applications outlined in this section.



The Valley Logo

- The Valley logo is registered to Valmont Industries. Anyone using the logo must be authorized to do so, and must always abide by the standards detailed in this document.
- Always ensure that the registration symbol is positioned in subscript (bottom right of the Valley "V"), as shown in the logo above.
- The registration symbol is set in the artwork and must accompany the logo. Do not remove the registration mark without prior approval from the Global Marketing Department. (An example in which it may be appropriate to remove the mark would be on a polo shirt where the ® is illegible when embroidered.)

Trademarks & Registration Marks

Many Valley terms and product names are registered, and many others require a TM symbol. Please follow the guidelines below to ensure proper usage:

- Use the TM or ® symbol in the first mention of any name listed below in the headline and the body copy on any advertising or promotional material, regardless of the medium. Examples include the first mention on each page of a brochure or the first time it appears on each individual web page.
- While omission of the TM or ® symbol does not invalidate a trademark owner's rights, it is one of the primary ways to ensure protection because it alerts the public to the ownership of a legal mark.
- A list of Valley trademarks and registered marks can be found on this page. As properties are updated periodically, please refer to the most recent Brand Guidelines PDF each time you develop communications materials to ensure proper use.

Placement of the Registration Mark

For those marks that are federally registered, we follow this strategy for placement of the registration mark:

Registered Product Names

- Place the ® to the right of the mark in superscript
- This strategy should be followed for both product names in logo form and in text

Sample logo treatment



Sample text treatment

Valley[®] ICON[®]

Registered Brand Marks and Taglines

- Place the ® to the right of the mark in subscript
- This strategy should be followed for both brand marks/taglines in logo form and in text

Sample logo treatment



Sample text treatment

Valley[®] *The Leader in Precision Irrigation[®]*

Trademarks & Registration Marks

The following names currently carry a ® mark:

Valley®

(Registered in: Australia, Brazil, China, New Zealand, Paraguay, Peru, Spain, United States, Venezuela)

Valmont®

(Registered In: AIPO (African Union), Argentina, Australia, Brazil, Canada, Chile, China, Colombia, El Salvador, European Union, India, Indonesia, Kuwait, Malaysia, Morocco, New Zealand, Nicaragua, Norway, Paraguay, Philippines, Russian Federation, Saudi Arabia, Singapore, South Korea, Spain, Switzerland, Turkey, United States, Venezuela, Vietnam)

Valley® PivotPoint®

(In reference to our newsletter, registered in: United States)

Valley® Precision Corner®

(Registered in: Argentina, Canada, China, United States)

Valley® Blueprint®

(Registered in: United States)

Valley® ICON®

(Registered in: United States)

AgSense®

(Registered in: United States)

CommanderVP®

(Registered in: United States)

Crop Link®

(Registered in: United States)

Field Commander®

(Registered in: United States)

Irrigation Exchange®

(Registered in: United States)

PolySpan®

(Registered in: United States)

Pump Connect®

(Registered in: United States)

Water Sentinel®

(Registered in: United States)

Valley® X-Tec®

(Registered in: United States)

The following Valley products currently carry the ™ designation:

BaseStation2™

BaseStation3™

Bender30™

Bender160™

CableGuard™

Cruise Control™

DropSpan™

DualDrive™

DualSpan™

E-Z Tow™ towable pivots & linears (2-Wheel E-Z Tow™)

FastPass™

Rainger™

Spinner™

VFlex™

Valley® Water Management™

The following taglines currently carry a ® mark:

The Leader in Precision Irrigation®

(Registered in: United States)

Smart Panels Made Easy®

(Registered in: United States)

Usage of Brand & Product Names in Text

When you use the Valley brand name in text, do not repeat the style elements (e.g., font and color) of the logo. This means the Valley name should appear in the same font, type size and color as the rest of the text.

Brand & Product Name Usage

Never use a brand name as a possessive:

Correct Usage: Valley technology leads the market.

Incorrect Usage: Valley's technology leads the market.

Correct Usage: The products from Valley Irrigation are the best in the industry.

Incorrect Usage: Valley Irrigation's products are the best in the industry.

Never use the brand name in the plural form:

Correct Usage: How many Valley center pivots do you operate on your land?

Incorrect Usage: How many Valleys do you operate on your land?

Never use the word "systems" when referring to Valley equipment:

Correct Usage: Valley center pivot equipment

Incorrect Usage: Valley center pivot systems

3 STATIONERY & BUSINESS CARDS



Letterhead Standard

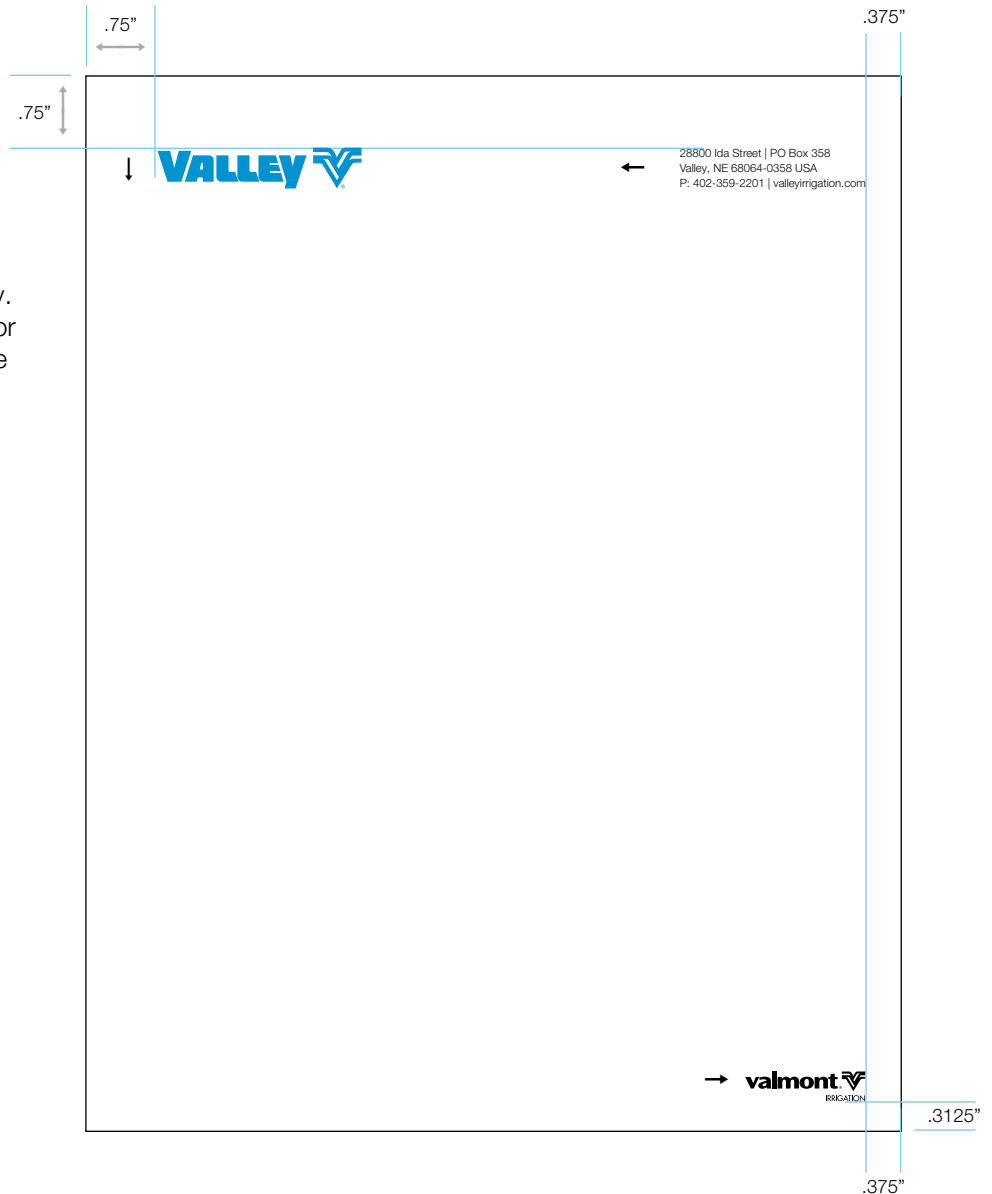
These guidelines are designed to reinforce a consistent brand image. Stationery consistency will help build brand equity throughout the company. This letterhead design is mandatory for Valmont employees. Valley dealers are not required to use this design.

Recommended Paper:
#24 Whitestone Classic Crest

Download digital files from
valleyirrigation.com/brand

- The digital version of the stationery for emailing letters
- Digital files for printing at a local printer

Coordinate with your local administrative support to order your stationery.



1. Valley Logo: width 2.125"
color: Pantone Process Blue
2. Address Block:
Helvetica Neue LT 45 Light
type size 8.5 pt / leading 11 pt
color: Black
3. Valmont Logo: width 1.25"
color: "Valmont" = Black
"V" and "Irrigation" = Black

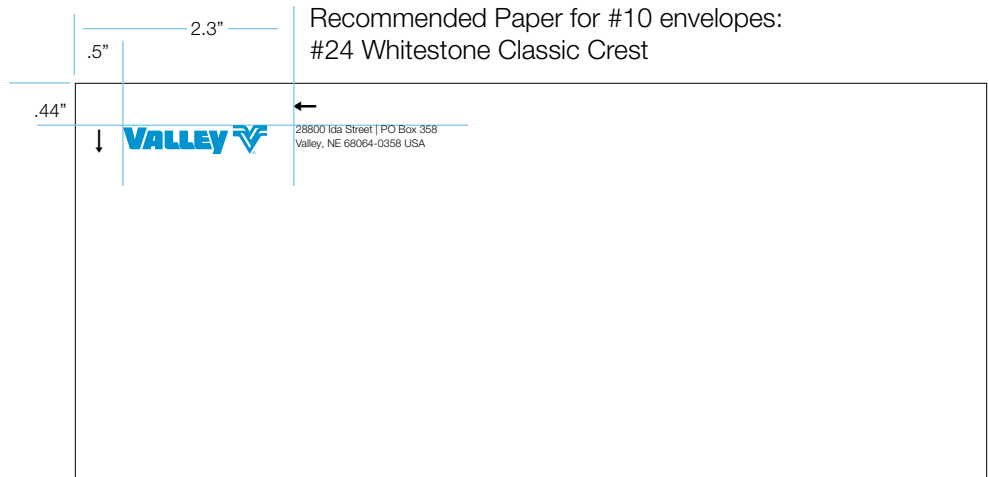
Envelopes

Envelopes should use the same style specifications to ensure consistency in design. This envelope design is mandatory for Valmont employees. Valley dealers are not required to use this design.

Coordinate with your local administrative support to order your stationery.

Additional Envelope Artwork Sizes Available

#9 - 3 7/8" x 8 7/8"
 #11 - 4 1/2" x 10 3/8"
 9 1/2" x 12 1/2"
 9" x 12"



Recommended Paper for #10 envelopes:
 #24 Whitestone Classic Crest

1. Valley Logo: width 1.5"
color: Pantone Process Blue
2. Address Block:
Helvetica Neue LT 45 Light
type size 8 pt / leading 10 pt
color: Black

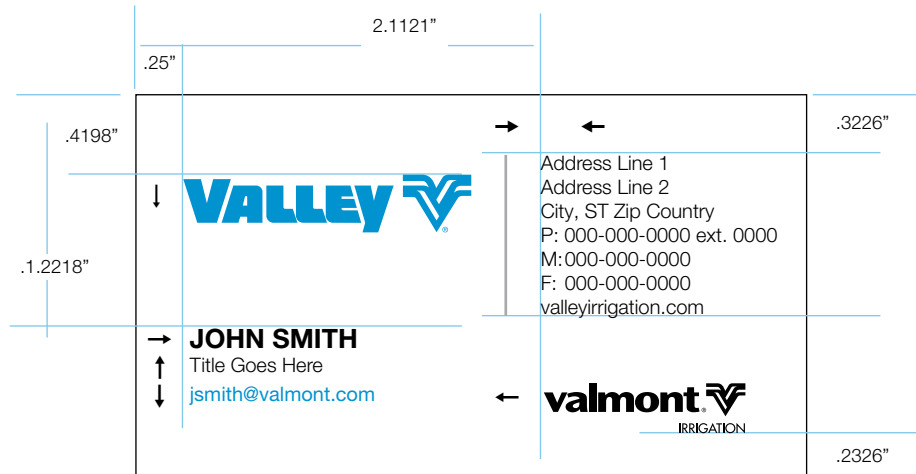
Business Card

The first and longest-lasting impression of our corporate identity is often made through our business cards. The cards are set up for printing and should not be altered.

The order of the contact information must follow the example: address, office phone number, mobile number, fax number (optional), Skype (optional), then company URL. Name, title and email address should appear on the left side. If additional language is required, please include it on the back using these same guidelines.

Paper: Classic Crest
Weight/Color: 24# Whitestone
Size: 3.5" x 2"

Coordinate with your local administrative support to order your business cards.



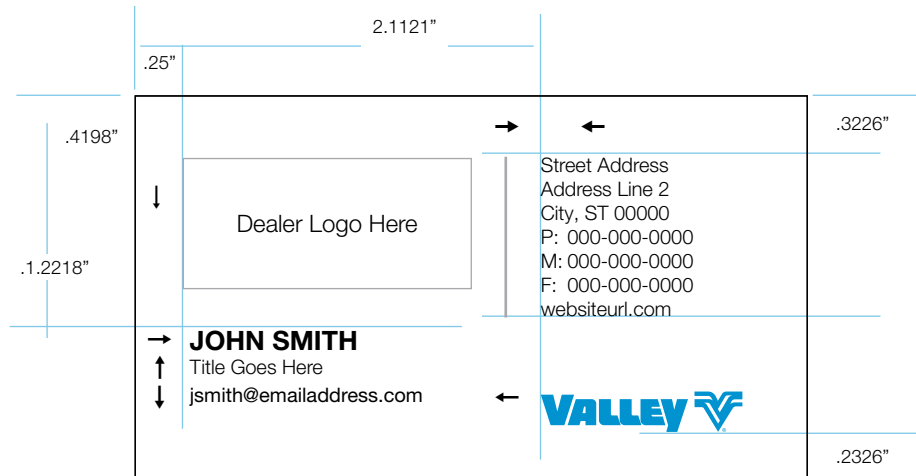
1. Valley Logo: width 1.5"
color: Pantone Process Blue
2. Valmont Logo: width 1:05"
color: "Valmont" = Black
"V" and "Irrigation" = Black
3. Name: ALL CAPS
Helvetica Neue LT 75 Bold
type size 10 pt / leading 9 pt
color: Black
4. Title: Helvetica Neue LT 45 Light
type size 7.5 pt / leading 9 pt
color: Black
5. Email: Helvetica Neue LT 55 Roman
type size 7.5 pt / leading 9 pt
color: Pantone Process Blue
6. Address Block:
Helvetica Neue LT 55 Roman
type size 7.5 pt / leading 9 pt
color: Black
7. Line: Height should equal
height of address block
weight: 1 pt.
color: Black 40%

Dealer Business Cards

Branding requires consistency and uniformity at all levels. It remains critical and important to Valley.

The Valley dealer business cards are designed to include placement for individual dealer logos, if applicable. The cards are set up for printing and, ideally, should not be altered. Please contact the Global Marketing Department prior to making any modifications or layout adjustments.

Paper: Classic Crest
Weight/Color: 24# Whitestone
Size: 3.5" x 2"



To order new dealer business cards, go to: <https://order.taylorcommunications.com/>

1. Dealer Logo: max width 1.5"
color: determined by logo
2. Valley Logo: width 1:05"
color: Pantone Process Blue
3. Name: ALL CAPS
Helvetica Neue LT 75 Bold
type size 10 pt / leading 9 pt
color: Black
4. Title: Helvetica Neue LT 45 Light
type size 7.5 pt / leading 9 pt
color: Black
5. Email: Helvetica Neue LT 55 Roman
type size 7.5 pt / leading 9 pt
color: Black
6. Address Block:
Helvetica Neue LT 55 Roman
type size 7.5 pt / leading 9 pt
color: Black
7. Line: Height should equal
height of address block
weight: 1 pt.
color: Black 40%

4 SIGNAGE



Valley Outdoor Signage

The first impression is often made through your dealership signage. To create a consistent image of the Valley brand, it is vital to follow common principles of identification.

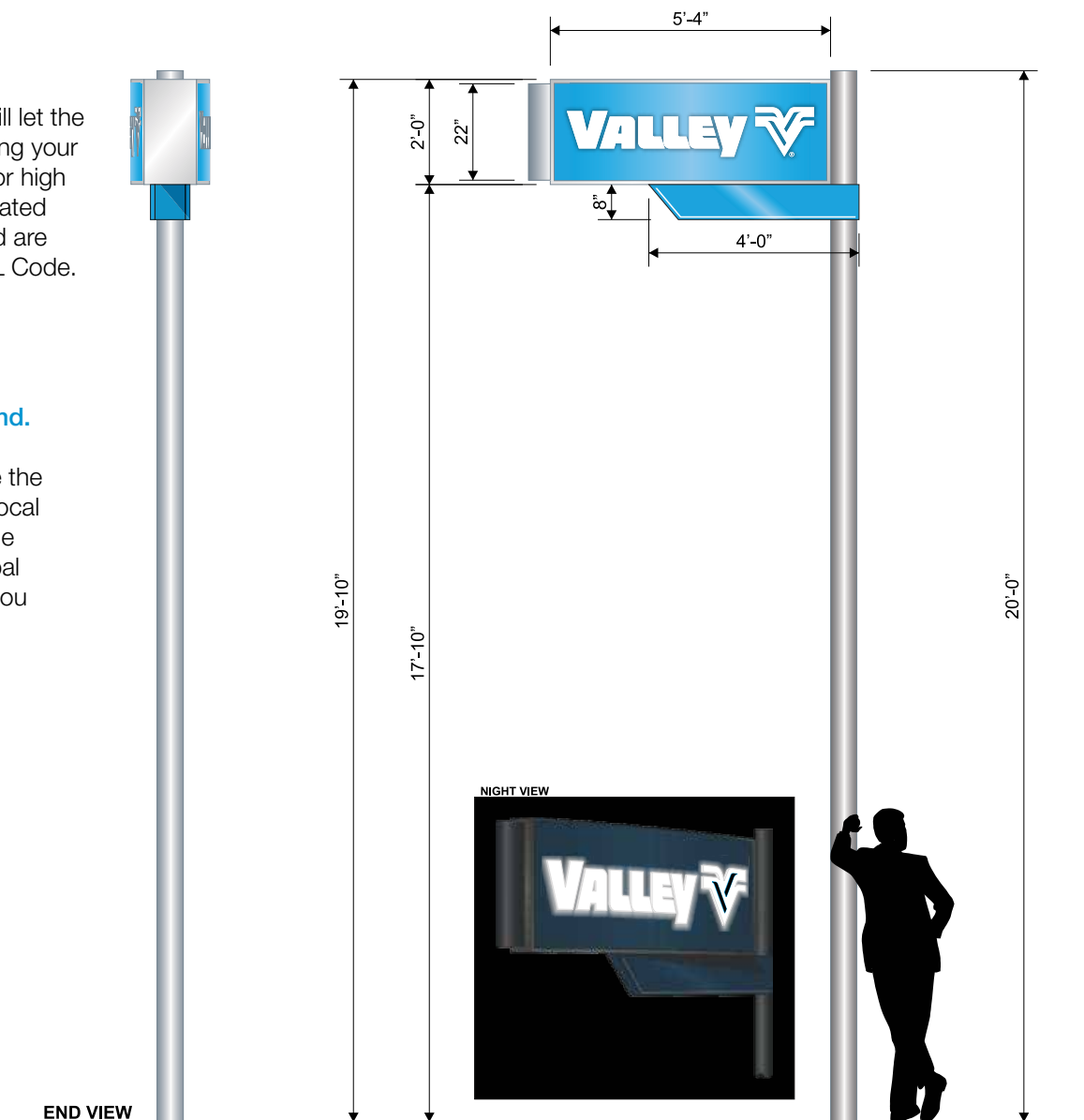
Signage solutions are available for all building configurations based on size, distance and height.

Double-Face Flag Single Pole Mount

The unique pole design will let the Valley name stand out along your property's right-of-way. For high visibility at night, all illuminated signs use LED lighting and are built and assembled to UL Code.

Please reference the Valley Outdoor Signage Options order form on valleyirrigation.com/brand.

If you are ordering outside the U.S., please work with a local vendor to have the signage created. Contact the Global Marketing Department if you have questions.



Valley Outdoor Signage

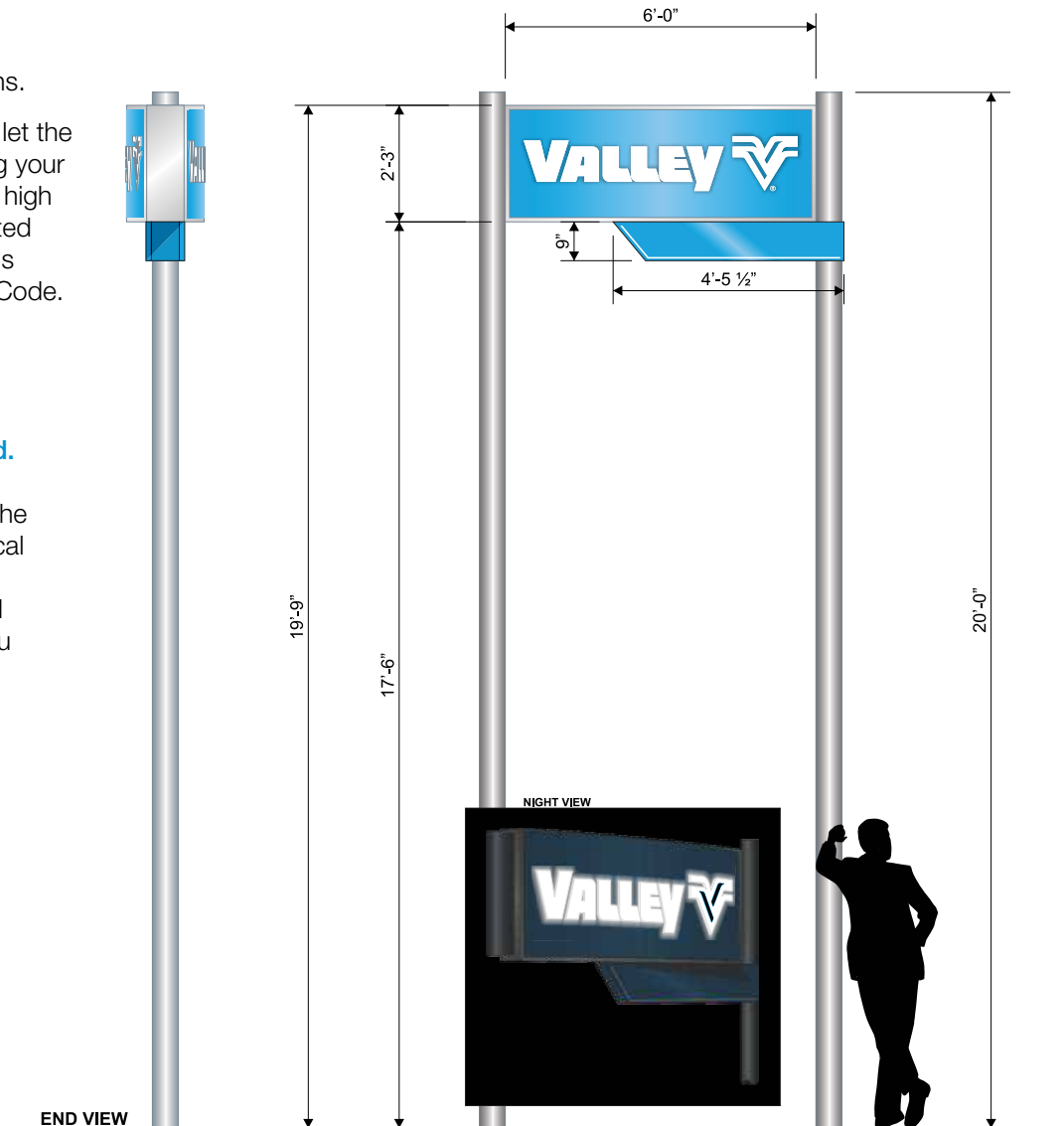
Double-Face Dual-Pole Mount

Whether you select single-pole or double-pole signs, both are designed to exceed wind-tolerance specifications.

The unique pole design will let the Valley name stand out along your property's right-of-way. For high visibility at night, all illuminated signs use LED lighting and is built and assembled to UL Code.

Please reference the Valley Outdoor Signage Options order form on valleyirrigation.com/brand.

If you are ordering outside the U.S., please work with a local vendor to have the signage created. Contact the Global Marketing Department if you have questions.



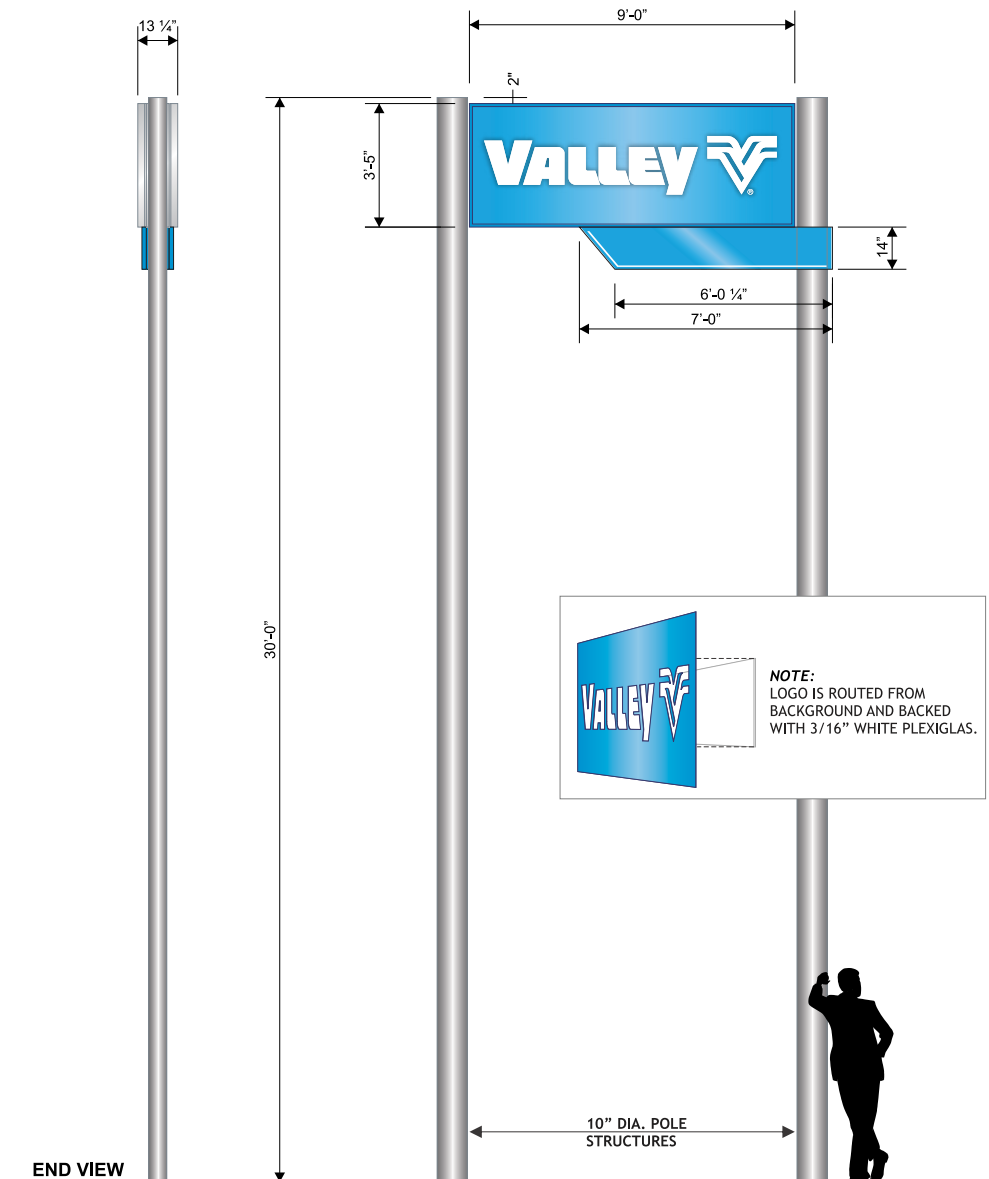
Valley Outdoor Signage

Dual 9' Pole

This 9' double-pole design allows for greater visibility, and LED lighting helps attract attention to your location, day or night, and is built and assembled to UL Code. The taller pole and enlarged sign is designed to exceed wind-tolerance specifications.

Please reference the Valley Outdoor Signage Options order form on valleyirrigation.com/brand.

If you are ordering outside the U.S., please work with a local vendor to have the signage created. Contact the Global Marketing Department if you have questions.



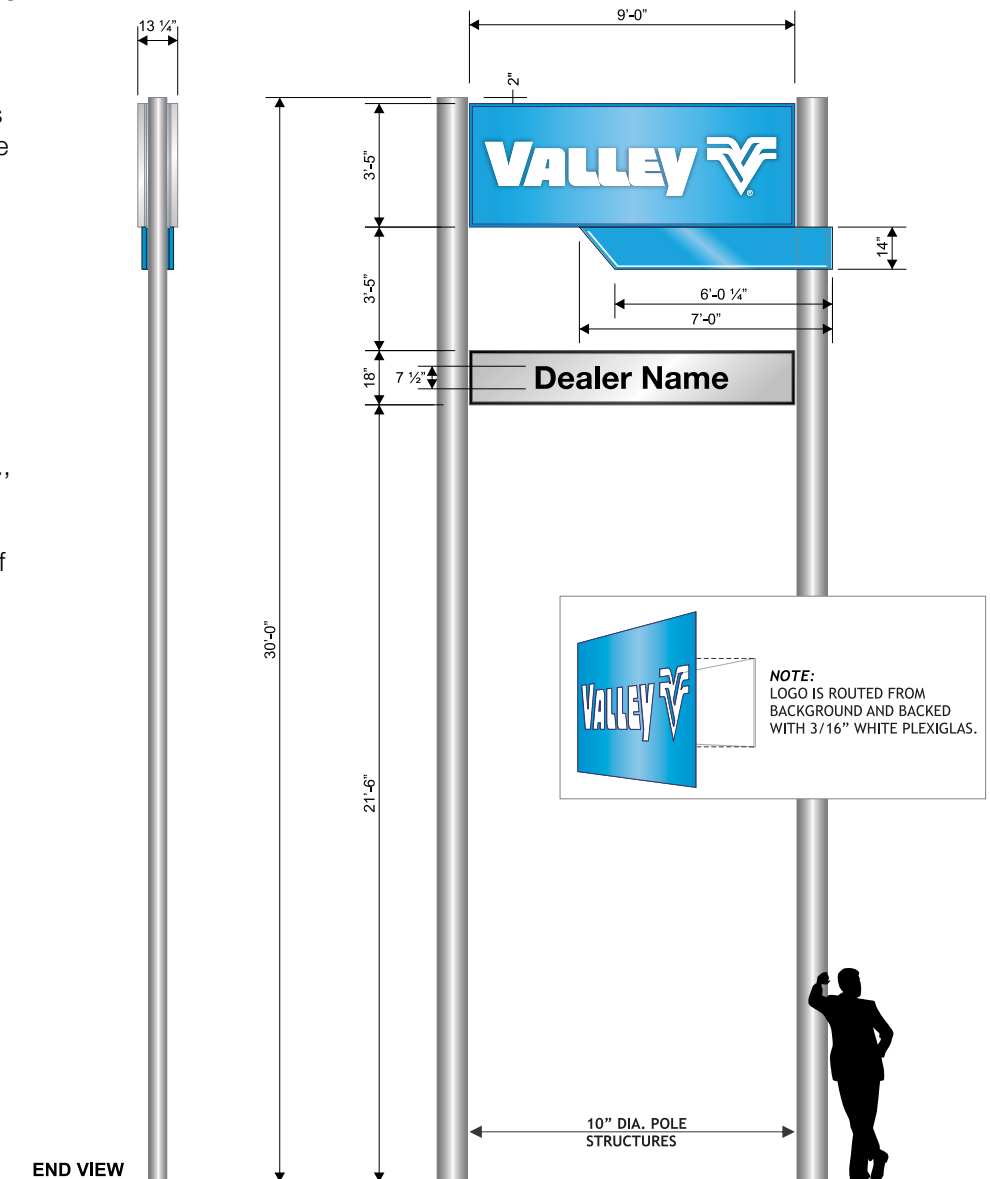
Valley Outdoor Signage

Dual ID 9' Pole

This 9' double-pole design allows for greater visibility, and LED lighting helps attract attention to your location, day or night, and is built and assembled to UL Code. The taller pole and enlarged sign is designed to exceed wind-tolerance specifications. The additional real estate below the Valley sign allows for dealership identification.

Please reference the Valley Outdoor Signage Options order form on valleyirrigation.com/brand.

If you are ordering outside the U.S., please work with a local vendor to have the signage created. Contact the Global Marketing Department if you have questions.



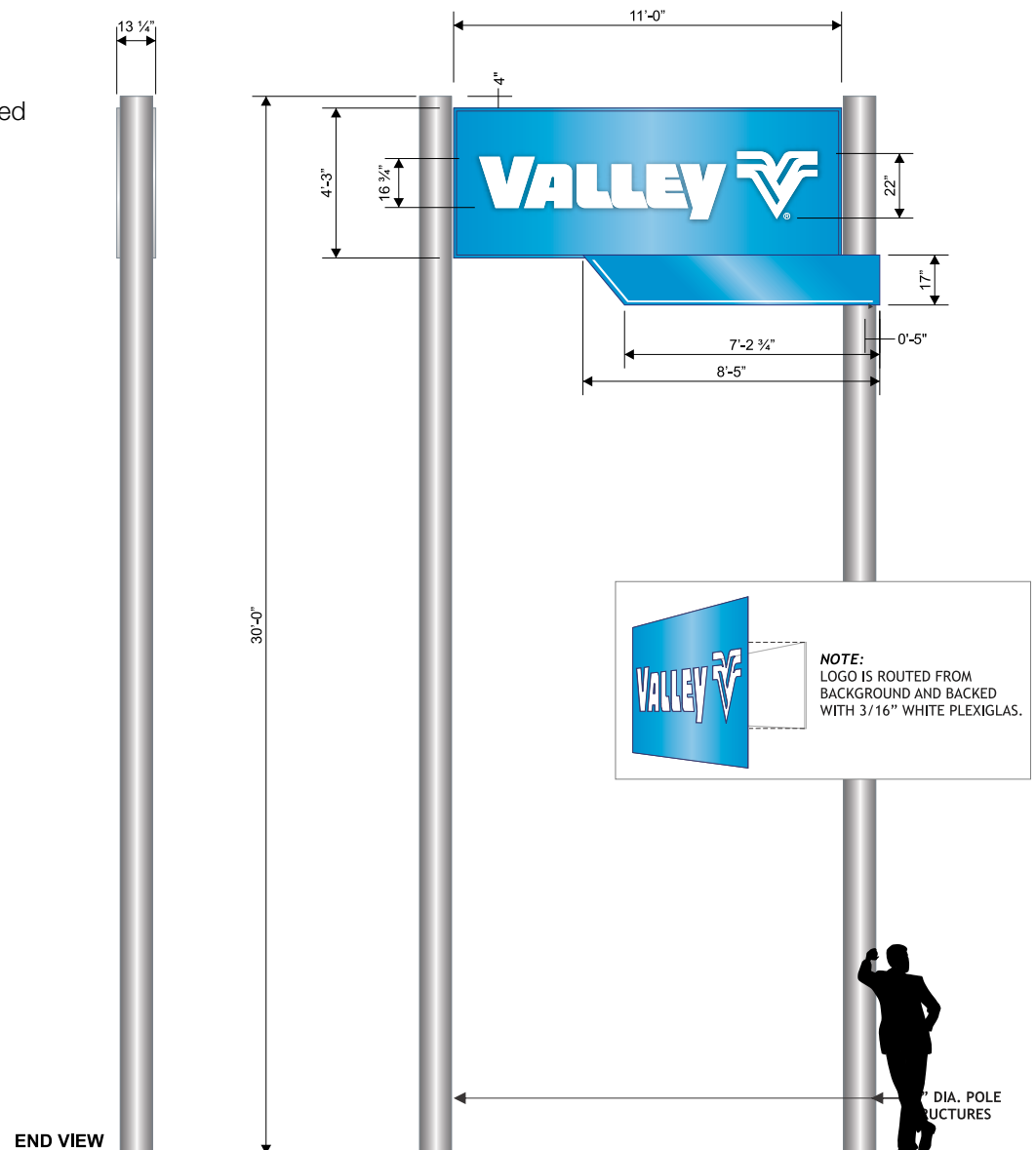
Valley Outdoor Signage

Dual 11' Pole

For ultimate visibility, this 11' double-pole design ensures identification from longer distances. LED lighting illuminates the location, day or night, and is built and assembled to UL Code. The taller pole and enlarged sign is designed to exceed wind-tolerance specifications.

Please reference the Valley Outdoor Signage Options order form on valleyirrigation.com/brand.

If you are ordering outside the U.S., please work with a local vendor to have the signage created. Contact the Global Marketing Department if you have questions.



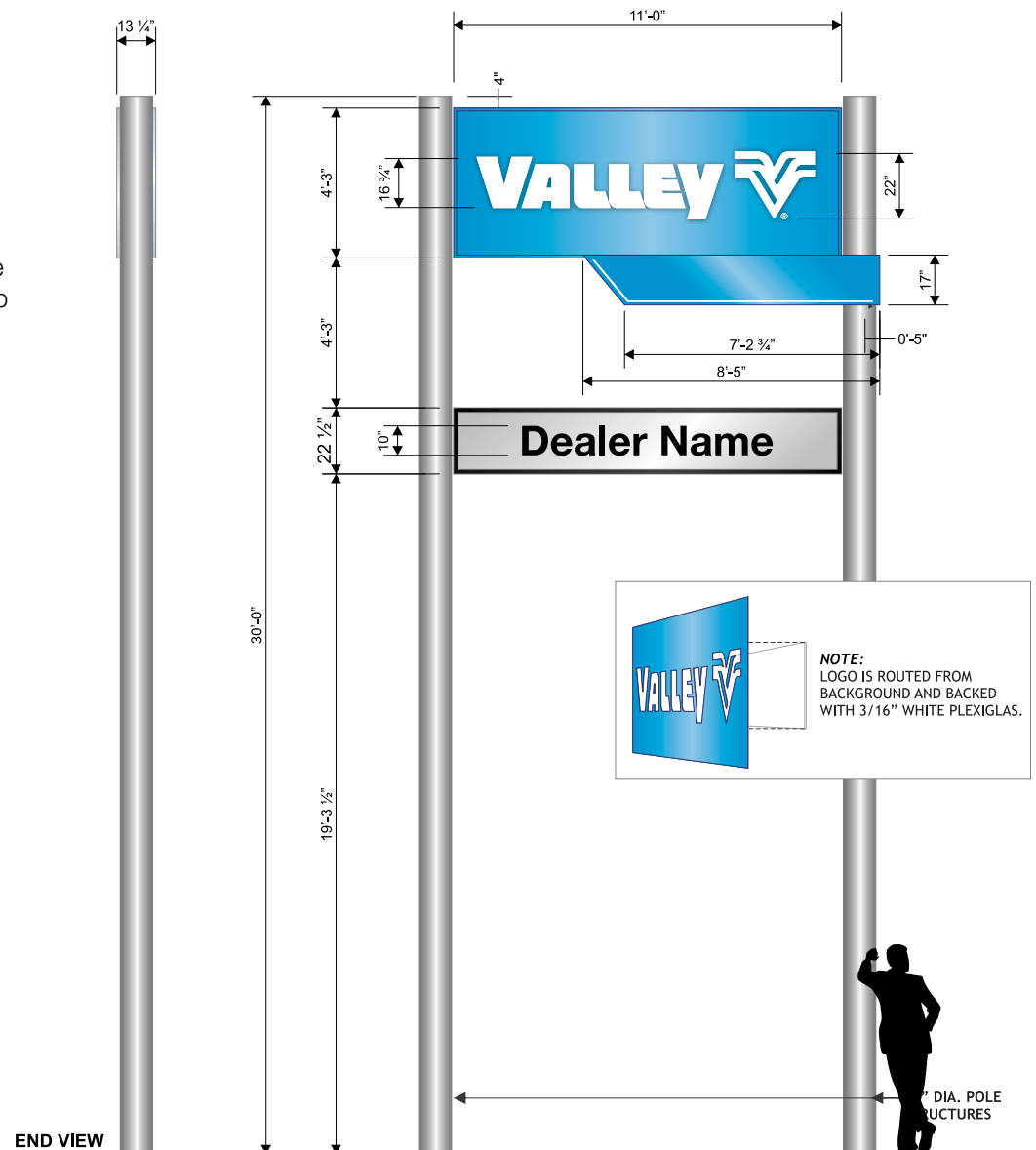
Valley Outdoor Signage

Dual ID 11' Pole

For ultimate visibility, this 11' double-pole design ensures identification from longer distances. LED lighting illuminates the location, day or night, and is built and assembled to UL Code. The taller pole and enlarged sign is designed to exceed wind-tolerance specifications. The additional real estate below the Valley sign allows for dealership identification.

Please reference the Valley Outdoor Signage Options order form on valleyirrigation.com/brand.

If you are ordering outside the U.S., please work with a local vendor to have the signage created. Contact the Global Marketing Department if you have questions.



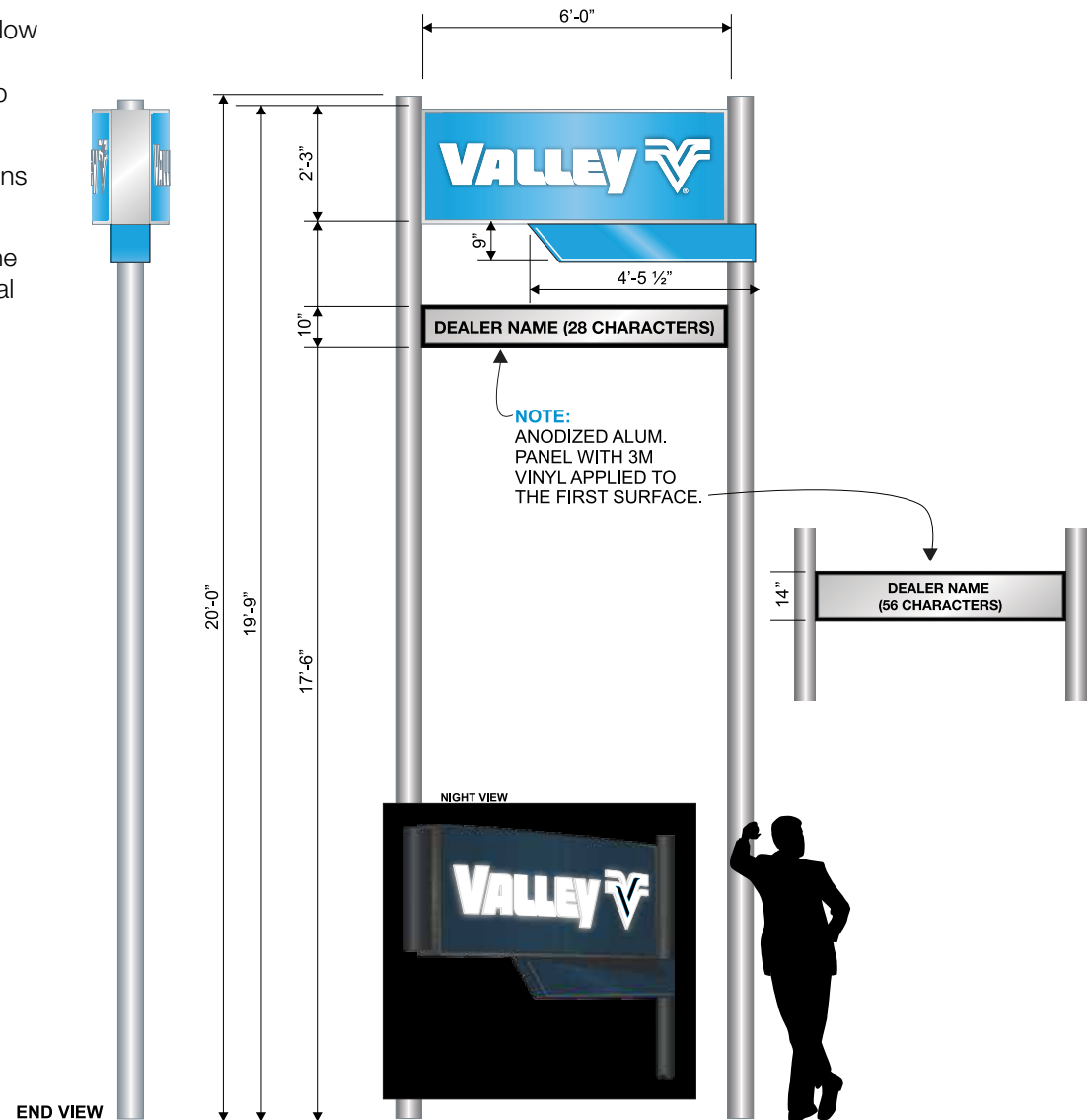
Valley Signage

Double-Face Flag Dual-Pole Mount with Dealership Name

The additional real estate below the Valley sign provides two options for unique dealership identification.

Both identification sign options are shown in the diagram.

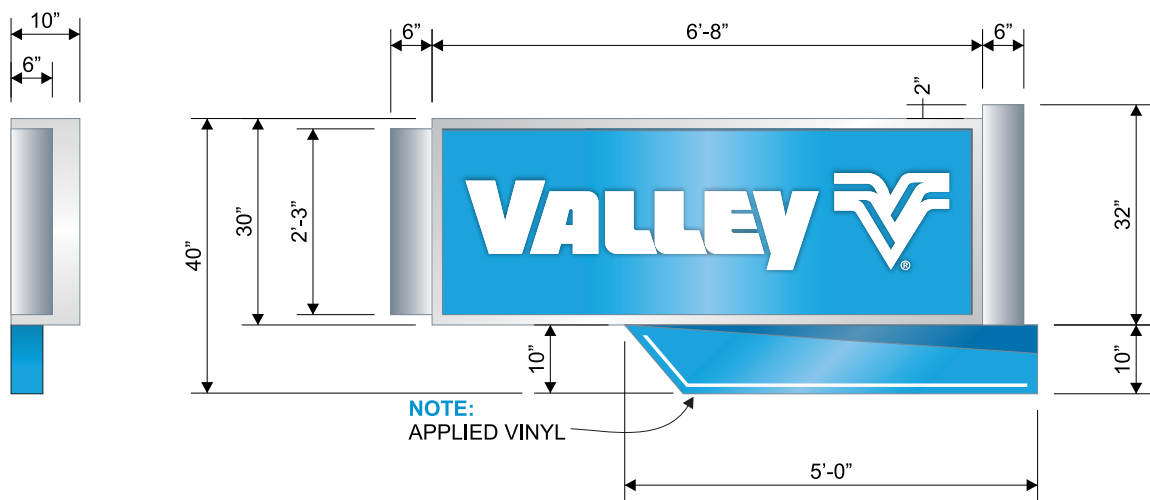
If you are ordering outside the U.S., please work with a local vendor to have the signage created. Contact the Global Marketing Department if you have questions.



Valley Outdoor Signage

Single-Face Wall Mount

For maximum effect, wall signs need to be placed in locations that are visible from the road and near high-traffic areas (pedestrian or auto) on your property.



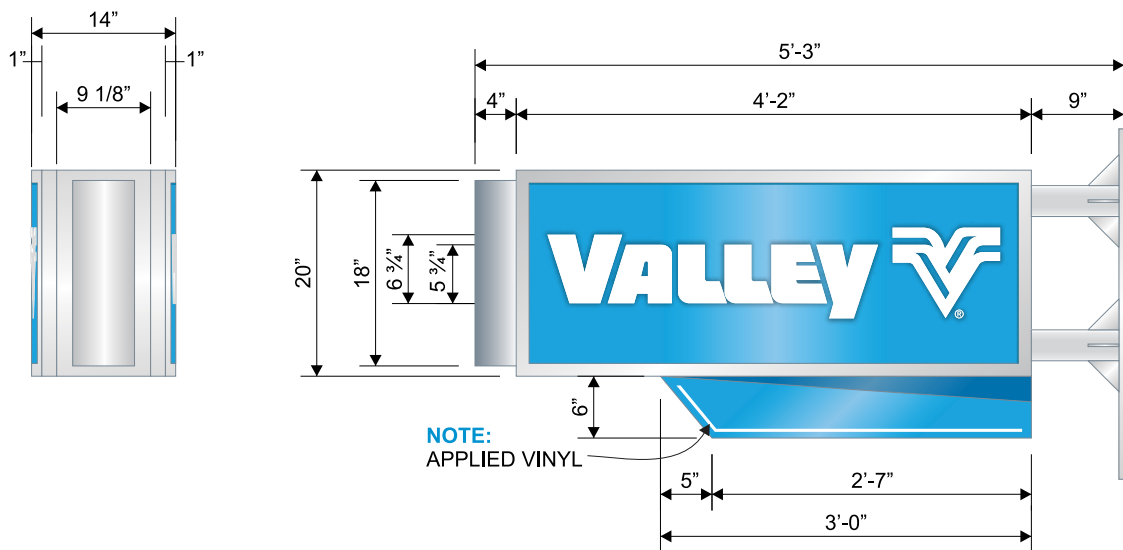
NIGHT VIEW



Valley Outdoor Signage

Double-Face Projection Mount

A flush-mounted flag sign allows your wall sign to be visible to traffic approaching the location from either direction.



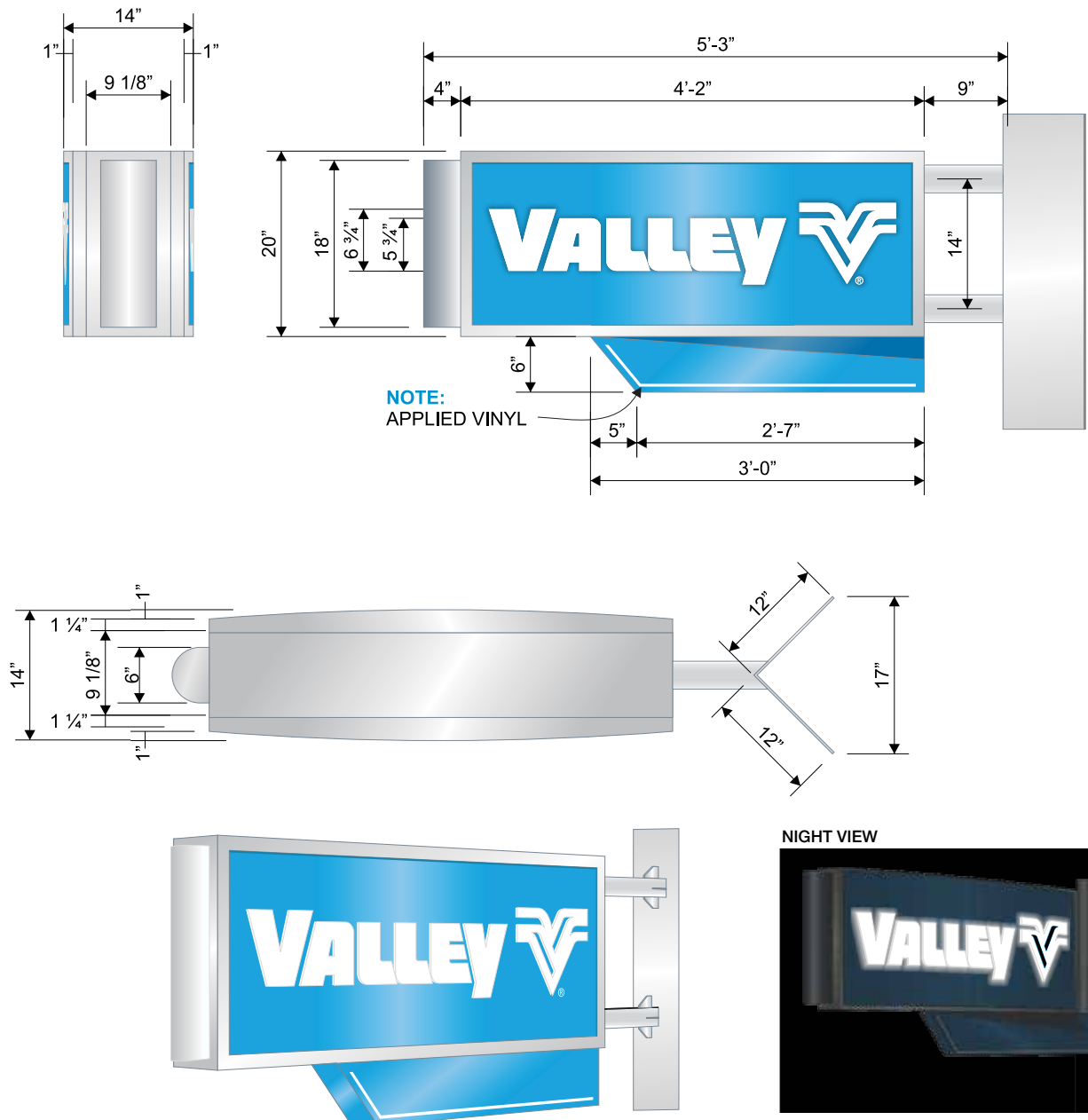
NIGHT VIEW



Valley Outdoor Signage

Double-Face Corner Projection Mount

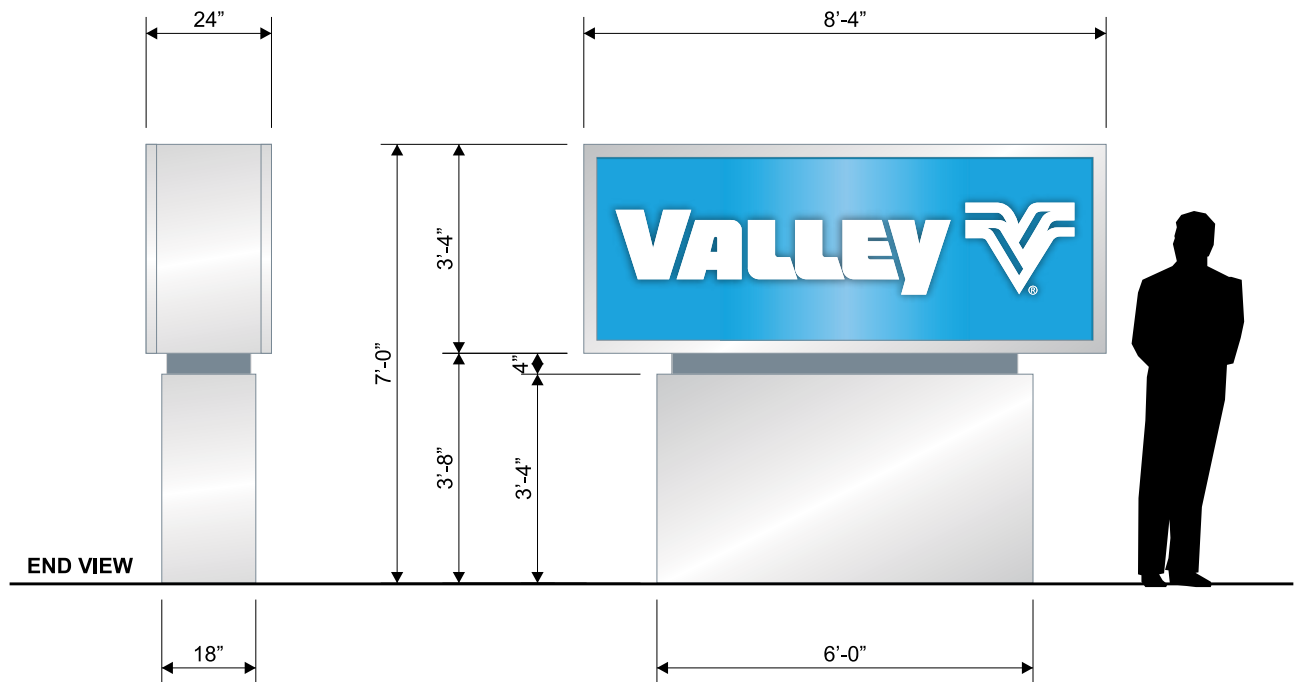
A corner-mounted flag sign allows your wall sign to be visible to traffic approaching the location from either direction.



Valley Outdoor Signage

Double-Face Monument

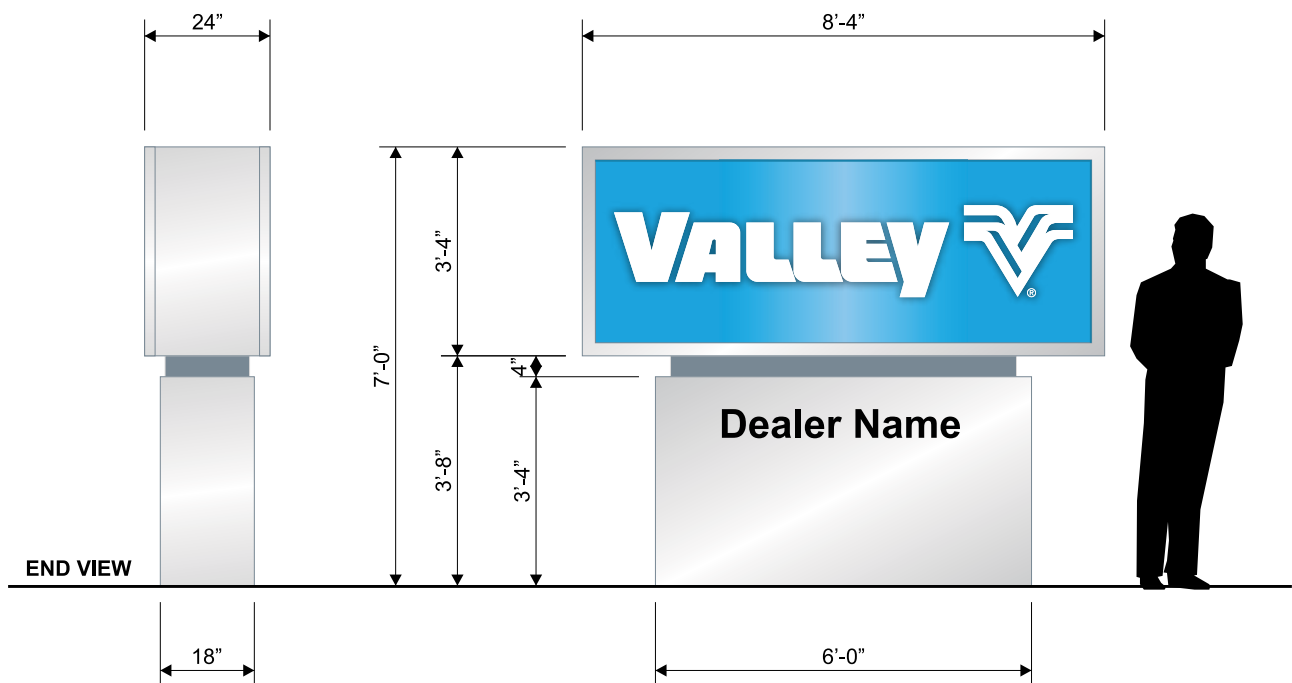
Make a big impression, strengthen your corporate identity and dramatically increase your business's exposure with a monument sign.



Valley Outdoor Signage

Double-Face Monument with Dealer Name

Make a big impression, strengthen your corporate identity and dramatically increase your business's exposure with a monument sign. The additional real estate below the Valley sign can be customized for unique dealership identification.

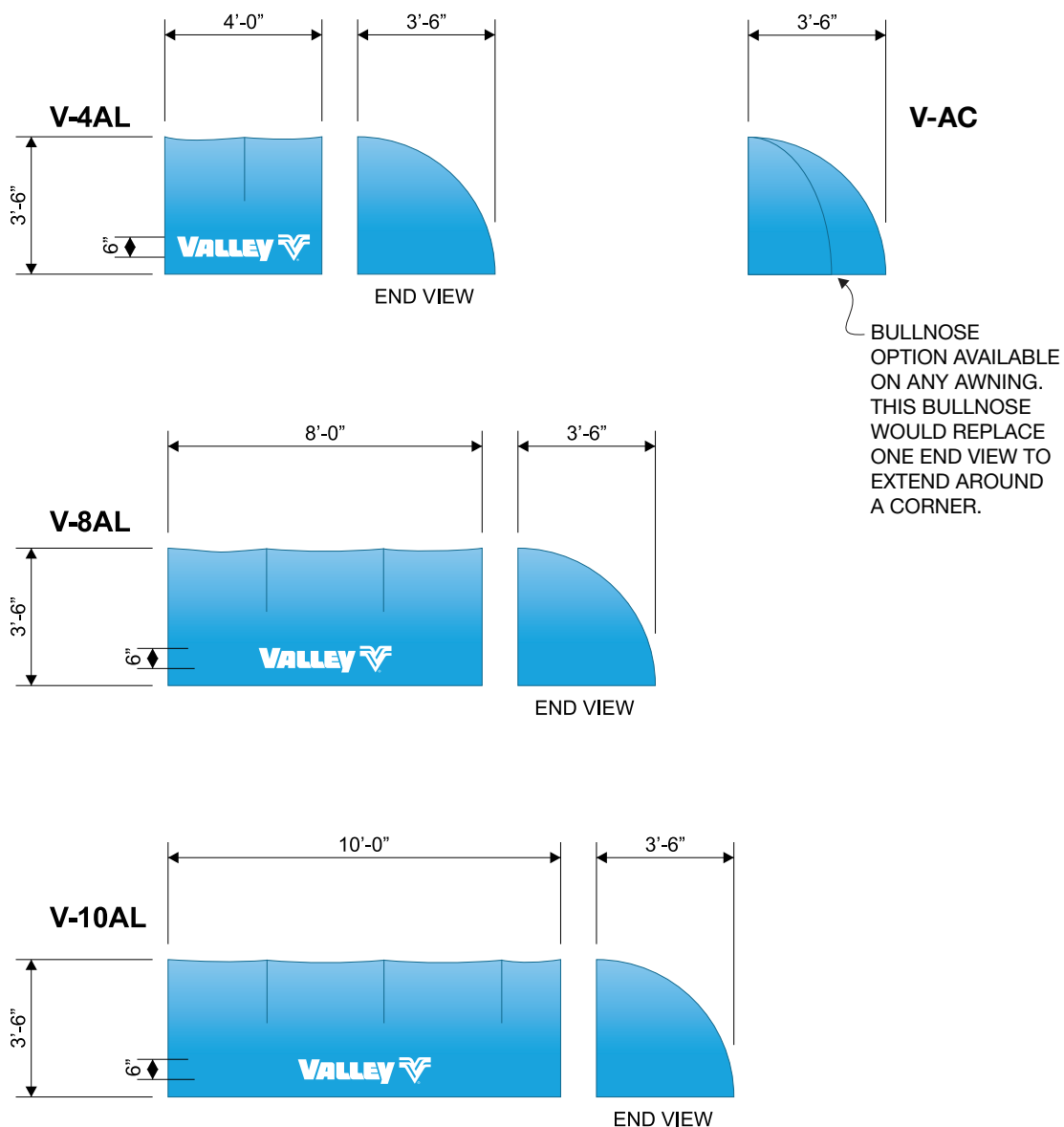


Awnings

Building awnings add a cohesive look, enhancing the Valley brand at your local level. Awning solutions are available for all building configurations.

Valley Logo Only Awnings

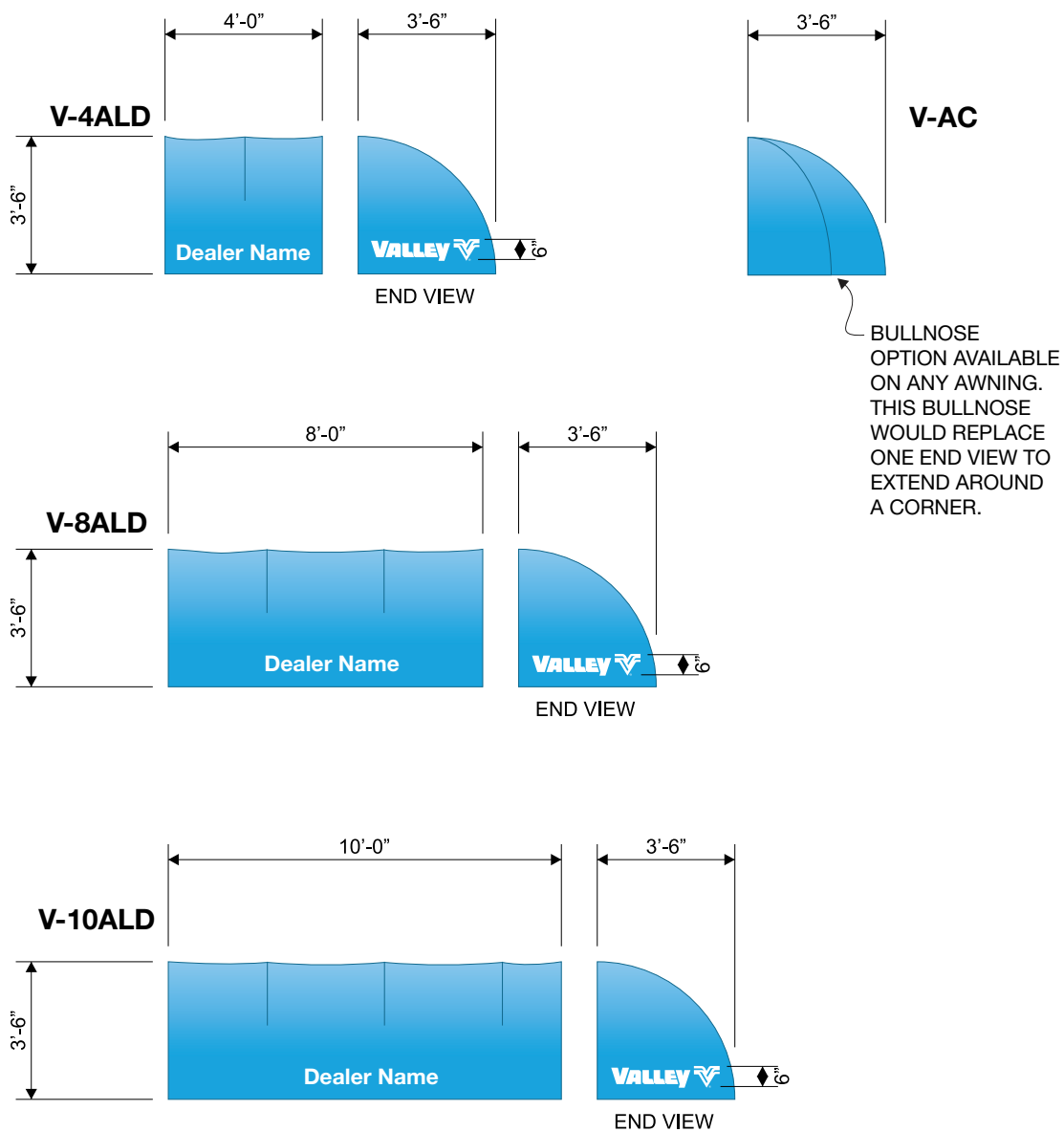
A single, horizontal Valley logo is centered within the overall length of the awning structure. Repeating the Valley logo on each awning section is not recommended.



Awnings

Customized Dealer Identity Awnings

Your company identity may be added to the awning structure along with the Valley logo. Your company identity should be created using the standard corporate font recommended in this guide. Repeating your company identity or the Valley logo on each awning is not recommended.



Vehicle Signage

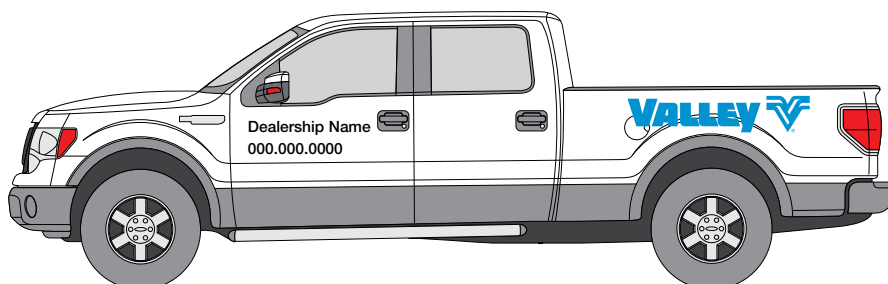
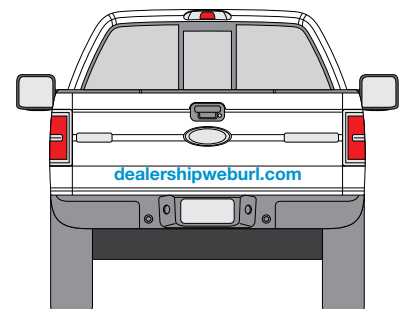
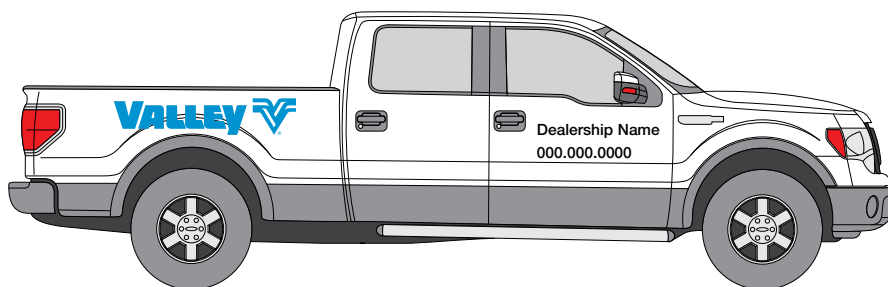
Vehicles used for sales and service are a valuable tool for communicating the Valley brand. Vehicles that bear the Valley logo, type and dealer contact information should be properly maintained and cared for (showing no significant body damage) and cleaned regularly.

Order vehicle decals from valleystuff.net or download approved logos for printing at a local printer from valleyirrigation.com/brand.

Pickup Truck Horizontal Logo Usage

Vehicle logo branding is available in different configurations, depending on the vehicle type and size. Preferred logo usage is shown below and should comply with logo spacing and positioning (see page 14) for brand consistency.

- A Valley logo should be placed on the rear panel on each side of the vehicle as shown.
- The dealership name/logo and phone number are placed on the front door on both sides of the vehicle.
- Optional Valley logo placement on the hood and tailgate of the vehicle, in addition to web URL, are included in the illustrations shown.

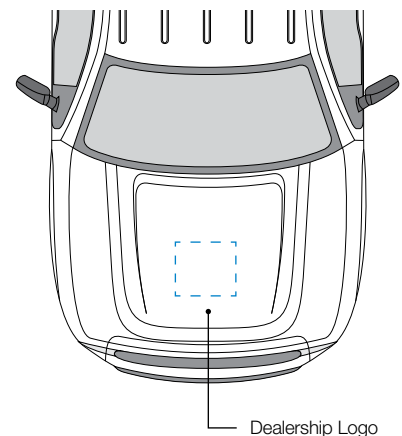
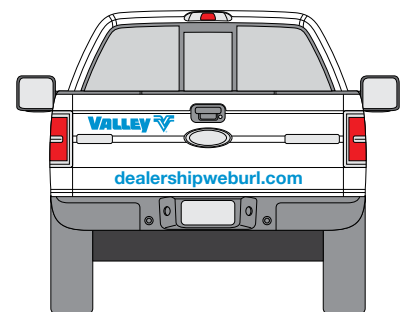
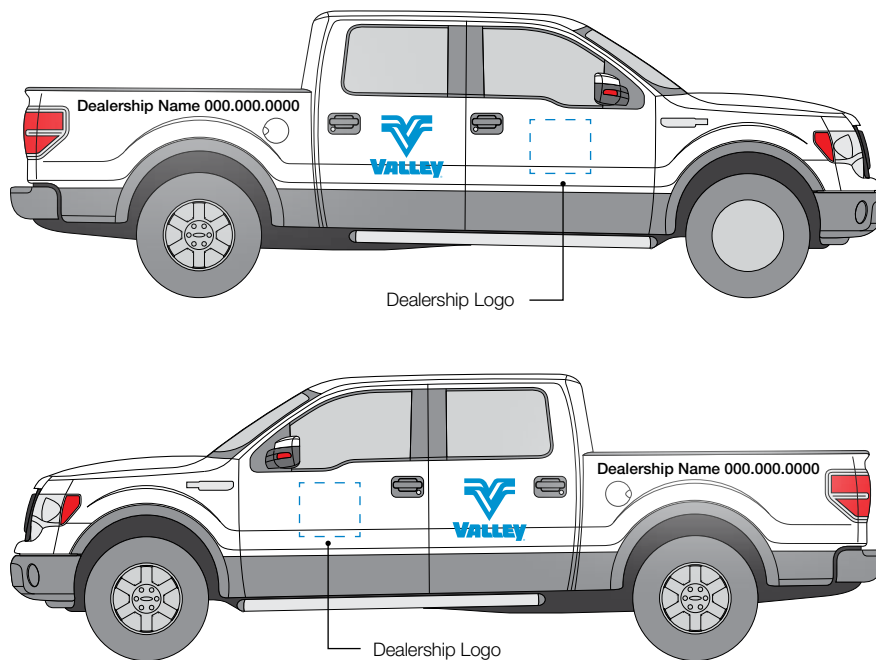


Vehicle Signage

Pickup Truck Vertical Logo Usage with Dealership Logo

Vehicle logo branding is available in different configurations, depending on the vehicle type and size. Preferred logo usage is shown below and should comply with logo spacing and positioning (see page 14) for brand consistency.

- A Valley logo should be placed on the second door on each side of the vehicle as shown.
- The dealership logo is placed on the front door on both sides of the vehicle. The dealership name and phone number are placed on the rear panel on both sides of the vehicle.
- Optional Dealer logo placement on the hood and Valley logo on the tailgate of the vehicle, in addition to web URL, are included in the illustrations shown.



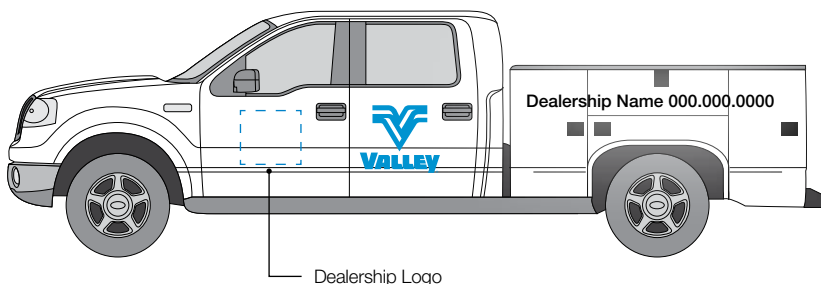
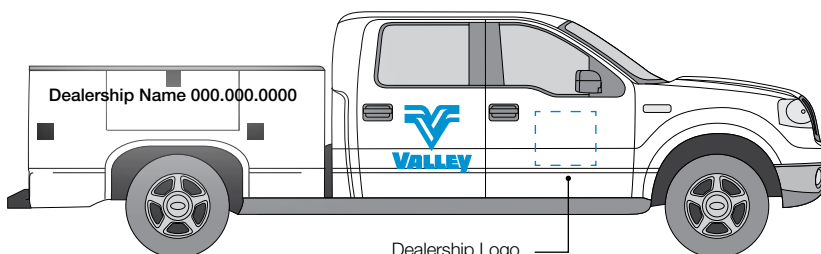
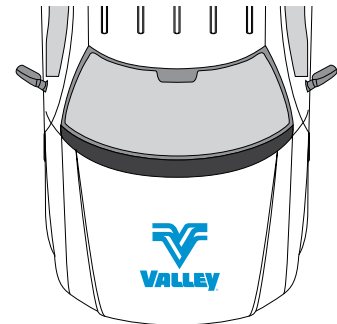
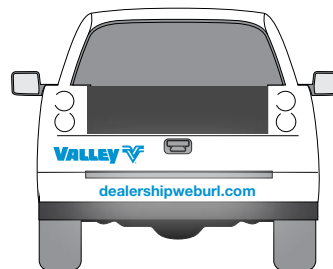
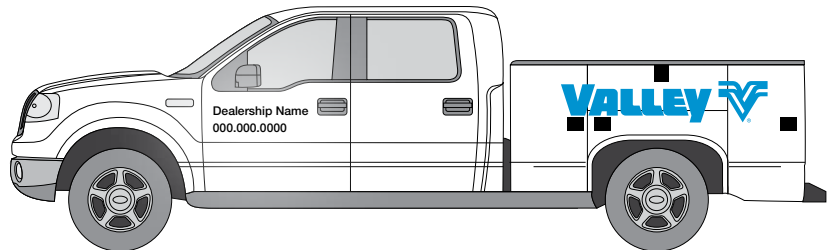
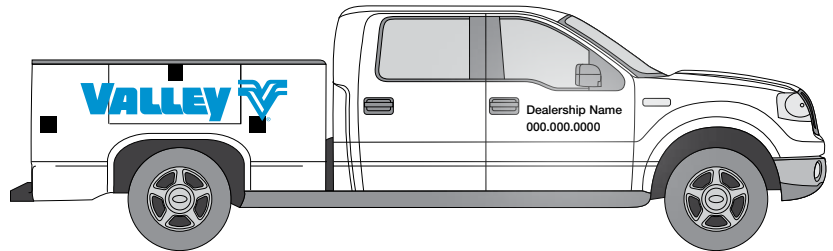
If you have any questions, please email valleybrand@valmont.com.

Vehicle Signage

Vehicle logo branding is available in different configurations, depending on the vehicle type and size. Preferred logo usage is shown below and should comply with logo spacing and positioning (see page 14) for brand consistency.

Service Truck Horizontal Logo Usage

- A Valley logo should be placed on the rear panel on each side of the vehicle as shown.
- The dealership name/logo and phone number are placed on the front door on both sides of the vehicle.
- Optional Valley logo placement on the hood and tailgate of the vehicle, in addition to web URL, are included in the illustrations shown.



Service Truck Vertical Logo Usage

- A Valley logo should be placed on the second door on each side of the vehicle as shown.
- The dealership logo is placed on the front door on both sides of the vehicle. The dealership name and phone number are placed on the rear panel on both sides of the vehicle.
- Optional Valley logo placement on the hood and tailgate of the vehicle, in addition to web URL, are included in the illustrations above.

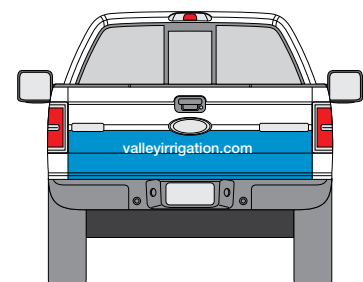
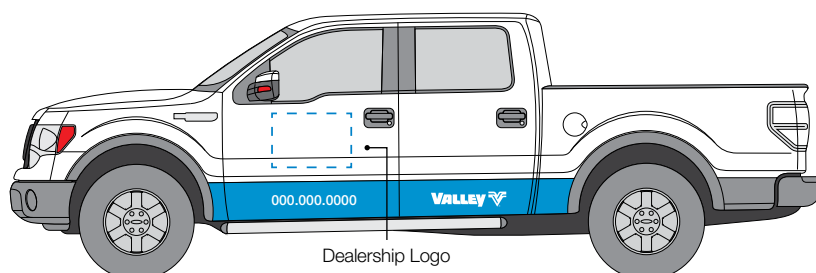
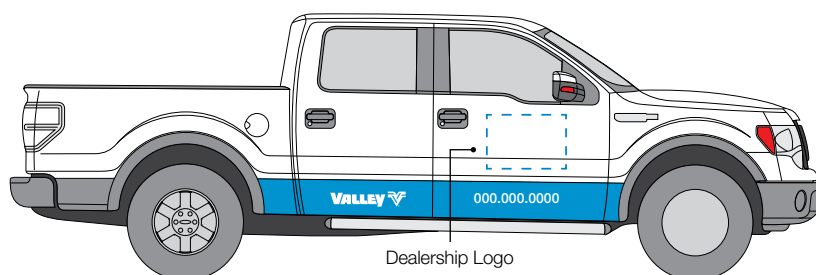
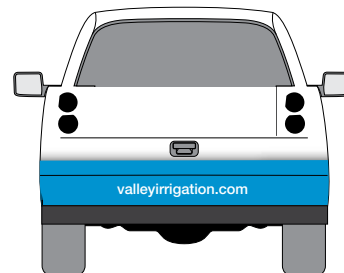
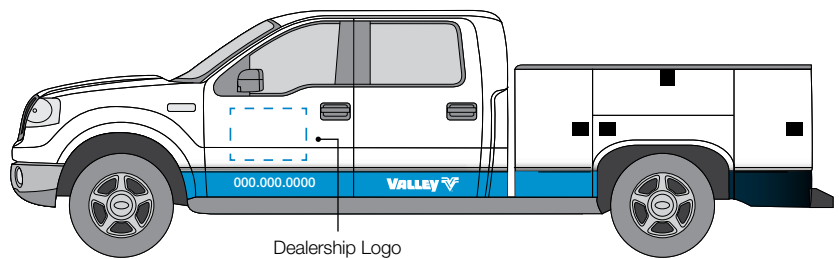
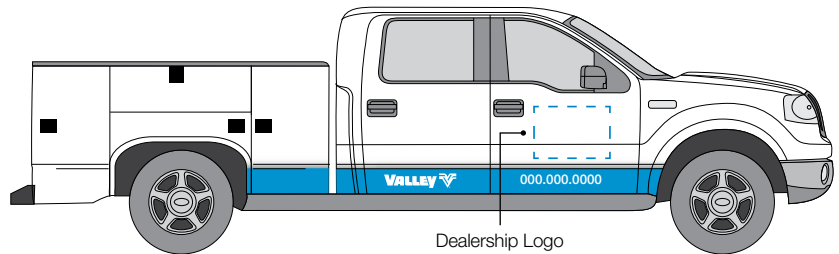
Vehicle Signage

Service Truck Custom Graphic

Vehicle logo branding is available in different configurations, depending on the vehicle type and size. Preferred logo usage is shown below and should comply with logo spacing and positioning (see page 14) for brand consistency.

- The dealership logo is placed on the front door on both sides of the vehicle.
- A Valley blue bar graphic can be used on vehicles with reverse type phone number and reverse Valley logo on the sides
- A blue bar graphic with the web URL in reverse type can be placed on the rear tailgate.

Contact the Global Marketing Department for assistance and approval prior to production of customized vehicle graphics.



In-Store Retail Signage

Valley in-store retail signage is designed to effectively support the brand and enhance the customer experience. Maintaining your retail signage is critical, providing continuity in the Valley brand throughout all dealer locations and preventing brand confusion. It is important that all in-store retail signage is current and corresponds with the latest product/service it is intended to support.

Store signage hardware and printed materials can be ordered from valleystuff.net.

If you are ordering outside the U.S., please work with a local vendor to have the signage created. Contact the Global Marketing Department if you have questions.



If you have any questions, please email valleybrand@valmont.com.

5 PRODUCT LITERATURE



Literature

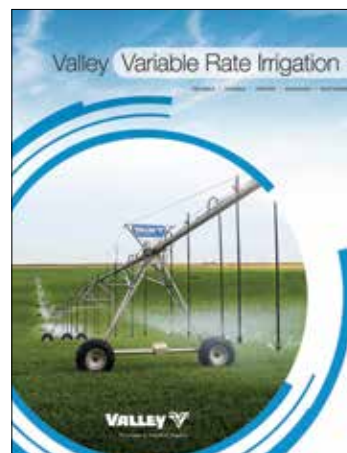
Consistent brand messaging can be seen across the available brand literature. The literature is designed so that individual products can be quickly identified and recognized by customers.

Product brochures, grower profiles and one-sheets can be ordered from valleystuff.net.

Dealers should stock only literature with this current look and feel. Digital versions of the literature can be found on valleyirrigation.com under Resources.

If you are ordering outside the U.S., please work with a local vendor to have the literature created – literature files can be found on Product Library.

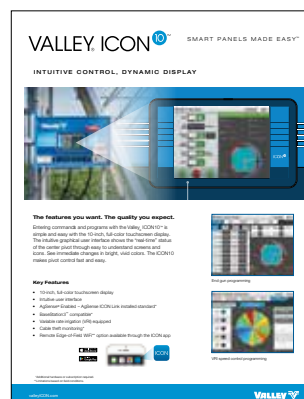
Brochures



Grower Profiles



One-Sheeters



If you have any questions, please email valleybrand@valmont.com.

6 TEMPLATES



PowerPoint Template

In order to capitalize on the Valley brand name, a standardized, clean and consistent Valley PowerPoint template has been created for your presentations. Using the standardized template provides the strongest professional representation of the Valley brand. This PowerPoint design is mandatory for Valmont employees. Valley dealers are not required to use this design.

There are two options available:

1. **Widescreen 16 x 9:** This is our preferred presentation template that we want everyone to use. This option looks best when presenting as it fills the whole screen and is the standard format for business presentations.
2. **Standard 4 x 3:** This is our secondary presentation option. This version is available to use when you need to print your presentation, or when converting an old presentation that will not fit in the 16 x 9 option. We wish for everyone to minimize the use of this version and encourage the use of the widescreen option when preparing presentations.

The corporate presentation PowerPoint template and a step-by-step tutorial presentation can be downloaded from valleyirrigation.com/brand.

Widescreen (16:9)



Standard (4:3)



Intra-Company Correspondence

Regular exposure to a consistent brand is a great reminder to employees about the value Valley places on its brand. That includes seemingly routine correspondence:

- The Memo template should be used when communicating to all Valley employees at one time.
- This Memo template is mandatory for Valmont employees. Valley dealers are not required to use this template.

This template and instructions on how to embed a file in an email, can be downloaded from valleyirrigation.com/brand/stationery.



Memo

To: _____ cc: _____

From: _____

Date: _____

Subject: _____

Bulletins

Bulletin templates should be used by all Valmont employees. Valley dealers are not required to use these templates.


In order to maintain the Valley brand, artwork should not be moved on these files.

The following templates are available:

- Aftermarket
- Marketing
- Sales
- Service
- Warranty
- Water Application
- Product Application

These templates can be downloaded from valleyirrigation.com/brand.

Sales



VB

Date: _____


To: _____

From: _____

Subject: _____

Your copy will start here...

Warranty



SB

Date: _____

To: _____

From: _____

Subject: _____

Your copy will start here...

7 DIGITAL GUIDELINES



Email Signature

With the number of emails we all send every day, the email signature has replaced the business card as our primary form of identity and association with Valley. This email signature is mandatory for Valmont employees. Valley dealers are not required to use this signature.

Please use this template, copy and paste it into your signature block, and replace with your specific information to build your own signature. Go to valleyirrigation.com/brand to download the email signature template, which you can then alter with your personal information.

Required for All Company Email (North America)

First/Last Name | Job Title

Valley Irrigation | PO Box 358 | 28800 Ida Street | Valley, NE 68064 USA

Phone +1 (402) 359-2201, ext. 0000 | Mobile (optional) | Fax (optional) | Skype (optional)

first.last@valmont.com | valleyirrigation.com

Required for All Company Email (International)

First/Last Name | Job Title

Valmont Irrigation | PO Box 358 | 28800 Ida Street | Valley, NE 68064 USA

Phone +1 (402) 359-2201, ext. 0000 | Mobile (optional) | Fax (optional) | Skype (optional)

first.last@valmont.com | valleyirrigation.com

If you'd rather input your own information, here is a simple guide:

Your Name/Company Name:	Font: Arial Bold 10 pt.	Color: RGB 89, 89, 89
All other text:	Font: Arial Regular 10 pt.	Color: RGB 127, 127, 127
Email and Web Links:	Font: Arial Bold 10 pt.	Color: RGB 0/0/255

If your mobile device does not allow you to build this signature or changes the format when pasting, the following is an acceptable substitute:

(For North America)

First/Last Name

Official Valley Irrigation Job Title

Valley Irrigation

Phone (optional) | Mobile (optional)

(Must Include at least one phone number)

(For International)

First/Last Name

Official Valley Irrigation Job Title

Valmont Irrigation

Phone (optional) | Mobile (optional)

(Must Include at least one phone number)

Please remember: all font sizes, font weights and text colors must remain as provided (with the exception of the mobile device). Images, fun/inspirational quotations, false job titles and backgrounds in your email signatures are not acceptable.

We appreciate your assistance in continuing to help build consistent branding and messaging for Valley Irrigation.

If you have any questions, please
email valleybrand@valmont.com.

Valley Dealer Social Media Guidelines

Many dealers are taking advantage of social media as a way to promote their store and brand. Valley dealers who wish to take advantage of this method of promoting their stores may do so, but must follow these guidelines when using or mentioning the Valley brand.

1. If the Valley logo is used in a post or channel artwork, it must be used properly as stated within the Valley brand guidelines.
2. Should the dealer be presented with a Valley Dealer Performance Program designation and the dealer decides to present the Performance Program logo on his social media channel(s), the following requirements must be taken into consideration. If these requirements are broken, Valley Sales or Marketing has the right to contact the dealer and ask that they either take down the logo or replace it with the correct logo.
 - The correct Performance Program designation logo that matches the dealer's designation used.
 - The most up-to-date Performance Program logo must be used. These logos change often; the most up-to-date logos can be retrieved by contacting the Global Marketing Department.
 - The logo may not be distorted in any way.
 - We prefer that the logo is not disproportionate to the other content on the social media channel.
3. Though Valley provides videos and photos for dealers to show and include at trade shows and showrooms, these videos and photos are copyrighted by Valmont Industries, Inc. It is unlawful to share copyrighted content that is not yours on your social media channels.
 - Videos - Locate the video(s) your dealership would like to share on social media from one of the official Valley Irrigation YouTube channels. Video files provided by Valley may not be uploaded directly to your social media channel.
 - Photos – Photos may be directly uploaded and shared on social media, but they each must include the following disclaimer: Copyright Valmont Industries, Inc.
4. The dealer may not speak poorly or slanderously on their social media channel of the Valley brand, Valmont Irrigation or any Valmont Industries brand or entity.
5. Should the dealer either elect to stop selling Valley brand equipment or be let go by Valmont Irrigation as a Valley dealer, the dealer must take down any branding, photos and videos, and mention in posts of the Valley brand, Valmont Irrigation or any Valmont Industries brand or entity, within 24 hours of the contract ending.
6. Do not post anything showing, explaining or documenting Valley or Valmont Irrigation dealer or sales meetings. These photos can be damaging to the Valley brand as customers may view it as flaunting or extraneous spending.
7. Do not post or share anything involving alcohol or that mentions alcohol, or content containing lewd or offensive language or actions. This includes profanity, sexual innuendos or otherwise offensive behavior. This is important for maintaining the image of Valley Irrigation.
8. Make sure responding is accurate and timely. Best practice is to direct the user to the dealer's website. Do not interact with comments that could involve political, religious, company competition or possibly offensive language or meaning. If the comment is offensive or provoking, the best practice is to delete the comment. If the user continues to be aggressive, blocking them from the page is encouraged.
9. Dealers and Valley employees are encouraged to post their own photos and content on social media. Before posting, every dealer and Valley employee must ensure these guidelines have been adhered to and the content contains safe practices and correct grammar.

Social Media Policy

The following social media networks have been approved by Valmont Industries, Inc., as official Valley brand channels. Dealers may use whichever of the social channels below that they feel are a good fit for their business:

- Facebook
- Twitter
- YouTube
- Google+
- LinkedIn
- Instagram

All other social media networks have not yet been thoroughly researched by Valmont to determine their usefulness to Valmont business units and brands, as well to determine how secure the networks are. Any social media networks created by a Valley Irrigation employee that are not listed above as “approved” will be taken down immediately by Global Marketing.

Per Valmont digital governance, Valley Global Marketing must be an administrator on each official Valley brand social media channel. Though this individual will not engage with followers, unless asked to, he or she will help ensure the channel(s) is kept secure.

Valley dealers are not required to follow this social media policy.

Social Media Artwork

All social media channel artwork must be reviewed and approved by the Global Marketing Department before it is published. Valley dealers are not required to follow this process.

Social media artwork includes, but is not limited to:

- Covers
- Avatars (Valley logo)
- Backgrounds

Social media channel covers and backgrounds should reflect the Valley brand's current advertising campaign. In special circumstances, such as during large promotions or events, other artwork may be approved to help promote the promotion or event. These must be reviewed and approved by the Global Digital Marketing Manager and the Global Marketing Department before they are published.

The social media avatar must be the stacked (i.e., vertical) version of the brand's logo without the tagline, as shown below. The logo must be optimized for websites (see Digital Logo Guidelines in this section). The avatar must fit well, without distortion, within the allotted space provided by the social media channel. Exceptions may be made for a campaign, but must be pre-approved by the Global Marketing Department.

- Facebook: **180 x 180 pixels**
- YouTube: **800 x 800 pixels**
- Google+: **1000 x 1000 pixels**
- Twitter: **300 x 300 pixels**
- Instagram: **110 x 110 pixels**
- LinkedIn: **500 x 500 pixels**

Correct Avatar



Incorrect Avatars



Posting to Social Media

Global Marketing recommends the following frequency for posting to social media networks, so as not to overwhelm followers and create a negative brand image. If the minimum recommendations are too frequent for your brand or office to keep up with, we recommend not creating a social media presence until resources can be dedicated to keep up with the frequency.

- Facebook – post a minimum of three times per week and a maximum of twice per day
- Twitter – post a minimum of three times per week and a maximum of once per hour
- YouTube – post a minimum of one time per month and maximum of one time per week
- Google+ - post a minimum of three times per week and a maximum of twice per day
- LinkedIn – post only business/industry-related content maximum of twice per day
- Instagram - post a minimum of three times per week

Valley Irrigation uses the tool HubSpot for social media publishing, scheduling, monitoring and reporting, which is the Valmont-approved tool for official Valley brand channels. Dealers may use any social tool that fits their business.

8 PUBLIC RELATIONS



Public Relations

There are four key reasons for developing good relationships with members of the media:

- You can generate third-party credibility and implied endorsement of your product or business.
- You can use relationships with the media and subsequent placement of stories to position your company as an authority, and to build your image and reputation.
- Through stories in the media, your messages will reach current and potential customers, influencers and decision-makers.
- Building relationships in good times helps protect you and your business in bad times.

Preparing Press Releases

Press releases inform the media about your news and events. Press releases are essentially short articles you write and send to media outlets. The exposure is free if a media outlet chooses to use it.

Tips for writing a press release:

- Make sure the information you are writing about is really newsworthy.
- Reporters decide quickly whether a release is newsworthy, so include the most important information (who, what, where, when, how and why) in the first couple of paragraphs.
- Keep the release short – no more than two pages.
- Always include a contact name and number, in case the reporter wants more information.
- A news release template – with standard formatting – is included in this book.

Tips for sending a press release:

Call your targeted media outlets to find out:

- How they want the release sent (e.g., email, fax)
- Who to send the release to
- The deadlines for submission
- The desired lead time for an event (generally two or three weeks for a newspaper)

There is much debate on the best day of the week and the best time of day to send a news release. You may choose to use the outlets' deadlines (or specific advice) as your guide. The Valley Marketing Department usually sends its press releases in the morning, on Tuesdays, Wednesdays or Thursdays. DO NOT send news releases on Fridays.

Press Release Template

A standardized Valley press release template has been created to help you craft your press releases. To create a consistent and trustworthy image of the Valley brand, it is vital to achieve a high level of recognition and standards by sharing common communication methods. This Press Release template is mandatory for Valmont employees. Valley dealers are not required to use this template.

Download the approved template from valleyirrigation.com/brand.



FOR IMMEDIATE RELEASE

For more information, contact:

Name, Company
Phone Number
Email Address

Valley® Irrigation xxxxx

VALLEY, Neb. (xxx, 20XX) – Valley® Irrigation, the leader in precision irrigation, xxxxx.

Xxxxx

xxxx

xxxx

xxxx

About Valley Irrigation

Valley Irrigation founded the center pivot irrigation industry in 1954, and our brand is the worldwide leader in sales, service, quality and innovation. With historical sales of more than 200,000 center pivots and linears, Valmont-built equipment annually irrigates approximately 25 million acres (10 million hectares) around the world. We remain dedicated to providing innovative, precision irrigation solutions now and into the future. For more information, please visit valleyirrigation.com.

###

Story Pitches & Media Alerts

Story Pitches

A story pitch is a quick way to notify a reporter of a potential story idea.

- Make sure your idea is newsworthy. Ask yourself, "Why would a reader care about this? Is it interesting, timely, new, useful or unique?".
- Do not pitch the same story to competing news outlets at the same time.
- Story pitches are most successful when you already have a relationship with a reporter or assignment editor.
- Pitches can be made by phone or email.

If you call:

- Introduce yourself, tell the reporter you have a story idea and ask if he/she has a moment to talk.
- Give them a brief explanation of your idea, including the basic facts: who, what, when, where and why.
- Ask them how they would like you to follow up.

If you email:

- Keep it brief.
- Explain your story idea and describe its relevance to readers.
- Provide pertinent dates, times and background.
- Provide your contact information.

Media Alerts

A media alert is a specific tool designed to let the media know about an event that will generate news. Often an alert provides enough information to arouse interest without completely revealing the story. An alert should include concise information:

- Who is involved, including: speakers, key attendees or who is invited?
- Why it is important?
- What the event is?
- Where it is, including location and directions?
- When it is, including the date and time?

Media Alert Template

A standardized Valley media alert template has been created to help you provide information to media outlets quickly. This Media Alert template is mandatory for Valmont employees. Valley dealers are not required to use this template.

Download the approved template from valleyirrigation.com/brand.



*****Media Alert*****

Dealership ABC is doing something newsworthy.

Who/What: Include a brief description of the event and who is involved. *For example: Business ABC will host a Field Day to offer information about and demonstrations on a new irrigation technology.*

When: Date, date, time

Location: Name of location, address, town, state

Why: Included a sentence or two about what makes this event interesting and newsworthy. You may want to include a link to a website that provides more information.

Contact: Name, title, company, email address and phone number

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###

9 BRAND WRAP-UP



Approval Process

To protect the brand, every use and application must be approved by the Global Marketing Department. Please submit files for pre-approval prior to production to valleybrand@valmont.com.

The only exceptions to this rule are if you are using materials (e.g., print ads) created by the Valley Global Marketing Department within the last six months or promotional items available on the company store valleyirrigation.com/shop.

This pre-approval will assure that the brand identities, trademarks and registration marks are being used correctly and that the Valley name is properly protected.

Be sure to submit your materials at least ten business days prior to your submission deadline to allow sufficient time for the review process to take place.

Brand Summary

Now it's up to each of us to make sure we stay "on brand." Following the guidelines is key to brand consistency. If there are further questions or a need for additional clarification, the user of these guidelines should contact the Global Marketing Department. There may be unique applications that warrant exception to one or more of these guidelines. In such cases, before implementation can proceed, a request must first be directed to the Global Marketing Department for review and resolution. Thanks in advance for your efforts and support of our brand and its integrity.

For more information and to answer any questions about the Valley brand, please contact valleybrand@valmont.com.